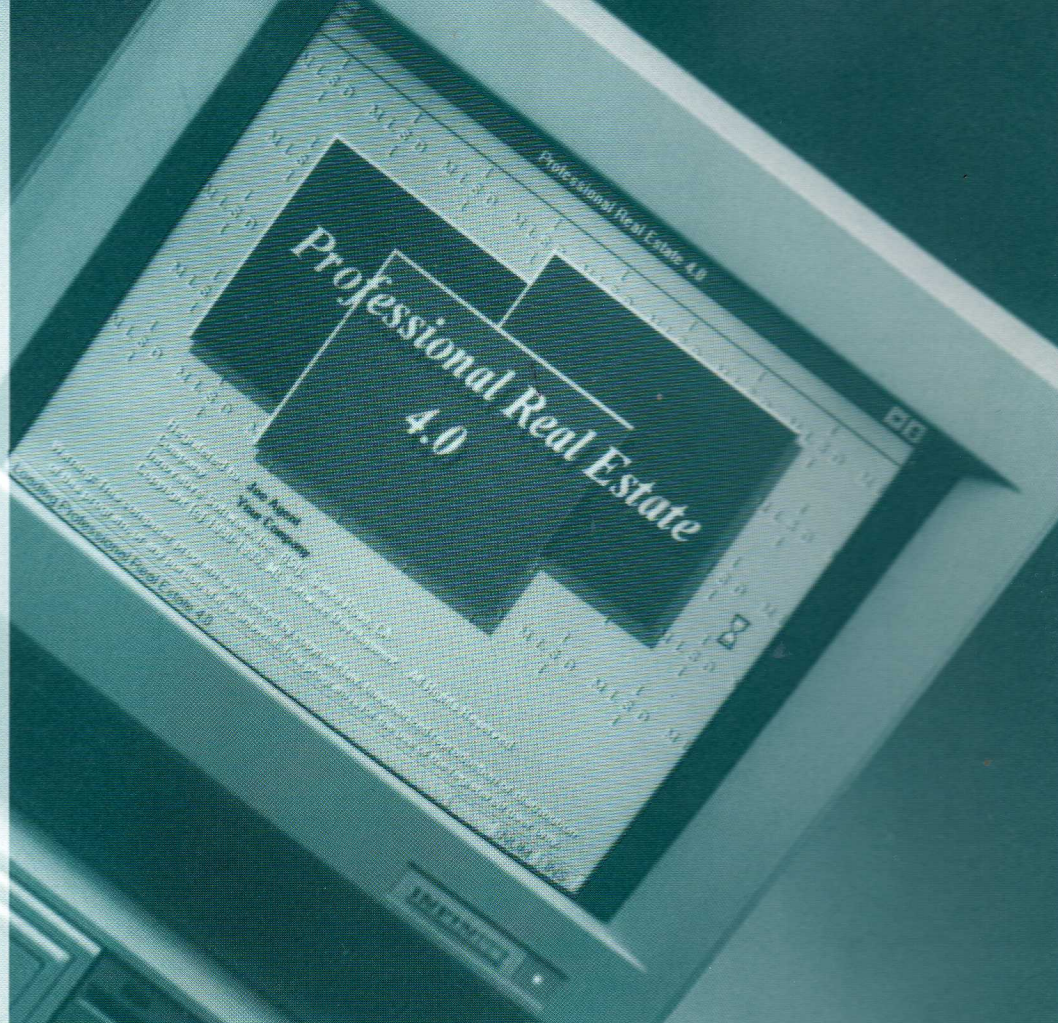*Easy-to-Use Real Estate Software So Smart, So Powerful, It Puts Sold at Your Fingertips - Fast!*
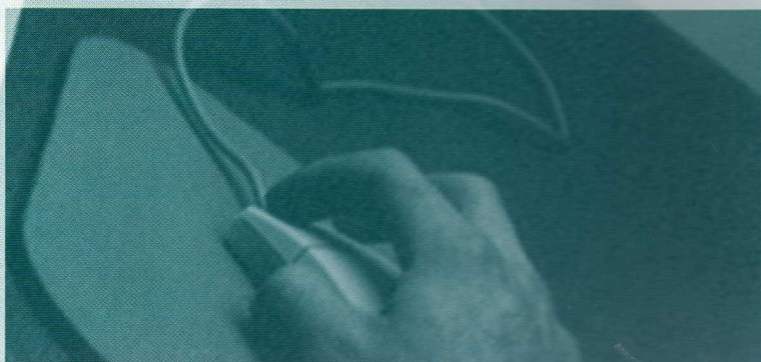
Professional Real Estate 4.0™

