



## Executive Summary

### What is IXACT Contact?

- IXACT Contact is a 'Next Generation' real estate CRM and Marketing Automation system that helps agents grow their business while working fewer hours, being in better control, and feeling more confident and excited about their business.

### What makes IXACT Contact a 'Next Generation' CRM?

- **State of the art User Interface**
  - Simply to learn, easy and enjoyable to use
  - Configurable 'Dashboard' that highlights everything that matters most
  - Responsive so works on all devices
  - Lightning fast
- **Breadth of marketing automation capabilities**
  - Automated lead capture and nurturing
  - Automated keep in touch call reminders
  - Automated birthday and move-in anniversary reminders
  - Automated social media content posting
  - Automated monthly e-Newsletter
  - Automated website and blog
  - Automated listing and closing activity plans
- **Breadth and quality of marketing content provided**
  - Hundreds of email and letter templates used by marketing plans
  - Three fresh articles written every month for the e-Newsletter
  - Social media posting from 'Tier 1' publications such as HGTV, Better Homes and Gardens, Huffington Post, and many others
  - Agent websites include 16 pages of pre-written content and fresh bi-weekly blog posts
  - All professionally designed and written by real estate marketing experts
- **Business management capabilities**
  - Goal setting and tracking
  - Pipeline management and reporting
  - Intelligent Keep in Touch Coach
- **Concierge Setup Support**
  - We do everything to help an agent get up and running and seeing real business value within hours
  - It starts with uploading the agent's contacts data, but that's just the beginning
  - We proactively help a new customer set up every part of the system that they are interested in taking advantage of
  - We also provide unlimited ongoing phone support

- **Value Proposition and Overall ROI**
  - No other real estate CRM offers so much value at so low a cost
  - IXACT Contact can literally transform agents' businesses and careers

### **Why would I want to choose a CRM partner for my brokerage?**

- Recruitment differentiator
- Boosts agent retention
- More effective training
- Reduce overall spend on CRM
- Genuine partnership approach

### **How can you help me as a broker?**

- Volume based discounted pricing based on Site License OR active agents
- Brand and customize the software to your needs (see more info below)
- Embed within agent portal using Single Sign-on (SSO)
- On-site and online training sessions
- Help training department to create an 'Agent Success System' that incorporates contact management and marketing best practices
- A custom version of our CRM for agent recruiting called IXACT Recruiter™

IXACT Contact's Broker Program includes the following customization opportunities:

- Branding of the CRM with your company logo and/or colors
- Customization of system-provided content as needed
- Auto-loaded custom collateral/templates – even entire Activity Plans
- The ability to customize the monthly e-Newsletter before it's uploaded to your agents
- The ability to add custom pages to your agents' websites