

REDEFINING REAL ESTATE

Are you a new agent, a seasoned agent, or existing agency who is looking for a way to take your real estate career to the next level?

Elevate your career [with PPI](#)

PPI is a growing agency that offers agents nearly unlimited potential for growth, expansive, and even passive income.

TYPES OF CHALLENGES WE HELP YOU SOLVE...

- I want to grow my revenue
- I need a competitive advantage in listing presentations
- I want to just sell real estate
- I need better business management tools
- I don't have time to focus on marketing
- I want a marketing strategy that works for my goals
- I need a modern website that produces traffic
- I want more qualified leads
- I need a system to manage my leads and customers
- I need a better online reputation and social presence
- I need help with email marketing
- I need help with branding, design, video, content
- And many more — Your success is our success!

— PPI REALTY | PREFERRED PARTNERS —

IT'S TIME TO MOVE REAL ESTATE FORWARD

Technology and social media has increased competition and opened a world of possibilities



DELIVERING ON YOUR TECHNOLOGY & MARKETING OBJECTIVES

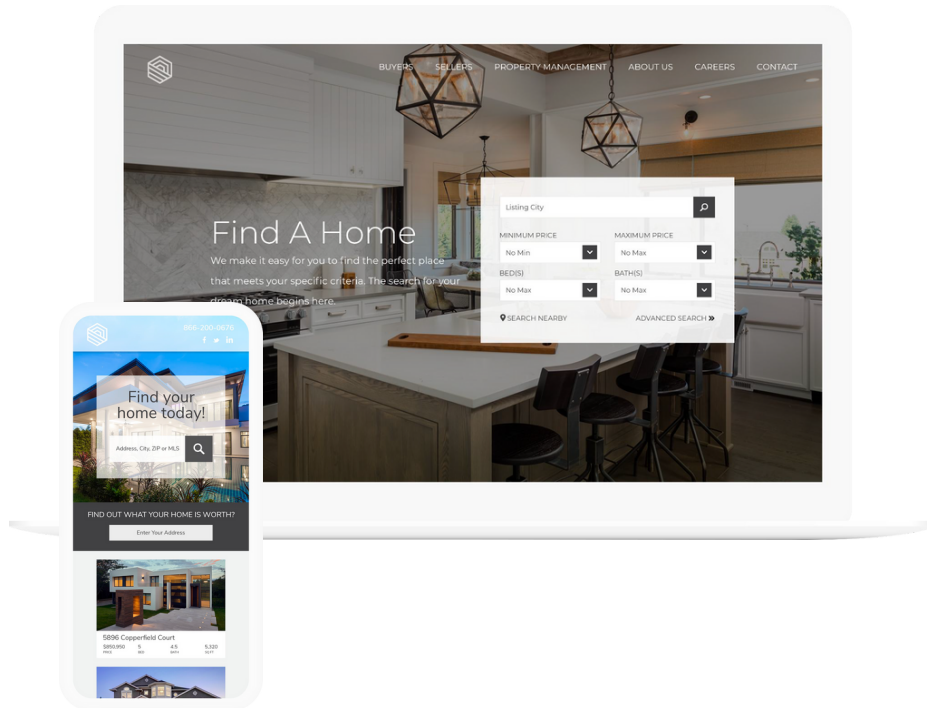


**NO TECH OR MARKETING
EXPERIENCE NEEDED**

**ALL WE NEED IS 30 MINUTES
OF YOUR TIME...**

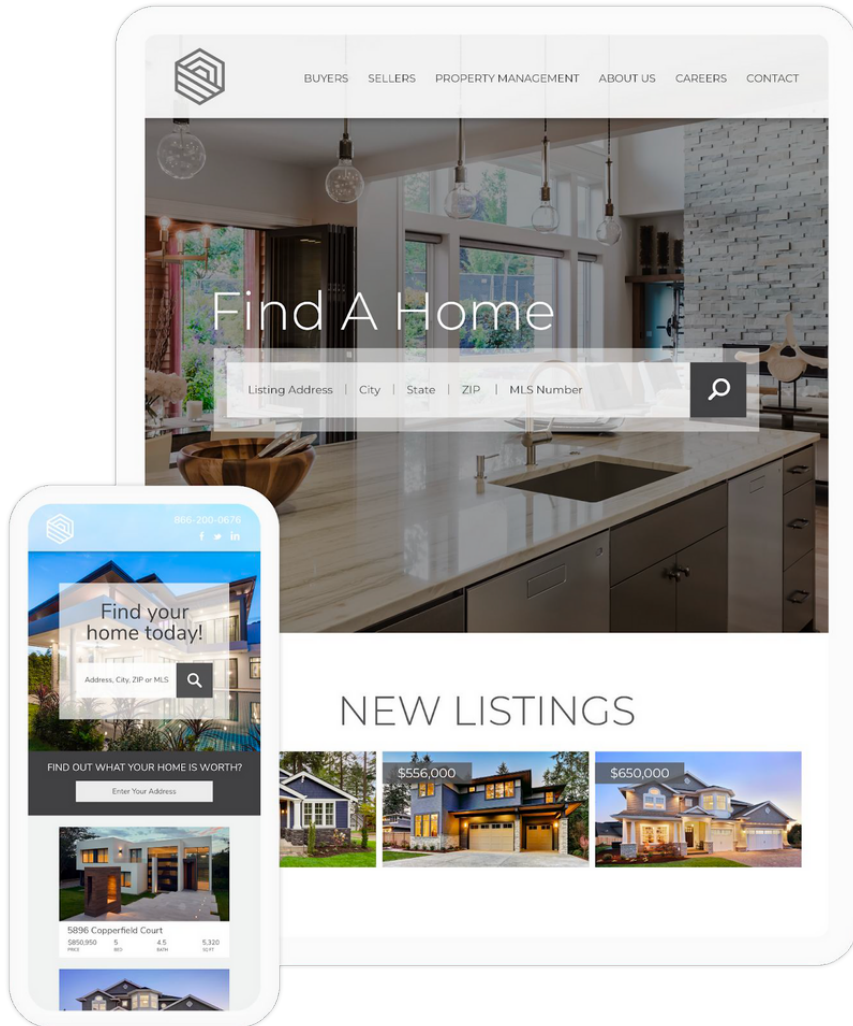
WE HANDLE THE REST!

MOBILE-FIRST, CUSTOMIZABLE WEBSITES THAT DELIVER

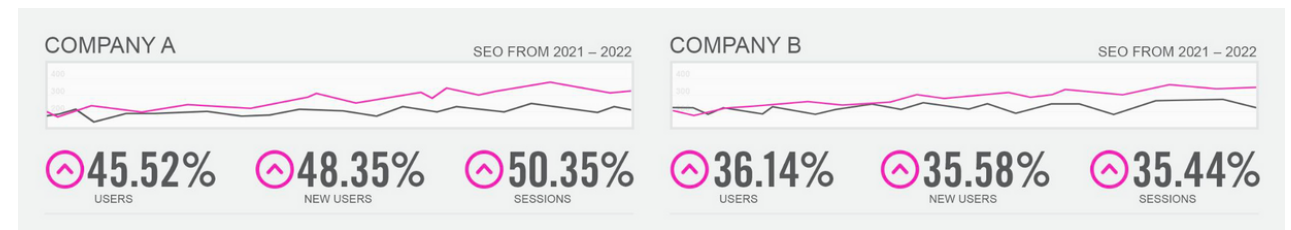


- Our powerful website platform includes award-winning templates for brokerages, teams, and agents
- Take total control with our visual editing tool which gives you the option to add custom pages, create squeeze pages for marketing lead capture, change templates, photos, videos, text, and more
- Company listings get their own website, with lead capture form and all images/videos from the MLS feed. Plus, you can track open house attendance with digital open house sign-in pages which flow directly into your CRM

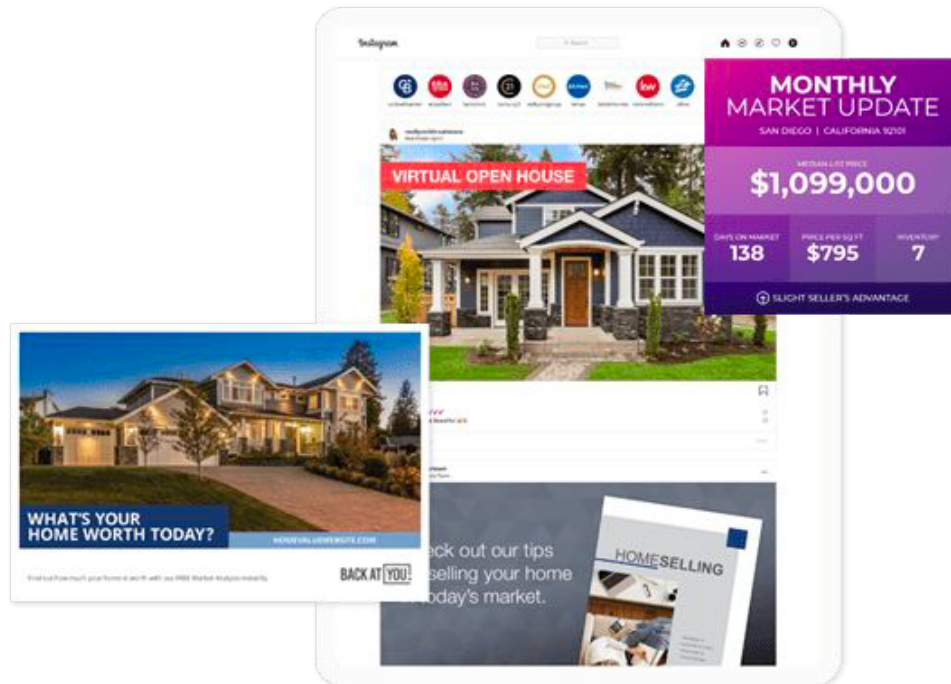
SEARCH ENGINE OPTIMIZATION (SEO) RICH WEBSITES



