

AVAYA



**Communication Solutions
for Real Estate Agencies**



**Avaya IP Office—the “All-in-One” communications solution
for today’s small and medium-size real estate agencies**

IP Telephony

Contact Centers

Unified Communication

Services



Over 1 million businesses rely on Avaya solutions

Avaya helps you achieve your goals

Every small- and medium-sized real estate firm needs ways to reduce costs and improve the way it operates. Like every business, you're looking to keep all your customers, add new ones and grow at the pace that's right for you.

Avaya understands this. With over one hundred years of experience as a leader in communications, we know that the right solution for your business is one that helps you increase profitability, improve productivity and gain competitive advantages.

Get big business communication—at small business prices

Over one million businesses rely on Avaya solutions like Avaya IP Office—the award-winning business communications system that gives growing companies an

“all-in-one” solution for telephony, messaging, networking, conferencing, customer management and much more.

Growing businesses know they can rely on Avaya for big-business capabilities at small business prices. Avaya has an entire division focused on the needs of small- and medium-size businesses. We support extensive research into new technologies and standards. And we make it easy for businesses like yours to acquire our solutions by offering an array of financing options.

See what Avaya can do for you

You need a communications system—every real estate firm does. To find one that's right for your firm, start with Avaya. With solutions like IP Office, we're revolutionizing how small and medium businesses communicate. Now is the time to see what an Avaya solution can do for your business.

IP Office: The Right Solution for Today's Real Estate Agencies

1 What is it?

A solution for voice and data communications, messaging and customer management. Uses IP technology to deliver more functionality at a lower cost. Get all-in-one capabilities. Pay as you go.

2 How can I use it in my business?

To connect with colleagues and customers... simplify access to information... keep remote workers in touch. To save money through conferencing, networking, time/call management, Voice over IP and more.

3 What are my choices?

Does your business have one location? Multiple locations? Are you a branch office of a larger organization? A home office? With IP Office you can choose from a range of models and add capacity, applications and phones, as you need them. Whether you have 2 employees, 200 or more, IP Office is the right choice.





Making deals happen... keeping agents in touch...lowering costs—Avaya IP Office is ready.

Great communications is the key to sales. Busy real estate agents can rely on the Avaya IP Office solution to make it happen.

Location, location, location has always been the mantra of real estate. But when it comes to closing a deal, great communications is often the key ingredient.

When a sale is on the line, it's the job of the real estate agent to keep the conversation going—not just between buyers and sellers but also with anyone else involved in bringing the transaction to a successful conclusion: lawyers, mortgage brokers, property appraisers, building inspectors, insurance companies, contractors and more.

Timing is critical. Buyers and sellers are typically on a schedule—they want to close before a new job starts... the school year begins. Delays caused by missed communications could easily jeopardize a deal that was months in the making. It's the job of the agent to ensure that doesn't happen.

Few agents have the luxury of orchestrating one sale at a time while sitting at a desk surrounded by assistants. More typically, agents are juggling multiple clients and are almost constantly out of the office—showing properties, inspecting new listings, holding open houses, attending seminars and more.

It should come as no surprise that market research has shown that real estate agencies can benefit tremendously from solutions that keep remote agents in touch and

simplify the flow of information. All the more reason your real estate firm should take a close look at the Avaya IP Office communications system. IP Office is specifically designed for the kind of anytime, anywhere communications that keeps real estate agents ready for the next sale.

Keeping agents in touch

In real estate, accessibility is everything. Agents need the ability to reach and be reached—with buyers, sellers, colleagues, etc.—no matter where they happen to be at the time.

IP Office not only helps increase accessibility, it enables today's mobile real estate agents to take control of their communications. Instead of requiring everyone to guess what number to reach you at, IP Office lets you establish a "personal number" that automatically forwards calls to a mobile, home, or other phone. At any time you can change the setting to have calls forwarded somewhere else.

IP Office will actually "recognize" you when you call in and help make the change. You can screen out unimportant calls. You can even have phone calls and voice messages routed to you as email and play them back through the soundcard on your laptop. And the mes-

saging capabilities that are part of IP Office simplify the routing of faxes and emails to any digital device—laptop, PDA, etc.

