

REALTOR.com | MARKETING SYSTEM

CONVERT MORE BUYERS AND SELLERS

8 million consumers per month
on REALTOR.com

Custom web-linked postcards
to any community you choose

All leads receive
Market Snapshot

NOT READY TO BUY OR SELL

READY TO BUY OR SELL

Consumer Engagement
Market Snapshot Keeps
Customer Interested





Customer Testimonials for Market Snapshot and Market Builder

"I have primarily worked with buyers the last 4 or 5 years and have noticed that when a new lead arrives at my website, Market Snapshot has been the extra edge that I need to put myself above my competition. Everyone can offer them access to the local MLS, but only a few of us have this amazing tool called Market Snapshot. I can say that I typically generate about 30-50 buyer leads a month to my website. Most do not leave phone numbers, but I have found that Market Snapshot is all that I need to get them to come back again and again, to leave their phone numbers, set up appointments and close more homes. In the last year, I have noticed that I have increased my conversion ratio from about 10% before Market Snapshot to now about 70% with. Market Snapshot is an essential part of my daily real estate business and has increased my buyer and seller loyalty exponentially over the past year. I could never imagine doing business without this amazing program."



"I recommend getting the Market Snapshot. It's a true money maker."

B. Shannon Pyatt
EXIT Trinity Realty
Gahanna, Ohio

www.exitmyohiohome.com



"I love the Market Snapshot program and advertise it in my mailings to about 3,000 homeowners every month. My mailouts consist of postcards to prospects which tell them to visit my website and sign up for the Market Snapshot. Once they register, I put them on a scheduled Market Snapshot and then follow up with a phone call once they start receiving it. Market Snapshot is the source of at least 6 new prospective sellers every month."

Myles Weisman
RE/MAX Associates
Poway, CA
www.mylesweisman.com

"The Market Snapshot system provides the immediate response that Internet buyers and sellers demand. The quality of MLS data and the graphical presentation make me look like a professional. And because it's sent out automatically, I don't have to do a thing!"

Mike Rode,
Keller Williams Realty, Mission Viejo, CA

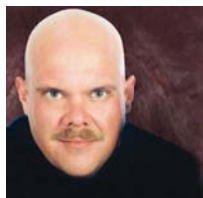


"I have sent out my first three Market Snapshots today and received calls from each client."

Randon Reaves

Keller Williams- Town & Country
Houston, TX

"We get over 7 leads a week from the Market Snapshot widgets that we have posted on our Web sites. The Market Snapshot really goes a long way to demonstrating our commitment to prospects and also gives us an edge over competitors who aren't offering this specialized service. The fact that our Snapshots are customized with our logo and contact information helps us to stand out by reinforcing our brand."



Connor and Paris MacIvor

Paris 911[®], RE/MAX[®] Santa Clarita
Santa Clarita-Valencia, CA
www.paris911.com

"I have never used a marketing program that had such a high percentage of people proactively responding to me."

"I have been using the Market Snapshot for three months and my clients absolutely love it. I strongly advise any agent to incorporate it within their business practices. Not only do I have people signing up for the Market Snapshot directly from my website, I have also sent it to my old clients to help them stay on top of trends. I find it to be a tremendously valuable resource, especially in a down market. It has been a great tool for getting price reductions on listings that have not sold."



Marty Corley

Century 21 Boling & Assoc., Inc.
Myrtle Beach, SC

"My buyer was not sure if he paid too much for his home. The Market Snapshot explained a lot to him and now he's thrilled with his investment! I have sent out several Market Snapshots so far with great responses like this. I did get a 2 hour lesson through the Support desk- they are awesome! Now I use it even more."



Pete Macho

Keller Williams[®] Realty
Middletown, WI



"The Market Snapshot is so easy to set up! I love that I don't have to think about it and I'm automatically reminded that it has been sent so I can follow-up with my folks - it gives me a valuable reason to call. I have had a lot of positive feedback on the Market Snapshots from my client base!"



Suzanne Roper

Prudential Fox and Roach REALTORS®
Newtown, Pennsylvania

"When I first started with Top Producer I just was doing it because 'everyone else' was and I figured it I would be wasting my money because I'm not detail-oriented at all. However, I am blown away by Market Snapshot. All of my clients love the details and it makes it look like I've taken the time to compile a TON of information for them. The more I use this tool the more I love it and keep receiving referrals and leads from it."

