

XSellerate

Highly-effective agent marketing made fully automatic

Huge ad library that makes selling a breeze

- Over 260 completely customizable, professionally designed and written e-mail ads, postcards, and flyers to choose from



Professionally designed real estate specific ads

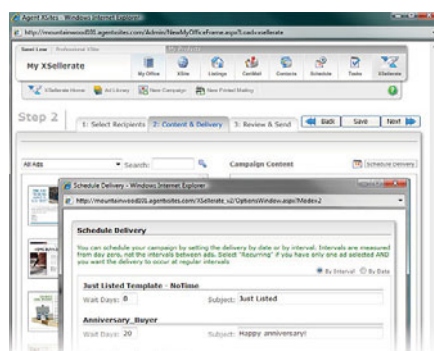
- Ads cover everything from first time homebuyers, selling tips, referrals pieces and more
- Stay in constant contact with ads for holidays, birthdays, anniversaries, etc
- Any ad can be edited using our built-in editor that works like a word processor
- Create your own ads from scratch using the built-in HTML editor that works like a word processor.
- All campaigns are automatically branded with your company and contact information
- Printed pieces are available in 3x5, 6x9, or 8x10, so you can use the size that best suits your specific situation
- Support for Avery postcard templates available
- No limit on the number of campaigns you can create and activate. Create multiple campaigns for different groups of contacts
- New ads are added all the time at no extra charge to you
- All e-mails campaigns are CAN-SPAM compliant

- Easy to follow ad categorization makes it easy for you to find the right ad for your specific situation
- All e-mail campaigns and pre-written subject lines have passed rigorous deliverability testing
- Choose pre-written subject lines or create your own

Contact management tools

- Manually enter your contacts or import from virtually any database. If you own an XSite, your leads are automatically synched so there's no retyping
- Group contacts by campaign, buyer, seller, prospect or any other type
- Contacts can be merged into most mailing labels (for print pieces) including all Avery™ mailing labels

Marketing intelligence system



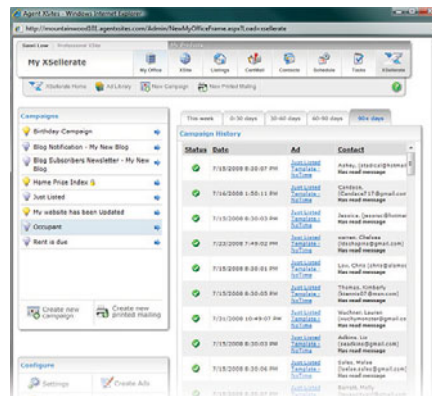
Schedule campaigns to go out at intervals or specific dates - it's up to you

- When a contact is added to an existing group, XSellerate marketing assigned to that group automatically starts for that individual. Nothing to set up
- "Set and forget" system insures you set up your campaign once and XSellerate makes sure it goes out to who you want, when you want
- Schedule in printed pieces and XSellerate lets you know when to print and send them out for a cohesive multi-media ad campaign

- Pre-built holiday campaign ensures your selected clients get a greeting for every major holiday during the year
- Select to send campaigns for delivery on a specific date or interval of days
- Built-in anniversary campaigns will automatically send birthday greetings to your contacts and loan closing anniversary greetings to past clients

Analysis and reporting

- One page tracking view of ads sent, read, and site visits generated



Reporting lets you know what's working and what's not so you get the most out of your marketing

- Weekly reporting provides tracking information so you know which ads are working and which aren't so you can adjust accordingly

Support, service, and training

- 24 x 7 x 365 live tech support based in Oklahoma City, Oklahoma
- Pre-recorded webinars so you can watch and learn at your convenience
- Live, interactive webinars allow for hands on help and real time Q&A
- Short, topical tips and tricks are always updated at alamode.com