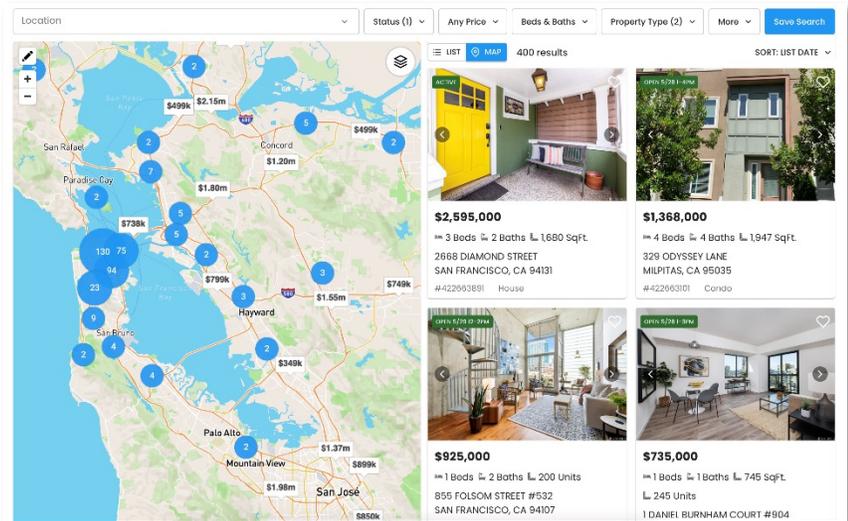


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PREMIUM SEARCH

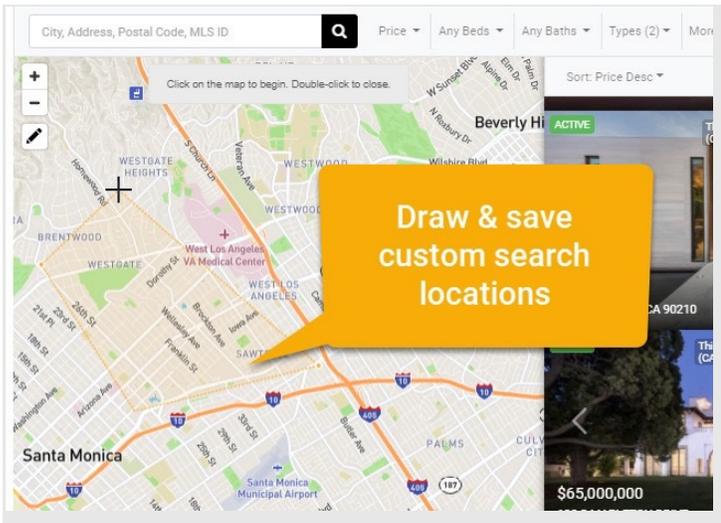
Attract buyers & sellers with faster, smarter property search. Turn site visitors into clients with proven lead capture at every turn.



Make Exploring Fun

Invite your visitors to explore and keep them coming back with a friendly property search experience that feels like the big search sites.

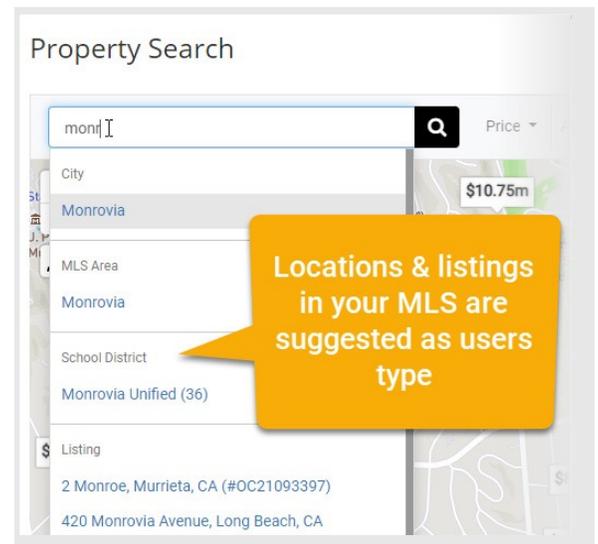
- Draw on map (polygon) option
- Use several maps throughout your site to focus on communities
- Control which listings appear in search results, using location and other criteria
- Encourage visitors to explore
- Friendly and educational for users who don't know the geography



Deliver Results Fast

Say goodbye to cumbersome search forms. Results for locations and listings are automatically suggested by intelligent auto-fill as users type.

