All-in-One Real Estate Marketing and Conversion Platform



A Flexible Pricing Model for Agents, Teams, and Brokerages

Pricing based on the number of users in the Lead Manager (CRM)

~~$500~~ **$350** one-time sign-up fee includes: MLS approval process and scheduled platform introductory call

---

Base Platform (IDX lead generation website, CRM, Automated SMS & Texting, Automated drip & E-Blasts, and Market Reports)

$199 /month 1 - 2 users
$25 /month for each additional user

Features Included in the Base Platform:

- IDX mobile responsive website
- Automated SMS responders
- Unlimited landing pages
- Action plans for follow-up
- Sold search
- Robust CRM
- Automated email drip
- Lead activity triggers
- Email autoresponders
- Custom lead capture forms
- Market reports
- E-blast marketing
- Agent landing pages
- Open API pulls in 3rd party lead sources into the CRM
- Saved search
- Live user feed
- Email integration and sync
- Continually adding features
- **Much more!**

Additional Lead Generation Products & Tools:

$50 /month Property Valuation Tool
$50 /month Facebook Marketing Tool

Real Leads Google PPC: $550/month + Google PPC ad spend

Real Leads Facebook Marketing: There are two levels of Facebook marketing based on your selected ad spend.

$300/month + ad spend

- ☐ $200 monthly ad spend ($500 total)
- ☐ $300 monthly ad spend ($600 total)
- ☐ $400 monthly ad spend ($700 total)

$500/month + ad spend

- ☐ $500 monthly ad spend ($1000 total)
- ☐ $600 monthly ad spend ($1,100 total)
- ☐ $700 monthly ad spend ($1,200 total)

COMPREHENSIVE REAL ESTATE MARKETING PLATFORM



IDX Real Estate Websites

INCLUDED IN BASE PRICE

Elegant, highly optimized mobile responsive websites capture leads



Lead Manager CRM

INCLUDED IN BASE PRICE

Tracks and nurtures leads with marketing automation and analytics



Market Reports

INCLUDED IN BASE PRICE

Automatically sends statistics of market conditions to clients' lead database



Email Drip & E-Blasts

INCLUDED IN BASE PRICE

Automatically send email campaigns based on lead source to increase higher engagement



SMS Autoresponder

INCLUDED IN BASE PRICE

Delivers immediate responses to lead inquiry to increase engagement



Property Valuation Tool

PRODUCT ADD-ON

"What is Your Home Worth" property valuation landing page generates leads



Facebook Marketing Tool

PRODUCT ADD-ON

Simplifies & accelerates the ad creation process & tracks performance



Google PPC Managed Marketing

SERVICE ADD-ON

Managed Google marketing campaigns drives traffic to agents' websites



Facebook Managed Marketing

SERVICE ADD-ON

Managed Facebook marketing campaigns drives traffic to agents' websites

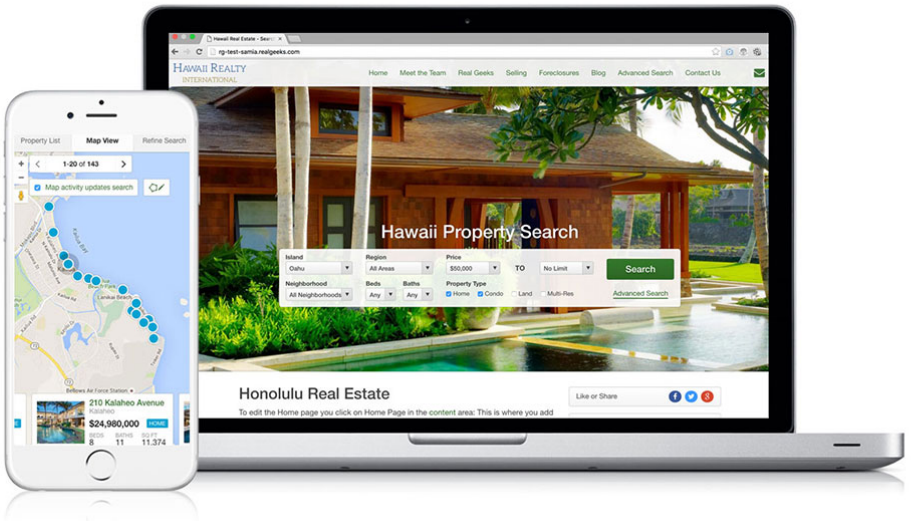
Designed to Generate, Track, and Convert Leads



Elegant Websites Deliver Superior Performance

Real Geeks offers highly optimized, easy-to-use websites, designed to generate the highest conversion rate in the industry.