Erica Holstein

Keller Williams Realty
Erica@ericaholstein.com

"Market Snapshot has proven to be one of my most useful tools. I have begun following up by email and telephone within 2 days that a Market Snapshot is viewed and have averaged two leads a month for both listings and buyer controlled sales. Homes in Las Vegas have a 10-year affordability low and five of my Market Snapshot customers have referred me to family, friends and co-workers who are looking for homes."

Sam Wagmeister

REALTOR®
Senior Real Estate Specialist (SRES)
(702) 245-6556
Sam@LasVegasHomeTeam.com
Prudential Americana Group, REALTORS®

"I use the Market Snapshot to inform buyer and seller leads on their market area, as well as for current listing clients to see what is going on in their area during the listing process. This report has truly increased my sales this past year. There is so much you can do with the product, it is absolutely AMAZING!"



Amy Downs

Amy Downs & Associates of
Keller Williams Realty
North East Texas
www.TeamDowns.com



"Love Market Snapshot and Market Builder."

Vanessa Franklin

"I've used TP for 4ys. Really like MS. Customers love the info. So much there, so little time to use it."

Doug Rice

"I am a Top Producer 8i fan! The widget for obtaining a market snapshot is right on the front page of my personal website. It has generated many leads and inquiries fro the public. My clients love the tool as well. Top Producer is a must have in order to differentiate yourself from the competition!"



Many thanks,

Seana Hicks

REALTOR / Qualifying Broker

www.GreaterNMRealEstate.com

Prudential Sandia Real Estate

"Market Snapshot is brilliant! I've had great success with the MS widget on my website but— even better – I have signed up literally hundreds of prospects by using it at open houses, and it has significantly bolstered my listing presentation and improved the outreach of my email newsletter.

- Open Houses - I no longer use "sign in" sheets! In fact I tell visitors that they needn't give me any information unless they're interested in receiving updates on the market. This is a change from what they usually experience at open houses and it inevitably leads to a discussion of what the MS provides. I show them a sample on my laptop, or even just a color printout, and describe it as "getting your own webpage" to keep up to date on the market. I point out information that they cannot otherwise get all in one place – schools and community information, reports covering different periods of time and, of particular interest, *selling* price versus *asking* price. I close by showing them the "Edit Schedule" button. I explain that they can choose how often to get the MS and that, in this age of information overload, they can even choose never to see my smiling face again! That almost always does it. Knowing that they are in control, Buyers are eager to sign up to see what the "real" prices are in any given neighborhood. Then they contact me to fiddle with the parameters and we begin to develop a relationship. Neighbors who are "not in the market" still want the MS because I explain that it will help them keep on top of home values – and they can use it as a basis to decide whether or not to appeal their property tax assessments. When they're ready to sell, they contact me because they associate me with hard data – not hard sell.



- Listing Presentations - I proudly show sellers my large pool of active buyers, compliments of the Market Snapshot. I show them how many people have been signed up via my website, at open houses, or via the Market Leader (another great program!) I can even tell them exactly how many customers I have who are interested in *their* neighborhood and *their* type of house.
- Email Newsletter – Since prospects have volunteered their email addresses in order to receive the Market Snapshot, I can send them my email newsletter with no fear of violating the U.S. federal spam regulations. Of course, anyone can unsubscribe from both the Market Snapshot and my newsletter at any time – but they don't!

What more to say? Market Snapshot has been a *great* investment for me.

Maggie Simpson

"Whether you're a new agent, or have been in the business for years, the Market Snapshot is an excellent way to keep in contact with your clients as well as generate new leads! Being new to the real estate industry, I had a small monthly marketing budget and limited contact list. What I needed was a service that would give me a competitive edge over other agents in my market, as well as generate the leads I needed to start growing my sphere of influence. I was introduced to the Market Snapshot by one of Top Producer's product consultants and was immediately excited to get this powerful system working for me.

My Craigslist ads Resulted in 7 Leads in 7 Days!

I posted ads on Craigslist, inviting prospects to get free market updates from me. Leads started trickling in and after the first week, I had 7 quality leads to follow up on. I continue to receive additional leads every day or two.

8i's Action Plans help me stay in touch- automatically I have set up each new lead to receive Market Snapshots for their neighbourhood on a regular basis, and have also assigned targeted Action Plans through Top Producer 8i. I have some appointments lined up already and am staying in regular contact with those who aren't yet ready to buy or sell. Having set them up on Top Producer's lead nurturing system, I know they'll think of me when the timing is right. Market Snapshot helps me stretch my marketing budget by offering endless low-cost (or free!) opportunities to attract prospects."



