

Top Producer



MARKET SNAPSHOT

The Effortless Way to Stay Top-of-Mind

REFERRALS ARE TOO IMPORTANT TO LEAVE TO CHANCE...

74%
of clients will give you a referral if you stay in touch

64% want info on their own neighborhood

Market Snapshot allows you to **engage with neighbors** who might not be "in the market" today, but who want to stay on top of home values

only **23%** will use the same agent for their next move

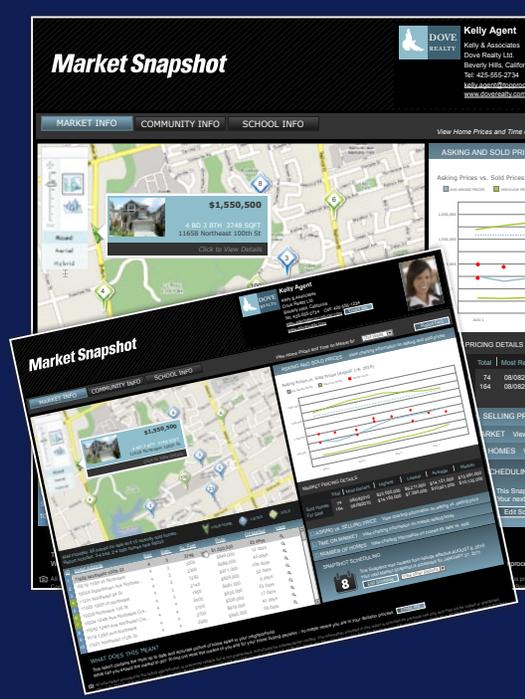
Market snapshot helps you to **stay in touch** so future sales don't slip through the cracks

48% of buyers and 41% of sellers worked with an agent that was referred to them

Market Snapshot allows you to **make it easy** for your sphere to refer you to others

79% consider neighborhood details important in their home selection

Community and school reports slip seamlessly into Market Snapshot, so you can **share the most valuable information**



Market Snapshot

Market Snapshot is the effortless way to stay top-of-mind – freeing you up to continue working with active buyers and sellers.

Source: NAR- Profile of Home Buyers and Sellers 2010

MARKET SNAPSHOT

PROVEN TO ATTRACT & MOTIVATE LEADS

GET POTENTIAL BUYERS & SELLERS CONTACTING YOU

The Market Snapshot prospecting system captivates leads- and get them contacting you! Pique the interest of potential buyers and sellers with fully customized, interactive MLS property reports, packed with LIVE market information, community and school data, plus charts and graphs. Compel them to contact you for more information.

THE ULTIMATE LEAD GENERATION SYSTEM

Get more leads! Simply add the Market Snapshot lead capture form to your website so that visitors can subscribe to free, local Market Snapshot updates, then drive traffic to your site using your existing advertising. Market Snapshot makes it easy and automatic to collect valuable contact information from your prospects, while answering the exact questions today's buyers and sellers are asking.

WITH EVERY MARKET SNAPSHOT YOU CAN PROVIDE:

- + **Up-to-the-Minute Active and Sold MLS data** with key market comparables on a single screen
- + **Property details, pricing, photos, and mapping** for local active listings and recent sales
- + **Community, neighborhood and school information**
- + A wide array of **graphically-depicted** local market trend analyses
- + **Detailed tables with summary statistics**
- + **Customized reports** based on Area, District, Multiple Zip Codes, Property Types, School Districts or any other search criteria your MLS supports
- + **Lead-capture widgets** for use on any website.

Market Snapshot

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 Dove Realty Ltd.
 Beverly Hills, California
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 kelly.agent@topproducer.com Email Me
 www.doverrealty.com

MARKET INFO COMMUNITY INFO SCHOOL INFO

View Home Prices and Time on Market for This Week

ASKING AND SOLD PRICES View charting information on asking and sold prices

Asking Prices vs. Sold Prices (August 1-8, 2010)

Map Includes: 85 homes for sale and 15 recently sold homes.
 Report includes: 3-4 bed, 2-4 bath homes near 98033

