

## REAL ESTATE INDUSTRY FOCUS



# Move Your Profits Up with Covad Solutions for Real Estate

Covad offers solutions to meet the needs of the real estate market. Relationships with clients and partners are paramount, and real-time communications makes all the difference in this competitive marketplace. Covad services can help you transform your real estate business with superior, business-class Internet and voice communications. With Covad, you can get ahead of the competition, be more responsive, and offer better service to your clients, easily and cost-effectively.

Covad solutions for real estate can help you:

**RESPOND QUICKLY.** Agents can be reached by clients and partners anytime, anywhere, using just one phone number

**ACCESS INFORMATION.** Accurate, real-time data at your fingertips with a single online interface

**COLLABORATE.** With clients, partners, and vendors by business phone, fax, cell, and email, and prioritize those calls based on their importance

**DIFFERENTIATE.** Compete using business-class features, without the high additional costs usually associated with those features

### WHAT REAL ESTATE PROFESSIONALS GET

Covad solutions meet your communications requirements, no matter what size your business is. Solutions include:

**BUSINESS-CLASS BROADBAND.** Covad offers Internet access through a suite of solutions that includes T1 and SDSL/ADSL over the Covad nationwide network, with business-class, 24x7x365 customer service and support.

**VOIP BUSINESS PHONE SOLUTIONS.** With Covad VoIP, you get voice and data services in a single seamless solution with a predictable monthly bill. And Covad makes it easy: you can move to a Covad hosted solution or implement a service that enhances the PBX equipment you already have.

**WEB HOSTING.** For smaller real estate firms that would like to remain focused on their core business, Covad offers four hosting plans, from email-only to feature-rich Web hosting. The Web hosting service includes website builder design technology and communication tools such as live chat and blogging.

### HIGHLIGHTS

- **Agent responsiveness is the #1 factor affecting client referrals and repeat business**
- **Leverage the power of Covad's VoIP solutions to reduce missed calls and increase your agent responsiveness**
- **Allow your clients and prospects to contact you at all times with a phone number you choose**

90%

of realtors have a professional website

**“The self-management is terrific. We’re growing rapidly, and we wanted a provider who wouldn’t charge us for simply moving a phone. Now we can make all our own adds and changes, free. The features are excellent. I’m very, very satisfied with the technology. And I can’t say enough about the people and the service.”**

#### **BENEFITS TO THE AGENT**

The Covad real estate solution offers several options specifically designed for agents on the move, such as:

**FIND ME/FOLLOW ME.** Callers can reach you wherever you are, at the number you choose. In real estate, answering important calls immediately is critical. With Find Me/Follow Me, you decide who will reach you and where—or, in the case of less critical calls, have them sent directly to voicemail.

**ELECTRONIC FAX.** Receive faxes online just as you do email. You decide which ones to print, save, or forward—even while you are on a call. You can redirect faxes to any fax machine from any phone or Internet connection.

**VISUAL VOICEMAIL.** A missed call can translate to a missed business opportunity—or worse, a dissatisfied client. The visual voicemail feature allows you to check and respond to messages through your phone or online through your computer. Now you can manage all your communications from any Internet connection.

**FREE INTEROFFICE CALLING.** Call colleagues in another office, free, using simple 4-digit dialing. As long as they are on the same Covad network, you can use the online “Click to call” button to get you connected immediately.

**INSTANT CONFERENCING AND COLLABORATION.** Easily get buyers, sellers, and lenders together on one call, without having to use an outside service or schedule it in advance. You can add, drop, or mute any party at any time—a level of control that most systems simply don’t offer. With the Covad conferencing features, calls between your offices are free, and no third-party service is required. Special features enable you to review documents such as contracts, offers, and disclosures in a collaborative environment so that changes can be made in real time.

#### **BENEFITS TO THE ADMINISTRATOR**

Whether or not your business has dedicated IT staff, Covad offers an intuitive user interface that greatly simplifies the management of the service. These features save you time and money while increasing productivity:

**DO-IT-YOURSELF ADDS, MOVES, AND CHANGES.** The online office administrator feature lets authorized users easily make simple changes to the system (e.g., add a user, move a user’s phone, delete a user) without the need to hire costly third-party technicians or tie up your IT person.

**SOFT CONSOLE.** Administrators can get a real-time, company-wide view of who is on the phone, and connected to which numbers. For brokerages with a large office or multiple locations, this helps in redirecting incoming calls appropriately.



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