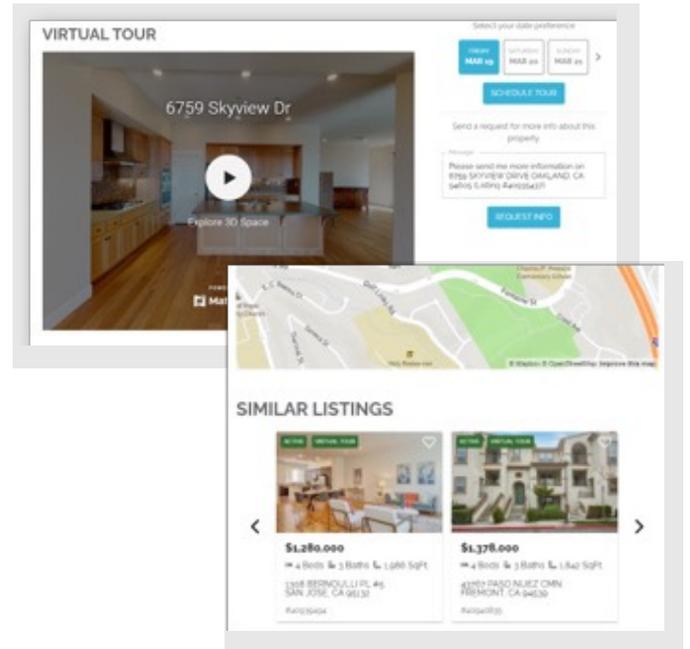
- Additional location criteria you choose, Supports city, postal code, MLS ID, address and additional location criteria you choose, such as subdivision, golf course, school district, etc.
- Control which locations are suggested as users type
- Always available in map search
- Available as a separate Universal Search Bar widget to place anywhere on your site



Engage Visitors with Every Property

Every property detail page is an invitation to continue exploring, so you can convert more visitors to registered leads.

- Virtual tours hosted by YouTube, Vimeo and Matterport are embedded in the page instead of linking to external sites
- Smart algorithms present Similar Listing recommendations with every listing, based on your visitors' search behavior
- Social media sharing creates valuable backlinks to listings on your site
- Options to Schedule a Showing and Request Info are always visible on any device



Keep Leads Coming Back

A Property Organizer helps your leads manage their search and helps you prepare to close them.

- Visitors can save their favorite listings or searches to access any time on your site
- A wealth of information from your leads' activity history and their Property Organizer helps you understand their interests, so you're better equipped to close them
- Create personalized saved searches for your leads and keep them returning to your site with automated email alerts for new listings

Build Your Pipeline & Grow Your Business

Registration opportunities throughout the search experience turn anonymous visitors into new clients for you to close.

- Collect new leads with built-in forms for Schedule a Showing, Request Info, Save a Search, Save a Listing, Contact, Evaluation Request
- Pop-ups show with search results encourage visitors to register to save their searches
- Custom registration form pop-ups can appear with settings you control for how they are triggered
- Put any of your custom site content or downloads behind registration forms



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:

