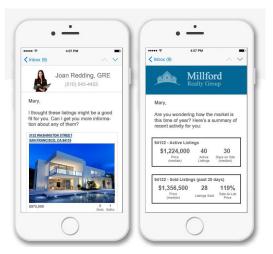


MARKETING AUTOMATION

Smart, automated text & email follow-up.



Hi Maggie - Angie Walker at Any Homes here. I'm looking forward to helping you with your home search. Let me know what I can do to help. We're looking in the Northside or Highlands areas but not sure about timing just yet. Here's a listing you might like let me know if you want to set up a tour: idxhome.com We'll be in town this coming Saturday - can you meet us sometime after Ipm?



Better, Smarter Follow-up

Jump start lead engagement with personalized, dynamic follow-up text & email campaigns.

- Send automated listing recommendations and market data based on your leads' search and viewing behavior
- Keep the conversation going with email & text message content that's always current instead of stale, generic campaigns
- Mix custom content with automated Smart Content that delivers personalized, relevant market information

"Oops" Is Not An Option

Consistent follow-up for leads from all sources means nobody slips through the cracks.

- New leads from Zillow, Trulia, and over 30 third-party lead gen services automatically enter your account and follow-up campaigns
- Use rules to assign leads to different campaigns based on their source
- Ready-to-use email & text message campaigns are included for both buyer and seller leads, and you can create your own

