

Keyes Key Features and Benefits



Feature: Voice Pad

Description: A Mobile IDX Audio Search technology which allows property buyers to access to the entire local "homes for sale" inventory from any telephone. Keyes downloads the entire local MLS so that in addition to buyers be able to hear detailed listing information about Keyes listings in both Spanish and English, they can also hear MLS information 24 hours a day – 7 days a week on every competitors listings simply by entering the street address of the property into their phone.

Benefits: Potential buyers while driving around or calling on ads can now find out detailed property information about not only about your listing but any property in the MLS. Our technology captures the callers contact information - which immediately notifies you of the inquiry and prompts callers to "Direct Connect" with you. Approximately 1 out of 4 callers will opt to Direct Connect. The "free information" aspect of this technology produces more than 3x the number of inquires on both sign and ad calls. Bottom line – more inquires on your listings and more buyer "stickiness" on the buyers you are working with –fewer lost buyers to other listing agents. The technology also is a great listing tool allowing you to demonstrate a customized presentation for your potential seller at the listing appointment. By the way, every nosey neighbor will call off the sign to hear the details on the property, and being the great Realtor you are, you'll call them back to get their listing.

Feature: Branch Network

Description: 25 South Florida Locations and growing

Benefits: Unlike franchises, Keyes offices are all owned locally by the Pappas family. Keyes associates have the freedom to conduct business from the Keys to New Smyrna Beach utilizing all of our state-of-the-art facilities and networking with more than 1500 associates. Our associates typically enjoy producing a greater number of listings and sales through their ability to list, sell, and network in an encouraging environment that spans all of south Florida and beyond.

Feature: Showing Desk

Description: A State of the Art Showing Desk system, with full reporting, tracking, and feedback capability. Fully integrated into both SEF MLS and Regional MLS.

Benefits: Imagine full "one click" showing reporting for your clients. Automatic Feedback requests to showing agents. Electronic showings for co-operating brokers on all your listings. Real time e mails to your cell phone or Blackberry on every showing your listings get. Real Time AUTOMATIC notification capability to your sellers. This is what superior service is all about. This is the very definition of time management. It's like having a showing coordinator on your staff! More time to generate more NEW business.....because the team at Keyes has you covered with industry standard client servicing technology.

Feature: Free Realtor.com Enhanced Pages (Normal cost \$500 to \$3000)

Description: The upgraded version of property information found on Realtor.com showcasing your listings with personal contact information to build your business.

Benefits: Enhanced listings draw more potential buyers and attract more visitors to each listing. Not just one photo but up to 25 provides in-depth content for info-sensitive consumers. Tours and local info keep buyers on the property. Reporting helps you refine pricing and positioning of listing according to market conditions and measurable outcomes. Interested buyers are immediately routed to you to maximize potential to sell through rapid-response. Personal Contact Info Builds your business – photo and contact information creates a “personal” presence on every listing. Enhanced listings draw attention; personal photo creates linkage back to your Profile page. Direct routing from Realtor.com creates more buyer opportunities – phone number improves “offline” inquires, too.

□ **Showcase Features**

- Listing enhancements in Search
- Keyes logo which links to Keyes.com
- Agent photo which links to agent profile page on Keyes.com or personal website
- Agent phone and fax number
- Up to 25 Property Photos
- Detailed Descriptive Text
- Scrolling Banner
- Neighborhood and School Info
- Detailed reports for every listing
- Mapping
- Smartphone display

Feature: Business Planning

Description: One-on-One success coaching

Benefits: Less than 40% of real estate associates have a business plan. Keyes believes without a detailed business plan to answer key questions about your business and providing a platform for future growth, success in real estate becomes much harder. Our real estate coaching and business planning outlines and evaluates all aspects of your real estate business and provides you a specific roadmap and process on how to achieve your goals. A good business plan starts with your "*Wish List*" i.e. how much you wish to earn and then guides you through the process of examining the key aspects of generating positive income: Revenue, Expenses and Business Development. Keyes Real Estate Sales Associates who apply basic business planning principles to their real estate practice are almost always more successful

Feature: Keyes Go Mobile!

Descriptions: An application that allows buyers to search for properties using their cell phones

Benefits: Your branded Keyes Go Mobile! application let's your clients search for properties anytime, anywhere and all calls go back to You. Go Mobile! will instantly provide *and* **Map** a list of the closest properties for sale to your client's using **GPS technology**. They can then click through to out more information or schedule an appointment to see a property just by clicking the “Call to See” button which routes the calls back to you, regardless of who has the listing. With this technology you will have more “buyer stickiness”, increasing your close ratio.

Feature: Family of Services

Description: Keyes Family of Services offer mortgage, title and home warranty services.

The Keyes Company has a joint partnership with Keyes Mortgage and Wells Fargo and Keyes Title and Universal Land Title. We provide these services to customers to provide them with one stop shopping and excellent in house customer service. 96% of buyers surveyed by the National Association of Realtors say the choice of getting their entire home buying services handled through a real estate company was appealing.

Benefits: Consumers save time and money

Consumers handled with care – no issues

Associates have more control of their deals with in house services

Communication on deals with loan officer, title rep and manager involvement

Communication in house allows the earlier identification and correction of issues

Timely and accurate determination of when a deal is a “real deal”

Associate is the hero in the deal by providing the customer with excellent service in purchasing a home, mortgage and title services. When you demonstrate to a seller and buyer that you have a team of professionals behind you, it helps build their confidence in you and your ability to orchestrate the entire transaction. Training and education to the associates to keep them abreast of the financing and title issues in the market. In house closings with Keyes Title.

