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A Helix template for lawyers and real estate professionals

While Market Master is designed with the sales professional in mind, another interesting Double Helix application is intended for lawyers, real estate professionals and others who need to keep track of their clients.

Developed by Chicago attorney Daniel L. Kegan, it's called Client Portrait. To use the program, you'll need a copy of Odesta's Double Helix.

The software template helps professionals organize, retrieve and maintain information about their clients. It also tracks adverse parties, prospective clients, ex-clients, referral sources, associates, government officials and anyone else important to an attorney's work.

Operation is straightforward and simple, but a bit slow at start up. Although the software isn't designed to be a sales/marketing tool like market Master, it does allow the user to create personalized letters, mailing labels and labels for billing.

In its turnkey mode, it operates from three custom menus" Enter Data, Report and Letters.

On-screen help is available, including suggested formats to ensure accurate and consistent data entry.

Unlike Market Master, Client Portrait is open-architecture software. Thus, as users become more experienced, the full set of Double Helix's six structural icons and 81 programming calculation tiles are available to personalize the client information system.

Copies of Client Portrait are available for $69.95 from Elan Associates, 79 W. Monroe, No. 1320, Chicago, Ill. 60603; (312) 782-6496.

— By Mike Nikolich