- Websites are built with Search Engine Optimization in mind. Our engineers use proprietary methods to ensure search engine algorithms index your content and rank your site high organically. More traffic brings more conversions
- Proven organic SEO results for our clients year over year when compared to previous website performance



AUTOMATED & BRANDED SOCIAL MEDIA CONTENT



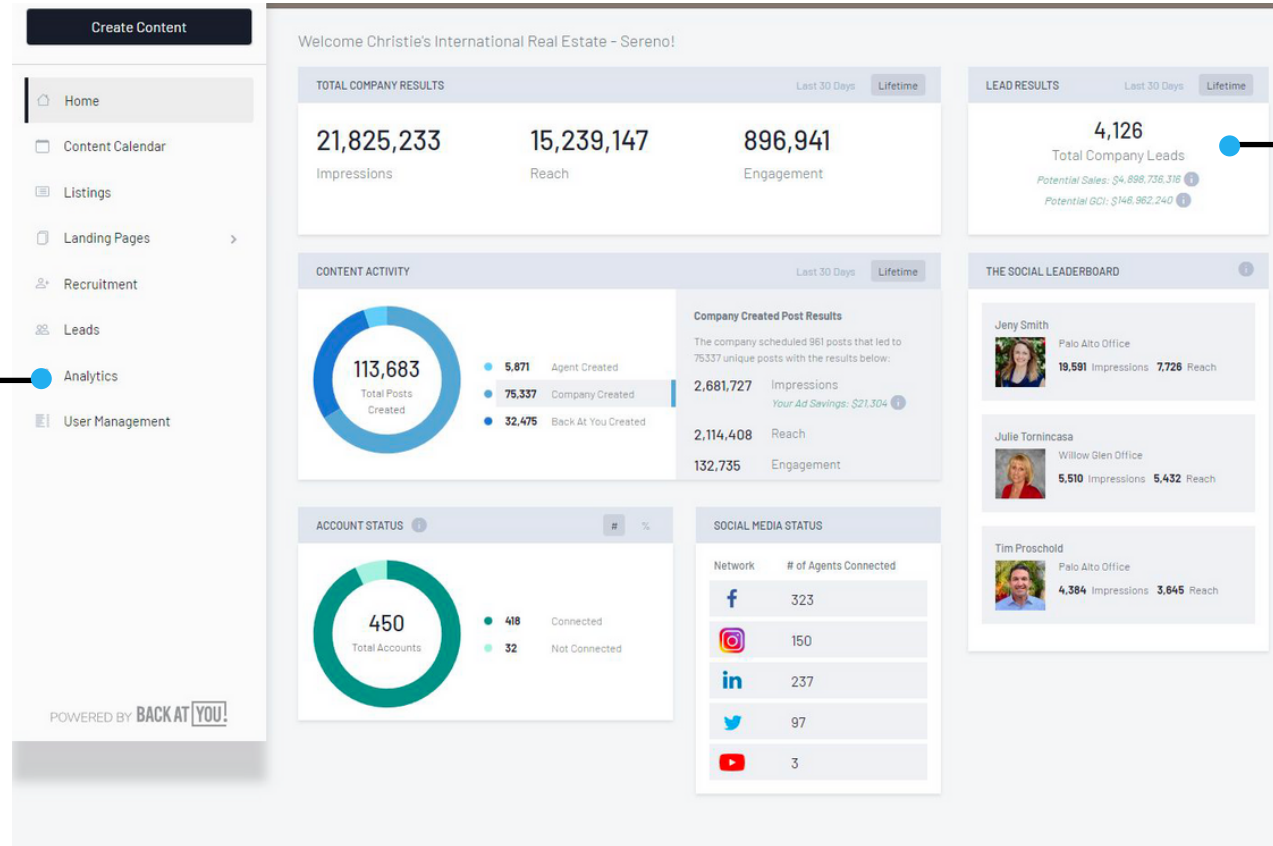
Stay relevant & top of mind where people already spending their time: in front of their digital screens

