

The Boost Property Listing Automated Syndication Solution

When marketing any property listing, the goal is to maximize the amount of exposure while minimizing the manpower required and the associated costs. This point of intersection is where the Boost Property Listing Auto-Syndication Solution is uniquely positioned to help.

The Boost Syndication Solution automatically submits and updates all of your property listings to the most important online markets — Trulia®, Street Easy®, AOL® Real Estate, Zillow®, Yahoo!® Real Estate, Oodle®, Vast®, Google® Base, Backpage®, Kijiji®, OLX®, HotPads®, FrontDoor®, and many more. This added exposure creates significant momentum for your property listings, expands your reach and increases the frequency of your marketing message ... all without incurring any advertising or media placement expenses.

Automatic and Effortless Listing Syndication

The Boost Syndication Solution integrates seamlessly with other Boost Real Estate Solutions. Unlike typical syndication models, the Boost Syndication Solution leverages a centralized Property Listing Database (or if you prefer, your existing property listing database) to syndicate new and updated listings to relevant sites across the Web. All you need to do is determine which properties you would like to syndicate and customize your posting schedule. The Boost Syndication Solution automatically takes care of all of the time-consuming and redundant tasks in the background — managing the ever-changing Web syndication formats and compliancy requirements for each site — to ensure your listings achieve their maximum level of marketing exposure.

Performance Measured

With your added exposure comes additional sales and marketing insight. The Boost Syndication Solution includes rich performance statistics and analytics reporting to tell you how many prospects are looking at your properties, how traffic patterns are evolving, and which online marketplaces are performing best. This insight empowers you to adjust the content of your listings to maximize their performance, and help optimize your future marketing efforts.

Motivate Buyers and Sellers

The Boost Syndication Solution ensures your properties automatically reach prospective buyers. You don't even need to think about it. More importantly, this proven syndication system gives you a clear advantage to potential sellers — maximum exposure for their properties.

Boost Syndication Solution Benefits:

- **Significant Reach:** Automatically syndicate your listings across the Web to all of the marketplaces where buyers are actively looking for properties.
- **Save Money:** Because syndication benefits the sites that are receiving and displaying your listings, there are no advertising costs incurred. Advertising costs decrease.
- **Save Time:** Property listings and updates are extracted from the Boost Property Listing Database automatically. There are no routine or time-consuming tasks to perform.
- **Immediate:** Your listings quickly reach buyers across the Web, achieving an immediacy not possible with other media.
- **Reduce Errors:** Because data for the listing is pulled from a central database, there is no risk of error when posting new and updated content to a variety of online marketplaces at one time.
- **Build Your Brand:** Drive traffic to your property listings, while leveraging the added exposure to build your firm's brand equity.
- **Sell More Listings:** More exposure equals more sales.
- **Attract More Sellers:** Demonstrate to property sellers that their listings will achieve the maximum marketing exposure.

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.