



REP
REAL ESTATE PLATFORM

THE REAL ESTATE PLATFORM FEATURES OVERVIEW

The Real Estate Platform
Powered by Phoenix Software
realestateplatform.com
2019-2020

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Thank you for your interest in The Real Estate Platform (REP). The purpose of this resource is to offer a brief overview of REP's core features. For the latest information, more details, or to request a product demonstration, visit realestateplatform.com.

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realestateplatform.com

INTRODUCTION

A True Global Platform

The Real Estate Platform (REP) is industry leading cloud-based software, empowering companies around the world to effectively manage and grow their business. REP supports all levels of your organization with powerful business tools for the region, office and agent. The platform is secure, configurable, multilingual, multicurrency, and responsive, offering the flexibility needed to support a wide array of global requirements.

Powered by Canadian-based company, Phoenix Software, REP leverages over 21 years of experience providing software as a service to the global real estate industry. With long-standing success delivering IT solutions, CEO, Carlos Matias, founded the company to offer the international market a powerful solution influenced by proven systems in North American real estate.

REP is the platform of choice by global real estate brands with client distribution across 4 continents and in over 17 countries.

Phoenix Software was recognized as a Top 10 PropTech Solution Provider in 2019 and 2020 by CIO Applications Europe.

Visit realestateplatform.com to learn more or request a demo.





"REP has been instrumental in our growth and a true game changer for our business. The all-in-one solution is routinely enhanced with innovative features offering us a real competitive advantage. By leveraging REP's proven systems, such as Buyer Match and Cooperation Manager, our agents are generating new business. Plus, the close alignment of REP with our business model has allowed us to streamline processes and realize efficiencies."

Roberto Serrano

Regional Director, Keller Williams Nicaragua

WEBSITES

Full feature lead-generating websites showcase your unique value proposition, listings, offices and agents.

- Configurable
- Cloud-Based
- Responsive
- Mobile-Friendly
- Localized
- Multilingual
- Multicurrency
- Powerful Search
- CMS-Enabled
- Search Engine Optimized
- Google Analytics
- Blogging
- New Developments
- Secure
- Social Sharing
- Reporting
- Dedicated URL
- Custom Short Links
- Syndication & Leads API (Optional)

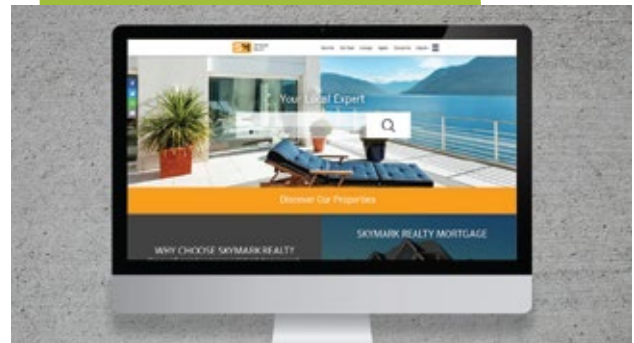
The easy-to-use REP CMS allows you to add and optimize your website content to showcase your unique value proposition, maximize organic search traffic, nurture leads and convert leads to sales.

REP's websites are built on the latest technology and uniquely designed to grow all areas of your business:

REGION WEBSITES



OFFICE WEBSITES



COMMERCIAL WEBSITES



LUXURY WEBSITES



CRM

Effectively manage all interactions with current and potential clients to strengthen relationships and drive sales growth.

Manage Leads

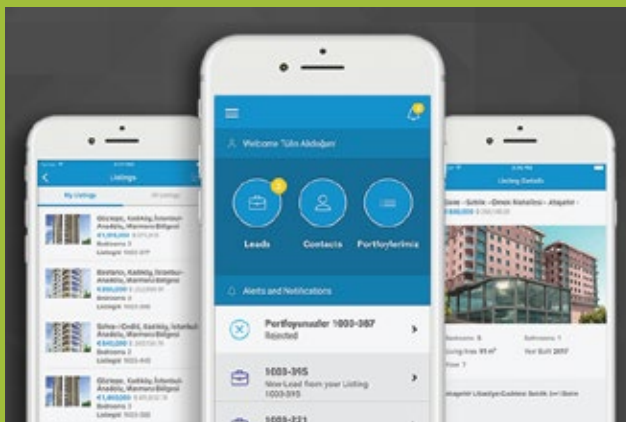
Instant lead notifications via email, system alerts, and mobile push notifications allow agents to quickly respond and convert leads into sales prospects.

Automated Buyer Follow-Up & Property Match

Auto-generate qualified opportunities. By setting up buyer profiles you can notify buyers of properties matching their criteria as soon as they come on the market. Reversely, you can set up notifications for when a Buyer Profile's criteria matches a property you've listed.

Agenda & Tasks

Easily create follow-up activities and tasks to ensure no opportunity is missed. Take advantage of the Google Calendar sync feature to sync all your devices and gain access to your day-to-day schedule wherever business takes you.



Agent mobile app

Need access to contacts and listings outside the office? With the agent mobile app, agents can quickly access the REP database remotely to stay informed and respond quickly to push notifications regarding new opportunities.

