

Fuel Your Competitive Advantage: Win new business and retain your client base



Real Market Intelligence

- PLAN
- WIN
- EDUCATE
- GROW



www.rpdata.com

Real Market Intelligence allows Finance Professionals to monitor and manage market share, increase customer loyalty and develop strong revenue flow.

With home ownership remaining high on the agenda for many Australians, we continue to be a highly mortgaged country. The property market in Australia is not homogeneous, so it's critical for brokers and planners alike to understand the differences. RP Data can provide you with the tools to win new business and deliver exceptional service to your client base in a way that will suit your business.

- **Minimise Risk.** Manage your client's expectations for the amount they wish to borrow and by exploring the property record and comparable sales for the area.
- **Provide added value to your clients and differentiate yourself from your competition.** Provide complimentary Comparative Market Analysis Reports to your clients with suburb demographics and comparable sales information etc.
- **Generate leads.** Access to prospecting lists ensures your marketing campaigns are carefully targeted to save you time and money.
- **Lower the cost of customer acquisition and retention while retaining your trailing commissions.** RP Data's unique Property Monitor service helps you to proactively manage your customers at the first sign of sales activity on the property, as well as receive tailored anniversary reminders. Don't wait until the end of the month to discover that another customer has left your mortgage book.

Successful finance professionals know that having access to timely, accurate data is a crucial advantage. RP Data's Property Information System provides you with the edge to stay ahead of your competitors.

Who's using Real Market Intelligence to grow their business?

"The added value we now provide our clients with the reports available from RP Data is priceless. It is a true differentiator for us."

Stephen Villios, Bernie Lewis Home Loans

"Not only does RP Data's Property System identify prospects so my funnel is always full but it allows me to proactively search and win the business I need so my marketing investment has a strong return on investment"

Peter Kiss, Aussie Home Loans



PLAN



- The most comprehensive search functions will help you plan your business from set up stage to growth.
- Understand who your target markets are, their buying behaviours in your territory, and how you can match your business strategies to their needs.
- Have a presence on Australia's leading consumer report website, www.myrpdata.com. Increase your profile and be visible with locals who are looking to buy or sell.
- Use aerial photos and data overlays that give you instant information about the location, price and characteristics of properties.
- Instantly perform title and document searches 24/7.*

*Service not available in SA, WA or NT.

WIN



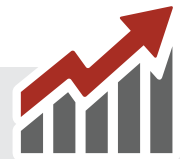
- Accurately target and generate qualified leads through our 4 finance searches (Refinance, High Equity, Reverse Mortgage & Low Doc) and On the Market®.
- Delivering exceptional customer service is made easy with RP Data. You can work more efficiently, build revenue and still provide the best service to your growing client base.
- Differentiate yourself from your competitors by providing complimentary reports such as the Comparative Market Analysis.
- Use maps and property photographs to enhance your reports.
- Use a number of different valuations to assist in speeding up the approval process.

EDUCATE



- Educate clients about prevailing market conditions using the most credible and objective reports.
- Managing expectations and increasing your approval rate is easier with the most accurate and timely information available in RP Data's Property System.
- Access sales data from property transactions in your area in real time to give your clients timely updates on the state of the market.
- Sharing RP Data's quality knowledge with your clients has never been easier. Be the expert and customise the reports to reflect your branding and the way you do business.
- Learn from our research experts and keep your finger on the pulse with a weekly newsletter filled with the latest market research. Use RP Data's leading research to stay in touch with your client base.
- A full suite of Valuation tools to assist you in detailed financial analysis

GROW



- From small to large businesses, RP Data provides you with the tools to continually grow your business and make it more profitable.
- Retain your trailing commission with RP Data's unique Property Monitor. Proactively manage your customers at the first sign of sales activity on the property as well as receive tailored anniversary reminders.
- RP Data's excellent customer support and training programmes ensure that you are never alone – we are here to help you grow your business every day.
- Customise a training session to suit your office and educate your staff.
- For new staff, get them up to date with weekly in-house training sessions in every capital city or use our online training solutions.
- Plan your business growth by understanding what the business potential is in your area and how you can maximise it.



Sydney • Melbourne • Brisbane • Perth • Adelaide • Wellington

CALL US FOR AN OBLIGATION-FREE DEMONSTRATION:

Sales 1300 789 303 • Customer Service 1300 734 318

Delivering tangible results to Finance Professionals every day.

Since pioneering the online property information industry in 1991, RP Data continues to be the undisputed leader in property information services throughout Australia and New Zealand.

We have over 122 million property records in our data base and one of Australia's most comprehensive aerial and frontage photography repository. Our innovative analysis and reporting tools are used by numerous industry bodies, while government authorities use our very own indices in forecasting and policy making.

Whether you need to grow your customer base, retain your trailing commission, reposition yourself or your brand or simply streamline the way you do business. RP Data has a solution that can make it happen. Our experience and expertise has resulted in trusted, long-term partnerships with clients that have quantifiable and tangible results daily.

Our databases grow daily and the tools to make Finance Professionals more profitable and professional continue to evolve. For the latest property statistics and information about the depth and breadth of the information we deliver, visit www.rpdata.com

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