Feature: Short Sales and REO

Description: Keyes features a real time lis pendens reporting system in some offices to provide you with quality “short sale “ leads and get you to them first. Full training in REO listing opportunities and Short Sales from recognized experts. A joint venture with professional “short sale” mitigation and processing team

Benefits: With distressed properties (REO's and Short Sales) making up 50%+ of the market in South Florida...Keyes gives you everything you need from Lead Generation, Expert Training, and time saving, professional processing to get more listings, close more deals, and make more money.

Feature: Luxury Portfolio

Description: The exclusive affluent division of Leading Real Estate Companies of The World - a network of 5500 worldwide companies in 35 counties with 145,000 members.

Benefits: Our Luxury Portfolio Division focuses on marketing exclusive properties with values in excess of \$1,000,000. In fact, Luxury Portfolio members across the world sell more million dollar plus real estate than any other network, including Sotheby's and Christies. Keyes associates that qualify may apply for membership and once accepted receive company branded Luxury Portfolio materials including business cards, stationary, presentation folders and other marketing materials. Members also enjoy discounted advertising in the Wall Street Journal, Dupont Registry, and Unique Homes. Many other luxury marketing vehicles are provided such as an internet presence on LuxuryPortfolio.com and all members' websites worldwide. Luxury certification gives you the opportunity to expose your client's properties to the ultra-affluent across the world. Membership in this exclusive organization will provide you both the competitive advantage when listing properties and the marketing reach to sell more of your own listings.

Feature: Share The Pride

Description: Our Associate Appreciation Program for referring experienced associates to Keyes.

Benefits: By referring associates to Keyes who match and mirror your professionalism and values, you are helping those you bring to Keyes build dynamic real estate careers and you are personally benefiting as their real estate careers grow. Share The Pride will pay you \$500 from their first deal plus 6% of company dollar Year 1, 5% year 2, 4% year 3, 3% year 4 and 2% year 5. In just the last year our referring associates averaged over \$1000 each in additional income.

Feature: RSP

Description: A completely automated exclusive Farming System that provides Homeowners with a detailed comparable property update report for their subdivision and surrounding communities.

Benefits: Home owners look forward to receiving their Neighborhood Reports! These reports get you recognized as the "Local Area Expert." Over ten years' research and production with proven results. Creates ongoing business with 70% from listings and 30% from buyers. RSP's patented process enables Precise and Powerful TARGET Marketing. The reports not only show what sold in the owner's neighborhood, but other similar neighborhoods as well, enabling ANY SIZE community to be targeted. Keyes associates on average produce 4 additional listings during their first year.

Feature: Relocation Division

Description: Leading Real Estate Companies of the World is a major real estate network comprised of the best locally and regionally branded residential firms selling over \$400 billion in homes annually, more than any national franchise brand. The network of nearly 700 firms includes 5,000 offices and 145,000 associates and upholds a high standard of the utmost in quality service.

Benefits: The network mission is to provide a range of business resources and tools to the members, including technology, client referrals, corporate relocation leads, marketing and advertising, website support, and luxury real estate programs. LeadingRE represents an alternative to franchising for the top independent, locally branded companies. When you send referrals to this network, you 'prime the pump' of a very active referral engine sending about 60,000 referrals annually with a 40% conversion ratio, the highest in the industry. Your likelihood of success and earning a referral fee are higher, and the chances of receiving reciprocal business are also enhanced when you send business. By 'feeding' your fellow independent professionals in the LeadingRE network, you not only introduce your clients to quality professionals, but you earn incremental income that can only grow over time if you become the 'referral resource of choice' for clients who move again and again. The average agent referral fee is over \$1,000 for just a few minutes of asking the right questions and providing this information to your relocation department.

Feature: Expert Lead Program

Description: Company generated leads with pre-set buyer or seller appointments.

Benefits: Keyes is currently providing our associates who qualify with over 500 pre set appointments per month with buyers and sellers throughout Dade, Broward and Palm Beach Counties. Our associates who work these leads are getting close to a 50% second appointment ratio - meaning we show up at a house - show them a property and they set another appointment to see other homes with the prospect. A good real estate associate should be able to close about 20% of those 2nd appointments over time.

Feature: Keyes University**Description: Sudden Success, Advanced Masters Program and Commercial Training**

Benefits: These programs provide an associate with the knowledge necessary to excel in a successful career in real estate. The Keyes Company's Training programs provides both experienced and inexperienced associates with the tools and support necessary to develop their Real Estate careers to the highest degree of success possible. Accountability is the foundation for each of the sales training programs; all Sales Training is live classroom "hands on" training. Classes are not only devoted to providing each associate with the means of meeting the legal requirements, but also bringing them up-to-date with the ever-changing real estate market.

Feature: My-Keyes

Description: My Keyes is the corporate Intranet/Portal for The Keyes Company users and associates. My Keyes combines all resources and tools for conducting business in the real estate world. Associates will have access to the following:

Benefits: Keyes Departments

- Accounting
- Human Resources
- Marketing
- Training
- Information Technology
- Commercial
- Developments
- Relocations Services
- Mortgage & Title
- Manage Listings
- Keyes.com Associate Profile
- Keyes VoIP Portal
- Contracts and forms
- Marketing Materials
- Commercial Portal
- Email
- Top Real Estate Tools
 - VoicePad
 - Toolkit CMA
 - Realtor.com
 - Smarter Agent
 - Showing Desk
 - RSP
- Business Planning
- Keyes News and Events