LISTINGS MANAGEMENT

Add and manage listings with REP's comprehensive, intuitive, and easy-to-use listings management tools.

- 200+ Fields
- Drag & Drop Media
- Unlimited Photos
- Video Integration
- Transaction Support
- Document Management

Fully Customizable

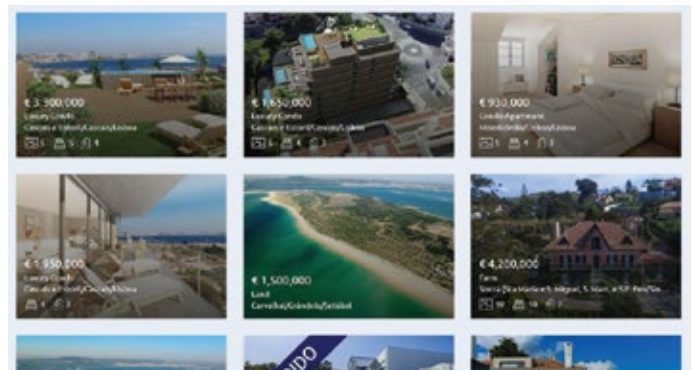
Do you have requirements that are unique to your local market? The REP platform was built with flexibility in mind. We can add, remove or update the fields you need quickly and easily. During onboarding, we'll spend the time to ensure the system is updated to meet your unique real estate needs.

Quality Control

REP's innovative listing quality control feature allows you to assign trained staff members to review and approve new and updated listings. This due diligence will make certain every published listing meets your company's quality standards in order to maximize results.

Listing Syndication

Maximize global exposure for your listings through syndication. This optional service will allow you to syndicate your listings through REP to your preferred portals worldwide.



MARKETING

Easy to use marketing tools help you promote listings, showcase your expertise and grow your business.

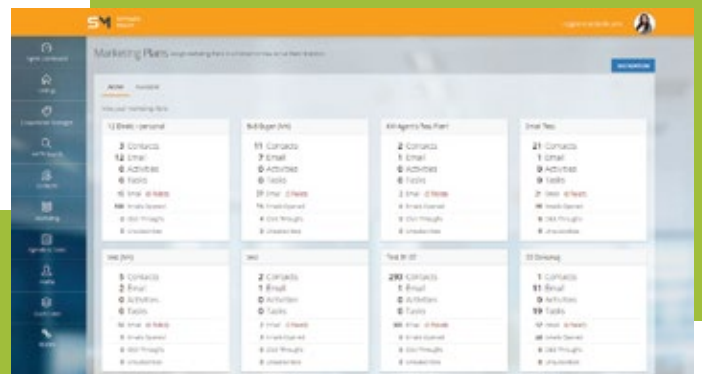
Marketing On Demand

Stay top-of-mind and generate new business with on-brand marketing templates to support all your marketing needs: listing and agent promotion, CRM, prospect marketing, and recruitment. It only takes a few minutes. Simply select among a variety of purpose-built templates, select a listing (optional), edit the content, assign contacts, preview and send. Then, view your dashboard to monitor performance.



Marketing Plans

Stay connected with clients and prospects all year round with little effort. Choose from a selection of purpose-built drip marketing campaigns or create your own. Simply personalize, assign contacts, automate emails, set reminders, and activate. Then, track performance statistics and plan your next contact engagements accordingly.

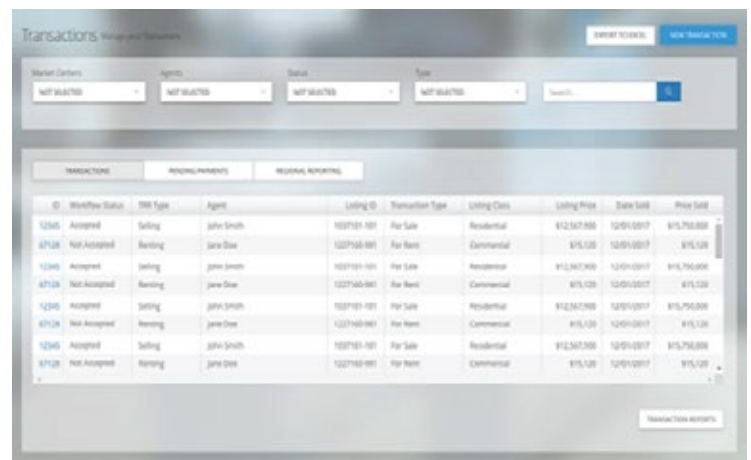


TRANSACTION MANAGEMENT

Create and track transactions, commissions and payments with confidence.

Create Transactions

Authorized users can create new listing and selling transactions by following a simple workflow. Each new transaction is subject to a Transaction Approval Workflow as a quality assurance measure providing Offices oversight on each transaction submitted.