'Calling all agents'

When a deal is on the line and time is at a premium, IP Office gives you the tools you need to connect all the players and also circulate information quickly.

Need to quickly set up a distribution list for voice mails and emails? The messaging capabilities of IP Office let you do it all through one interface. Set up a regular voice mail distribution that alerts all agents to new listings, price reductions, important announcements, etc.

Want the ability to set up impromptu conference calls? Use IP Office as your own private, secure conference bridge. Set up conference calls at any time. Your firm can have multiple conference calls simultaneously (with a maximum of 64 people conferencing at any one time). The IP Office conferencing solution eliminates the fees you pay to outside conferencing services. And in addition to the audio call, use the IP Office Conferencing solution to broadcast documents (i.e., web pages, photos of new listings) on the Web.

Easily manage your communications system

We know that busy real estate offices have better things to do than administer a communications system—particularly if they have more than one office. With IP Office, you can manage the entire communication system from one location via a single web browser interface. That

means you can manage multiple systems across multiple sites from one location. Easily add and delete employees, change system and voice mail settings and make it easy for employees to move from site to site and office to office. By taking advantage of advanced IP technology, Avaya IP Office simplifies the job of managing multiple locations—formal offices, offices in a home, temporary work locations, etc.

You can rely on Avaya

Avaya is a leader in providing small and medium size businesses with the communications systems, tools and services they need to achieve their business goals. Avaya delivers unbeatable quality, performance and service you can leverage to win in today's competitive world. And our special financing offers make our award-winning solutions more affordable than ever. Gain a competitive edge with IP Office through reliable and secure communications that deliver new capabilities with real business impact.

For more information about how Avaya solutions can benefit you, contact your Avaya Client Executive or Authorized Avaya BusinessPartner today or visit us at www.avaya.com

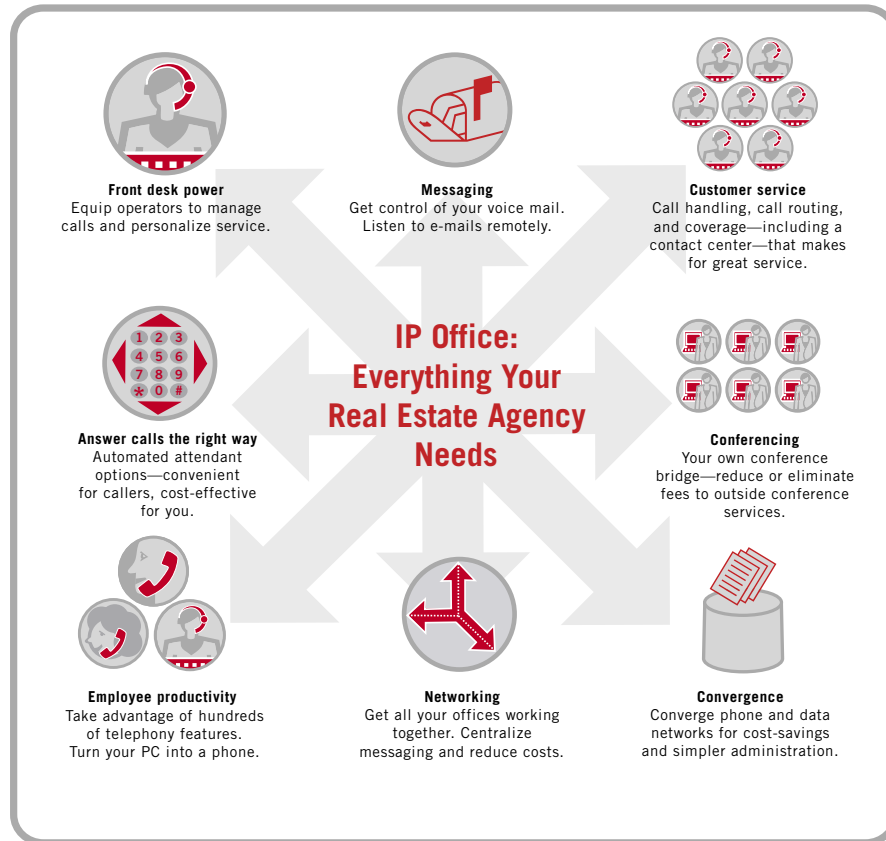
It's easy to calculate your savings

Find out how much IP Office can save your company with the IP Office Quick Calc Tool. Go to avaya.com/ipofficeroi



