

# Need new clients and more orders?

Get the proven appraiser marketing system perfect for tight budgets

Look inside  
to see how

# 10 reasons you need an Enterprise XSite

## 1. Get your own marketing team

Marketing is more than just blasting out e-mails. XSellerate, included with XSites, has pre-written content, it integrates with Outlook, and makes it easy to set up scheduled campaigns. It even generates reports to show you who's reading your messages.

## 2. Take plastic and forget bounced checks

Do you really want to send clients to a third party "shopping cart", only to have to reconcile payments manually. And what's the point if you have to enter the payment yourself? Payments made on your XSite are automatically recorded in your invoicing system and passed through to your bank account. The XSite can even grant access to the report PDF immediately after the customer enters their credit card, eliminating late payments.

## 3. Get what you're owed

XSellerate has campaigns tied to your invoice system that sends detailed invoices to past due clients. Can your website do that?

## 4. Enter the blogosphere

Blogs are the most indexed pages on search engines. That's why they're integrated with XSites and help boost your search rank.

## 5. Put your best foot forward

XSites make it easy to impress visitors with hundreds of rich, modern themes, site animation, unlimited color combinations and an included image library. We've kept it simple enough for technophobes, yet powerful enough for web junkies.

## 6. Know when clients download reports

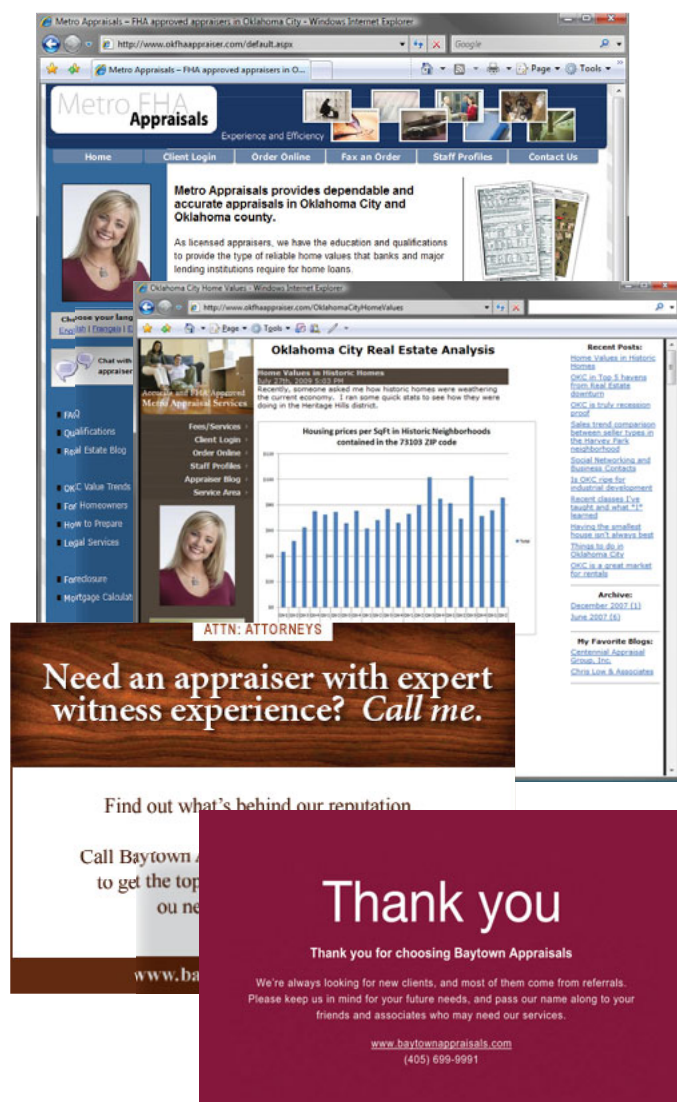
Your XSite includes CertMail e-mail tied to your ".com". Plus you get SureReceipts, which makes e-mail more reliable, bypasses size restrictions on e-mail attachments and securely logs when clients open your e-mail and download the files you send.

## 7. Add a doorbell to your website

Only the XSites Desktop tells you when you have visitors and lets you chat instantly. Plus, it works like a personal marketing coach, telling you what you can do to make your site more attractive to consumers and search engines. Having something similar built custom would cost you thousands! It's included with XSites.