The screenshot displays the 'Transactions' management interface. At the top, there are filters for 'Market Centers', 'Agents', 'Status', and 'Type', each with a dropdown menu set to 'NOT SELECTED'. A 'Search' button is located to the right of these filters. Below the filters, there are three tabs: 'TRANSACTIONS', 'PENDING PAYMENTS', and 'REGIONAL REPORTING'. The 'TRANSACTIONS' tab is active, showing a table with the following columns: ID, Workflow Status, Title Type, Agent, Listing ID, Transaction Type, Listing Class, Listing Price, Date Sold, and Price Sold. The table contains 10 rows of transaction data.

ID	Workflow Status	Title Type	Agent	Listing ID	Transaction Type	Listing Class	Listing Price	Date Sold	Price Sold
12345	Accepted	Selling	John Smith	1237181-101	For Sale	Residential	\$12,567,890	12/01/2017	\$15,750,000
67128	Not Accepted	Selling	Jane Doe	1237181-101	For Rent	Commercial	\$15,120	12/01/2017	\$15,120
12345	Accepted	Selling	John Smith	1237181-101	For Sale	Residential	\$12,567,890	12/01/2017	\$15,750,000
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67128	Not Accepted	Selling	Jane Doe	1237181-101	For Rent	Commercial	\$15,120	12/01/2017	\$15,120

Security Settings

Regions can define certain specifications and allowances for its members to adhere, i.e. the default commission percentage, whether or not an agent can start a transaction, and the required commission reporting date.

Reporting

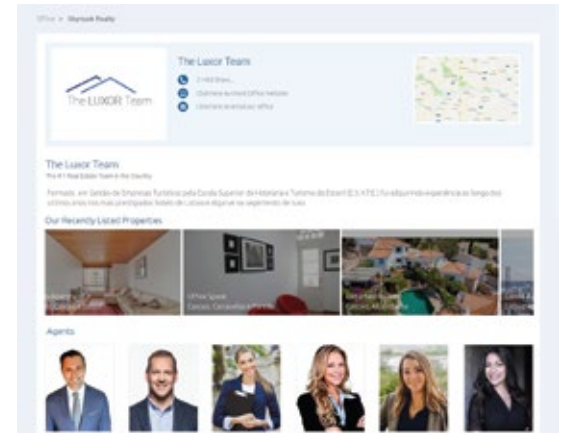
Authorized users can easily submit payments to the region leveraging Regional Reports and generate an overview of reported payments by month.

TEAMS MANAGEMENT

Manage and empower your real estate teams to grow.

Teams Profile Page

A dedicated page on your Region website to showcase your teams, including team names, logos, descriptions, members, recently listed properties, and a prominent contact form that sends lead inquiries to the assigned Team Lead Coordinator.



Teams Dashboard

Access a single screen to view all key team metrics and monitor team performance, i.e. new & pending leads, team listings, most popular listings, cooperation requests, buyer profiles, total listing views, and team profile views.



Manage Team Leads

Eligible users can select which team member will be sent leads from the various lead capture points on the Regional website, i.e. team listing or profile inquiries. The selected individual will also receive lead activity email notifications to ensure no opportunity gets missed.

Team Reports

The Team Leader will have access to a variety of reports on all members within his/her team, offering valuable insights on individual and collective team performance, i.e. Usage Statistics Overview Report.

COOPERATION MANAGER

The Cooperation Manager is a powerful tool used by agents to generate new business opportunities. It facilitates the sending and receiving of referrals, including fee negotiation and expectation setting. Email alerts at each stage of a cooperation request ensure clear and timely communications between parties and support the transaction through to completion.



REP PARTNERS

Phoenix Software is partnered with select, best-in-class solution providers to complement its services and ensure its customers have access to the most innovative tools available to accelerate their growth.

As an example, the partnership with ListGlobally allows Phoenix customers to maximize visibility for their listings to a global audience of over 200 million consumers across 60 countries, including China, France, and the United Kingdom.



"Our mission is to enable real estate organizations to maximize growth in global markets. The partnership with ListGlobally is a natural fit pairing our proven Real Estate Platform with ListGlobally's powerful syndication network."

CARLOS MATIAS, FOUNDER & CEO, PHOENIX SOFTWARE

"Having worked with REP's Founder, Carlos Matias, for over a decade, I knew I could rely on the versatility of his software to provide a powerful, intuitive and Hebrew-compatible platform to grow our business. REP's marketing and automation tools generate leads for our agents with little effort. Plus, the Phoenix team really listens to our feedback and is quick to respond to our inquiries. I recommend Phoenix Software without hesitation."

Eran Vachnish
Regional Director, Keller Williams Israel



MEET THE LEADERSHIP TEAM



Carlos Matias
President & CEO



Norman Legendre
International Sales Manager



Kevin Clews
Director, Customer Success



Ryan Green
Director, Product



Robert Love
Manager, Training &
Communications



Lisa Clark
Manager, Customer Success



Isabel Matias
Manager, Customer Experience











REP
REAL ESTATE PLATFORM

ACCELERATE YOUR GROWTH

The Real Estate Platform

A Complete Real Estate Management Solution From Lead To Close

Multilingual • Multicurrency • Cloud-Based • Customized

-  Websites
-  Marketing
-  Transactions
-  Agent Mobile App
-  CRM
-  Listings
-  Teams Management
-  Agent Cooperation

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