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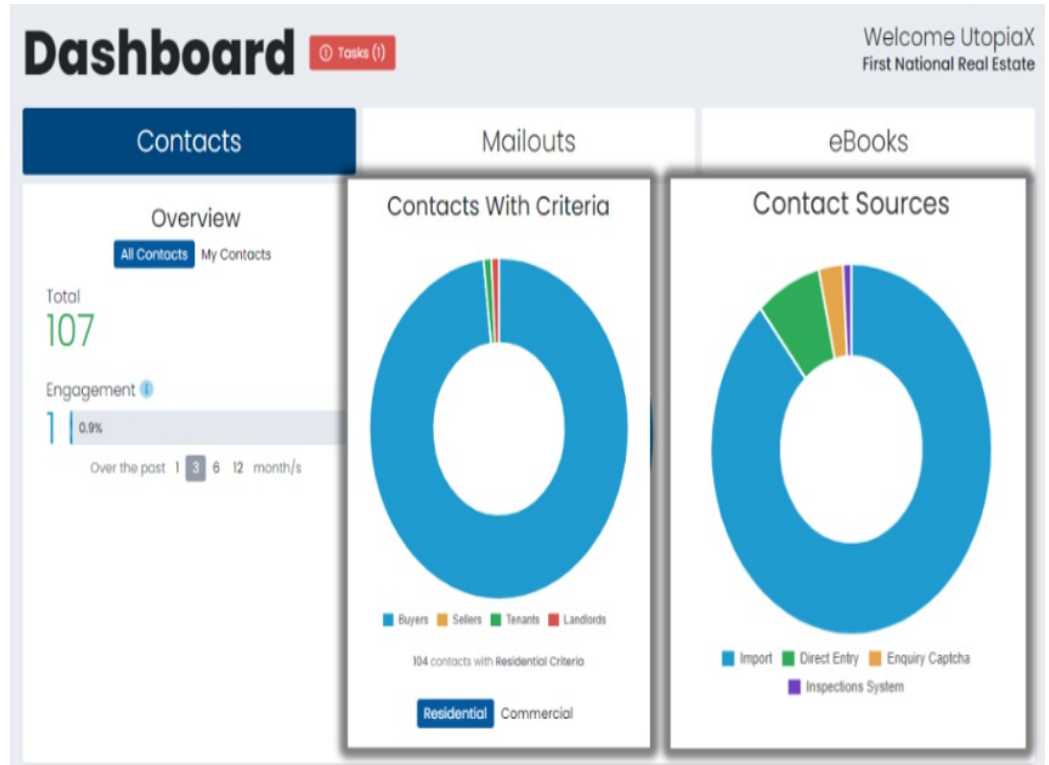
What is Utopia?

Utopia is a digital marketing communications platform that is a powerful, profit generating tool that solves all your communication needs.

Utopia provides you with the skills to master timely email and SMS communications to desired recipients, which reduces the likelihood of unproductive communications, and increases the amount of replies, opens, and engagement with members from potential clients. Utopia allows users to create clear, easy-to-read eBooks for marketing use, that can be customised and sent to any client, anytime.

What can Utopia do?

1. Create and manage a contact database, which can be segmented and communicated with easily and effectively.



eBooks New eBook eBook Templates More

My Templates | **Global templates**

Title	Template
8. Owner's Guide to Healthy Homes	Fluid
Last edited	Template type
18-Jun-2024 09:46 AM	Other

