

## Michigan EXIT Brokerage

### ...Draws Top Realtors and Boosts Sales by 35 Percent with Point2 Agent for Brokers Online Marketing Platform

*"For recruiting top agents, controlling branding and data, and distributing listings in the market, this is huge. The regional EXIT owner liked the system so much he came to my office to see how we did things. If you have had lots of new EXIT Realtors sign up lately, this is why."*

- Brian Radford, Broker/Owner, EXIT Northern Exposure Realty

#### SITUATION

Brian and Sheila Radford founded the EXIT Northern Exposure Realty office in 2001. Operating out of Big Rapids, Northern Michigan, the office has today grown to 25 Realtors with over 300 listings valued at more than 30 million dollars.

But getting to this point was not easy. In 2005, this EXIT office had a 15 percent decline in revenue over the previous year. Turning things around was critical.

#### CHALLENGE

With nearly 80% of U.S. consumers going online for property listings, Brian Radford felt there was a need to re-examine his operation's presence on the Internet. He also needed to improve operational efficiencies. "I decided our web site could really help make the difference," said Brian Radford, Owner/Broker of EXIT Northern Exposure Realty.

At the office, agents who had individual websites did their own data entry and online listing promotion. The office duplicated the data entry for its main site. Redundancy, individual operational styles and preferences resulted in significant inefficiencies and branding inconsistencies. "Entering listing data in multiple places is a complete waste of time, and relying on agents to enter their data promptly, accurately and consistently was another significant on-going concern," added Radford.

#### WHY POINT2 FOR BROKERS

##### Proven Solution Promotes Efficiency and Branding Consistency

With these challenges in mind, Radford researched alternatives and decided on the Point2 NLS for brokers online marketing platform, Premium version.

With the main Point2 Agent website acting as a hub, free Point2 websites were issued to every REALTOR® in the office, instantly creating an internal MLS®-type system. Leveraging proprietary Handshake™ technology, a listing entered only once would be simultaneously published on all 25 agent websites.

"Our revenue is up between 30 and 35 percent this year, largely due to the Point2 Agent solution," said Radford. "Part of it is that we can input a listing in one centralized location. It saves us a lot of time."

Radford's online image and presence also got a big boost, another key factor in the business' quick turnaround. The EXIT Northern Exposure Realty brand now projected a world class, consistent image across the Internet. Listing data was complete, consistent and up on the web in no time. Not just on the main office website, but on all 25 search engine optimized agent sites as well – at the same time.

"What I really like is the way Point2 Agent allows me to put the information on one site and you disseminate it for me. It allows me to have more control over the data and the branded look of the company," explained Radford.

#### Customer at a glance



##### COMPANY:

Exit Northern Exposure Realty

##### Headquarters:

Big Rapids,  
Northern Central Michigan, USA

**Founded:** 2004

**Realtors:** 28

##### Broker/Owner:

Brian and Sheila Radford  
Tel. 231.796.4805

**URL:** [www.exitedge.com](http://www.exitedge.com)

##### SOLUTION

##### Point2 Agent Online Marketing Platform

- Lead capture and incubation
- Online advertising exposure
- Internal MLS-type system / free websites for all Realtors

##### RESULTS

- 35 percent revenue increase
- Top Realtors from established name franchises join ranks
- Widespread, consistent free online branding and advertising
- Control over branding and listing data dissemination
- Competitive agent recruiting and retention

**"It's phenomenal for recruiting. Don't know anyone else who does this."**

- Brian Radford, Broker/Owner,  
EXIT Northern Exposure Realty

(continued)

## Automatic Free Internet Advertising

Point2's industry-leading home listing data syndication strategy also played a key role in accelerating the turnaround for Radford.

A listing entered once on any of the office's 25 agent websites can be automatically featured on www.Point2Homes.com, a real estate search site rapidly growing in popularity due to the quality of its content. Listings featured on the site can also be syndicated and featured on North America's most widely used property search sites, instantly placing Radford's listings in front of millions of consumers, wherever they may choose to do their online search.

Radford appreciates that his agents do not need to keep up with the myriad search sites that are emerging on an on-going basis. He relies completely on his Point2 system to deliver strong online listing exposure, allowing his team to concentrate on turning massive traffic into sales.

"The main thing is that the system puts the information out there. That is absolutely huge. I don't know of anyone else doing this. I have looked everywhere, at real estate conferences, etc.," said Radford.

Point2 Agent data is syndicated to numerous sites including Google Base, Yahoo! Classifieds, Oodle, Trulia, PropSmart, LiveDeal and others.

"And home sellers love it, which drives even more listings right to us," added Radford. "We turned a 15 percent decline into 35 percent growth in six months. That a 50% swing!"

## Top Realtor Draw and Retention

Competing for top Realtors® also became much easier for EXIT Northern Exposure Realty. "It's also phenomenal for recruiting. Agents come in and ask about what we can do for them to join our team. I tell them that I will give them a great personalized website with over 30 million dollars in inventory, right away, absolutely free. I don't know anyone else who is in a position to say that," added Radford.

"When you put the Point2 solution in focus, even a layman can see the difference in an environment where every agent has a website. Some local competitors don't even have a single website. Some may have just one or two agents who have websites. For recruiting, distributing listing information in the community and for retaining agents, Point2 Agent gives us a huge advantage," emphasized Radford.

Agent retention has in fact been significant as the EXIT operation continued to grow under the Point2 system. "Others have tried to recruit our top agents, but those agents know they would be walking away from the technology and 30 million dollars in inventory. How is the competition going to take that away from us? In our area that's huge.

"Out you go on 25 websites. With the data syndication to Google Base, Yahoo! and others, this is going to be absolutely huge for us. Come on. Who are you going to sign up with?" concluded Radford.

## RESULTS

The Point2 Agent platform delivered a number of immediate benefits to the EXIT Northern Exposure Realty operation. They include:

- ◆ 15 percent revenue loss turned into 35 percent growth in six months.
- ◆ Better control over branding and listing data.
- ◆ Improved agent productivity.
- ◆ Enhanced operational efficiencies.
- ◆ Widespread Internet branding and listing exposure.
- ◆ Competitive recruitment and retention position.
- ◆ Negligible website costs.
- ◆ Free websites for all agents.

## FUTURE VISION

Brian Radford sees Point2 Agent fuelling his operation's growth well into the future. As new agents join his team, his internal MLS® system will continue to grow with it – easily, simply and inexpensively.

Radford would also like to see the Point2 Agent system adopted by other EXIT operations in the region. Says Radford, "I'd like to see us use the system at a regional level. We now use the Point2 Agent system as an internal MLS®. But I'd still want to be able to leverage the system's flexibility to control how and with whom data is shared within a larger scale network."



## Contact Information

For more information on how the Point2 Agent online marketing and lead management platform can benefit your organization, please contact us at 888.955.7900 or visit us at [www.Point2Agent.com](http://www.Point2Agent.com)

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