- Mobile Responsive
- Easy-to-Use
- High Return Rates
- Automated Property Updates
- A/B Tested for Highest Conversions
- Fast Load Times
- Autoresponders ensure fast response time
- Search engine friendly



Easy-to-use powerful property search and unlimited landing areas

Capture lead information and first search

Sends to CRM

Automated email updates that match search results are sent

Powerful, Easy-to-Use Customization Tools



Landing Pages

- Sites offer unlimited customizable landing pages designed to capture both buyers and sellers. Agents can customize how leads are captured from any content page on their website.



Market Reports

- MLS data is used to generate market reports. Buyers & sellers are notified automatically of changes in the market, which drives retention. Helps agents stay in touch with their database.



Design Editor

- Allows agents to easily switch between all Real Geeks Designs, customize colors, and change all elements of the design. Review changes before publishing live.



Powerful Property Search

- Sold Search.
- Polygon map search.
- Filter on any aspect of listings.
- Save Searches.
- Share with a friend.
- Call To Action Buttons.
- Unlimited Landing Pages



Embeddable Widgets

- Home Valuation Widget.
- Search Widget.
- Contact Form Widget.



CMS

- Powerful Editor can edit all aspects of site.
- Full-featured blog allows agents to add content easily.
- Pull in properties in site content.
- Override forms and images on each page.

CRM Tracks User Behavior and Improves Engagement

Leads captured on Real Geeks websites and third-party sources are automatically sent to the Lead Manager CRM, a full-featured platform to track and nurture leads through the sales cycle.

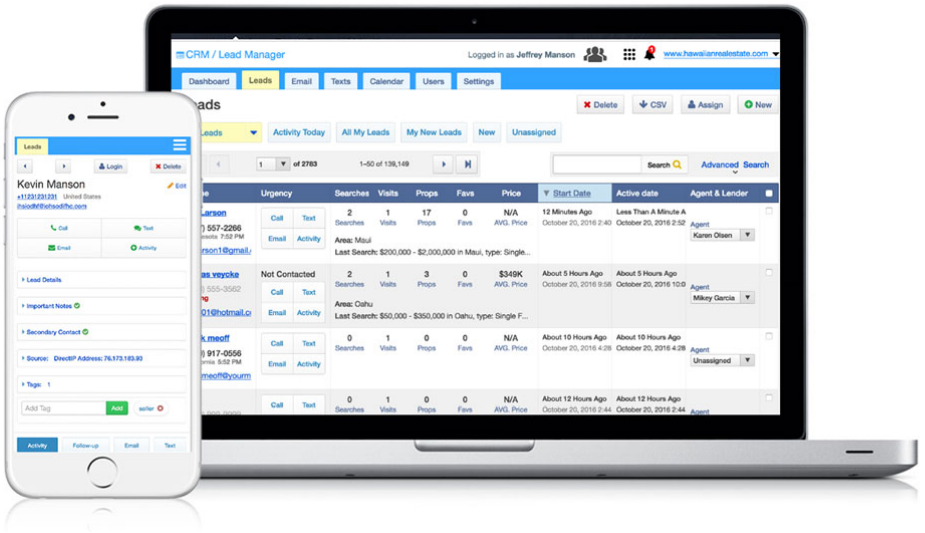
Email & SMS notifications
As leads enter the system, agents are automatically notified by an email and SMS notification to immediately follow up.

Advanced Search Filtering
Filter leads on any field including user behavior, properties viewed & favorited, geographic area, price range and time on site. Helps agents intelligently target and follow up with prospects.

Live Feed
Agents can monitor real-time activity. Active leads are a great target to contact since they are currently engaging in the site.

Social Profiles
Automatically find leads' social presence on the web to help agents engage.

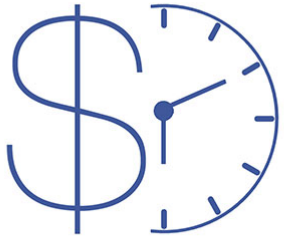
Track Lead Activity
Notify and trigger agents to follow up on high-engaging leads.



Over 75% of real estate leads generated online were lost due to agents not responding or responding too late (8 hours after form submission)

Source: PMS Consulting, One Cavo

Automation Increases Engagement and Improves Sales



CRM Automation Saves Time & Money

The Real Geeks Lead Manager saves agents time and improves productivity by automating many aspects of managing a real estate company.

Agent/Lender Lead Routing

Automatically assign leads based on source and geographic location.

Email Integration and Sync

All conversations are automatically synced with agents' email and integrated into CRM.