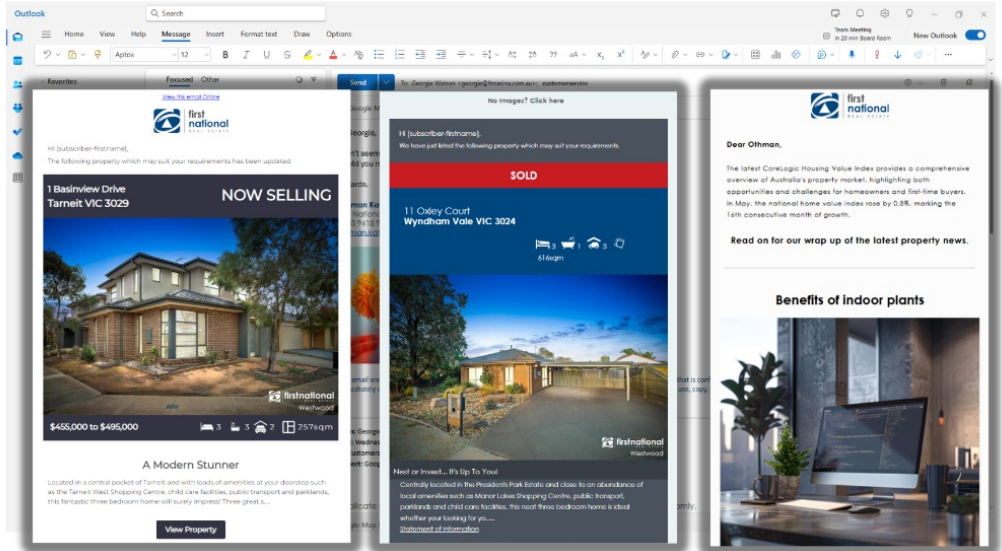
Buyer's Guide Preview Select

Tenant's Guide Preview Select

7.5 Repairs Guide
 Last edited: 17-Jun-2024 11:35 AM Preview Select

2. Utopia can help you design eye catching and easy to read listing proposals, market reports, internal staff induction guides, and even your own manuals.

3. Send scheduled email communications for open homes, new listings and more.



Dashboard

Tasks (1)

Welcome UtopiaX
First National Real Estate

Contacts

Overview

All Contacts My Contacts

Total
107

Engagement



Contacts

Buyers Sellers

104 contacts

Residential

11:32

Instagram

97



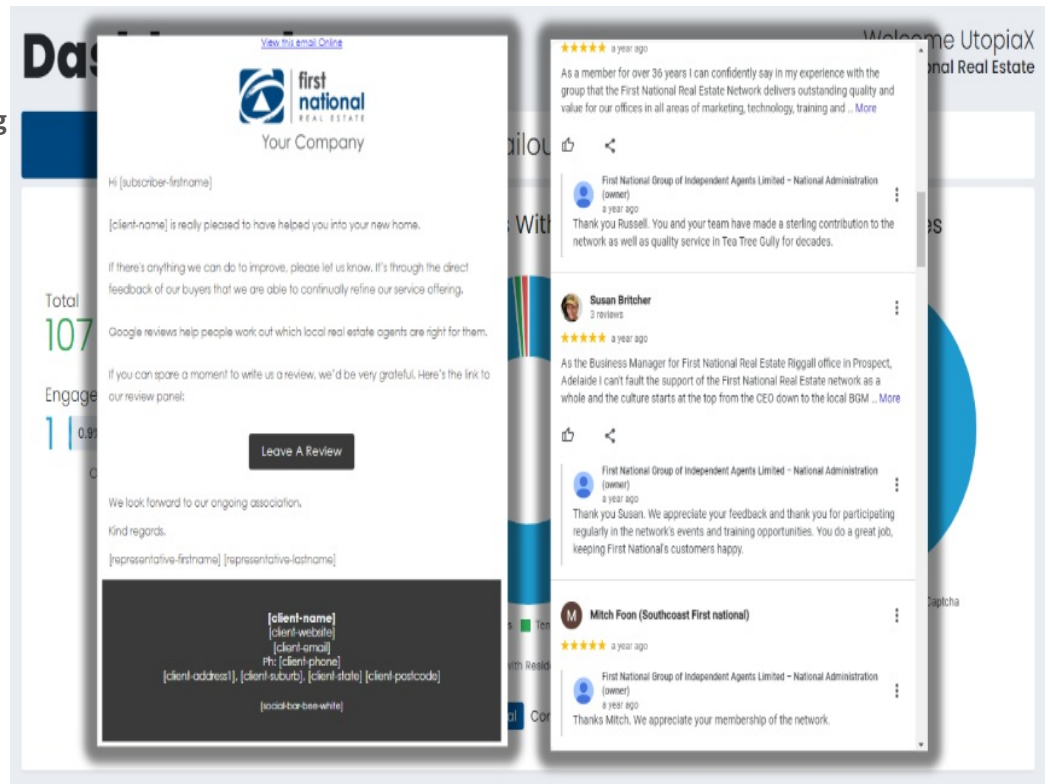
+61 415 050 298

iMessage
Today 11:32 AM

Good morning!
New listing is up on 945 Hayes Gap Road Mudgee. It's a lovely 3 bedrooms, 2 bathrooms and 5 car spaces for \$649,000. To inspect or unsubscribe, please respond to this message or email me on: sales@fnmudgee.com.au

4. Schedule SMS marketing messages and promotions.

5. Source Google reviews using SMS and email communications.



CRM Connection

Utopia connects with your CRM to access all listings and contact information to help you create marketing material. You can choose to create a one-way or two-way feed between your CRM and Utopia.