ID	Street Address	Bed	Bath	Sq. Feet	Price	On Market	View
1	11658 Northeast 100th St	4	3	3748	\$1,550,000	23 days	
2	10519 115th Pl Northeast	4	3	3500	\$849,000	12 days	
3	10039 Stalerhaven Ave Northeast	4	2	2300	\$689,000	43 days	
4	11231 Northeast 94 St	4	2	1250	\$971,000	43 days	
5	11020 100th Pl Northeast	4	2	1250	\$829,000	108 days	
6	12236 Northeast 105 St	4	3	2140	\$829,000	32 days	
7	10524 124th Ave Northeast Cre...	4	3	1950	\$681,000	5 days	
8	10542 124th Ave Northeast Cre...	4	4	2400	\$635,000	23 days	
9	9118 125th Ave Northeast	4	4	3100	\$530,000	17 days	
10	11021 Northeast 112th St	4	4	2700	\$816,000	47 days	
		4	4	2680	\$995,000	36 days	

WHAT DOES THIS MEAN?
 This report contains the most up to date and accurate picture of home sales in your neighborhood.
 What can you expect the market to do? To find out what this means to you and for your home buying decision - no matter where you are in your decision process

SNAPSHOT SCHEDULING
 8 This Snapshot was created from listings effective AUGUST 8, 2010
 Your next Market Snapshot is scheduled for JANUARY 31, 2011

Many agents lose business because they don't follow up! Send every contact and lead regular Market Snapshot updates and you'll stay top-of-mind until they are ready to move. Every report highlights your photo, logo and contact information so they'll remember YOU as the local real estate expert.

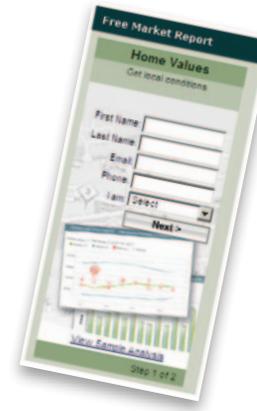
PINPOINT YOUR BEST LEAD SOURCES AND WARMEST PROSPECTS

Find out—and focus on—the marketing that drives real business. Market Snapshot shows you exactly where your business is coming from online. Track the sources of new leads and get notified exactly when new leads come in.

Live reports show you which of your prospects are looking most often at their Market Snapshot, giving you a powerful reason to make that follow-up call. Use Market Snapshot's powerful, actionable insight into exactly what's working for your business to convert more leads into appointments, and more appointments into sales.

11 STEPS TO STAY TOP-OF-MIND MARKET SNAPSHOT

7-5



ONE. MORE LEADS FROM YOUR CALLS:

Market Snapshot gives you a reason to call your leads and contacts, making cold calls and 'staying in touch' calls easier. Simply phone them with an update on real-time, local market information from Market Snapshot, and offer to email them regular updates. You'll position yourself as the local market expert, and get them into a system where you can stay in touch with them automatically.

TWO. MORE LEADS WITH CURRENT MARKET INFORMATION:

Talk to your close sphere and keep current with the market. Leverage Market Snapshot to know exactly what TODAY'S market is doing and where it is going.

THREE. MORE MOTIVATED BUYERS:

Help buyers overcome fear and reluctance by showing exactly what homes are selling and for how much. Explain the market of the moment, at a local level. Use Market Snapshot to show local, neighborhood, and seasonal pricing trends.

FOUR. MORE LEADS FROM YOUR WEBSITE:

Add Market Snapshot lead capture forms to every page of your website, so your visitors can subscribe to free, local Market Snapshot updates.

FIVE. MORE LEADS FROM "NICHE" WEB PAGES:

Purchase an "informative" domain name (URL) and link directly to your Market Snapshot lead capture page. Feature this URL in marketing and promotional activities.

Strong domain name examples include

www.homevaluesinyourcity.com or
www.freeyourcitymarketreport.com

11 STEPS TO STAY TOP-OF-MIND MARKET SNAPSHOT

6-10



SIX. MORE LEADS FROM ONLINE ADS AND SOCIAL MEDIA:

Post ads on free online classifieds boards (such as Craigslist) offering prospects a free Market Snapshot update. Network through Facebook® and Linked In, and promote your business by offering free market guidance to your sphere. Link it to your Market Snapshot lead capture page.