Email & SMS Autoresponders

Ensures fast response time to leads, increases engagement, and saves time.

Idle Lead Reassignment

Leads get reassigned if agents don't take action.

Follow-ups and Reminders

Agents use the CRM to schedule appointments and get reminders.

Agent Activity

Track agents for accountability and productivity.

Action Plans

Help Realtors automate their business through action plans for better follow-up

Third Party Integrations

Integrate all leads regardless of source, including Zillow, Trulia, and Realtor.com.

Too Many Features to List!

Generate More Listings & Buyers with Market Reports

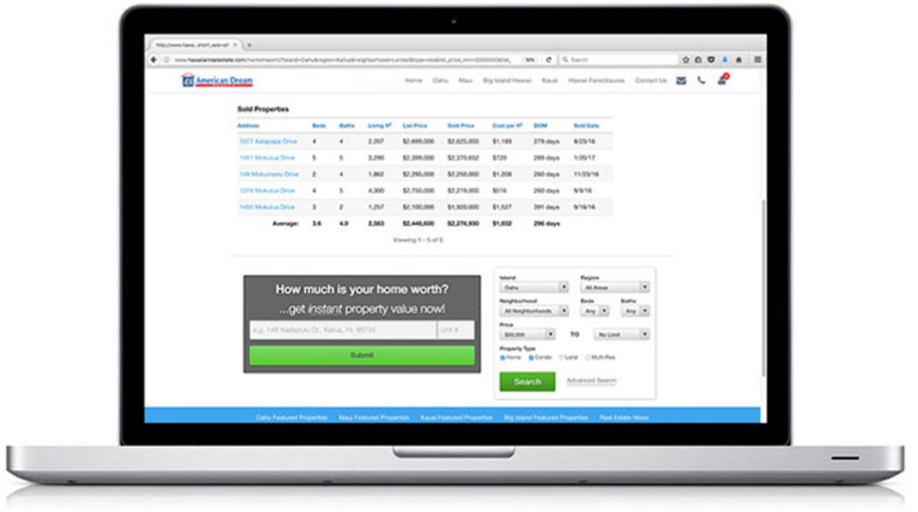
Train your database to rely on your website's property searches, sold data, and market reports instead of the portals like Zillow, Trulia, and Realtor.com

Keep your database engaged and educated by providing them with accurate real-time MLS data that matters.

Get more referrals from your existing database by setting them up on sold searches and bi-monthly or monthly market reports of their neighborhood.

Your website will become the #1 real estate resource that your clients can depend on.

You can also create market report landing pages for all your communities to allow users to sign up.



Home valuation and search widgets are at the bottom of every market report to increase user engagement.

Property Valuation Tool Captures Seller Leads

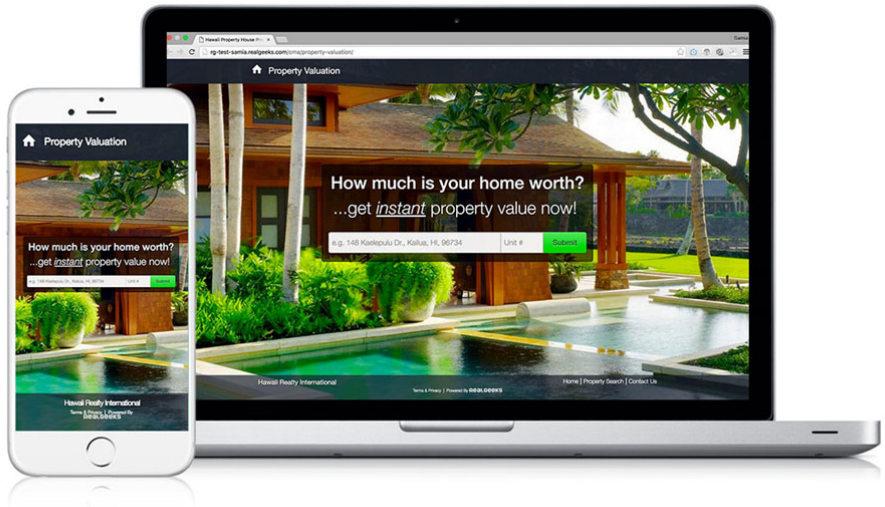
Automated Home Valuation: Simplest, most cost-effective way to generate listings.

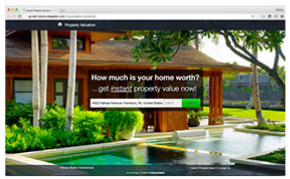
Users submit their address to find out what their home is worth and are then prompted to sign up to view the valuation report. If the user abandons the process before completing the signup, the address is still captured as an address-only lead.