One-Way Feed

Information only comes from your CRM to Utopia. This means that any information you put into your CRM will also be accessible in Utopia.

Two-Way Feed

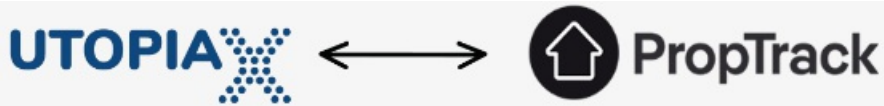
This way, if you upload any information into either platform, it will show up in both (**Only available for Zenu and Agentbox CRM users**).

Important Note

Utopia is not a CRM, nor should it be considered as a replacement for one. Simply put, Utopia is a complementary program that works alongside your CRM, by receiving contacts and listing information. It allows you to market properties to contacts through eBooks, mailouts, and other features.

Proptrack Integration

Through an exclusive partnership with Proptrack, Utopia is able to source the best and most up-to-date property market information. The data produced directly feeds into eBook and certain email marketing templates.



Creating suburb profiles and sourcing comparable data has never been this easy!

WYNDHAM VALE VIC 3024
Suburb Snapshots

HOUSES			UNITS		
Median House Price \$590,000 <small>12 months from 10 Jul 2023</small>	Median Days on Market (House Sales) 35 <small>12 months from 10 Jul 2023</small>	Number of Houses Sold 473 <small>12 months from 10 Jul 2023</small>			
Houses for Sale 171	Interested Buyer's (House) 2545	Median Section Price (House) \$460 <small>12 months from 10 Jul 2023</small>			
Median Days on Market (House Rentals) 24 <small>12 months from 10 Jul 2023</small>	Rental Yield (House) 4.11% <small>12 months from 10 Jul 2023</small>	Number of Houses Leased 1004 <small>12 months from 10 Jul 2023</small>			
Houses for Rent 173	Interested Buyer's (House) 1757				

More Listings
Some of our other available properties

- 19 Tournament Drive, SANCTUARY LAKES
\$1,375,000 - \$1,475,000
- 3 Thrush Court, WERRIBEE
\$490,000-\$530,000
- 22 Bregman Esplanade, MANOR LAKES
- 21 Margaret Street, WERRIBEE

