



### **The Modern Brokerage**

Technology has driven an unprecedented amount of change within the real estate industry. Brokerages that embrace these changes will find themselves providing a competitive advantage to their agents.

### **The role of the Brokerage**

The role of the brokerage has always been to train, assist and provide the facilities required for their agents to succeed in their real estate careers. A nice office, wi-fi, colour copiers and toll free numbers are great brokerage provide services but are they enough to give your agents an edge?

Real estate has gone High Tech. The Modern Brokerage must be a facilitator of technology that provides agents with a competitive advantage in the marketplace. A brokerage that provides their agents with a competitive advantage is a brokerage that will attract and retain performing agents.

### **Home search has gone online**

90% of home buyers are starting their search online. Over the next few years this number will reach 100%. Every listing client deserves an advanced digital marketing strategy.

Facebook is the 2<sup>nd</sup> most trafficked site in Canada (Realtor.ca is number 84) and you'll be amazed at how much exposure it will generate for you. Over 18-Million Canadians are on Facebook and that's a number that simply cannot be ignored. Getting your listings on Facebook not only increases your local market exposure but you'll also be marketing to all of the people who are moving to your area from other parts of Canada.

### **Buyers want to virtually view a property**

The modern real estate buyer wants to see pictures, property details, and receive neighbourhood information (most often school details), from the comfort of their iPhone or laptop computer. Essentially, they want to see the house without having to go there. Once they have been digitally satisfied, they'll likely book an appointment to see the home.

The listing agent should make it easy for buying agents to present the property. Provide your agents with a single property site, PDF Feature Sheet and full neighbourhood information. First impressions count! Your agents can send the buying agent attractive and informative information that they will want to show to their clients.

### **Neighbourhood Expert – Office Server**

Neighbourhood Expert Office Server provides valuable technology for every listing. Our listing centric solution provides essential technology without any of the usual usage fees or per agent fees. You simply pay one flat monthly fee. Real Estate is not priced based on how many people are going to live in the home, so why your software should be priced based on how many agents are going to use it?

#### **Features**

- Property Websites
- PDF Listing Sheet
- PDF Amenity Report
- Fully Interactive Amenity Map
- Fraser School Ratings
- Amenity Reporting System
- Social Syndication
- Full Automation