Market reports are automatically saved and sent twice a month to the user based on the address they entered.

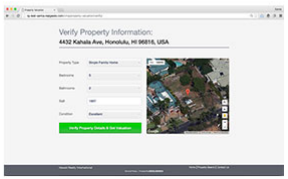
Agents are able to create unlimited property valuation landing pages.

The property valuation widget is embedded in every property page and market report page to entice existing site users to evaluate their house. When they complete the form, this notifies the assigned agent to reach out to the lead.

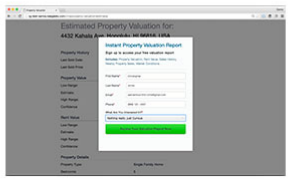




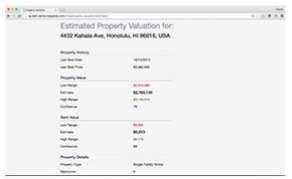
User Enters Address



User Verifies Address



User Signs Up



Home Value Displayed



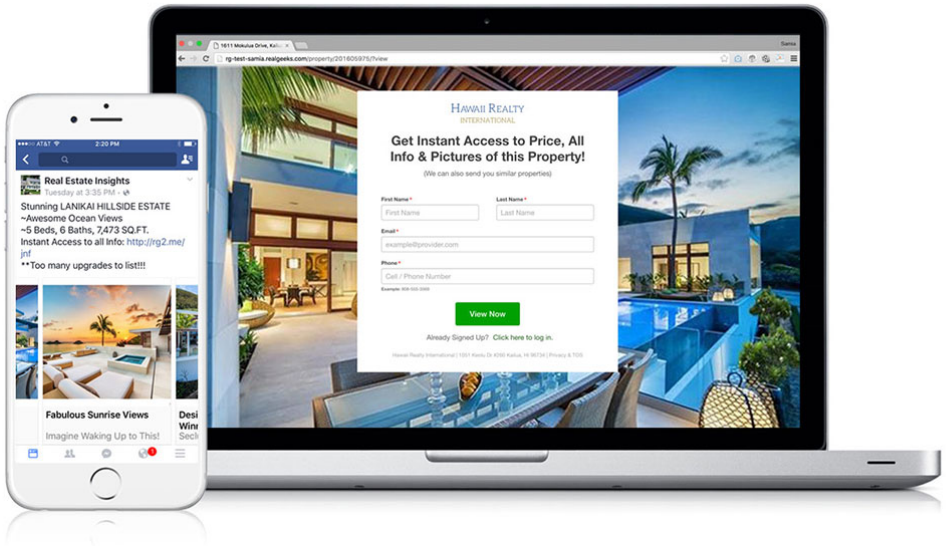
Seller Lead

Facebook Marketing Tool Streamlines the Advertising Process

A quick & easy solution to creating Facebook ads that drive traffic to high-converting landing pages.

Real Geeks offers an easy-to-use Facebook marketing tool for real estate agents and brokers.

- **Integrates directly with FB** advertising platform and Real Geeks sites and automatically adds tracking pixels.
- Typical ads take 25 – 30 minutes to create; with the Real Geeks Facebook tool, agents can **create ads in just 3 - 5 minutes.**
- Robust reporting enables clients to quickly gauge which ads are performing most effectively.
- Track CPC, likes, shares, and other conversion metrics.



"Facebook is THE SINGLE BEST ad product in 20 years!

Gary Vaynerchuk, CEO of VaynerMedia

REAL GEEKS FACEBOOK MARKETING TOOL FEATURED IN:

