

# Real Estate Telephony



**More Listings and Buyers**

**Better Agent Retention**

**Improved Agent Recruiting**

**Greater Operating Efficiency**

## Owning Success with improved communications

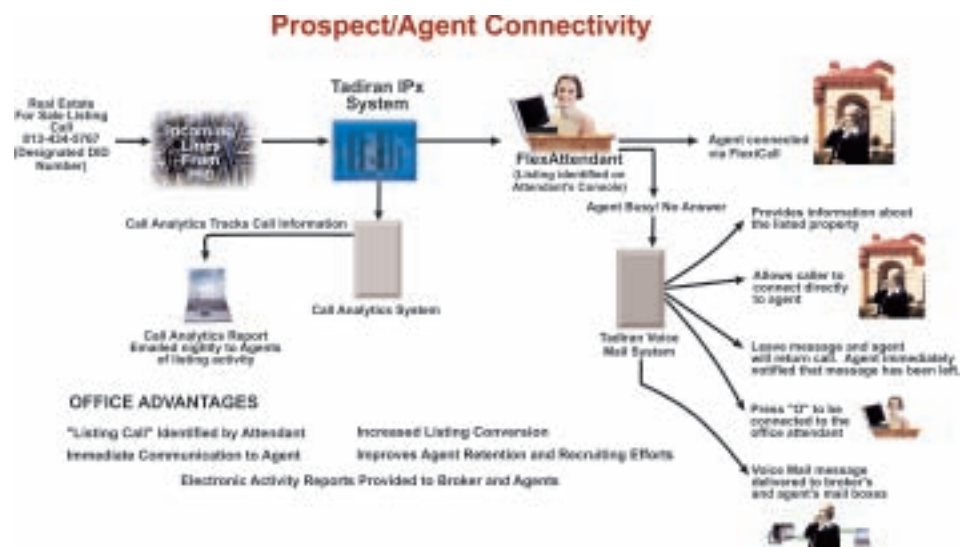
Today's Real Estate market requires immediate communications and flexible work processes. Buyers use the first agent they interview more than fifty percent of the time. The key to growth is communications. But just as important is the ownership, control, and tracking of those communications. An agent will rely on his cell phone, but it is important that calls flow through the brokerage-owned telephone numbers. Tadiran Coral solutions are designed so that you own your success now, and in the future.



*Gain significant market advantage through e*

Predicting the exact formula for the success of an agent/broker relationship is difficult. The communications systems must be flexible enough to allow the agents the latitude to fit their sales style while providing the broker the controls and reporting mechanisms for long-term success. The Coral IPx products are designed to support and balance that relationship and to provide the broker with the right tools to generate agent and listing growth.

- Increase your listings and buyer inventories
- Increase your agent retention rates
- Increase your agent recruitment results
- Reduce your operational costs



## Communication Platforms Supporting Real Estate Applications

The Coral IPx product line is perfectly suited with the features for both small independent or larger distributed Real Estate offices.



### Coral IPx Office -- Small to Medium Office and Branch Office

This compact system was designed for VoIP while still packed with all the features of the larger Coral IPx systems. This server or the larger IPx 500 or IPx 800 systems are excellent application servers for brokers. All

the IPx systems support FlexiCall and Freedom. And each supports full-featured remote (home) agents with FlexSet-IP telephones.

### Coral IPx 500, 800, 3000, 4000

Coral IPx systems provide various levels of scalability, call handling capacity and redundancy. This complete line of servers provides options for growth but with a seamless feature set and user experience.



FlexSet-IP Telephone for remote users.

enhanced communications management

### Cell Phone Integration with FlexiCall

FlexiCall allows a cell phone to act as an extension on a Coral IPx system. Rather than an agent providing their cell phone number to buyers and sellers, they provide a number that rings into the office. FlexiCall can then ring an extension and cell phone (or home phone) simultaneously. Because the call is not forwarded outside the Coral IPx, the caller can press 0 for an operator or leave a message in voice mail. All calls can be tracked within the system.

### Freedom - Make calls from the office using a cell phone

This feature is specially designed to track calls made from a cell phone to a buyer/seller. When an agent wants to make a call from his cell phone he calls his own office telephone number. The system will recognize him (by his caller ID) and answer with system dialtone. From that point he can dial an extension or outside telephone number (displaying his office number to the called party). This way all calls can be tracked from within the office telephone system.



### Hot Desking with FlexAgent

The Coral IPx systems provide shared-office resources. Agents can sit down at any Tadiran deskphone and enter their login number. The telephone will now become their phone and will ring if someone dials their advertised telephone number.

### Remote Agent support with FlexSet-IP

FlexSet-IP telephones support the same powerful features as the office-located telephones. Using an Internet connection (such as DSL or cable modem) remote agents can have the same telephone experience as if they were in the office.

### Unified Messaging - Email and voice mail in one place

Tadiran offers two unified messaging platforms that integrate directly into the Coral IPx servers. uCMC is a feature rich messaging server that integrates voice mail messages right into your email Inbox. It also can send a text message to your cell phone when you receive a voice mail at the office. The CMC for Windows is another fully-featured messaging server with additional faxing capabilities and email reader (text to speech).

# Tadiran Telecom

A World of Communications for everyday business

## Company Highlights

- Tadiran was founded in 1961 with the merging of the communications company Tadir and the battery company Ran.
- Tadiran's first business telephone systems were introduced in the late 1960s.
- The Conglomerate Tadiran was divested in 1999, resulting in Tadiran Telecom, Inc.
- Tadiran Telecom products have been sold by some of the world's largest telephone companies.
- Tadiran Telecom has offices in six countries with distribution in 41 countries with over 10 million ports installed.
- First to demonstrate VoIP in a PBX. Continues to be a technology leader in VoIP applications.
- Prestigious customer list is a who's who of governments, hospitals, and universities.
- Focus on mobility solutions to provide seamless interaction between office and cellular telephones.



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FlexSet 120D Display Telephone



Coral IPx 500