Daylite for real estate professionals

This database template is designed for real estate agents to manage their opportunities and tasks.

Overview

Daylite terminologies may appear irrelevant to the real estate industry at first, however, you will soon discover that Daylite's powerful search features combined with the ability to link multiple objects together can drastically improve your efficiency.

This template serves as your starting point in customizing Daylite to better fit your own business terminologies and processes. If you are an experienced Daylite user, you can also benefit from the use of this template by looking at the workflow and suggestions to enhance your productivity.

Real estate agents rely on search functions to retrieve a large amount of information stored for their clients and properties. This database makes an extensive use of Smart lists to filter out certain items from the database based on any specified criteria. Along with Smart lists, keywords are crucial items that can enhance your searches by narrowing your search criteria to return specific information.

General Workflow

The following summarizes a general workflow for using this database template. However, you can adapt your existing workflow or customize this template according to your individual specifications.

1. Once you identify a potential client, the first step is to create a new opportunity. Daylite gives you the ability to set up a pipeline to visually track the opportunity and your progress in different stages. Any tasks, appointments or activity sets that you need to complete for your clients should be linked to the opportunity.

2. Link the relevant contacts and organizations to the opportunity. Furthermore, you can assign roles to track the responsibilities of a contact in the opportunity.

3. As you complete work in different stages, change the stages of the project pipeline.

Opportunities

An opportunity is a person or business who is interested in using your real estate expertise to search or list a property. In the real estate template, each active client is considered an opportunity. When you create an opportunity, you can associate one of the following pipelines to the opportunity.

1. The **Purchase** pipeline is the workflow for clients who wish to buy a property. This pipeline contains all the stages involved in purchasing a property starting from the searching process to the final closing.

2. The **Listing** pipeline is the workflow for clients who wish to sell their property. This pipeline contains all the stages involved in selling a property starting from listing the property to the final closing.

3. The **Rental** pipeline is the workflow for clients who wish to find a lease or have a property that they want to lease to other people. This pipeline contains all the stages involved in finding a rental property or renting out your property starting from the initial interview to the final agreement and closing.

If you provide other types of services, you can create new custom pipelines or edit the existing pipelines to better suit your business processes.

Suggested Workflow:

1. Create a new opportunity, link all relevant contacts and organizations, and assign a pipeline appropriate for the opportunity.

2. Tag the opportunity with keywords to define the main attributes of the property. This includes a range for the property size, the type of property and region.

3. As a realtor, you can calculate the amount that you will be getting as commission by creating an estimate. In the Estimate tab, add a Custom item and enter the price of the property as the amount and other relevant information. To calculate the amount of commission you will receive, enter the discount percentage as discount(%) = 100% - your commission rate. For example, if you have a 3% commission rate, enter 97% into discount to calculate your commission amount.

Projects

Projects are a powerful tool for managing your business. In this template, projects are used to help you track your personal plans and organize information essential for anything other than your real estate workflow. For example, if you are planning a personal or office party, or selling your own property, you could work with projects.

You can completely customize how you manage those projects by setting up custom pipelines.

Contacts

Contacts are the people you do business with. You can create contacts and assign a category such as *Home Inspector*, I*nsurance Representative*, *Loan Officer*, *Landlord*, *Real Estate Agent* or any other category to define the contact's connection with your business. You can tag your contacts with keywords such as *Buyer* or *Seller* for a more detailed classification of your contacts.

You can also create categories and keywords that are more relevant to your industry.

Organizations

Organizations are a collection of contacts linked to a larger legal entity. Organizations identify the company that a contact or prospect is working with. Similar to contacts, you can create and assign a category and keyword(s) to organizations. By linking a contact with an organization, you can specify a role played by the contact in that organization, such as *Real Estate Agent*, *Main Contact* and *Employee*.

Tasks

A task is a piece of work to be undertaken. You can create tasks and assign a status, category, due date, start date, complete date, estimated time, and set reminders to alarm you about an upcoming task. In this template, we have categories such as *At Home*, *With Client*, *With other Agents* to distinguish the tasks. You can set up custom categories for your tasks depending on your business needs.