Here are a few of the features included in Enterprise level Appraiser XSites

- Multi-media add-ins like videos educating clients on the appraisal process, 17 mortgage calculators, Flash-animated service area map, and more
- DirectFax allows clients to literally fax orders and order attachments to your website
- Process credit card payments that are tied directly to orders, even from your cell phone
- Send automatic "past due" e-mail notices to clients via XSellerate
- Require clients to pay before downloading completed reports
- Use XSellerate's pre-built e-mail campaigns (or customize your own) to build client relationships
- Contact capture fields give visitors an opportunity to request more information before leaving your site
- Web traffic stats show where your traffic is coming from and what pages your visitors are viewing
- Easily add fresh content to your site, loved by search engines, by using the integrated blog
- Use XSites Desktop to know when your site has a visitor and to chat with and take their order in real time
- Save your XSite's layout and content with the Snapshot feature so if you make changes you can always revert back



## 8. Get in on the Mercury Network

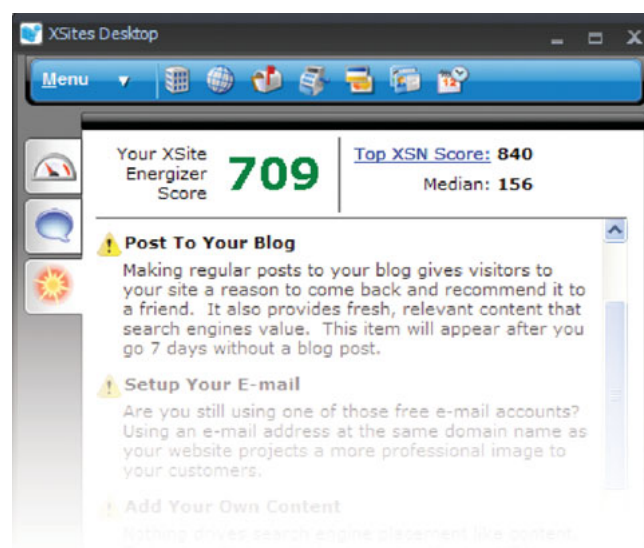
Thousands of full-fee orders are going through Mercury Network to appraisers every week. It's not just a directory, it's a full management system that makes life easier for appraisers and their clients.

## 9. Snag non-lender clients

A budget generic site doesn't have the content to help you impress non-lender clients or the tools to help you reach them. Why start from scratch?

## 10. Works with any appraisal software

Don't use WinTOTAL? You don't need to switch appraisal programs to market and manage your business with XSites.



# XSites give more bang for the buck

As is often true in business, you have to spend money to make money. But for appraisers today the market is tough. You need new clients, need more orders, and need to save money. And if you're like most appraisers, you probably have a website that doesn't make you much real money. Or perhaps you don't own a website, but have considered it lately because it's the most accessible and powerful business tool on planet Earth. Does any of this sound familiar?

The truth is, even in today's market you can find new clients, and **you can make more money with a website**. But you need the right tools, from the right company, at the right price. Give Appraiser XSites a look. XSites even work with any formfiller.

Keep reading this brochure and you'll see that **Appraiser XSites have the tools to help find new clients and orders**, the training to help you put it all together and succeed, and the right price for a tight budget.

As always, you're backed by our 100 day money-back guarantee. That means you've got more than 3 months to put the XSite, the marketing and the training to use, and **if you're not satisfied we'll refund every penny**. We couldn't do that unless XSites really work. Why wait?

## Compare Appraiser XSites to a Do-It-Yourself website

Clearly, XSites are the best value around, and what's shown barely scratches the surface. To build all the features included in XSites, you'd pay many times more. Why spend more when we've done the work for you? Visit [alamode.com/XSites](http://alamode.com/XSites) for a more detailed comparison.

Appraiser directory listing	XSites Network state listing <i>Included with XSites</i>	NeedAppraisers.com \$195/yr (1 county)
Marketing – e-mail and print	XSellerate <i>Included with XSites</i>	Constant Contact \$180/yr (no appraiser content)
Domain name with e-mail	CertMail and domain name <i>Included with XSites</i>	GoDaddy domain, e-mail and hosting – \$67/yr
Credit card payment integration	XSites Credit Cards <i>Included with XSites</i>	PayPal Pro \$360/yr
Site content	Over 100 pre-written pages <i>Included with XSites</i>	10 custom written pages \$500 (\$50/hour)