

# What is Point2 Agent?

Point2 Agent provides you with the tools and resources to lead, including a complete website solution, the largest syndication network available, effortless prospecting tools and prospect management features, all in one of the most reasonably priced solutions in the industry. Point2 Agent gives you everything you need to dominate on the web.



## More Traffic

Point2 Agent gives you an out-of-the-box web presence. Choose from a customizable website, integrated prospect management, listings syndication and local advertising . . . or choose it all.

They're your listings – put them to work. Enter your listings once and watch them spread throughout the largest (30+ partners) and most advanced (stats, tracking, conversion) syndication network in existence.

Add targeted local advertising through Handshake™, a complete prospect generation/conversion system, a website, an integrated real estate blog, virtual tours and much more . . . Point2 Agent is a complete web marketing solution.

## More Prospects

Don't just generate more traffic – generate more business. Point2 Agent includes a complete suite of prospecting tools that track your visitors' activity - from day one to closing day - and help turn more browsers into clients.

Point2 Agent encourages more casual visitors to contact you, while keeping comprehensive statistics and sending all prospects – from your website, your blog, and your syndication advertising – right back to you at no additional charge.



## More Clients

Online real estate prospects are different from prospects who pick up the phone and call you. They tend to be more informed, and further out in the buying or selling cycle. They expect to be treated differently depending on their level of interest.

Point2 recognizes this, and has engineered a number of automated software utilities to help you very easily deliver information to potential clients in a manner that is personal, timely and effective.

Drip Email. Predictive Marketing. Integrated client and prospect management. Important prospect notices sent right to your cell phone. Integrated listing brochures and presentations. Unique seller tools.

Virtual Tours.

Point2 Agent is not going to drive your clients to a showing . . . but we've tried to make it do most everything else.



## Enter

your listings to have them delivered to matched local buyers.

## Choose

from enhancements like virtual tours, up to 36 photos, detailed descriptions, neighborhood information, and much more.

## Display

listings on your website, no matter what brand of website you currently use (or create a free website from Point2 Agent).

## Syndicate

your listings to dozens of real estate marketplaces, potentially hundreds of local sites, and exclusive spotlight destinations.

## Enjoy

industry-leading analytics, statistics, and lead conversion tools to turn more prospects into clients.

*"I can't tell you how much this has changed our web presence. Within 20 minutes of us signing up for the Standard free version, we received a \$300,000 lead. We bought the Professional version the next day.*

*Thank you guys for making such a comprehensive web experience for our team."*



Joanie Miller  
Miller & Associates Realty  
Panama City Beach, Florida

Point2 Agent is just \$9.95 per month with your first three months absolutely free. Visit [www.Point2Agent.com](http://www.Point2Agent.com) now to get started.

