

Introducing...Predictive Marketing

Does it predict the future? Does it know what kind of car you want?

The Predictive Marketing tool from Point2 Agent can't read minds – but your customers will think so.

Just imagine if your website could tell which listings your buyer was interested in, before they even told you? What if your website **automatically** sent your buyer emails about the listings that they seem to be interested in?

Knowing which types of listings your website visitors might be interested in can give you an edge in marketing directly to your prospects. Let the buyer think you're reading their minds, while your Point2 Agent account does the work, sending them exactly what they are looking for **based on their actions, even if they haven't said a thing.**

If activated, your Point2 Agent account will send relevant info on:

- Price reductions for listings of interest
- Status changes (Sale Pending, Sold)
- Scheduled Open Houses

Predictive Marketing is just one of many tools available through Point2 Agent once we rollout with syndication (with the option to create Point2 accounts) in the near future.

For more information on the upcoming launch of syndication through Point2 and <MLS NAME> visit our website.