SEVEN. MORE LEADS FROM YOUR EMAIL:

Add a 'Get This Week's Market Snapshot Report' line to your email signature and hyperlink it to your Market Snapshot lead capture page. Now everyone you email will be automatically invited to sign up.

EIGHT. MORE LEADS FROM PRINT ADS:

Run a small print ad offering free Market Snapshot reports. Make sure that your ad headline highlights a clear offer (such as: 'Find Out YOUR Home's Value'), and that the URL to your Market Snapshot Lead Capture page is front-and-center.

NINE. MORE LEADS FROM YOUR SPHERE:

Go through your contact database, and add your personal contacts and past clients to the Market Snapshot service so that you can automatically stay in touch with relevant real estate information. (If you have Top Producer® 8i®, you can easily subscribe anyone in your Contact List to the Market Snapshot service).

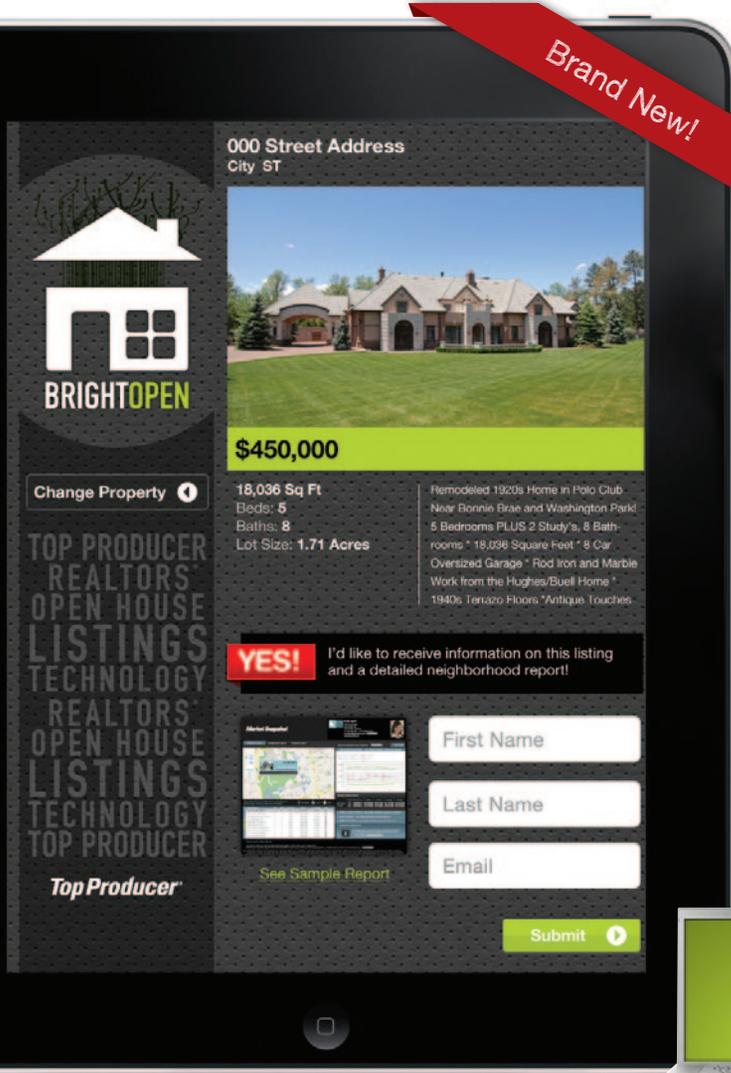
TEN. TURN LEADS INTO SALES - AUTOMATICALLY:

Once prospects fill out the lead capture form, they will receive customized report updates, packed with up-to-the-minute MLS market and property information, plus interactive photos, maps and graphs. You stay top of mind as their local real estate expert with little effort on your part.

11 STEPS TO STAY TOP-OF-MIND MARKET SNAPSHOT

11

Brand New!



CONVERT WALK-INS INTO SALES WITH BRIGHTOPEN! YOUR FREE MARKET SNAPSHOT COMPANION

Do you have a proven strategy for turning Open House walk-ins into your future Buyers?

Ditch the dusty guest register, and turn your next open house into a lead-generation bonanza using the NEW BrightOpen app from Top Producer!