Forbes Mashable THE HUFFINGTON POST Inc. Entrepreneur

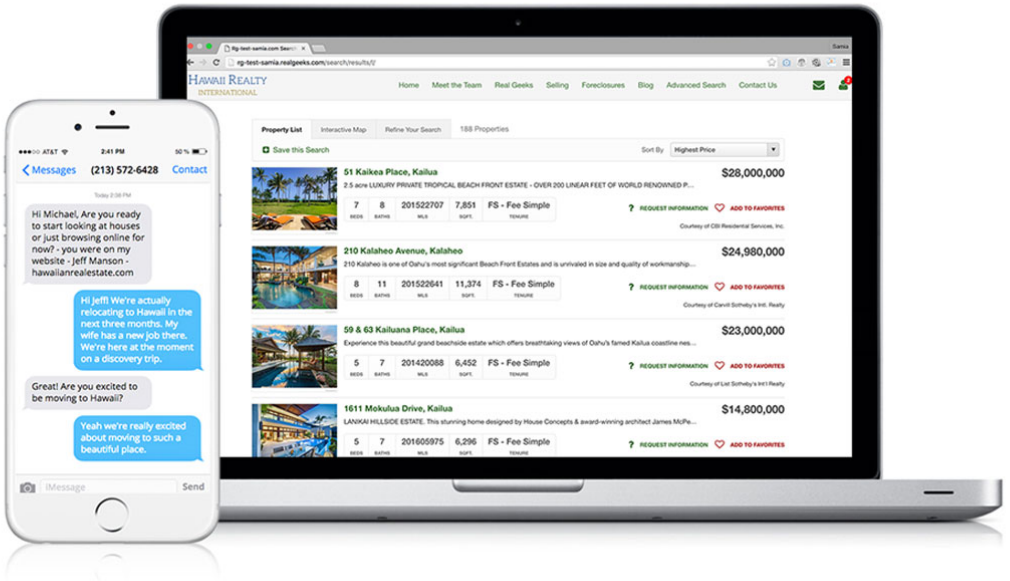
Automated SMS Increases Lead Engagement & Conversion

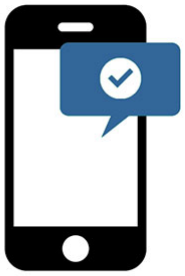
SMS Texting Feature

Automated SMS Responders and Text messaging is one of the best ways to turn real estate internet leads into "hot appointments" and convert them into sales.

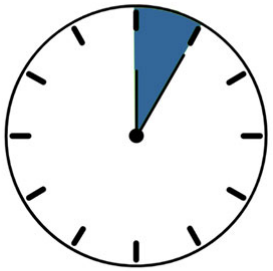
SMS texts convert significantly better than emails and have a much higher open rate and response rate. SMS texts have a 97% open rate compared to 20% with email.

Agents can have multiple conversations with leads through the CRM at one time. Powerful automation features ensure an instant response time customized to the source of the lead.





97% of SMS text messages are opened and read, and **90%** of those SMS text messages are read in the first 5 minutes.



Internet consumers are **100x** more likely to be reached within 5 minutes of inquiry than within the first 30 minutes; whichever agent engages with the internet customer first has a 238% greater chance to convert that lead.

Automated Email Drip System and E-Blasts

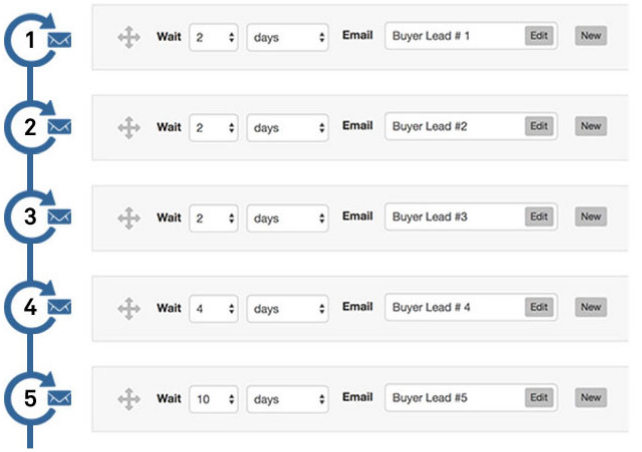
Build trust, nurture, and convert leads from your database efficiently

How it Works:

You're able to set up and create custom automated email drip campaigns for each lead source so that you can effectively follow up and nurture each lead type.

Additionally, get higher engagement by sending individual e-blasts to your targeted audience.

For example, if you have an upcoming listing in a neighborhood, you can send an e-blast to users who have viewed properties in that specific neighborhood.



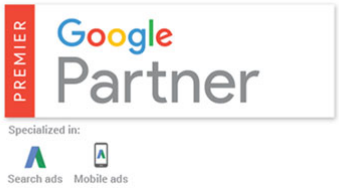
Sample E-Blast Email:

Subject: Still looking in Lanikai?

Body:
Hi John, Are you still interested in Lanikai? I've got a new listing coming up (not yet on the market) and I wanted you to be one of the first to know about it! Please let me know if you're interested.

Sincerely,
Rockstar Agent

Google AdWords (PPC) Managed Marketing Service



Real Geeks is a Google Channel Partner – the highest level of certification that Google offers. Real Geeks has access to exclusive resources to make customers' ads perform at a high level.

