

TECH TO THE MAX

Ingenuity at your
fingertips

Tech it to the max with EXIT Realty's abundant technology resources! Offering real solutions for your real estate success, these tools will help you get the job done right, from day one throughout your career, no matter your level of expertise. Both low-cost and no-cost solutions round out this high-powered technology arsenal, and new features are continually added to help you stay ahead of the ever-evolving technology curve. In addition, we know that technology is only as good as the person who uses it. At EXIT Realty, we not only provide you with the best tools available in the industry, but we also teach you how to use them.

CORPORATE WEBSITE

EXITRealty.com features a comprehensive and easy-to-use home search. Leads generated from www.exitrealty.com on EXIT listings are emailed directly to the listing agent. Leads on properties listed by other companies are emailed to an EXIT brokerage determined by our detailed algorithm as the best one able to help the customer. No additional fees are charged by EXIT Realty Corp. International on any leads generated from exitrealty.com. Also, all of EXIT's technology is accessible on any mobile device.

MEMO (Managing EXIT's Momentum Online)

MEMO (Managing EXIT's Momentum Online) is EXIT Realty's central database and the secure, online engine behind our unique business model, The EXIT Formula. MEMO tracks every EXIT listing and transaction, every closing, every region, brokerage and agent and every sponsorship (through retirement and death) across the continent. MEMO feeds appropriate information to the Resource Center, exitrealty.com and select third party sources to ensure data integrity.

EXIT'S RESOURCE CENTER (RC)

Much more than a warehouse of marketing and administrative resources, the RC is the private member's area of www.exitrealty.com accessible only to our Associates. In the information hub of EXIT Realty, associates can access all of EXIT's technology resources here as well as the latest news and company information, fresh content,


best practices, and training resources. In the RC you can view your own production and the production of the people you've sponsored in the "My Reports" section. Regardless of where you're located across North America in relation to the people you've sponsored, you have ready access to that information.

EXIT PROMO SHOP & EXIT PROMO SHOP PRINT

EXIT Promo Shop provides a huge selection of more than 4,000 marketing pieces to help you find, get and keep clients as well as sponsor agents. This powerful promotional tool makes it easy to create customized flyers, brochures, postcards and other marketing materials demanded by sellers and appreciated by buyers. EXIT Promo Shop also combines an exceptional Contact Management System with top tier online and offline drip marketing campaigns. EXIT Promo Shop Print contains a selection of marketing pieces and is free to all associates.

EXIT SHOPTOK

At EXIT Realty, we believe it's important to "do what you do best and delegate the rest." We understand that what you do best is building your business, not necessarily writing press releases, so EXIT Realty has picked up the cost and provided EXIT Shoptok. This online application helps franchisees write their own or select pre-built press release templates, update them with brokerage information and immediately distribute them to the right contact at their localized media outlets.



Today's agents and consumers are used to living online. They want what they want when they want it, delivered in a way that is comfortable, easy and familiar to them. To that end, at EXIT Realty we believe that technology should be high tech and high touch. We innovate and build for the human behind the device, not for the device itself.

MONTHLY AGENT WEBINARS

Free training is provided by way of monthly agent webinars and techinars hosted by a variety of EXIT's top-producing trainers and leaders. These webinars provide valuable best practices, tips and techniques and recordings are available for reviewing any time in the media library section of the Resource Center.

FREE SMART SIGN™ GEOLOCATION LEAD GENERATION TECHNOLOGY

Imagine a buyer who sees any EXIT lawn sign in North America texting EXIT to 85377 and instantly receiving property details on their mobile phone. Imagine technology smart enough to know it's your lawn sign and instantly notifying you on your mobile device that this occurred. Imagine that lead information waiting for you in the Resource Center. And imagine that this technology is provided at no cost to you! It's all possible because included in EXIT's marketing suite, every EXIT agent has free access to our geolocation Smart Sign™ technology when their brokerage has completed the MLS paperwork to allow us to pull IDX data.

FREE MOBILE BUSINESS CARDS™

Get your contact information right into the palm of a prospect's hand by using EXIT's free Mobile Business Card™ technology. Choose a vanity code which prospects can text to 85377 to receive your Mobile Business Card™ right on their smartphone. The system notifies you when someone has requested your MBC and delivers their mobile number right to your phone.

BLOGGING AND SOCIAL NETWORKING

EXIT Realty's corporate blog is realestateindustryleaders.com and we also have a presence on Twitter™, Facebook®, Google+, LinkedIn®, Instagram, YouTube and Pinterest. EXIT Realty is committed to maximizing the opportunity for social networking through increased blog activity and other enhancements to our public-facing technologies. A social networking "SHARE" button simplifies the process of expanding EXIT's reach throughout the social web.

www.exitrealty.com/technology

