



Partnership Adds to FranklinCovey Real Estate Products and Training

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FranklinCovey Announces Agreement to Resell CRMRealEstate Software

SAN FRANCISCO, 2005 REALTORS(R) Conference & Expo, Oct. 31, /PRNewswire-FirstCall/ -- FranklinCovey(R), a global leader in effectiveness training, productivity tools and assessment services for organizations and individuals, today announced an agreement with Complete Realty Solutions to resell CRMRealEstate software through all FranklinCovey channels.

Complete Realty Solutions provides real estate brokerages worldwide with Customer Relationship Management (CRM) software, training, and implementation support.

CRMRealEstate software is a Web-based technology that gives real estate brokerages the ability to support their agents with valuable customer information. Users can organize their personal information and lead sources, and track daily interactions with prospects, clients, and affiliates.

As a Web-based application, real estate professionals are able to access information and receive updates from the office, at home or on the road via any web browser.

CRMRealEstate is fully customizable to meet the needs of any client, large or small. The software has four modules which contain unlimited fields for customization.

Users of the software can generate and track leads from the beginning of the sales process until the end. CRMRealEstate offers reporting management of activity and lead generation. These reports can provide the latest information and real-time revenue projections.

Additional organizational features assist in increasing efficiency and improving productivity. The e-mail routing feature allows e-mails to be converted into tasks, opportunities, or appointments. There is also a calendar/alert reminder which can send notifications to mobile devices such as cell phones, personal digital assistants (PDAs), and BlackBerry(TM) handhelds.

Documents such as PDF files and Word Documents are examples of files that can be stored in CRMRealEstate and attached directly to a contact or organization for ease in managing documents.

CRMRealEstate is \$69.95 per month and is also available with site licensing pricing. A free 30-day trial is available at www.franklincovey.com/crm.

"FranklinCovey is committed to providing world-class products and offerings, such as CRMRealEstate software, to help real estate professionals increase productivity, organization, and sales success," said Jeff Anderson, vice president of product management.

In addition to selling and providing training for CRMRealEstate software, FranklinCovey offers other products and training designed for the real estate professional.

Through its partnership with Palm(TM), FranklinCovey offers an array of Palm(TM) handheld devices such as the Tungsten(TM), Zire(TM), and converged devices such as the Treo(TM).

FranklinCovey also has alliances with real estate suppliers/vendors such as Hand e Corp and Supra. Hand e Corp's Pocket Real Estate, which is compatible with Palm's OS, Pocket PC and wireless operating systems, allows real estate agents to access MLS (Multiple Listings Service) from their desktop or wirelessly to get timely information, real estate calculators, searching functions, and much more.

Supra has solutions such as the iBox, which allows an agent to get MLS information and to open lock boxes on properties using their handheld device.

For real estate agents who use the familiar FranklinCovey Planning Pages, FranklinCovey offers an array of real estate supplements, such as Real Estate Communication Tracker, Transaction Manager, Client File, Response Log, and Prospect Log. Real estate agents can receive discounts on real estate software and handheld devices by visiting www.franklincovey.com/reaestate or any FranklinCovey store nationwide. By visiting a FranklinCovey store, real estate professionals can receive training for all products.

About FranklinCovey

FranklinCovey (NYSE: FC) is the global leader in effectiveness training, productivity tools, and assessment services for organizations and individuals. FranklinCovey helps companies succeed by unleashing the power of their workforce to focus and execute on top business priorities. Clients include 90 percent of the Fortune 100, more than 75 percent of the Fortune 500, thousands of small and mid-sized businesses, as well as numerous government entities and educational institutions. Organizations and individuals access FranklinCovey products and services through corporate training, licensed client facilitators, one-on-one coaching, public workshops, catalogs, more than 100 retail stores and www.franklincovey.com. FranklinCovey has nearly 1500 associates providing professional services and products in the United States and for 37 international offices serving more than 100 countries.

SOURCE FranklinCovey

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[http://www.franklincovey.com/realestate /](http://www.franklincovey.com/realestate/)

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CO: FranklinCovey; Complete Realty Solutions

ST: California

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