- Real Leads is Real Geeks' **PPC management service for Google Adwords**; by managing all aspects of clients' PPC ads, from authoring high-converting copy to developing an effective keyword bidding strategy, the Company enables agents to focus their time on what they are good at – selling properties.
- Effective PPC generates substantial, qualified lead traffic to clients' landing pages; as lead volumes and conversions grow, this service drives client dependence on the Real Geeks' platform.
- Real Geeks' **managed Facebook marketing service,** helps agents gain brand awareness and generate qualified leads.
- Facebook campaigns are unique – unlike Google, campaigns can be targeted to specific types of consumers based on demographics such as income, home buyers, age, life events, etc.

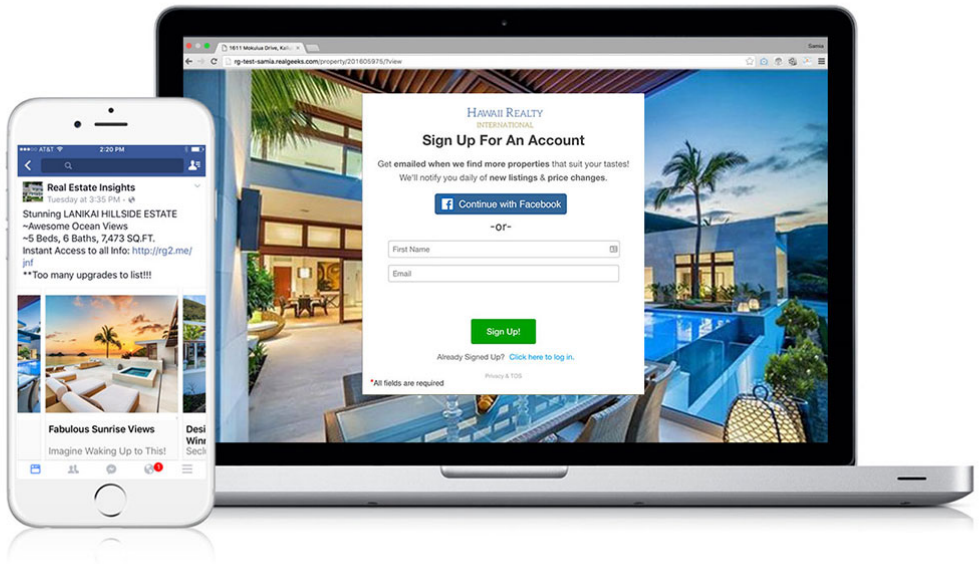
1. Strategy call with client to identify target markets.
2. Establish advertising account with market-tested, high-converting adsets.
3. Continuous A/B (split testing) to optimize created ads; begin to add negative keywords to refine results.
4. Continue to make changes daily as needed to ensure minimum CPC.
5. Client receives weekly performance reports (CPC, top 10 keywords, etc.) and Analytics information.
6. Continue to monitor campaigns over time for any additional performance issues (e.g. overspending).

Real Leads Facebook Marketing Program

We handle your Facebook marketing while you focus on what you do best, selling homes!

What is included?

- Customized marketing strategy
- Advanced audience targeting
- Ongoing ad creation
- Ongoing ad optimization to maximize results
- Conversion tracking - to calculate results
- Featured listing ads - leverage your listings
- New buyer and seller leads
- Variety of retargeting