With BrightOpen, get real names in response to something of real value.

You can turn any tablet or web-enabled device into the most powerful guest book you've ever used. Collect contact information, instantly follow-up, and stay in touch throughout the entire home buying process!

Plus! Let Market Snapshot Uncover More Buyers in Your Current Marketing



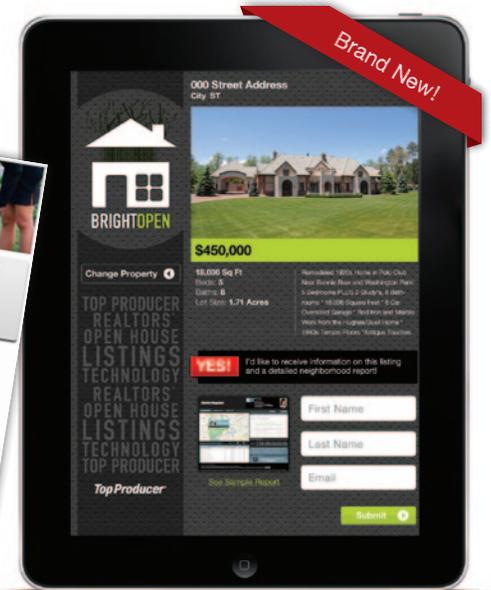
BrightOpen is FREE with your Market Snapshot subscription

Market Snapshot is not available in all areas, your MLS must be eligible. Give us a call at 1(877) 874.4918 to see if Market Snapshot is eligible in your area.

Bright House Open is only compatible with a valid MLS ID and Market Snapshot account.

FREE EXTENSIONS

GET MORE FROM YOUR MARKET SNAPSHOT



FACEBOOK MARKETING SYSTEM

Install the App to your Facebook page and allow your Social Network to request a Market Snapshot giving you one more reason to keep in touch.

FACEBOOK MARKET DATA WIDGET

Post neighborhood market data to your Facebook page with a call-to-action for your Social Network to sign up for Market Snapshot.

CRAIGSLIST AD CREATOR

More and more, buyers and sellers are using Craigslist for listings. Make sure your name comes up in their search and offer them something valuable - Market Snapshot.

BRIGHTOPEN OPEN HOUSE APPLICATION

Coming Soon! An Open House sign-in App for your Pad device or Laptop, that offers a Market Snapshot in return for their contact info. Buyers, Sellers, and interested neighbours are your future leads.

Go Now!

Go Now!

Go Now!

Go Now!

Brand New!

000 Street Address
City ST



\$450,000

18,036 Sq Ft
Beds: 5
Baths: 8
Lot Size: 1.71 Acres

Remodeled 1920s Home in Polo Club
Near Bonnie Brae and Washington Park
5 Bedrooms PLUS 2 Study's, 8 Bath-
rooms * 18,036 Square Feet * 8 Car
Oversized Garage * Rod Iron and Marble
Work from the Hughes/Buell Home *
1940s Terrazo Floors *Antique Touches

YES! I'd like to receive information on this listing
and a detailed neighborhood report!



See Sample Report

First Name

Last Name

Email

Submit

Gain more customers and improve client loyalty with the industry's leading Marketing System - Market Snapshot. Comes with BrightOpen Open House App for your iPad or tablet.

CALL TOP PRODUCER TODAY.

TOPPRODUCER.COM

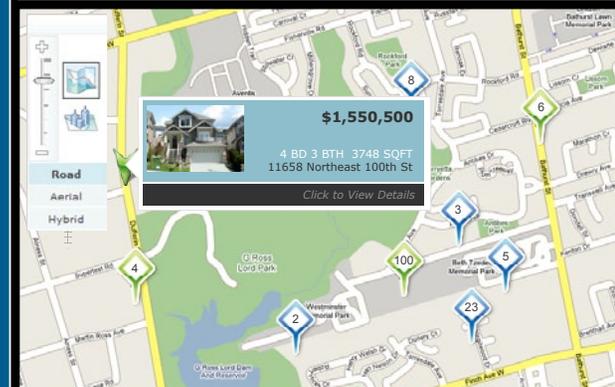
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All information provided by the listing agent/broker, is presumed reliable but is not guaranteed, and should be independent.
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