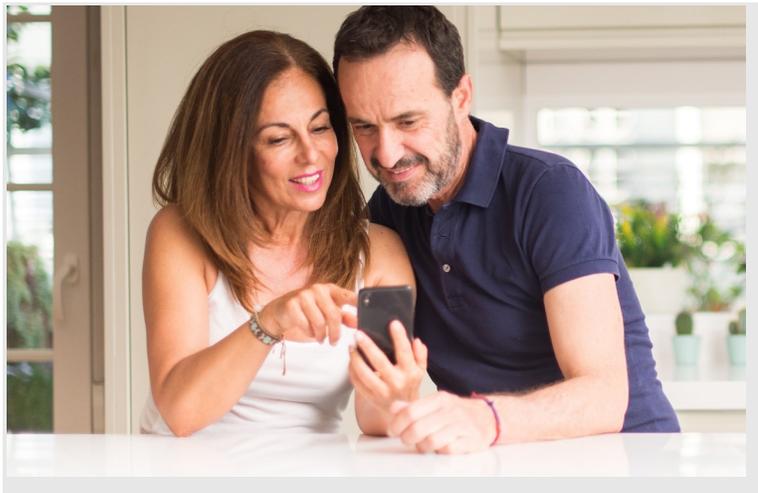
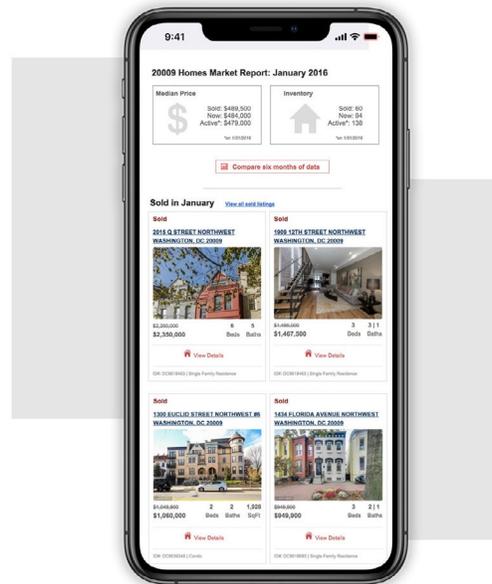
- Active & sold listings
- Open homes
- Market stats on inventory, median price, median days on site, sale to list price %
- Site visitors become leads when they sign up to receive reports by email
- Add links to report pages or embed reports in your own custom pages



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

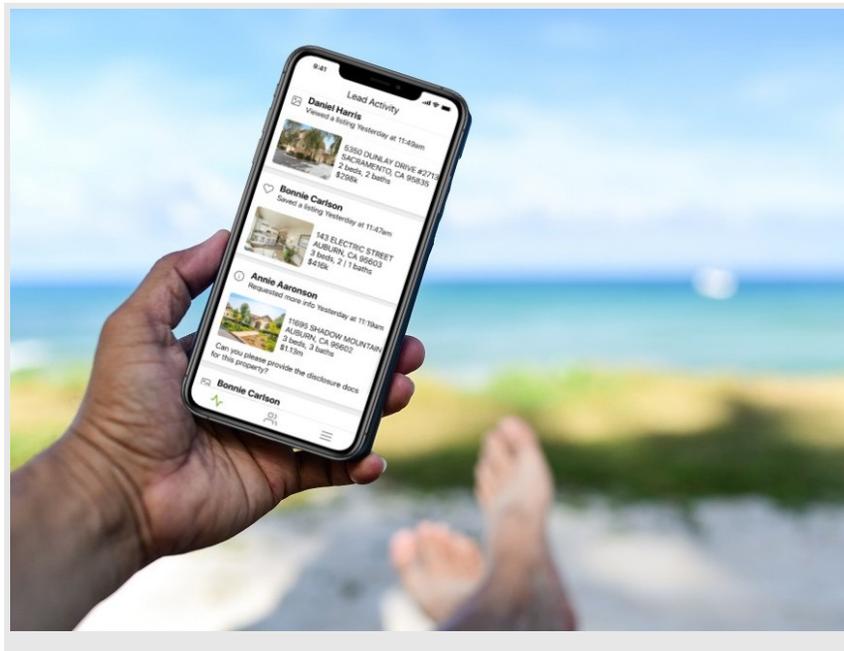


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OPTIMA LEADS

Your mobile assistant is here!
Work your real estate leads
wherever you are.

Agent app for iOS & Android



Empower Yourself

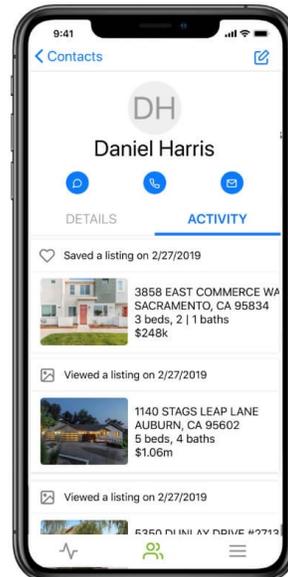
You're always equipped with everything you need to keep your business moving and growing.