Comparable Sales

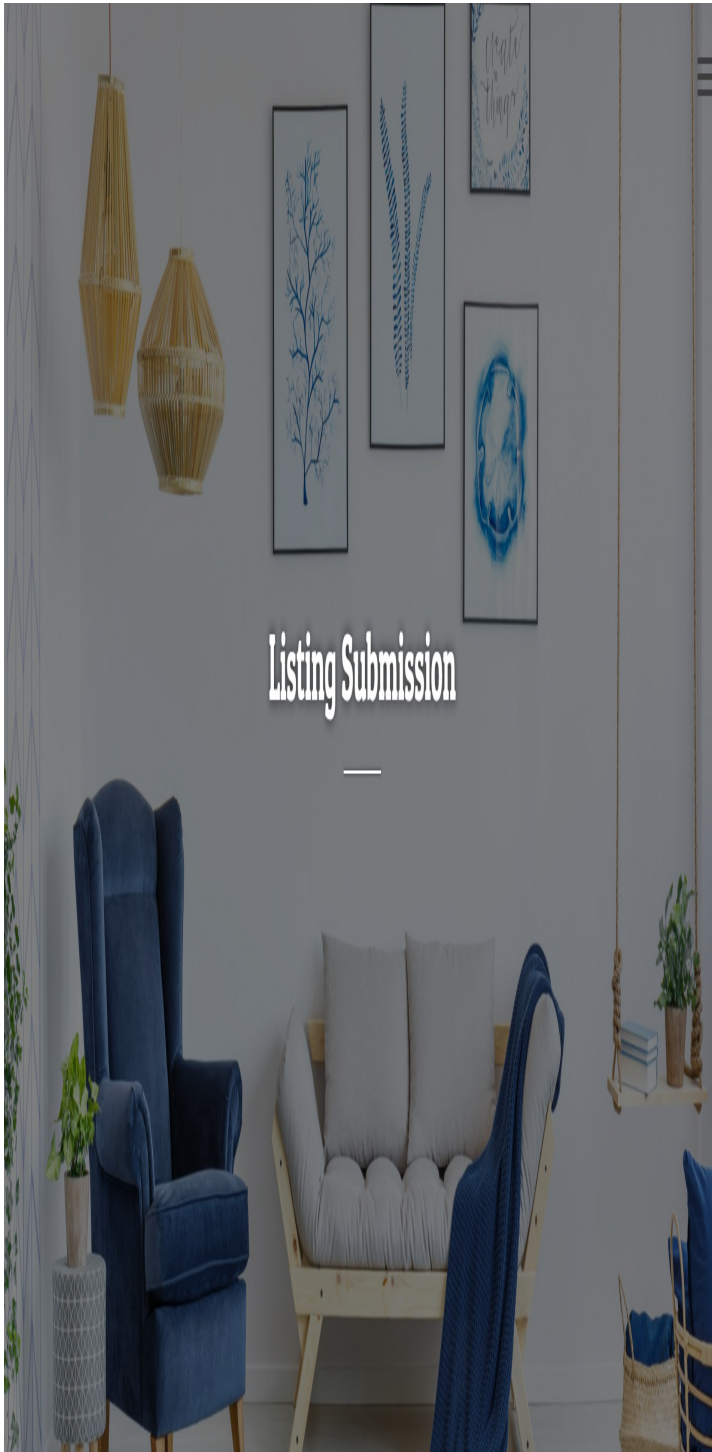
- 20 Edison Drive, Wyndham Vale, Vic 3024, Wyndham Vale
\$655,000 SOLD
- 11 Albridge Road, Wyndham Vale, Vic 3024, Wyndham Vale
\$699,000 SOLD
- 5 Edison Drive, Wyndham Vale, Vic 3024, Wyndham Vale
\$690,000 SOLD
- 13 Leigley Avenue, Wyndham Vale, Vic 3024, Wyndham Vale
\$650,000 SOLD
- 7 Bourcain Street, Wyndham Vale, Vic 3024, Wyndham Vale
\$525,000 SOLD
- 14 Amesbury Avenue, Wyndham Vale, Vic 3024, Wyndham Vale
\$685,000 SOLD

Utopia in Action

eBooks

Members using Utopia are creating their own eBooks everyday, and using our templates to help. Signing up gives you access to such eBooks as:

