

The Boost Advertising Solution for Craigslist.com and Backpage.com

The Boost Advertising Solution for Craigslist.com and Backpage.com is a database-driven, ad generation and deployment solution for the bulk creation of high-impact, professionally branded HTML real estate advertising. It leverages professional HTML-based templates — custom designed for your specific properties and brand — that are **100% compliant to Craigslist posting rules**. This makes Craigslist advertising faster, easier and more effective.

Maximize Your Budget and Sales

Since more than 80% of all real estate searches start online, companies everywhere are making the transition to online strategies. Craigslist is at the top of the online marketplaces for real estate, currently ranked the 8th most popular website in the United States. With over 70,000 users hitting Craigslist every day, it has become one of the most sought after online commercial and residential real estate markets. The Boost Advertising Solution for Craigslist leverages proven technologies and workflows to maximize your exposure in this market, while reducing marketing expenses and improving sales.

Professional, Uniformly Branded HTML Ads

The Boost Advertising Solution for Craigslist uses professionally designed, high-impact templates — each of which is unique and customized specifically for your company and properties. HTML templates make your advertising stand out and achieve greater response than plain text and standard Craigslist-generated ads.

Ad Template System Benefits:

Realty businesses depend on The Boost Platform because it is...

- **High-Impact:** Professionally designed templates are more impactful and achieve greater response.
- **Fast and Efficient:** Simply copy and paste. It's that easy.
- **Simple to Modify:** Templates are seamlessly added or modified within your account.
- **Compliant:** All ads generated from our templates conform to strict Craigslist and Backpage rules and regulations to help prevent ads from being removed or taken down prematurely.
- **Globally Updated:** As Craigslist rules and regulations change, your templates are automatically updated.
- **Backpage Ready:** In addition to Craigslist, ads generated via our template system can also work on Backpage's free classifieds.

The Boost Advertising System for Craigslist leverage an extensive team of designers, developers and brand marketing professionals, to ensure your HTML property listing templates are professional and results-oriented. They can even include information on other properties, to encourage cross selling.

Keep All Of Your Ads Relevant & "Fresh"

Each ad posted to Craigslist only remains at the top of a page and "fresh" for a small period of time, so it's important to regularly post your property rental, lease or sale ads to ensure maximum exposure. That's why the Boost Advertising System can send daily or bi-weekly "Reminder to post" emails to one or multiple administrators who are in charge of posting your ads. This ensures that administrators are aware of their important responsibility, with instruction on how to do so quickly and easily.

Streamlined Ad Creation & Management

Due to Craigslist rules and regulations, there is no “legal” way systematically post ads directly to their site. However, the Boost Advertising Solution gives users the **maximum automation possible** by auto-generating all ads for any listing that you mark available for rent, lease or sale in your property database. Our system provides your administrators (whoever is in charge of posting ads) with the source HTML code, which you simply copy and paste into Craigslist during the normal posting process. Yes, it’s that easy.

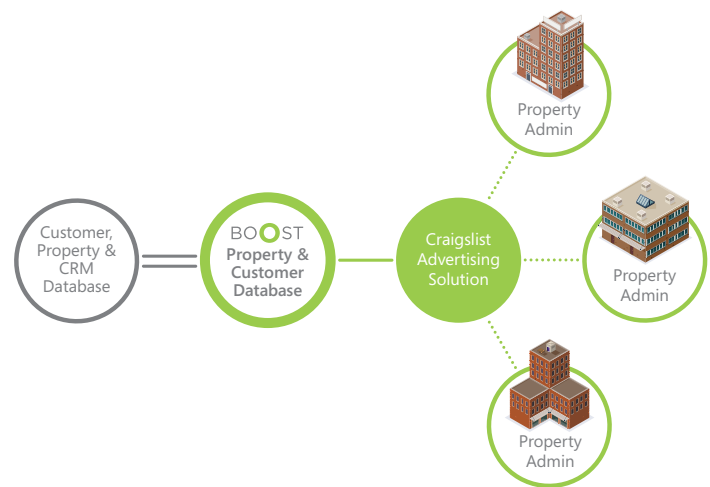


Capabilities:

- Fully customize your Craigslist ad operation around your existing work structure.
- Ads are automatically generated in real-time via property information directly from your property database.
- The Boost Advertising Solution seamlessly ties into your Boost Property Database (or your existing property database) via a simple XML feed process.
- Advertisement code and Craigslist account logins are delivered directly to administrators in charge of posting ads.
- “Reminder to post” emails to administrators help ensure the regular posting of ads is completed.
- Simple cut-and-paste source code delivery to post HTML ads.
- Extensive ad creation scheduling features for administrators.
- Simple and advanced administrative ad approval processes.
- Advanced monitoring and reporting systems for administrators.

Smart Technology Mixed With Savvy Marketing

Example: If you have a property management company that runs three rental properties, each of which has 50 to 300 rentable units, here’s how the Boost Advertising Solution makes it quick and easy to post professional HTML ads to Craigslist and Backpage:



- 1 Listings are Syndicated from Corporate Property Database:** Via a secure XML feed, new listings and listing updates are syndicated to The Boost Advertising System in real-time.
- 2 Branded Ad Templates Are Designed:** Boost designers, developers and marketing professionals create HTML Craigslist templates, custom designed for your unique brand and properties.
- 3 The Boost Advertising System Generates High-Impact Ads:** Updated information is instantly merged with property data, so every rentable listing has a professional, branded HTML ad.
- 4 Site Administrators Post Ads:** The Boost Platform automatically emails each property site administrator with all of the information they need to quickly post their available rentals and properties to Craigslist. Corporate is also notified once site administrators fulfill this important task.

For More Information:

Contact Jeff D’Andrea at 201.683.0450 or jeff@realtyboost.com to arrange a demonstration, or contact your Boost Platform solution provider directly.