With the flip of a switch, your personal computer becomes your business and office manager. So you get ahead and stay ahead - way ahead.
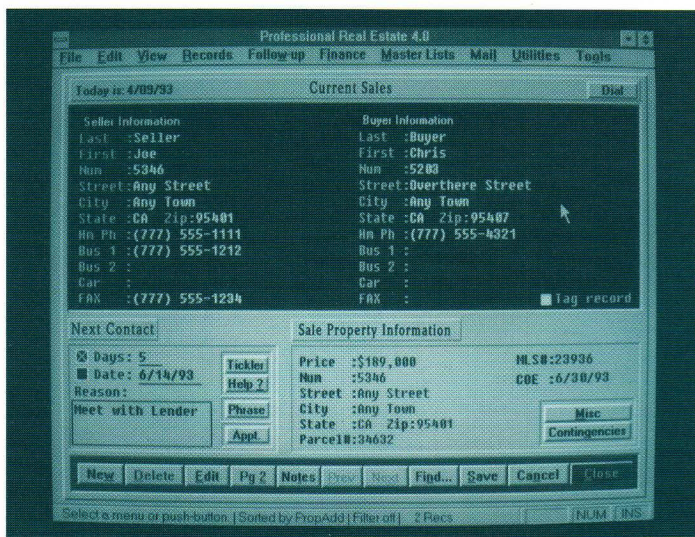
innovative
software inc.

Current Sales Screen.
Thorough and concise, this software makes it easy to keep in sync with your clients and customers even when you represent both the seller and the buyer.

Help your buyers and sellers – quickly.

Stay in step from signing a listing to closing an escrow.

One of the many beauties of Professional Real Estate 4.0™ is how simple it makes moving from one stage of a transaction to the next. For instance, once you've sold a listing, the *current sales worksheet* shows you, on just one screen, **information about the buyer, the seller, and the property, itself.** This extremely efficient software makes following people and properties from start to finish a breeze.

Get down to nuts and bolts.

With the precise *buyer prequalification worksheets, income qualification worksheets* and *maximum purchase worksheets* provided by Professional Real Estate 4.0,™ **you'll no longer have to guess** how much house a buyer can really afford – or waste time showing them homes with a "ballpark" price tag.

You, and your customers, can see right there on-screen what the current ratios are and how, for example, debt reduction would impact the purchase price allowed.

Compare loans.

Outlining the pros and cons of various types of loans is an exacting task that can consume a great deal of time when you're working with buyers.

Now, with very little calculating on your part, you can compare various *fixed loans, fixed loans* versus *ARMs, FHA loans, VA loans,* and *conventional loans.* A financial genius, Professional Real Estate 4.0™ features **worksheets on 18 different types of loans!** You can show buyers various estimated costs clearly and early-on in the home-buying process – saving you and your customers time and money!

There's also a *worksheet devoted to refinancing.* It calculates the total principal and interest payment on a new loan and estimates the cost to refinance.

The *owner carryback worksheet* – a valuable tool when asking a seller to carry a portion of the financing – shows a seller both the additional income and the anticipated profit on a sale.

SOFTWARE THAT GIVES YOU
THE MIDAS TOUCH

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Practically runs itself while helping you: stay in touch with your prospects and past clients; keep tabs on your transactions; and stay abreast of your earnings – in ways no other software can.

