



EnquiryTracker[®]

ENQUIRY TRACKER

- Founded in 2018
- 100% Australian owned
- Designed for primary & secondary schools
- Grow and manage inquiries
- Deliver seamless application & enrollments
- Nurture the families on the inquiry to enrollment journey
- Deliver critical instant data to make informed strategic decisions



700

SCHOOLS

Faith-based
Independent
State & Gov't

4

COUNTRIES

Australia
New Zealand
USA
Canada

1

FOCUS

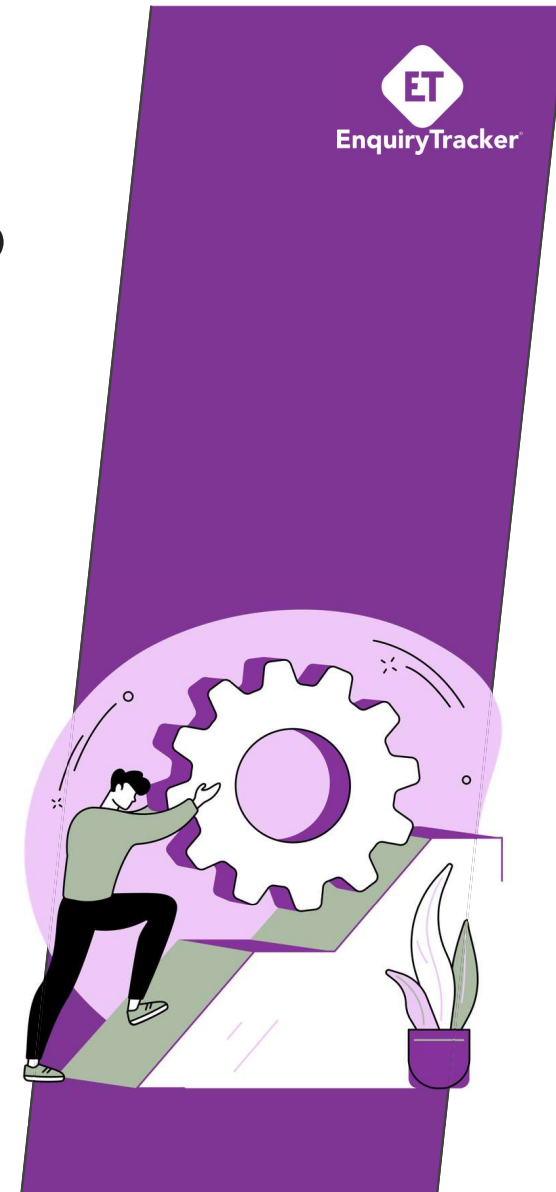
Designed & Built by
Educationalists

A PARADIGM SHIFT

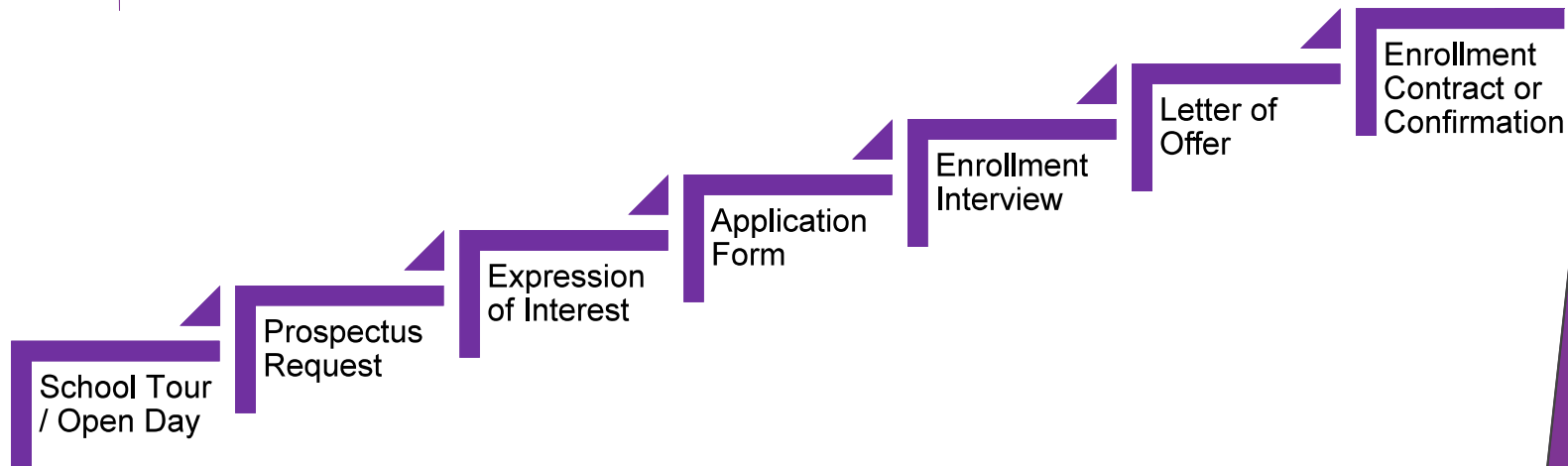
- 40% of population moved in the last 5 years
- 22% of population does not speak English at home
- Family moved from grateful client to customer = product purchase
- Competition is fierce and brand loyalty has dropped
- The educational landscape can and does change quickly
- Children are deciding where they go to school

UNDERSTAND - CHALLENGES

- Ensure enrollment numbers are strong
- Maintain a positive brand in the community
- Manage inquiries & applications with limited resources
- Using different and non-compatible systems
- Manage school tours, open houses, information days
- Capture key demographic & trend data
- Analyze the data to provide timely reports
- Manage in zone / out of zone families
- Communicate with future families (non-English speaking)
- Staff entering data prevents higher level of customer service
- Time poor



THE PATHWAY



- Payments (discounts), T & Cs; documents
- Different combinations – boarding; international; scholarships

