



## Key Components

- AdManager
- AutoRetriever
- Branding
- RealStats
- SecureLead

### BrokerLead

BrokerLead is a robust, custom-built, branded web site for real estate firms that is powered by a web-based software suite that provides the client with the tools needed to market and manage agents and listings.

BrokerLead provides the client with lead management tools, sales tracking and a real-time internet reporting system. All of the clients listings can be updated quickly by uploading current MLS data, or by adding and editing individual properties.

### SECURE LEAD

All information requested by a buyer on the agent's site is sent to that particular agent and only that agent. The agent benefits from receiving all future leads resulting from that buyer's visit to the site. The broker also benefits in that the agent is encouraged to drive traffic back to the broker's site. SECURE LEAD changes the manner in which agents have been forced to use traditional broker sites. With BrokerLead and SECURE LEAD, all listing information is controlled and branded to you. The agent's name never gets lost among competing agents within your firm.

### REAL STATS

Provides useful data to the broker and the agent including detailed reports on the number of homes viewed, how often each listing is browsed, which agents are performing and the origins of the web traffic. REAL STATS gives the broker an overview of the firm's activity and the efficiencies realized by using the internet.

### AD MANAGER

The agent assesses the performance of traditional media. By coding the specific advertising media, brokers and agents are able to determine an rank how well a particular ad medium is working.

### AUTO RETRIEVER

This feature automatically notifies the prospective buyer when a home matching his/her specifications becomes available, keeping you in touch with your prospect, even after he/she has left your web site.

More info can be found on BrokerLead at the main web site  
[www.brokerlead.com](http://www.brokerlead.com)