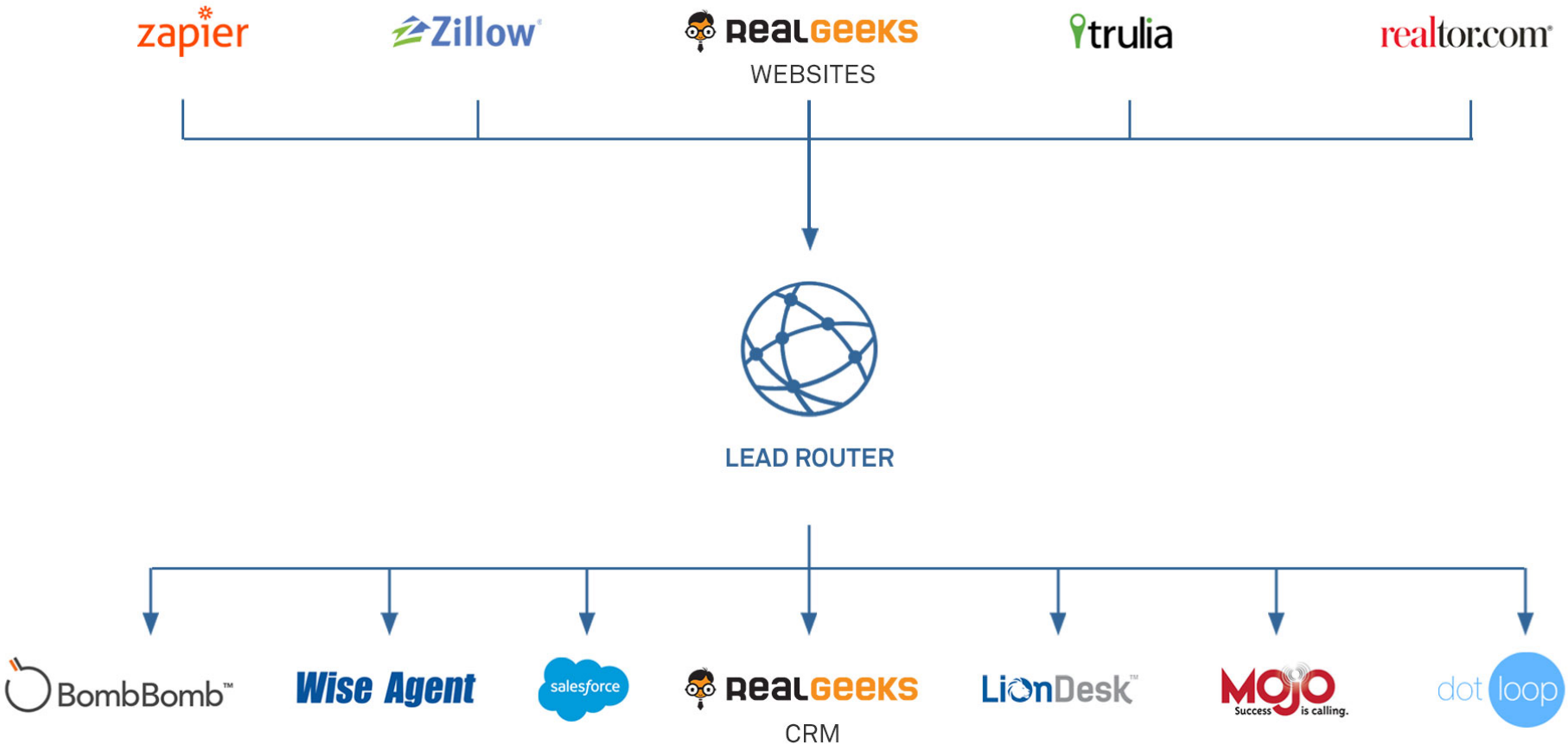
Our Facebook Lead Ads program generates quality leads with accurate contact information

Facebook Lead Ads pull in the leads contact information from their Facebook Account when they sign up. What this means for you is more accurate contact information such as **real names, phone numbers, and emails** compared to other online lead generation programs on the market. With better contact information, you will increase the amount of sales you can do!

Note: Listing and branding ads are available through our branded marketing service. Information on this is available upon request.

Open API Easily Enables 3rd Party Integrations

Real Geeks' best-in-class proprietary open API and Lead Router allows leads and activities to be shared between any platform in both directions.



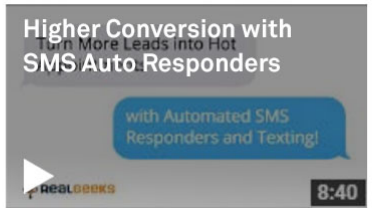
Educational Training Videos on How to Generate More Business

Real Geeks has built a popular channel of training and coaching videos on how to succeed in real estate. (8K+ YouTube subscribers generating 587,000+ views)

In addition to our platform training videos and ongoing webinars, Real Geeks hosts a free training web series “Keeping it Real”**.** “Keeping it Real” topics span all aspects of running and building a successful real estate business, and feature one-on-one interviews with successful agents across the U.S. and Canada. Our clients are also invited to join the discussion with our community of Realtors on Facebook in our private Mastermind group.

Platform Training Videos





Keeping it Real





Keeping it Real on Location





What Our Clients Love About Real Geeks



Bill Jenkins, Las Vegas, NV

"We have had our Real Geeks since Nov. 2011 and out of the gate has been a lead generating machine. The customer service is outstanding!"



Veronica Gonzales, Albuquerque, NM

“We were desperate to change our Real Estate site to an IDX platform that we felt would be easy to optimize. Once we commited to Real Geeks we felt a sense of relief not only was the site easy to use it also brought us lots of good quality leads. We love our site and we are always getting positive feedback from clients telling us how much they like using our website to search for homes. Jeff and his team are five stars."