The "Virtual" Real Estate Agent

Working at home and on weekends is a fact of life for real estate agents. Many agents now are exclusively "virtual" with an office in their home. IP Office is designed for the virtual real estate environment, delivering quick and easy access to important information—email, listings, show sheets, sample sales letters, etc. With its built-in router, firewall and support for standards-based secure networking, IP Office simplifies secure access to data servers, facilitating information retrieval from anywhere.



You Have Questions...Avaya Has Answers

Does my current phone system give my agency what it needs?

If it is based on old technology, probably not. Other agencies may appear faster and more professional. IP Office delivers the capabilities that allow you to overtake the competition.

Do I need to understand the technology to implement it?

No. IP Office is designed specifically to give you more functionality without making more demands on your resources. Rely on your Avaya BusinessPartner for the support you need before, during and after your purchase. We'll take care of you so you don't have to worry.

Do I need to spend a lot to get the latest technology?

Not at all. You have choices based on your budget needs. Easy leasing or financing plans not only make this affordable; they help you quickly cut monthly expenses immediately. And you only have to buy/lease what you need, when you need it.

Is IP technology reliable for my needs?

With over 35,000 systems deployed worldwide (Avaya is #1 in IP Telephony shipments), Avaya IP Office has the track record businesses like yours can rely on.

Can my firm use IP Office as just a phone system?

Absolutely. Start by taking advantage of the many telephony features IP Office provides and add advanced capabilities as you need them via a simple upgrade.

I have old systems but am adding an office. Should I consider the new technology?

Not only would this be a way for you to experience the rich functionality of the latest communications applications, but we may be able to network with your existing equipment, as well as provide a gradual migration plan for your other locations.

How quickly can I get up and running?

Just say "when"—an authorized Avaya BusinessPartner can tailor a solution to your needs and your budget.

Avaya IP Office at a glance



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| The right model for your business | With several models to choose from, there's an IP Office to meet your needs. |
| Ready to grow | Capacities: 2-360 extensions; up to 192 lines; 96/120 T1/E1 lines |
| Call handling and messaging | Get 24-hour support for callers/customers without a 24-hour staff. IP Office has a range of messaging, auto attendant and Interactive Voice Response (IVR) capabilities. Integrate messaging and advanced call handling into your customer service operations. Handle voice mail and e-mail in a single mailbox. |
| Communication with customers | Set up a formal or informal customer service center with voice, e-mail and Web chat. Integrate your customer data base into your call handling. Manage the quality of your customer interactions |
| Work anywhere | Give your employees all the communications capabilities they have at the office whether they are working from home, a hotel or a remote office. |
| A complete conferencing solution | Don't pay any more fees to outside conferencing service providers. Get Web- and audio-based conferencing that are easy to set up and use. |
| Secure, converged communications | Use IP Office as a secure router with a built-in firewall/VPN. Route voice calls over a managed Internet service (VoIP) and pocket the savings. |
| Simple administration | Windows-based, menu-driven tools cut the time and expense of administration. |

About Avaya

Avaya enables businesses to achieve superior results by designing, building and managing their communications networks. Over one million businesses worldwide, including more than 90 percent of the FORTUNE 500®, rely on Avaya solutions and services to enhance value, improve productivity and gain competitive advantage.

Focused on enterprises large to small, Avaya is a world leader in secure and reliable IP telephony systems, communications software applications and full life-cycle services. Driving the convergence of voice and data communications with business applications – and distinguished by comprehensive worldwide services – Avaya helps customers leverage existing and new networks to unlock value and enhance business performance.



- IP Telephony
- Contact Centers
- Unified Communication
- Services

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