

## **LJ HOOKER LAUNCHES CUSTOMISED IPAD APPLICATION**

Leading real estate firm LJ Hooker Ltd today launched a fully customised version of their Customer Relationship Management system 'Evolution 2' for iPad.

'E2 for iPad' is a custom built application to enhance the accessibility of LJ Hooker agents to their clients. LJ Hooker sales agents will have access to the tools and resources they need to successfully list and sell property.

LJ Hooker is the first Real Estate Group to develop an iPad application for its network of sales agents across Australia and New Zealand that is fully synchronised back to its own proprietary CRM program.

Chief Executive Officer, L. Janusz Hooker said: 'E2 on iPad' is the latest in a string of technology advancements we have made, including the recent iPhone app 'Go LJ Hooker'. These developments are part of our strategy to continually improve our customer service and set the standard for real estate in the technology space.

"With 'E2 on iPad', our workforce is not restricted to a desk or office to access a database, marketing materials, contacts list or diary. 'E2 on iPad' increases an agent's productivity with real-time access to these tools while on the road."

E2 is LJ Hooker's custom built, customer relationship management program that is used exclusively by all LJ Hooker franchises. It is used to manage sales administration including diary, contacts, accounts, and marketing and advertising properties.

E2 for iPad enables real-time access for agents to their database of clients, capabilities to conduct on-the-spot buyer matches at appraisals, the ability to show property photos and videos in high definition and show details of current listings.