

## The Boost Real Estate Email Marketing Solution

The Boost Real Estate Email Marketing Solution is a proven enterprise-level marketing system built exclusively to sell, rent and lease real estate. As a **real estate-specific solution**, it offers a customized, branded and automated email solution that saves significant time and money, while accelerating property sales with improved response rates and robust pre-sales intelligence.

- **Integrated:** The Boost Real Estate Email Marketing Solution integrates with the Boost Property and/or Customer Relationship Management Database Solutions ... or your own internal/third-party database system.
- **Branded:** Email templates are designed and produced for your unique business and property requirements. Based on best practices and proven strategies, these custom-branded solutions are developed by award-winning marketing professionals. They are crafted to build awareness and equity for your brand while driving properties sales.
- **Automated:** Routine and time-consuming processes are automated, so property listing emails can be built and distributed in bulk on pre-defined schedules, or quickly when a unique requirement arises. The system can even auto-generate and distribute emails. And of course, no technical skills are required.
- **Customizable:** The entire workflow can be customized to work the way your business works. Typical workflow modifications and customizations include:
  - Variable administrative account access
  - Customized email approval processes
  - Contact list management/opt-in, opt-out processes
  - Variable Contact preferences (for email recipients)
  - Customized email creation & delivery options
  - Fast and automatic mailer creation processes
  - Customized campaign scheduling
  - Customized campaign and email organization
  - Customized performance and pre-sales reporting
- **Robust Tracking and Metrics:** The Boost Email Marketing Solution generates robust analytics and performance metrics that are designed to meet the unique needs of property managers, real estate agents and brokers. This data tells you more than just delivery rates, "opens" and clicks. It aggregates trends, records actions and actually lets you know what specific properties your customers and prospects are interacting with. Now your sales team can engage qualified customers and close sales faster.

- **Optimal Email Deliverability:** All email systems are not created equal. The Boost Email Solution uses a best-in-class email "server farm" to comply with permission-based marketing guidelines. This means your marketing messages will actually be delivered. , our team of dedicated marketing and development professional are continuously monitoring campaigns, and are always standing by to help.
- **Fast:** With automated processes and seamless data integration, it's fast and easy to use.
- **Secure:** With advanced application, database and server protection, and industry-standard data/system back-up and archival processes, the integrity of your valuable customer and property data is never at risk.

*Because the foundation of the Boost Email Marketing Solution is the property and customer relationship management databases, complex emails with up-to-date listing information can be quickly created.*

**MASSEY KNAKAL**  
Realty Services

**Exclusive Listings in the Greater Tri-State Area:**

For Further Information Contact Exclusive Agents:

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**EXCLUSIVE LISTINGS October 28, 2008**

**6000 Kennedy Boulevard** | \$1,356,797 REDUCED  
North Bergen, NJ  
Building Type: Mixed-Use Investment  
Cap Rate : 9.69  
Building Sq. Ft. : 10,850  
NOI : \$131,436  
Commercial Units : 9  
There is assumable financing in place for \$1,356,797 at a fixed rate of 6.675% until 2011 (the first five years) when the rate resets to FHLD of NY Rate plus 2 1/2% but no less than 6.675% for the rem...

**10-12 48th Street** | \$2,600,000  
Weehawken, NJ 07088  
Building Type: Apartment  
Cap Rate : 6.89%  
Units : 17  
NOI : \$155,817  
Lot Sq. Ft. : 14,888  
This offering consists of a four story multi-family building located in Weehawken, NJ. The building is comprised of 17 rent regulated units with rents typically increasing 4% per year. On average, the...

**331-37 West Side Avenue** | \$1,850,000  
Jersey City, NJ  
Building Type: Commercial  
Commercial Units : 9  
Building Sq. Ft. : 19,400  
A two-story retail and office space that is currently 76% occupied. Located less than two blocks from New Jersey City University and the NJ transit Light Rail, this is a great owner user or developer...

**314 Sixth Street** | \$2,250,000  
Jersey City, NJ 07302  
Building Type: Development/Conversion  
Lot Sq. Ft. : 6,000  
Units : 8  
This property is a 4 story brick building with eight railroad-style one bedroom units and a rear yard that is shared between the two ground floor units. The property will be delivered vacant. The prop...

**Hartford Portfolio** | \$9,750,000  
Hartford, CT 06101  
Building Type: Apartment  
Cap Rate : 7.51%  
Units : 198  
NOI : \$732,716  
Lot Sq. Ft. : 130,000  
This offering consists of three multi-family buildings combining for 168 units and about 130,000 square feet. Being more than 24% occupied, this offering represents a wonderful turnkey investment.

## Enterprise-Level Technology, Realty-Specific Solution

### Email Direct Marketing:

- Schedule email campaigns for future delivery
- Design creative mailers using WYSIWYG or have our artists design and install templates for automation
- Automated subscribe and un-subscribe
- Import bulk list of names and emails
- Mass-email in both HTML and text formats
- Personalize marketing campaigns for each member
- Referral marketing capabilities built-in
- Bounce-back processing
- Auto-mailing for reminders, birthdays, anniversaries
- Provide compatibility with all email reader software

### Key Benefits:

- Pay for as much as you use
- Improve Customer Relationship Management
- Customize campaigns
- Ensure speedy delivery
- Retain interest levels of the customers.
- Turn visitors from browsers to buyers.
- Add new customers as referrals (viral marketing)
- Provide customers a method to respond easily
- Deliver highly personalized content by profiling your customer base
- Build a knowledge base by recording customer feedback

### Email Reader Compatibility:

- Microsoft® Outlook™
- Microsoft® Outlook Express™
- IBM® Lotus Notes™
- MSN® Hotmail™
- Yahoo!® Mail
- Google® Gmail™

### Content Verification:

- Spell check on the content
- Grammatical check on the content
- Optimized HTML code
- Subject line effectiveness
- Junk-folder prevention



*"The Boost Realty Email Marketing Solution has had an immediate and major impact on our sales!"*  
— James Nelson, Partner

### General Reporting:

- Readership rate — how many actually viewed?
- Click-through rate — how many actually responded?
- Content analysis — which content gathered most attention?

### Standard Reports:

- Views
- Unique viewers
- Click-Through
- Bounces
- Referrals
- Opt-outs

### Intuitive Reports:

- Domain-wise reports — shows the top domains from where views were received
- Day-wise reports — shows views distribution for days after the campaign
- Time-wise reports — shows views for different times of day in a bar graph
- Email Client reports — shows all email software/OS reports of viewers

### Global Reports:

- Compare reports of multiple mailers
- Compare reports of multiple campaigns
- Query based reports
- Customizable reports

**Most Popular Properties**  
The below graph shows most popular properties rated by the number of times a property has been viewed in a mailer vs. number of click-throughs.  
\*Below info shows 100% across all mailers



**54 Bond Street, Retail Condo** \$7,860,000  
NoHo, New York, NY 10012

Building Type: Commercial  
Units: 2  
Cap Rate: 8.2% NH  
Sq. Ft.: 4,532

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**The Massey Knakal Real**  
A blog for keeping sales  
fresh and meaningful on  
social sites.

### 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.