



No Annual Contract!
Set Up Fee: \$475
Monthly Fee: \$69.00
for single user/ log-on

Summary: Back Office Guru™

Overview:

BackOffice Guru is a web-based system that offers real estate companies the ability to integrate, manage and administer their back office operations. The system consolidates all of the information that is pertinent to a real estate company, permitting the client to keep track of the information and data that drives their company's success.

Key Components of Back Office Guru™ -

CREATE: *Input all listing and transaction data*

- Convert active listings to transactions using existing data.
- Assign Source of Business codes to listings and transactions to track referring sources and referral fees.
- Track expenses and payments associated with listings and transactions.
- Associate parties to listings and transactions (sellers, agents) allowing role specific visibility.
- Utilize custom Search and Sort features to evaluate data (by property, date, agent, client, office, etc.)
- Reproduce pay plans for automated agent commission calculation.
- Create Report Templates that reflect the needs of your business model.

ORGANIZE: *Aggregate all pertinent contact information into centralized web-based system*

- Consolidate and report agent data including contact information, birthdays, production achievements & more.
- Track inventory by status, agent, source of business, office, etc.
- Create and export contact lists and reports.

ANALYZE: *Monitor and assess listing and transaction activity*

- Generate production reports to track active listings, pending transactions, closed transactions, agent performance and productivity.
- Utilize reporting features to establish trends and create revenue projections.
- Coach and manage agents based on performance.
- Identify source of business, tracking referrals and conversions.

SECURE: *Protect data in a secure hosted system*

- Data resides online allowing access from any location with Internet connection.
- Data held by hosting service that meets stringent standards prescribed by the Financial Modernization Act of 1999, (the Gramm-Leach-Bliley Act).
- Data can be exported to allow off-line storage and manipulation.

- User maintains ownership of data
- PREA 4.0 Databridge integration

The Guru Story:

Guru has been building web-based solutions for real estate brokerage firms since 1995. We were the first offer web-based transaction management in 2000 and, in 2003, the first to offer customizable web-based enterprise systems built specifically for the real estate industry. Since that time, Guru has added modules for everything from Relocation and Recruiting to Leads management and Agent Receivables.

Our Mission:

We build partnerships with other forward thinkers, providing solutions which enable them to improve efficiencies and consistently deliver ever greater experiences to their customers.

Our Promise:

- Understand our clients and their unique and evolving needs
- Work hard, communicate honestly and promptly, and do what's right
- Provide our services in a way that is fun, fair and profitable for all parties.

everything happens in Guru