When you see your productivity skyrocket, you'll wonder how you ever got along without it.
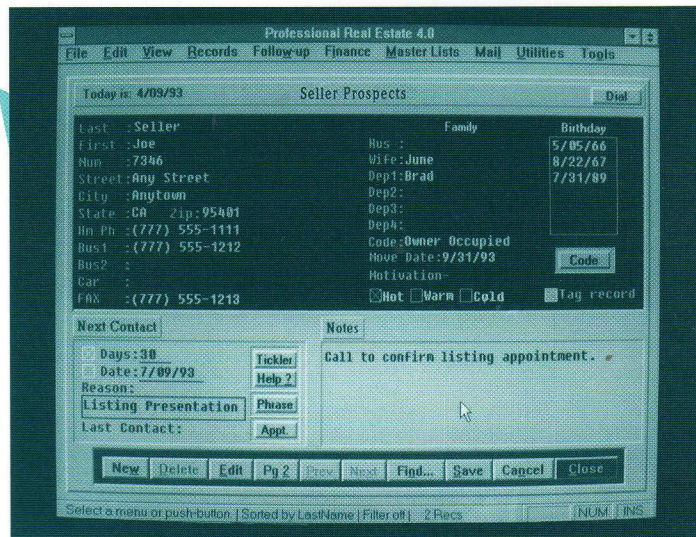
Buyer Prospects Screen.
A simple mail-merge function and 30 professionally written letters allow you to contact prospective, and past, buyers and sellers easily and regularly.
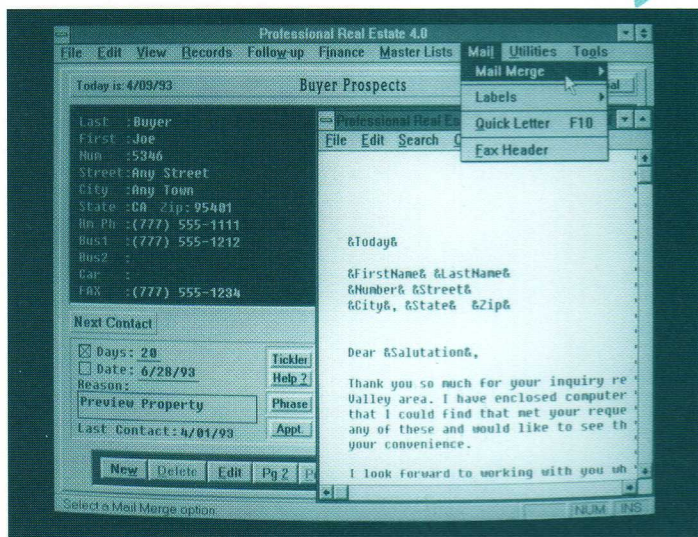
Seller Prospects Screen.
The area for notes, one of the program's advanced features, lets you write yourself reminders about what action needs to be taken next.

Manage your contacts – effortlessly.

Boost your productivity.

Professional Real Estate 4.0™ gives you the ability to make your sales and earnings grow - without working harder. It helps you turn prospects into customers, turn sales into closed escrows, and turn past customers into repeat buyers and sellers.

In fact, this super-smart software streamlines so many of your routine recordkeeping and correspondence tasks, you'll find yourself with time on your hands. **Time to tap into the additional business you always knew was out there!** No more golden opportunities lost!

And then, because it operates as an office manager, this powerful software program helps you manage all that new business, so your paperwork never falls behind or gets out of hand.

Spread the word about your success, then stay in touch.

Click on a few keys and access *30 professional letters* – letters for every situation, from contacting for-sale-by owners to thanking guests who dropped by an open house.

Use the letters as-is or tailor them with your own personal style. Either way, it's simple to get in touch – and stay in touch – with potential buyers and sellers. In fact, Professional Real Estate 4.0™ helps you manage your prospects so efficiently, **it's practically guaranteed they'll become your customers.**

Professional Real Estate 4.0™ makes customer follow up easy and certain. Your past customers will be so impressed with your timely, consistent communication, **they're bound to become return buyers and sellers – and send new business your way, too.**

Conduct mailings.

Touch a few keys on your computer and Professional Real Estate 4.0™ automatically generates *custom mailing labels.* In the blink of an eye, you can print labels (up to 1,000) for a specific or a broad range of prospects.

If your prospect lists already are computerized, Professional Real Estate 4.0™ can convert them, so all of your valuable data won't be lost! (Or, Innovative Software, Inc. can translate your lists for you for a nominal fee.) New contacts can be added easily and imported through MetroScan.

The instant your *lists, (*also called *databases),* of *buyer prospects* and *seller prospects* are up-and-running, Professional Real Estate 4.0™ will merge, or personalize, specific letters for certain groups of your prospects. With this powerful software, you can **touch a few keys and consider this tedious, time-consuming task complete!**

## Create hardworking lists of potential buyers and sellers.

Packed with options, Professional Real Estate 4.0™ guides you as you enter information about prospective buyers: how many bedrooms and bathrooms they prefer, how much acreage, how much of a down payment they have, their price range, their employers, their income.