+

**Enrollments Are
Strong
=
Management &
Time**

-

**Enrollments Need
Improving
=
Demand &
Time**



A NEW RESOURCE

- 40 hours a week
- 44 weeks per annum = 1,760 hours
- Families complete forms after hours
- 24 hours day, 365 days a year = 8,760 hours!



SAFE SECURE

- Safer Technologies 4 Schools
- Independent 3rd Party Experts
- Penetration & Vulnerability Testing
- Comprehensive Policies & Procedures
- No Data Breach
- All data stored in Australia and United States
- 100% Australian owned



TOTAL TRANSPARENCY

- All inclusive
- No hidden charges
- No lock-in long term contracts
- Personal 1:1 training by experienced admissions staff
- Rapid 'white-glove' support & help
- Ongoing refresher training
- Access to guides & professional development
- Ongoing features 5 - 6 new releases per year



AN INVESTMENT

- ONE-TIME ESTABLISHMENT FEE **\$3,000**
- API INTEGRATION (If Required) **\$1,500**
- All fees are ex-GST

Tier	Enrolment	Annual Investment
1	< 500	\$3,960
2	501 - 1000	\$5,940
3	1001 - 2000	\$7,920
4	2000 - 4000	\$9,900
API - Integration		\$900

KEY STEPS

STEP 1

Demo

45 mins

1

STEP 2

Proposal

Sign Up

2

STEP 3

Training

Roll Out – 8 Lessons

3

STEP 4

Live

New Leads!

4



**50%
OFF**
ESTABLISHMENT FEES

Save \$1,500 when you:

- ✓ Book a demo in June
- ✓ Sign up by December 31, 2026



MINNDEPENDENT



EnquiryTracker®



Let's Connect

Rob Koehler

MARKETING & BRAND DEVELOPMENT USA | CANADA

rob@enquirytracker.net

+1-574-807-1406



EnquiryTracker®

