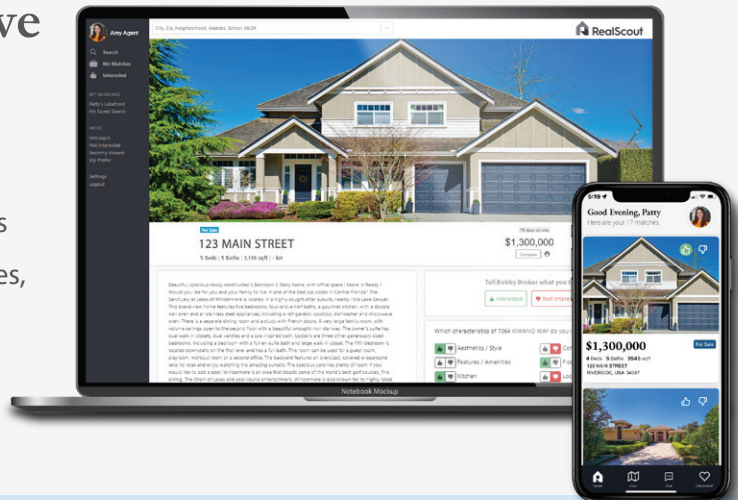


# STAY CONNECTED AS THE SEARCH EVOLVES



## Engage Buyers in a Collaborative Home Search Experience

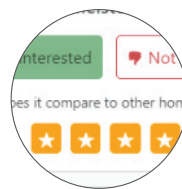
- Industry-best buyer search environment keeps clients connected without distractions from ads or other agents
- Know when clients change their minds about preferences, location or price
- Accurate listings with every field from your MLS on the web and mobile app



## A Window into Client Search Activity



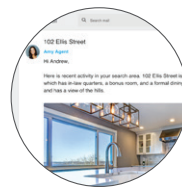
One-click client feedback tracks their likes or dislikes and preferences about the properties viewed.



Automated listing alerts based on learned preferences and client search behavior.



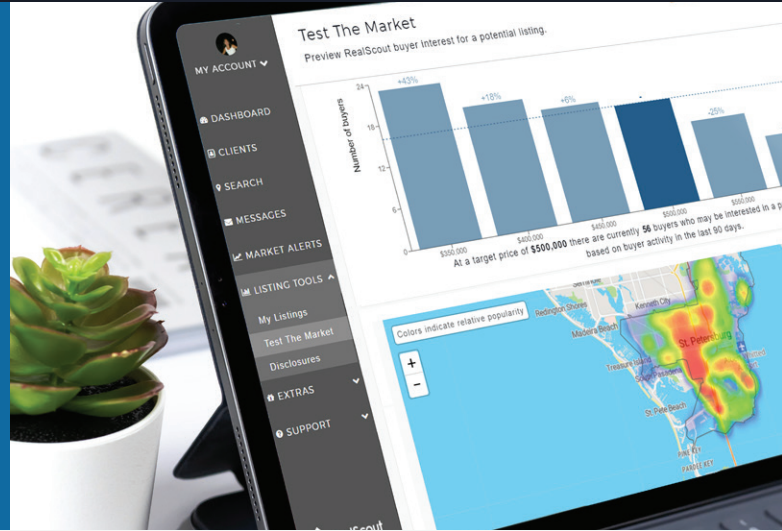
Spot conversion moments, like multiple listing views or when a client re-engages in their search.



Agent-branded emails written in natural language – receive 15x engagement\* rate.

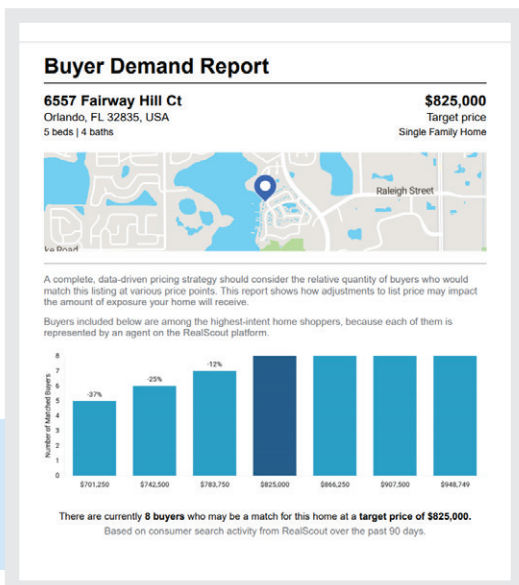
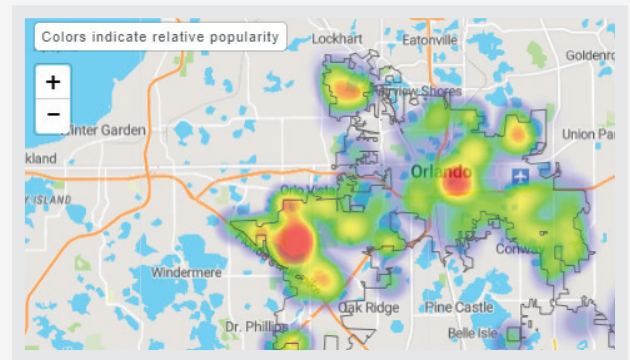
\*Based on 2016 MailChimp email benchmarks for the real estate industry

# ANALYTICS TO WIN LISTINGS AND CLOSE DEALS



## Power Listing Presentations with Real-Time Market Data

- Create data-driven listing presentations to include market demand and pricing insights
- Share data from high-intent home buyers actively searching with agents
- Evaluate buyer demand to determine potential reach in your market



## Build Trust with Reports Showing Buyer Demand

- Make data-driven decisions on pricing or leverage this data to power negotiations
- Nurture prospects and leads with automated market alerts. Advise them when conditions are right to sell

The industry's most powerful closing tool for buyer and listing agents.