

Our vision for the future

November, 2011



A handwritten signature in black ink, appearing to read 'T. Williams'.

Travis Williams
Chief Executive Officer
Box+Dice Software

As Founder and CEO, my original vision was to create a software business that would provide a complete solution for Real Estate Agencies — the whole Box and Dice.

This dream has changed form over the past several years as I have learnt more and the industry has evolved. I have however held to this vision and I am pleased to report how far the business has progressed in just 6½ short years.

The following pages outline this vision ►

Since start up in 2005, the business has grown dramatically to the point where 8 out of Melbourne's top 10 Real Estate Agencies rely on Box+Dice software to manage their sales administration and sales Client Relationship Management (CRM) functions. I have invested heavily in key people with added skills to drive the business into an escalated future.

Box+Dice

THE WHOLE BOX AND DICE

We are not just a CRM supplier. As a matter of fact, over the coming months and years Box+Dice will provide a suite of products: Boom, Space, iPad+iPhone integration, iPad application, Grab, Blast and Property Management.

BOOM

BOOM: CRM AND ADMINISTRATION

Our core product commenced life as Box+Dice and serves two main purposes:

1. Listings and Sales Administration; and
2. CRM (Client Relationship Management).

We have found that there are plenty of suppliers offering 'Listings and Sales Administration'. Our market niche is the latter—CRM. That is, providing tools for sales consultants to better manage their current clients as well as cement relationships with their database. CRM is what plenty of our competitors claim to do when in reality they are actually providing a listings and sales administration product.

Our rapid expansion in 2011 has been the work done on our infrastructure — work that is invisible to clients yet very necessary to manage the increase in demand, hosting and added features whilst maintaining our reputation for speed. Unfortunately some of these changes have caused temporary outages for clients. In the future the new design of our infrastructure will mean deployment can happen without interruption and our technology may support 100 times current loads. Also, over the past year there have been major enhancements to the Advertising Accounting and Trust Accounting modules.

SPACE

SPACE: REPORTS AND INTRANET

Another emerging opportunity for Box+Dice is the demand for quality Reporting and Intranet, especially by Franchise groups. Box+Dice is just about to release Space; a product that will handle reporting, procedures, training, brand and employment. It is in final testing phase and due for release shortly. Space will be provided free for a period of one month and then clients on earlier billing models will be asked to upgrade.

iPad + iPhone

IPAD + IPHONE: INTEGRATION AND IPAD APP

We have two components in response to the spectacular expansion of Apple products, specifically the IOS. Firstly, we are about to release a new product that facilitates the integration of Boom Contacts and Appointments with 'Contacts' and 'Calendar' apps on both the iPhone and iPad. Your Contacts and Appointments in Boom will synchronise live with IOS devices. The former BDOC and BoomOC products that synchronised with a very tardy Outlook API are being repealed. An announcement regarding costs and set up will be made just prior to release.

Secondly, we have been developing a dedicated software application for the iPad. This app is designed and built to support sales consultants when they are out of the office and dealing with customers. This app will be simply called Boom and will be available for purchase in the Apple App Store in the coming months.

GRAB

GRAB WEBSITES

Websites have become a new opportunity which Box+Dice is investing in so as to take up a position as the preferred "off the shelf" supplier as the (real estate IT) industry moves into maturity. To this end, we have developed phase one of 'Grab websites' and our Portal Loader (load listings to web portals such as realestate.com.au and domain.com.au) is now available.



BLAST: EMAIL MARKETING

Over the coming months and years, several improvements will be applied to the Library module that will be known in the future as Blast. It is needless to say that email marketing is going to be the main agenda for the majority of our development team for the coming several months. The final result will be a new 'automated' email engine, newsletter generation and email reporting system.



PROPERTY MANAGEMENT

Property Management administration integrated with Sales Administration and CRM remains an opportunity for Real Estate Agencies desiring a single system. This market remains under research, with a number of quality existing suppliers meaning entry by a new supplier such as Box+Dice will need careful planning. While this is definitely on our radar, we remain focussed on current projects.

OUR NEW CHIEF OPERATIONS OFFICER

Finally, I'd like to proudly announce the appointment of my business mentor, Michael Carlyle-Taylor, as Chief Operations Officer. Michael has extensive corporate, real estate, quality assurance, leadership and consulting experience and is well equipped to propel Box and Dice Software into this new era.

Michael Carlyle-Taylor

COO, BOX AND DICE SOFTWARE PTY. LTD.



Michael Carlyle-Taylor
Chief Operations Officer
Box+Dice Software

When Michael E Gerber wrote 'The E Myth', first published in 1986, he described the model for a small business started by a technically clever entrepreneur. Most real Estate Agencies in Australia begin exactly the same way — a clever and successful sales person decides to open shop and build a business around his personal success as a sales person.

In my eleven years consulting to Principals of Real Estate Agencies I have been intimately involved in the problems that arise when the owner realises that running a successful business, hiring and managing staff, and wearing many hats is a lot harder than it seemed to be.

In every start up there is the critical phase described in the E Myth where the Entrepreneur has grown the business beyond himself and now needs to implement structures and systems, and employ specialists in key roles.

The Majority of Box+Dice clients are the Big Names in Real Estate in Melbourne, which means that they have made this transition successfully. My role at Box+Dice is to assist the business to make that same transition. Undoubtedly Boom is a superior Sales Administration and CRM product and it's this superiority that has enabled such strong growth through word of mouth, recommendation and referrals.

We have confirmed the Strategic Plan for Box+Dice for the next 5 years, which sees us build on the solid base that is Boom as well as move into related areas . We have already begun implementation as Travis outlined previously. We now have more staff than at any time in the history of Box+Dice and they are specialists — and we continue to recruit to support the business strategy.

We are especially pleased to see Owen Mooney return as technical lead. Owen was with Box+Dice in that role before moving to REA to expand his skills.

From my observation as a non technical person, I see that we face a major dilemma as a supplier of a reasonably technical product or

range of products into an industry that is dominantly non technical. Invariably I have seen Box+Dice getting drawn into conversations at a detailed micro level, which then impacts the way a client sees Box+Dice as an overall supplier. Jan Carlsson, CEO of Scandinavian Airlines said that well informed and educated people can't help but make better decisions than uneducated and ill informed.

I believe the best solution for the long term is for Box+Dice to become an educator — for us to provide training at all levels so that our clients are able to achieve the maximum returns on their investments in our software. To this end we have increased our training resources and have commenced a range of new training options.

To know more about Box+Dice:

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- ▶ visit boxdice.com.au