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# Point2 for Brokers

**Control. Choice. Connections.**

**Point2 is the way to get your entire team running.**

**In the same direction.**

Point2  
**Agent**

[www.Point2Agent.com](http://www.Point2Agent.com)

# Big ideas. Huge opportunities.

Point2 gives you a powerful brokerage web marketing solution, gives every member of your team his or her own Point2 solution . . . and seamlessly connects all of your office websites. This means that all of your office listings enjoy Exposure Engine™ syndication so that they get advertised all across the web. This means that you control the flow of leads, manually or automatically, from your broker hub to individual agents. And this means that your entire team uses the web more easily, more effortlessly, and more effectively.

## What Point2 puts in your hands:

### All of the tools you need to attract valuable online prospects.

This includes a complete website solution for you, the richest listing system on the web, the incomparable Exposure Engine™ syndication system, Point2 Handshake™ local advertising, and a whole host of other automated systems to help drive traffic and generate leads. All of which is easily expandable to accommodate your roster of agents.

### All of the tools you need to turn prospects into clients.

From your broker control center, you can direct the flow of leads to your agents. From there, each team member can employ Point2's custom-built Predictive Marketing utility, Drip Email, Prospect Text Messages, and many other features designed to convert more leads, move more properties, and attract more new clients.

## Anatomy of a More Productive Listing

### Neighborhoods

Point2's proprietary neighborhood-based organization structure provides key visibility to search engines – and to prospects.

### Details

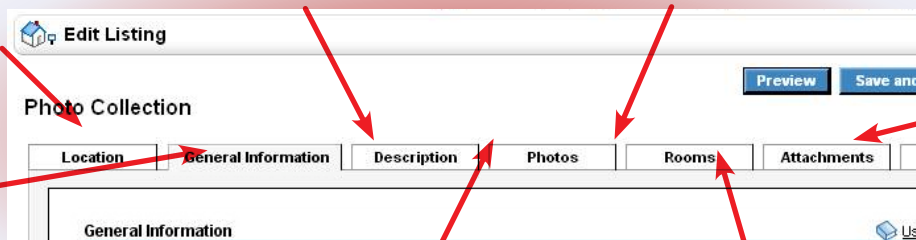
Point2 listings can be augmented and enhanced in dozens of ways, quickly and easily.

### Rooms

Room-by-room descriptions enhance listings, but when linked to photos they also provide key feedback on visitor trends.

### Information

Among other enhancements, every Point2 listing with at least five photos can have its own automatically-generated virtual tour.



### Photos

Point2's patented photo handling software minimizes headaches, while the ability to add up to 36 photos per listing attracts attention.

### Attachments

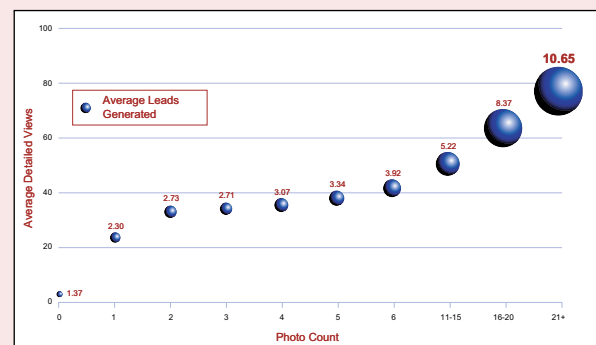
Additional documents attached to listings not only enhance listing richness, they can also directly generate leads.

### Sellers

Only Point2 provides agents with the means to involve their sellers in their own listing if they choose.

## Don't Duplicate Work; Multiply Results

When one member of your team enters a listing – be it you, your assistant, or any one of your agents – it is automatically shared amongst all agents' websites as well as your brokerage site. This happens automatically and immediately.



## Dress Up Your Team

The suite of features that Point2 offers every member of your team, from blogs to virtual tours to single property sites to predictive marketing lead conversion, has made an unspeakable bottom-line impact for hundreds of brokerages, big and small, around the world.

# Listing Syndication.

## Unprecedented advertising with The Point2 Exposure Engine™

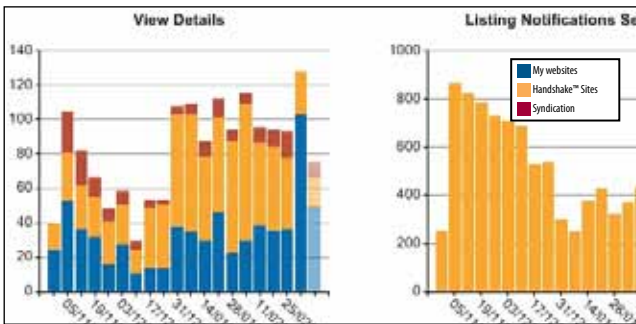


Current Syndication Partners - Spring 2009

Automatically and at no extra charge, Point2 sends all of your office listings to dozens of major real estate marketplaces (optional and 100% under your control). The Exposure Engine is not only the biggest syndication system of its type – it also includes some absolutely critical components you won't find anywhere else.