Where potential sellers are concerned, Professional Real Estate 4.0™ enables you to note information such as their anticipated moving date. And, it allows you **to code and prioritize prospects – hot, warm, cold – based on their degree of motivation to buy or to sell.**

Here's yet another time-saver: With Professional Real Estate 4.0™ you can copy information from one database to another, so you don't waste valuable time entering the same data twice.
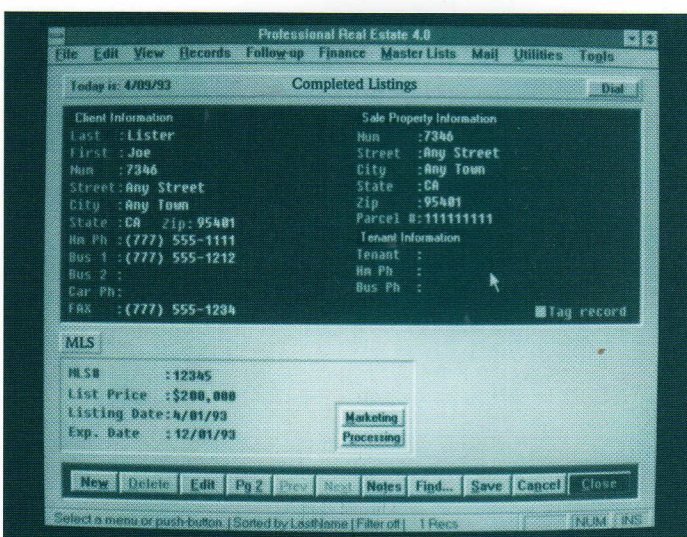
Processing Screen.
Once you've secured a listing, these processing notes and updates ensure no sales task falls through the cracks.
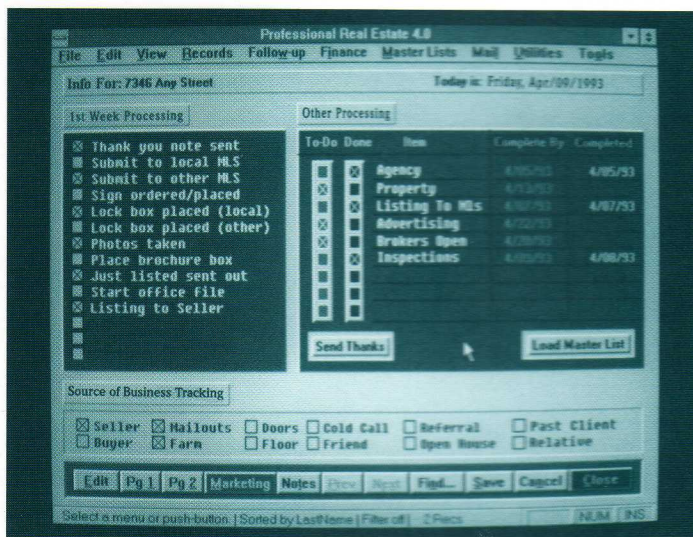
Completed Listings Screen.
The unique marketing and processing checklists help you keep a finger on the pulse of your listings.


Track your transactions – easily.

Rely on helpful checklists and cross-checks.

One of the ways Professional Real Estate 4.0™ helps you get down to business fast is by having time-saving reminders and cross-checks at every turn. **They serve as signposts, telling you when and what needs to be done, so you can focus on more important things,** such as preparing for a listing presentation or taking a developer to lunch.

The *processing checklist* ensures **nothing is overlooked** during the listing period. It reminds you to order a "for sale sign" installed; to report your listing to the multiple listing service if applicable; and to begin the paperwork required by your broker. This on-screen form also has a place for you to add, and plan for, inspections required.