- View a live feed of your IDX website
- activity Instantly access & add leads
- Learn which listings are catching your leads' interest and prepare for follow-up conversations
- Check in new leads at your open houses, so your automated emails keep them engaged afterwards

Satisfyingly Simple

Your life and business can be hectic, so we make managing your leads easy.

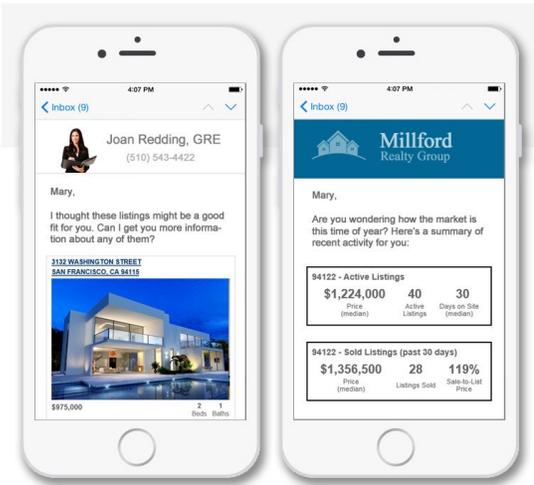
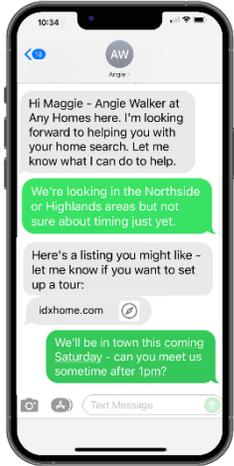
- Add leads to your email campaigns and MarketBoost report subscriptions
- Update information in your CRM, like lead stage, tags, and contact details
- Add time-stamped notes so your important thoughts and next steps are always captured



NEOLYNX.

MARKETING AUTOMATION

Smart, automated text & email
follow-up.



Better, Smarter Follow-up

Jump start lead engagement with personalized 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





Agent CRM

Take control over your business growth.



IDX Integration

Your IDX website and CRM work together as a single, integrated system to help you optimize your opportunities and work more productively.

- Keep all lead information in one, easy-to-use system
- Lead Rating uses your leads' activity to show you which leads are your best bets, so you can prioritize your time
- Your leads' property search and viewing history is kept alongside your notes and tasks, all working together to help you close them

Business Dashboard

Everything you need to monitor your performance and manage your time is provided in one screen.

- Track the percentage of leads with activity in the last 30 days
- Track the percentage of leads with email subscriptions
- See all the leads in your funnel and monitor their progress towards closing
- Learn which of your lead generation channels are producing the most leads
- See your tasks that are due today and other tasks scheduled for the week



Tools To Help You Close

Smart, powerful, and simple features work together to keep you productive while staying out of your way.

- Keep all your tasks in a single To Do list
- Sync your tasks with your calendar
- Create Tags to track, filter, categorize, and instantly find your leads
- Locate tasks or groups of tasks with a variety of filter options
- Use filters to make changes & updates to multiple leads at once
- Track the stage of every lead with Pipeline Status to prepare your next steps



More Mobile Power

Stay on top of your tasks with access to Agent CRM features in Optima Leads, our mobile app for agents.

- Add & update the Lead Stage in lead records as you move them closer to closing
- Add & update Tags in lead records to easily find them using filters
- Add notes with automatic time stamps & review them in your lead's History view

A Complete Email Toolbox

Add more email marketing tools to engage, build trust, and grow relationships with your leads.

- Send newsletters or other custom email content to leads you choose
- Recognize your leads' birthdays & closing anniversaries with ready-to-use, automated emails
- Use a drag-and-drop editor to quickly build emails with images & embedded videos
- Add images from our stock image library
- Emails are sent from your own email address to avoid spam & junk email filters
- Track your email performance metrics