Appointments

An appointment is an activity that is restricted to a certain time on a specific date. You can create appointments and assign a status, category, start date, start time, end date, end time, duration and set up reminders. In this template, we have categories such as *Client Meeting*, *Open House*, and *Tours* to further characterize the appointment.

Notes

A note is usually used as a reminder for a past or future event. You can use it to track important phone conversations, then link the note to the appropriate object. Moreover, you can attach external files to a note to act as a reference for your convenience. For example, if you have a contract as a .pdf file, you can attach the contract as a note, then link it to the appropriate opportunity, project or contact.

In this template, each offer is stored as a note, which is linked to an opportunity. This can be an offer to purchase your property or other offers depending on your clients' case. You can provide a brief detail of the offer in the note, or store the official document as an external file into the note. All notes that discuss an offer can be assigned the category *Offer*. If a certain offer becomes invalid, then you can unlink it from the opportunity.

If you would like to attach a picture to an opportunity (i.e. picture of a house), you can drag and drop the desired picture on a note and then link it to the opportunity. As you access the opportunity, you will also be able to view the picture by choosing View > Detail > Activity from the menu or by selecting the Activity tab.

Suggestion:

If you simply attach a photo to your opportunity, you will only be providing a link to a photo on your computer. Users on other computers will not be able to view the picture. Also, if you change the location of your photo in your local computer, the link will no longer be valid. Therefore, you are strongly encouraged to drag and drop a picture on a note and link that note to the opportunity.

Activity Sets

An activity set is a predefined collection of tasks and appointments. You can create activity sets for any repeatable pattern of activity you do very often. In this template, a set of default activities that are required for most real estate transactions are grouped together and saved for easy retrieval. This template has the following four activity sets.

1. The **Buying Home** activity set is to track the steps required to search for a home until a potential offer is sent to the desired property.

2. The **Listing Home** activity set includes all the tasks and appointments required to list a home up until a potential offer is received.

3. The **Purchasing Process** activity set is a continuation of the Buying Home activity set. It contains the tasks and appointments required to give an offer to a desired property, negotiate and all the necessary tasks until closing, when commission is received.

4. The **Selling Process** activity set is a continuation of the Listing Home activity set. This set of tasks and appointments are crucial to bring the offer into the negotiation stage, meeting requirements and any necessary tasks until closing, when commission is received.

You can create your own activity sets for items in Daylite with specified relative dates, which are replaced with real dates as the activity set is applied. Daylite gives you the ability to customize activity sets so you can add, remove and edit tasks and appointments to better suit your real estate workflow.

Smart lists

A Smart list filters the items in your database and displays only those results that match the criteria you have specified. The real estate template includes many Smart lists for different types of items in Daylite. For example, opportunities in the real estate database template have Smart lists such as *1000 - 1999 sq. ft.*, *All Buyers*, *All Sellers* and many others to enable you to filter items in your database in an efficient manner.

You can completely customize Smart lists depending on how you wish to filter and view certain information in your database. You can set up Smart lists and add custom criteria based on the requirements of your business.

Suggestion:

Make your Smart list searches more powerful by using keywords extensively. Keywords can help you retrieve the most specific information that you need from your database.

Reports

This database template has the following customized report.

1. The **Opened Opportunities** report displays all opportunities with an open status, sorted by their create date in reverse chronological order.

You can also work with Print Layouts (File > Print) to create report style documents. Instead of outputting all the data from the database, print layouts only display the currently selected items.

Resources

There are a number of resources to help you to learn more about Daylite and provide answers when you have technical questions.

- **Daylite 101 certified training course:** Our certified trainers deliver this course regularly all over North America. To find out more about this course and our trainers, please visit http://www.marketcircle.com/daylite/training/.

- Our support website and knowledge base have many articles that can help you solve technical difficulties. Visit http://www.marketcircle.com/help/ for more information.

- We have interactive forums where you can share ideas, tips, and questions with fellow Daylite users. Marketcircle engineers, designers, and support staff also share their knowledge on the forums.