Saving time is where the *completed listing form* and the *sales tracking checklist,* or *processing page,* shine. The *completed listing screen* provides comprehensive information on your seller and your listing. In addition, a click on the mouse pulls up the marketing screen, which provides a **recap of where and when the listing has been advertised and promoted.**

SOFTWARE THAT GIVES YOU
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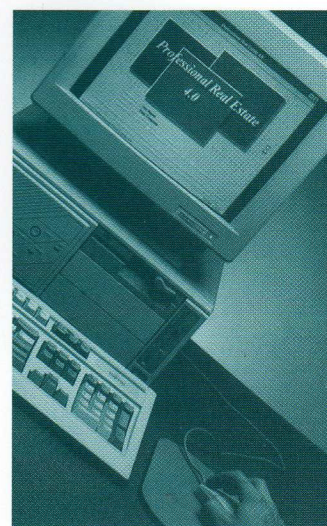
Seller's Estimated Net Screen.
This valuable tool lets you show sellers what they stand to make on a sale.

Contingencies Screen.
With this comprehensive checklist, you don't have to worry about overlooking things required to close an escrow.

Manage your time and money – expertly.

Make dollars and sense.

Sellers are, of course, primarily concerned with how much they will profit from the sale of their property. Professional Real Estate 4.0™ features a comprehensive *seller's estimated net worksheet,* which shows them exactly that – in seconds.

And, since this software – such a genius it could pass the real estate examination in all 50 states – was designed to be versatile, the title insurance and other costs that vary by state **can be adapted to your area with a few keystrokes.**

Sell…Sell…Sell…

Another nice thing about Professional Real Estate 4.0™ is the *contingencies worksheet,* which can be a lifesaver once you open escrow on a listing: It functions as a checklist, reminding you to tend to all tasks, large and small, essential to closing an escrow. Tasks such as ordering a home warranty, obtaining insurance information, returning the lock box, completing disclosure statements, and ordering roof and pest inspections. If a box on the *contingencies worksheet* isn't checked, **it's a red flag something needs to be taken care of before you can close that escrow.**

In addition, if you should want to know, for example, how many properties you sold in a particular area in the last six months, Professional Real Estate 4.0™ will search your seller database by town or by street, providing you with a complete, up-to-the-minute list.

Spend less, and earn more.

In the haste to meet publication deadlines and keep sellers content with your marketing efforts, it's easy to loose track of how much you're spending to advertise a listing(s) or your services. As an astute business manager would, Professional Real Estate 4.0™ monitors your expenses and shows you if you're on budget or in the red.

The *spreadsheet that compares your financial goals to your income* lets you see clearly just how productive you've been – or need to be in the days, weeks, months ahead. **Of course, with Professional Real Estate 4.0™ at your fingertips, this spreadsheet will show your sales and earnings growing and growing – far beyond your goals.**

Save time.

Professional Real Estate 4.0™ has a unique *"Next Contact"* option that lets you program automatic reminders to contact your prospects and past customers.

This software is so sophisticated that these "reminders" automatically appear on the daily calendar Professional Real Estate 4.0™ provides. If you prefer, *the phone book* feature will instruct your computer to dial your contacts for you.

Prospecting and follow-up are easier than you ever thought possible.

Professional Real Estate 4.0™ is also **good at jogging your memory** when you're conversing with customers – when it counts the most. Here's how: When a customer calls, you can type in the first few letters of his or her last name and, in a flash, be looking at notes from your last conversation or meeting.

The Advantages

Professional Real Estate 4.0™ keeps you in touch, keeps you informed, and keeps you on track, because it's packed with tools created by successful, hands-on Realtors® for real estate professionals such as you.

Easy to use, with Windows™ and pull-down menus, it takes less than two hours to master and comes with a simple tutorial and user's manual.

Professional Real Estate 4.0™ features:

CORRESPONDENCE
- A streamlined mail-merge and label system.
- 30 form letters that can be customized.

DATABASES
- A buyer database that includes needs and wants.
- A seller database that includes property details.
- A past-client database with property details.
- A farm database with property details.
- An agent database with company information.
- A current-listing database that tracks activity and generates reports.
- A current-sales database that tracks activity and generates reports.
- Subcategories within each database.

FORMS
- Worksheets that compare loan types.
- Worksheets that pre-qualify buyers.
- Worksheets that show cap rates and gross multipliers for investors.
- Worksheets that show a seller's estimated net.
- Comparison worksheets on 18 loan programs.

ORGANIZERS
- Hot, warm, or cold codes for prospects.
- A completely thorough follow-up system.
- A phone book with automatic dialing capabilities.
- A calculator.
- A tickler file with reminders organized by day or by date.
- A daily appointment planner.
- Note fields in all records.
- A backup and restore system.