Greg Harrelson, Myrtle Beach, SC

"I started using the Real Geeks platform around 5 years ago. Since then, I have created 4 more sites with Real Geeks in the different markets that I serve. This is the only website that I have ever had where my buyer leads tell me how much they love my website. It is always a great sign when the consumer tells you how easy it is to conduct property searches and save things to their favorites. I have multiple agents using my website and my agents love the CRM that is built in the back-end of my site. We can manage our database, send emails, set future appointments and tasks as well as monitor the activity for each lead on the system. I have had Tiger Leads, BoomTown and other systems and the Real Geeks CRM is the easiest one on the market.”



Brad Long, Louisville, KY

"Fabulous websites and back end lead management system with the best support there is! From the user groups to the extensive documentation. Real Geeks Rocks."



Tonya Graves, Columbia, SC

"My real estate company launched the Real Geeks IDX platform in August 2011. The low cost allowed us to have a full IDX real estate website and compete with the big guys in our market without busting our budget. The results have been amazing! We are on page 1 of Google for our keywords due to Real Geeks SEO friendly website design. We get quality leads for our agents daily and have seen our conversion rates soar!"

Client Case Study: Joseph Keresztury (Growing Team)

> Coming on board with Real Geeks has been the biggest growth step of my real estate practice.
>
> **Joseph Keresztury**

Situation: Prior to joining Real Geeks, Joseph's website was getting a moderate amount of organic traffic, but only generating approximately 40 stale leads per month, with no return visitors. After researching a number of website solutions, Mr. Keresztury migrated to the Real Geeks platform, and saw **substantial improvement across all key metrics, especially conversion rate**. Since joining Real Geeks, Mr. Keresztury has built a team consisting of two other buyer's agents and is currently onboarding a third with no signs of slowing down.

Results:
With **no additional cost**, website metrics improved dramatically, while monthly lead volume increased **500%** to 200 leads per month.

Immediate Improvement Across all KPI's

PAGES PER SESSION	AVG SESSION LENGTH	BOUNCE RATE	RETURNING VISITOR %	TOTAL VISITORS
Before Real Geeks 1.59 Pages	Before Real Geeks 1:58 Minutes	Before Real Geeks 71.07%	Before Real Geeks 38.4%	Before Real Geeks 11,442
With Real Geeks 12.22 Pages	With Real Geeks 5:52 Minutes	With Real Geeks 23.2%	With Real Geeks 70.1%	With Real Geeks 33,781
Increase of **10.6 Pages**	Increase of **4 Minutes**	Decrease of **47.9%**	Increase of nearly **2 Times**	Traffic Increase of **3 Times**

Client Case Study: Jason Simard (New Agent)

> I would recommend Real Geeks to anyone who is seriously seeking to leverage the internet to build a real estate business.
>
> **Jason Simard**

Situation:
Jason Simard, a new agent in British Columbia, wanted to establish a web presence in order to attract new customers and drive listing sales. Since signing up with Real Geeks in December 2015, Mr. Simard has seen immediate improvements to his gross income and significant ROI.

Results:
Real Geeks has become an integral part of the client's sales strategy. Mr. Simard sold 41 homes in the first 9 months of 2016 through his Real Geeks website, **resulting in nearly $270K of gross income and 11x return on his investment** ($25K spent on sales and marketing).

Real Geeks has Accelerated Client's Growth

41 Deals
In First 9 Months of 2016

$270,000
Gross Income

11x ROI
In First 9 Months of 2016

More Client Success Stories

"Prior to integrating Real Geeks' IDX solution, I was averaging **4 leads a day**, but after utilizing their IDX, **I am now averaging over 40 leads a day, with a 58% conversion rate on my top keywords for my area.** The easy to use interface and management system of Real Geeks has only made my work much easier and more effective.

Paul Coffman, Coastal Carolina Properties

"We went from **90 leads/month to 1000 leads/month when we switched to Real Geeks...** We chose Real Geeks because of its **unique combination of aggressive lead capture, team-based back end for lead distribution, and fast, secure, SEO-friendly front end.**

Sam Debord, Coldwell Banker Seattle Danforth & Associates

"Prior to Real Geeks I was selling 50-60 homes a year. This year, my team will **close over 200 properties** and our **ROI is incredible.** The backend CRM is amazing because it allows me to track my leads' activity, search the leads based on the leads' search parameters, make sure my buyer's agents are actively following up with the clients, and track my buyer's agents activity.

Sam Dodd, Stratum Real Estate

"I have been extremely impressed by the **immediate jump in leads plus the number of emails we receive requesting more information or direct contact...** sign ups have increased by a factor of **10 times over our previous IDX website solution.** The back end system of lead follow up is well organized and user friendly.

Lee Cunningham, RE/MAX Realty Professionals Greenville, SC