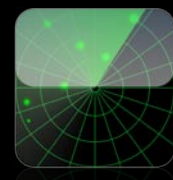




Why go pro?



**An Introduction to Point2 Agent Professional...
your website, syndication, marketing and analytics solution.**





design



listings



Your listings are some of your biggest assets.

The Point2 Agent Professional Package helps you put your listings in front of more buyers. Enter your listings once and let the Exposure Engine and Handshake promote your listing across multiple highly trafficked websites and many local members' sites, effortlessly.

Give your listings an edge. Add up to 36 listing photos, create a single property website and virtual tour for each listing, and advertise Open Houses automatically. With Point2 Agent Professional, you have the advantage of amazing listing marketing at your fingertips - all with a couple clicks of the mouse!

With thousands upon thousands of websites out there, you recognize the importance to stand out. With a hand from the Point2 Agent Professional package, your website can be transformed from ordinary to extraordinary, effortlessly. No design degree required.

Point2 Agent Professional unlocks additional design themes, advanced visibility so that you have complete control, and an extensive graphics library, so that you can easily create an elegant and professional website to reflect your target market, your brand and your own business. An eye-catching and professionally appealing website is essential to having your website visitors stay longer and return more often. Just another way Point2 Agent Professional helps be found on the web!





prospects

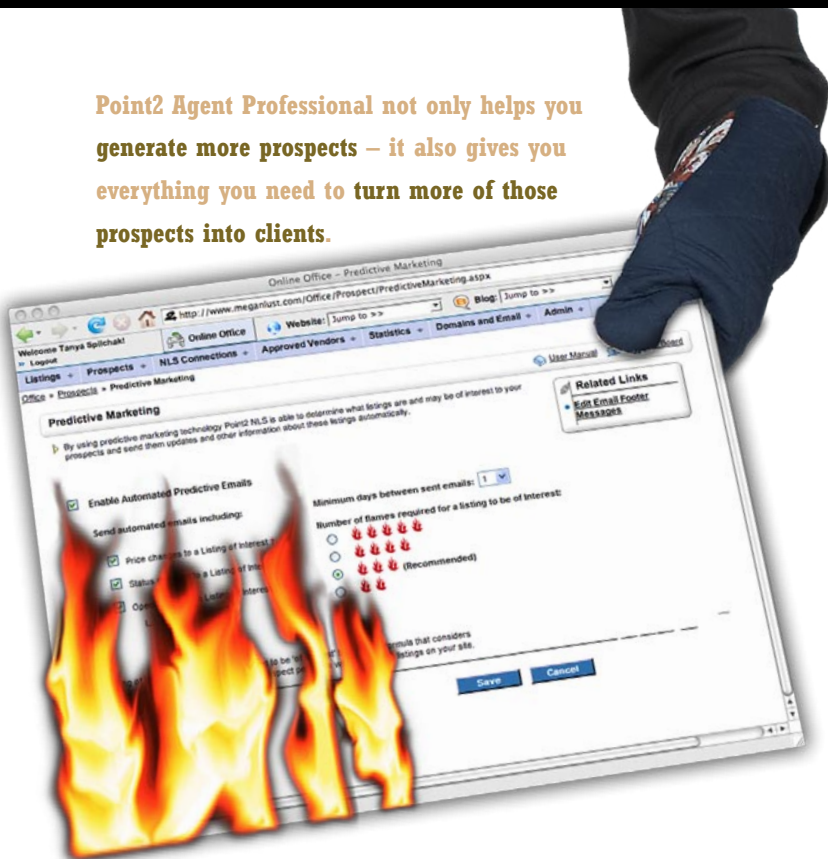


traffic

Point2 Agent Professional not only helps you generate more prospects – it also gives you everything you need to turn more of those prospects into clients.

Your online presence is important. Be sure that your website is getting the most traffic possible. Point2 Agent Professional can help.

Be found. Point2 Agent Professional delivers links and direct traffic from Point2 Homes to your website, more unique content (up to 1,000 elements) more web pages (up to 250), and an included, integrated blog platform, all of which can help you be found by search engines like Google. Additional tools like integrated Google Sitemaps help search engines to find your site sooner . . . which means consumers can find you sooner.



The lead conversion suite included with Point2 Agent Professional includes a completely customizable Drip Email system that sends messages automatically to your prospects at regular intervals, the cutting-edge intelligent Predictive Marketing system that ensures that your messages are relevant and useful to your prospects, and Email Listings functionality to help generate more prospects.

Be informed immediately of Hot Prospect activity with Text Messaging. You set your own criteria for when a prospect should be considered “Hot” and when that occurs, your Point2 system automatically sends a text message to your cell phone. Consumers expect lightning-fast responses. Point2 Agent Professional helps you get there first.





What you Get with Point2 Agent Professional















Point2 Agent Professional

Features

Site

Login

Help

-  36 Photos Per Listing
-  Complete Website Design Toolkit
-  250 Web Pages
-  15 Email Accounts
-  UltraStats Web Traffic Statistics
-  Google Sitemaps
-  Blog Included
-  Single Property Sites
-  Editable Virtual Tours
-  Listing Presentation
-  Drip Email
-  Text Messaging
-  Predictive Marketing
-  Toll-Free Telephone Support

Go Pro.

The Point2 Agent Professional membership is just \$49.95/month or \$549.95/year

Log in at www.Point2Agent.com to upgrade.

