



# MarketBoost

Move buyers & sellers closer to closing with automated website and email reports for locations and criteria you choose.



## You're The Local Expert

Insights into market activity position you as a local market expert, ready to help buyers & sellers close.

- Simple & powerful – Just create a Market (saved search) in your account and MarketBoost handles the rest
- Define Market locations with property search options or draw on a map
- We crunch the numbers on prices, inventory, and timing so your website and email reports are always up to date

## Dynamic Website Reports

Report pages stay fresh on your site. Email report subscription forms bring new prospects to grow your client base.

- 3 report pages are produced for each Market you create:
  - Active & sold listings
  - Open homes
- Market stats on inventory, median price, median days on site, sale to list price %
- Site visitors become leads when they sign up to receive reports by email
- Add links to report pages or embed reports in your own custom pages

### Lodi Homes and Condos: Market Report

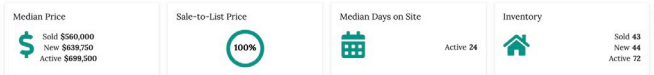
Get monthly market reports delivered to your inbox.

[SIGN UP FOR MARKET REPORTS](#)

LODI HOMES AND CONDOS

LISTINGS OPEN HOMES MARKET REPORT

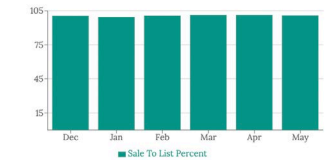
Overview - Last 30 Days



Median Price - Last 6 Months \*



Sale-to-List Price - Last 6 Months \*



Median Days on Site - Last 6 Months \*



Listing Inventory - Last 6 Months\*

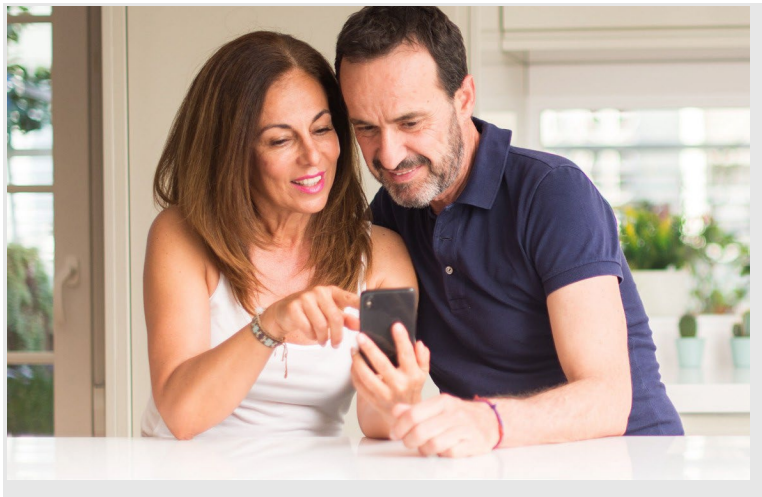
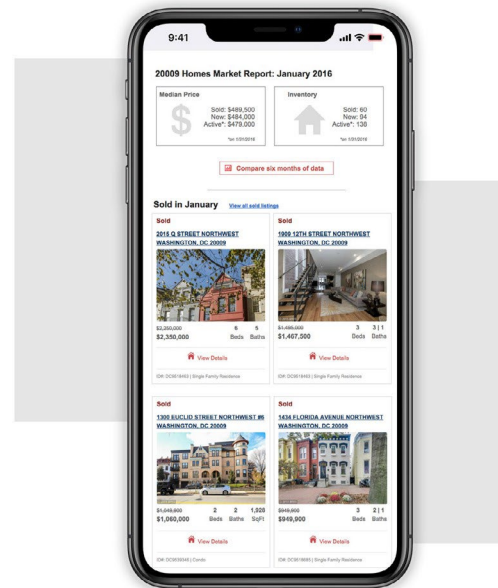


\* Data on active listings begins accruing at report creation. History will grow over time.

## Email Reports

Engage your prospects with updates on market activity that keep them returning to your site.

- Your branding is prominently featured
- Subscribers can choose from 3 email reports for each Market you create:
  - **Daily:** Active & sold listings, price changes
  - **Weekly:** Open homes (sent Thursdays)
  - **Monthly:** Market stats & trends
- Content variety offers options for buyers and sellers in all stages of learning and exploring
- Links in listings and reports bring subscribers back to your site



## Manage & Discover

Easily manage subscriptions and track your leads' engagement.

- Add leads individually or in bulk to any email report subscriptions
- Manage your leads' report subscriptions in your IDX Control Panel or in Optima Leads, our mobile app for agents
- Lead and email activity reports help you learn which leads are more engaged and active

## Your Team Wins

Use our Broker account option for your brokerage office website. Each agent gets their own branded email reports to help them close more clients.

- Agents' personal branding appears with the brokerage branding on report emails
- Agents can manage subscribers themselves and monitor their leads' engagement