Listing Submission



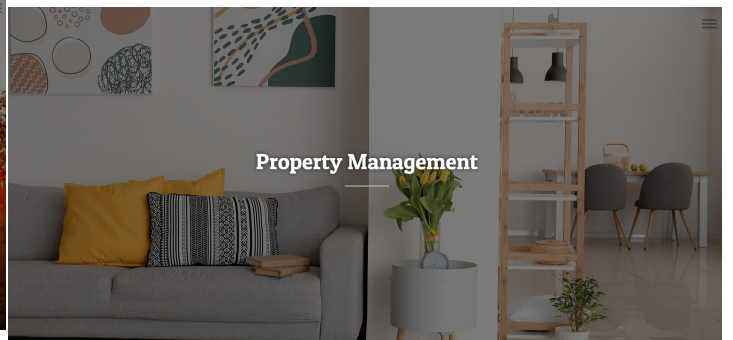
On The Market



Pre-Listing Templates

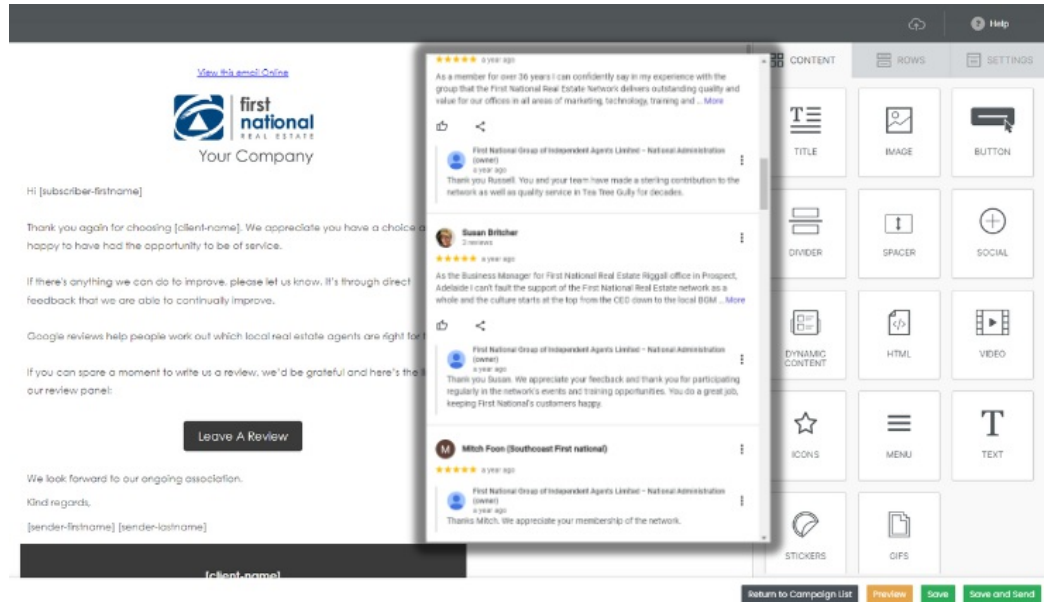


Property Management



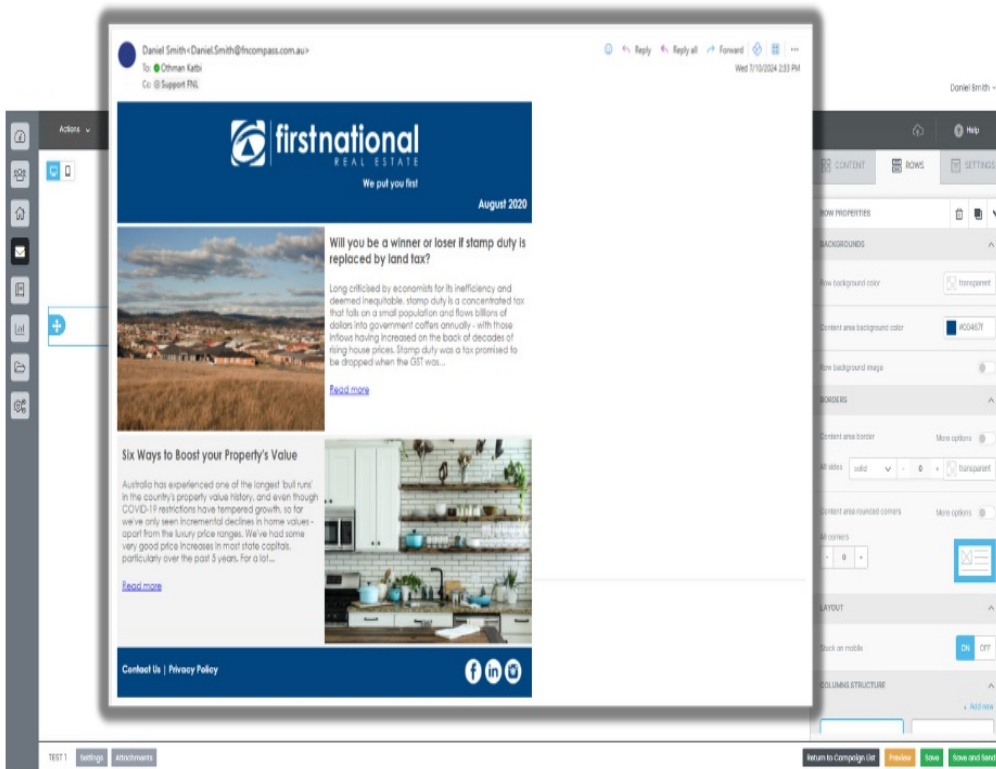
Email - Requesting Reviews

Members are using the mail out features to source Google reviews to better the image of their office.



Email - Blogs

Members send out emails containing links to new and relevant blogs as a way of marketing to contacts.



Monthly Market Update

The mailout feature is also used to keep clients engaged through monthly newsletters that provide market information for all contact groups.