### More Places, More Faces

Point2 broadcasts your listings out all over the web – to dozens of the most important real estate listing sites on the web.



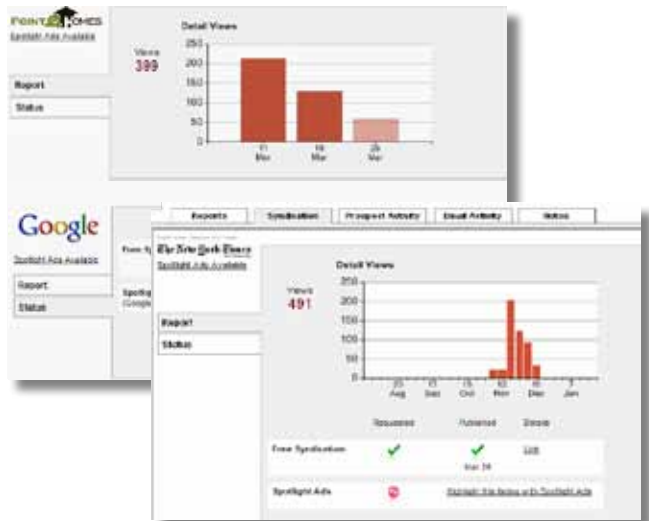
Summary of Online Consumer Activity

### First to Contact; First to Close

Integrated lead management means that the prospects your listings create are funneled directly into the Point2 lead conversion system – no matter where those leads originate.

### Set Your Listings Free – But Keep in Touch

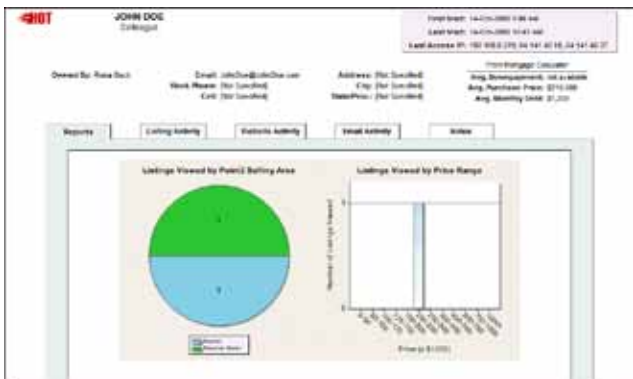
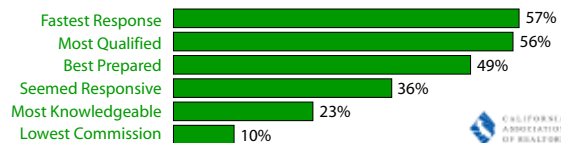
The Exposure Engine does not just 'send it and forget it.' Comprehensive statistics are provided for each site on which your listings appear.



### Market Smarter

The Point2 Predictive Marketing platform gathers information on your prospects and profiles them so that you only send them the most relevant, timely information.

#### Reasons for Choosing an Agent



# Point2: Everything you Need

	<b>Standard</b> Free (for three months)	<b>Professional</b> \$49.95 USD/month	<b>Premium</b> \$ 119.95 USD/month
<b>Listings</b>	Unlimited	Unlimited	Unlimited
<b>Email Accounts</b>	2 Forwarders	15 POP3 Accounts or Forwarders	Unlimited POP3 Accounts or Forwarders
<b>Website Pages</b>	15	250	Unlimited
<b>Number of Referral Areas</b>	2	50	250
<b>Free Neighborhood(s)</b>	0	0	2
<b>Handshake™ (Listings)</b>	Y	Y	Y
<b>Point2 Homes Advertising</b>	Y	Y	Y
<b>Basic Broker Package</b>	Y	Y	Y
<b>Point2 Exposure Engine</b>	Y	Y	Y
<b>Virtual Tours</b>	Y (Non-editable)	Y (Editable)	Y (Editable)
<b>Customizable Listing Brochures</b>		Y	Y
<b>Listing Presentations</b>		Y	Y
<b>Hot List</b>		Y	Y
<b>Drip Email</b>		Y	Y
<b>Branding Package</b>		Y	Y
<b>Seller Service Solution</b>		Y	Y
<b>Website Control Package</b>		Y	Y
<b>Advanced Statistic Package</b>		Y	Y
<b>Point2 Blogs</b>		Y	Y
<b>Reliberation.com</b>		Y	Y
<b>Google™ Maps</b>		Y	Y
<b>Google™ Earth Integration</b>		Y	Y
<b>Audio Listing Attachments</b>		Y	Y
<b>3rd Level Domains</b>		Y	Y
<b>Open House Module</b>		Y	Y
<b>Predictive Marketing</b>		Y	Y
<b>Advanced Broker Package</b>			Y
<b>Revenue Package</b>			Y
<b>One Free Spotlight Ad/Month</b>			Y

**Point2 for Brokers is absolutely free to join.\***  
**Get started. [www.Point2Agent.com](http://www.Point2Agent.com)**

For detailed information, contact our sales team at [broker@point2.com](mailto:broker@point2.com)



\*Just \$9.95 per month with your first three months absolutely free.