

Boost Solutions & Services, Exclusively for Real Estate

Your website is your business. It should be a thing of beauty and a snap to use. It should be easy to find, yet hard to forget. It should educate, communicate, motivate and sell. But above all, it should be a *business tool*; one that actually **drives down operational costs, improves processes and interaction, and accelerates your business**. Properly done, your site — and your business — will be worthy of praise. It is with this goal in mind that Boost's integrated solutions and services have been designed; to meet the unique needs of the real estate industry.

Core Real Estate Solutions

Boost's solutions empower commercial real estate brokers and agencies to streamline their marketing functions, reduce operational costs and accelerate sales. Each solution can be used on its own, customized for your unique business needs, or integrated with other Boost solutions for greater synergy.

- **Property & Customer Database Solution:** A low-cost, highly-scalable database solution design for commercial real estate — and modified for your unique workflow — that maintains and centralizes all of your property listing and/or customer (CRM) data. This is the core of Boost's integrated model, offering powerful synergies and efficiencies with other Boost solutions, while enabling actionable insights and driving sales velocity.
- **Craigslist Advertising Solution:** Leverages professional HTML-based templates for Craigslist.com that have been custom designed for your specific properties and brand, and are 100% compliant to Craigslist posting rules. This saves time, keeps listings "fresh", reduces advertising costs and drive sales inquiries.
- **Email Marketing Solution:** Streamlines the property marketing process with automated HTML emails to customers and prospects. This cutting-edge system incorporates sophisticated "pre-sales intelligence" that offers rich reporting and analytics to reveal what your customers are interacting with and want to buy.
- **Bulk Listing Syndication Solution:** Automatically submits and updates all of your property listings to the most important online marketplaces, including Trulia, Street Easy, AOL Real Estate, Zillow, Yahoo! Real Estate, Oodle, Vast, Google Base, Backpage, FrontDoor and more. This saves time and significantly increases your marketing exposure.
- **Reporting Dashboard Solution:** Displays your property, customer sales data in a dashboard display. This at-a-glance snapshot of your most critical business data can be customized for each user's unique needs. The result? Quicker insights into data ... and a more efficient and effective real estate business.



Competitive Advantages

Real estate businesses trust Boost because their solutions are:

- **Smarter:** Leverage "built-in" sales intelligence and analytics to better understand what your customers and prospects are interacting with and want, in order to facilitate richer online transactions and support more successful direct sales efforts.
- **More Efficient:** Eliminates redundant and routine tasks by centralizing your data and automating processes ... yet with the flexibility to work the way your business already works.
- **Affordable:** Lowers the total cost of ownership for custom development, deployment and maintenance by building on solution components that are already developed and proven.
- **Fast:** Helps you go to market faster and respond to market changes with greater agility, because processes are streamlined, centralized and automated.
- **Scalable:** Empowers your real estate business to grow, with a system that scales with it from market entry to market leader; as capabilities and functionality can be easily added as you go.

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.