REPORTS
- Automatically created income-to-date reports.
- Expense statements.
- Comparisons of financial goals to income earned.

Professional Real Estate 4.0™ can:

- Search quickly.
- Search by "sounds like."
- Make changes to individual fields in an entire database.
- Move information between databases.
- Export data to dBaseIII, Excel,™ Lotus,™ and ASCII files.
- Export database information directly to Microsoft Word 2.0.™
- Import mailing lists and databases through MetroScan.
- Display records one at a time or show several in abbreviated form.
- Enter information in blank, or user defined, fields.
- Easily access other software programs.
- Print out all reports and forms viewed on-screen for a permanent record.

System Requirements

To operate Professional Real Estate 4.0,™ you'll need:

- An IBM or IBM-compatible personal computer 386 or 486.
- A hard drive.
- At least three megabytes (MB) of free disk space.
- At least two megabytes (MB) of (random-access memory) RAM.
- MS-DOS 3.3™ or a newer version of this operating system.
- Microsoft® Windows 3.1.™
- A VGA or SVGA monitor.
- A mouse.
- A dot matrix or laser printer.

Satisfied Users Speak Up

"Over the past five years my annual gross commissions have averaged $600,000, and I've managed an average of 200 listings and closed an average of 100 escrows a year.
Professional Real Estate *helps me service my great volume of clients effectively and also helps me stay in touch with dozens of prospective clients. It helps me maximize my time, and it never lets me forget anything! Plus, it has increased the productivity of my personal office staff by at least 40 percent. Quite simply, it helps me achieve super results."*

–Martin A. Levy, Realtor®
#1 Realtor® since 1989, Northern California Division,
The Prudential California Realty, Santa Rosa, California
One of the Top Two Agents in the Nation, 1991
The Prudential Real Estate Affiliates, Inc.

"The first year I used **Professional Real Estate** *software, I increased my sales by 20 percent and my income by 20 percent. The second year, my sales went up 10 percent as did my income. This year I have been able to literally do 30 percent less work and have my income stay at the level it was last year. I now have the income I desire and the time to enjoy it.*
I used to spend 80 percent of my time doing paperwork and only about 20 percent of my time actually selling. Now 80 percent of my time is spent with clients and customers.
I appreciate **Professional Real Estate,** *because it works the way Realtors® work."*

– Jace Schmitz, Realtor®
Top Producer, Four Years, in Gross Sales, Income or Both
Coldwell Banker Uptown Realty, Port Angeles, Washington

"After sampling real estate software from 18 software manufacturers and talking with other top Realtors® who use computers, there is no contest. The **Professional Real Estate** *program is far and away the best and easiest program to use, with more usable features.*
I know without this program there is no way I could have closed 66 transactions in 1992."

– Eric Sjoberg, Realtor®
Centurion Award Winner
Century 21 Lad Realty, Inc., San Jose, California

"Finally, a real estate program designed to make all aspects of follow up easier. **Professional Real Estate** *has saved me a great deal of time and has allowed me to double my production. I have tried several of the real estate programs that are available and have found none to be as thorough and as easy to use.*
*With* **Professional Real Estate** *my production is endless."*

– Toni Abruzzo, Realtor®
#1 Agent, Marin County
RE/MAX of Southern Marin, Mill Valley, California
One of the Top Fifteen Agents in the State, 1992
RE/MAX of California

Telephone Support and Documentation

Professional Real Estate 4.0™ is so easy to use, we don't think you'll have many questions about how to get started. But if you do, we're here to help: Call us between 8:30 a.m. and 4:30 p.m. Pacific time weekdays. We're user-friendly!
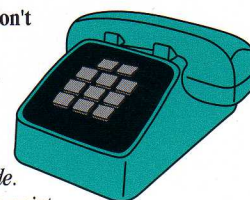
You won't be put off by our *Tutorial and User's Guide.* Written in plain English, it's straightforward and to the point. The table of contents and index make it easy to flip to the page(s) you need without delay or frustration. Even real estate professionals unfamiliar with computers have told us our guide is easy to follow and to understand.

To order, phone 800-707-5767
MASTERCARD® AND VISA® ACCEPTED

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3345 Industrial Drive, Suite 10
Santa Rosa, CA 95403
FAX (707) 523-0409

Remember, if you're not completely satisfied with *Professional Real Estate 4.0™* after 30 days, we'll refund your money.