The screenshot displays an email editor interface with a dark grey top bar containing 'Show structure', 'Help', and other icons. The main workspace shows a draft newsletter layout for 'first national REAL ESTATE'. The layout includes a header with the company logo and a 'View this email Online' link. The body text is addressed to 'Dear Othman,' and discusses the 'CoreLogic Housing Value Index' for Australia's property market, noting a 0.8% rise in May. A call to action reads 'Read on for our wrap up of the latest property news.' Below this is a section titled 'Benefits of indoor plants' with an image of a plant. The right side of the editor features a 'CONTENT' sidebar with various widgets like TITLE, IMAGE, BUTTON, DIVIDER, SPACER, SOCIAL, DYNAMIC CONTENT, HTML, VIDEO, ICONS, MENU, TEXT, STICKERS, and GIFS. At the bottom, there are buttons for 'Campaign List', 'Preview', 'Save', and 'Save and Send'.

Send SMS message to 1 Contacts

The time now is 3:26 PM on Wed 10-Jul-24.

Load Template: PRICE REDUCED,Suburb only,features,price

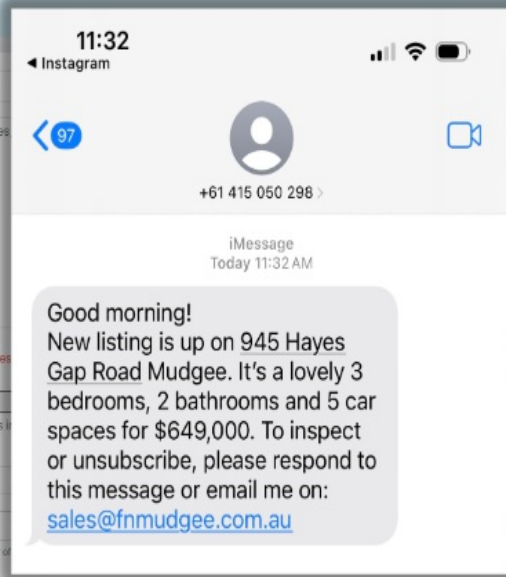
Message (160 characters) Price Reduced-[address_suburb] [features

- 115/160 characters
- Note that the length of personalised messages that is quite long.
- Personalise (optional):
- Use the above list to insert merge fields

Date: 10-Jul-2024

From Number: Default

By default, the from number will be the mobile number of sending the SMS (0420850986).
If this number is empty, the mobile number of the office will be used (1800 032 332).

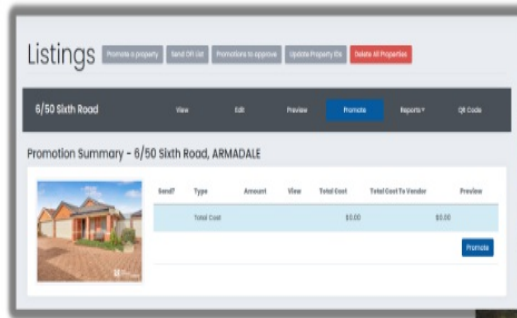


SMS - Updates

Members can send promotional SMS communications to advertise new listings, price changes, and more.

Email - Updates

Members can send promotional emails to advertise new listings and more.



BE QUICK

YOU MUST REGISTER ON ONE OF THE FOLLOWING TWO WEBSITES TO RECEIVE THE AUTOMATIC UPDATES: VIEWING TIMES & APPLICATION FORMS -

Realestate.com.au

Domain.com.au

• YOU WILL RECEIVE AUTOMATIC UPDATES. OF THE VIEWING TIMES & THE APPLICATION FORMS WILL SENT TO YOU ONCE YOU HAVE REGISTERED.

This lovely 3-bedroom, 2 bathroom villa is the perfect place to call home.

As you enter the property you will be greeted with a spacious living area that is perfect for entertaining guests or relaxing with family. The modern kitchen is equipped with stainless steel appliances & ample storage space.

The master bedroom features an ensuite and a walk-in robe, while the other two bedrooms are spacious and have built-in robes. The property also features a second bathroom and two toilets for your convenience.

You will love the low maintenance, fully paved outdoor Alfresco area, which is perfect for hosting barbecues or enjoying a quiet evening. The property also features a double garage with internal access.

Located in a prime position in Armadale and within walking distance to Armadale CBD, medical facilities, TAFE, schools, shops, and public transport. Don't miss out on the opportunity to make this stunning property your new home or investment. Email me for more information on this property.