Aaron Sosa

McDonald Realty
Richmond, BC



"In our market anyone can get listing information, but sales information is quite another story. After signing up for Market Snapshot, I added an easy lead capture form to my website and a link in the tail of my outgoing emails.

One of my past clients was in the process of remodeling his home for resale. I sent him to the Market Snapshot 3 months ago and found him using it quite often to check the pulse of the market. It kept him close to me as the market expert and he will already have seen where our market prices are going, which means I won't have to arm wrestle for a good marketing price. He will already be educated on his own! Great Tool!

The other advantage of those who have signed up is the fact I see their inquiries and touch base with them, if they aren't already working with another agent. I already know their home/property when I get the call to Sell their home!

I am a marketing freak so the message about the 'market stabilization' is fabulous! That was worth the call and my time all by itself. Thank you!"

Carol Wise, CRS

Certified Residential Specialist
Coldwell Banker® Town & Country
Port Townsend, WA
www.porttownsendrealestate.net

"I have only used Top Producer a short time and have already had several leads! It keeps me organized and on task. My clients are impressed with the top notch reports generated by the Market Snapshot. Good job guys!"



Cheryl Hatfield

Realty Executives Associates
Knoxville, TN

"I have been using Top Producer for about 1 year and I feel like I have just scratched the surface of its true potential to enhance my business and marketing capabilities. I am on track to hit 10 million in volume this year. TP helps me to stay in touch with all of my clients – past, present and future. I integrate the database with my TP website and Market Snapshot."



Lisa Sabelhaus

RE/MAX Sabelhaus Team



"As a top agent in my Keller Williams office, I would be lost without having my contacts and calendar sync'd to my Palm Centro. And I'm getting calls and emails from people telling me how much they like receiving Market Snapshot updates"



Gene Hayden
Keller Williams® Realty
Boulder, CO

"

I have used TP for close to 13 years..now with Market Snapshot, I have found myself freeing up time and staying connecting with my top prospects.....thanks again."



Jay McHugh
RE/MAX Unlimited
Brookline, MA

"Top Producer has really helped me to develop a systemized marketing plan that I can put on auto-pilot. By implementing Market Snapshot and Market Builder to my farm area, I can give added value to potential clients. I am currently in the process of working with a seller who called because they had been receiving my Market Snapshot for the last 6 months after visiting one of my open houses in their neighborhood. I provide an opportunity for all open house visitors to sign up for Market Snapshot. And my representative at Top Producer, Tamara Lorette, has been a tremendous help in giving me tips on ways to fully utilize my Top Producer package. I have been very pleased with the products and service I have received from Top Producer."

Sincerely,



Monte Wall
REALTOR
Keller Williams Realty
www.MonteWall.com



"I have used TP for years and I love it! It helps me with my follow up on a daily and weekly basis. I sign in everyday so that I can see who I need to email, call, etc. My assistant adds notes as well, so this also helps when I am updating my clients. I just started using the Market Snapshot and postcards, and received 7 calls in return in the first week! I love Market Snapshot, because it is another great marketing tool that I have added to my listing presentations, and have also added it to my website & posted the link on the local community website in my marketing area!"

Dana Hall-Bradley

Century 21® Fine Homes & Estates
Celebration, FL

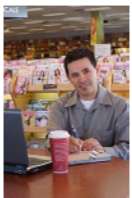
"I have been using Top Producer since 1991. I couldn't live without the actions plans, market snapshot--a link I use everywhere, and also Market Builder. It's the best automated system out there."



Sandra Bolcar

Broker Associate
RE/MAX VILLAGE SQUARE
Upper Montclair, NJ

"I was one of the top 30 agents under 30 from Realtor Magazine in 2006 and my business is growing since top producer is easy to link with many of the most popular social networks. Market Snapshot is great and my website is easy to manage."



Jose Rivera Sinclair

Atlantic County

"The Market Builder program is not just a postcard campaign. Instead, the postcards are just one aspect of a fully integrated farming system with a strong call to action."



Stephen Sunshine

Keller Williams Realty
Austin, TX



"We recently added Market Builder to our Top Producer subscription and recommend it for any agent looking to extend their prospecting efforts. We received 10 leads from our Market Builder postcards within our first month!"

"Previously, we were sending out standard prospecting postcards which kept us top of mind and showed that we are successful agents. However, what the Market Builder cards do better is that they have a call to action that prompts the receiver to enter their details, allowing us to capture them as a lead. It's a very engaging process right from the first point of contact."



Vivian Lyons
Debbie McGuire
Team Great Falls,
Reston, VA.