

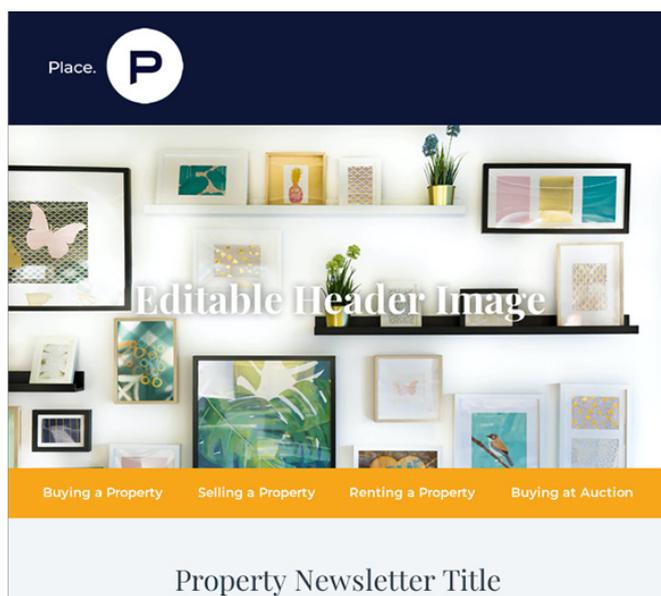
# iRealty

Easy, effective and automated, iRealty is Place's preferred email marketing solution to help you grow your business.

As Australia's leading real estate email marketing platform, iRealty gives you access to a streamline email builder, customised templates and a lead generation tool.

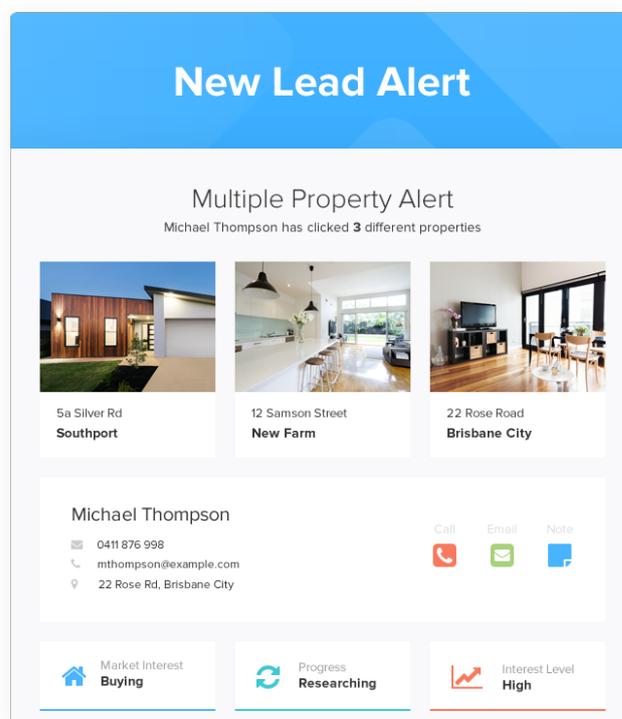
## Tailored & Simple Emails

Through iRealty, you can build stunning emails that are tailored to impress your buyers and vendors alike. Create weekly property updates, share your new listings, or highlight your recent sales in various email formats – the email marketing options that you can create in iRealty are limitless!



## Leads & Reports

Once you've hit 'send', iRealty's smart insights provide you with valuable analytics so that you can identify who is ready to buy and sell. iRealty's patented lead technology instantly notifies you of who is actively in market from your contacts by monitoring your email opens, clicks, enquiries and requests.



Angus Blackley from iRealty is our direct point of contact for any queries or training requests that you may have, regarding iRealty. He is available for individual and office-wide training sessions.

You can get in touch with Angus via [angus.blackley@irealty.com.au](mailto:angus.blackley@irealty.com.au)

## Useful Resources

– [Launch iRealty](#)

Available to download via [The Place Playbook Resource Centre](#)