*The description and photos provided is for general information purposes only. First National Compass believes that this information is correct, but it does not warrant or guarantee the accuracy of the information. Any potential tenant is advised to attend the property to ensure that it meets all their needs and undertake independent due diligence and make their own enquiries regarding this property, as no responsibility can be accepted by First National Compass for any information that may be deemed incorrect.

Property

📧 Email Me

Property

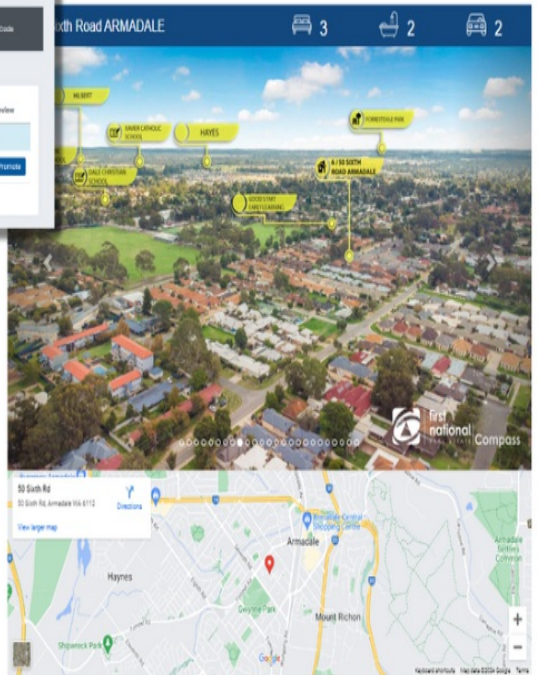
For Lease

Price

\$000 per week

Inspection

No inspection o



Web Portals (required for inspections, BDM or Kaptcha)

Portal	Listed?	ID on this portal	View	Method for adding total hits
www.realestate.com.au	<input type="checkbox"/>	<input type="text"/>		Requires manual entry
www.domain.com.au	<input type="checkbox"/>	<input type="text"/>		Requires manual entry
www.myhome.com.au	<input type="checkbox"/>	<input type="text"/>		Requires manual entry
www.homefind.com.au	<input type="checkbox"/>	<input type="text"/>		Requires manual entry
www.firstnational.com.au	<input type="checkbox"/>	<input type="text"/>		Requires manual entry
www.realestateview.com.au	<input type="checkbox"/>	<input type="text"/>		Requires manual entry
Realcommercial.com.au	<input type="checkbox"/>	<input type="text"/>		Requires manual entry
RETV	<input type="checkbox"/>	<input type="text"/>		Requires manual entry
REWA	<input type="checkbox"/>	<input type="text"/>		Requires manual entry
homesales.com.au	<input type="checkbox"/>	<input type="text"/>		Requires manual entry
Your Office Website	<input type="checkbox"/>	<input type="text"/>		Requires manual entry
www.rent.com.au	<input type="checkbox"/>	<input type="text"/>		Requires manual entry
FNTV	<input type="checkbox"/>	<input type="text"/>		Requires manual entry
CommercialRealEstate.com.au	<input type="checkbox"/>	<input type="text"/>		Requires manual entry
CompleteData.com.au	<input type="checkbox"/>	<input type="text"/>		Requires manual entry
Firstcommercial.com.au	<input type="checkbox"/>	<input type="text"/>		Requires manual entry
RealEstate.co.nz	<input type="checkbox"/>	<input type="text"/>		Requires manual entry
NTTimes.co.nz	<input type="checkbox"/>	<input type="text"/>		Requires manual entry
TradeMe.co.nz	<input type="checkbox"/>	<input type="text"/>		Requires manual entry
AllTimes.com.au	<input type="checkbox"/>	<input type="text"/>		Requires manual entry
Zenu	<input type="checkbox"/>	<input type="text"/>		Requires manual entry



Contacts - Enquiries

All enquiries generated through any listing portal is captured by Utopia when portal IDs are added in.

Support & Help

To begin using Utopia, you can schedule a training session with the support team to begin understanding the basics of the platform. You can also set up further training sessions anytime you'd like to ask more in depth questions or find out more about specific functionality.

To find help for any issue you may face along the way, simply head to FN Central to find how-to guides and FAQs.

If a problem is too hard to fix, or if you're simply busy and would like an expert to help you find a solution, send an email to support@firstnational.com.au, and a member of the support team will be happy to help.



[Sign Up Today!](#)