Use our content article library for topics that resonate with your sphere of influence in the local market

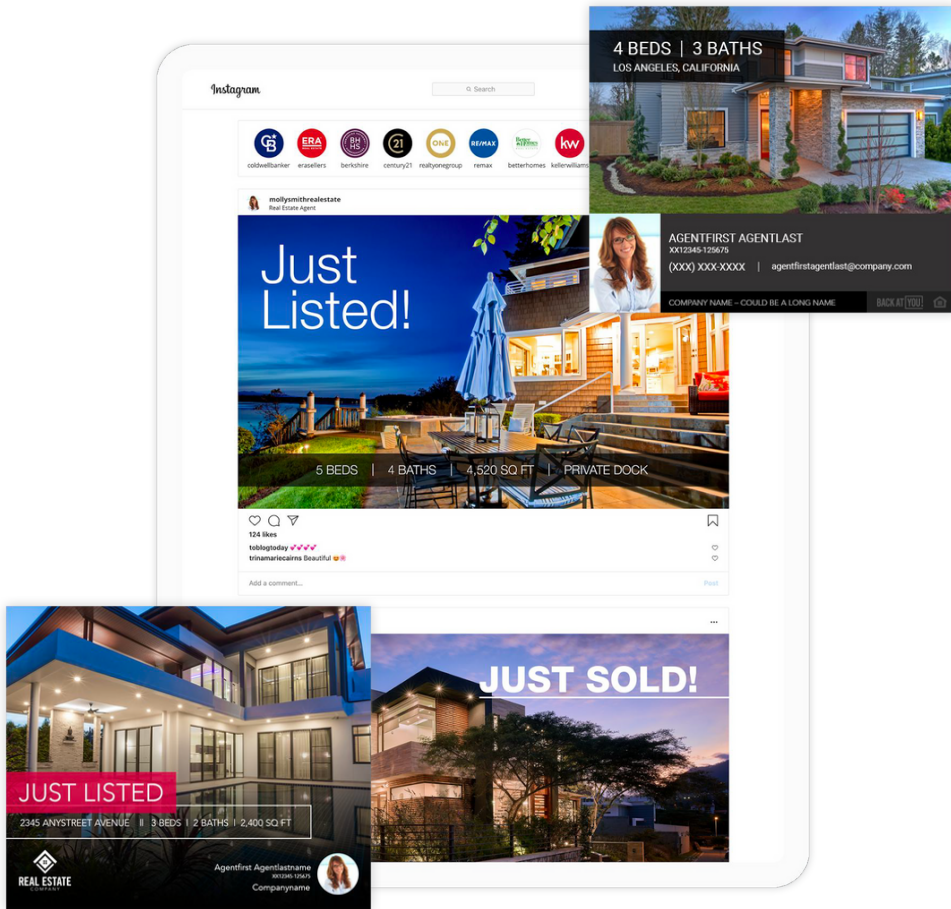
We provide 50+ categories of local data, videos, branded blogs, and more that are fully branded to YOU and your business!

SOCIAL MEDIA COMPANY DASHBOARD

Check in on your overall adoption, as well as individual' social media analytics.



Quickly view your account analytics, content activity, and number of leads generated at a glance!



THE MARKETING YOUR LISTINGS DESERVE

Capitalize on your best opportunity to turn business into more business. Once in the MLS, our system:

- Creates a mobile-first property website
- Produces a branded listing video
- Schedules social media posts to multiple platforms
- Automatically creates a perfectly targeted ad campaign around it

COMPANY-WIDE LISTING PROMOTER

Be everywhere automatically by advertising some, or all, of your brokerage's listings.

Promote a single listing to reward a specific agent, or promote all listings automatically

Post to my Main Page

My Real Estate Company

Post to Network Groups

Filter By:

All Groups Brokers Only Agents Only

Full Network

43 Accounts

Coral Beach

2 Accounts

Highland Park

3 Accounts

Johnson City

15 Accounts

Lakewood

5 Accounts

Long Beach

6 Accounts

Springfield

12 Accounts

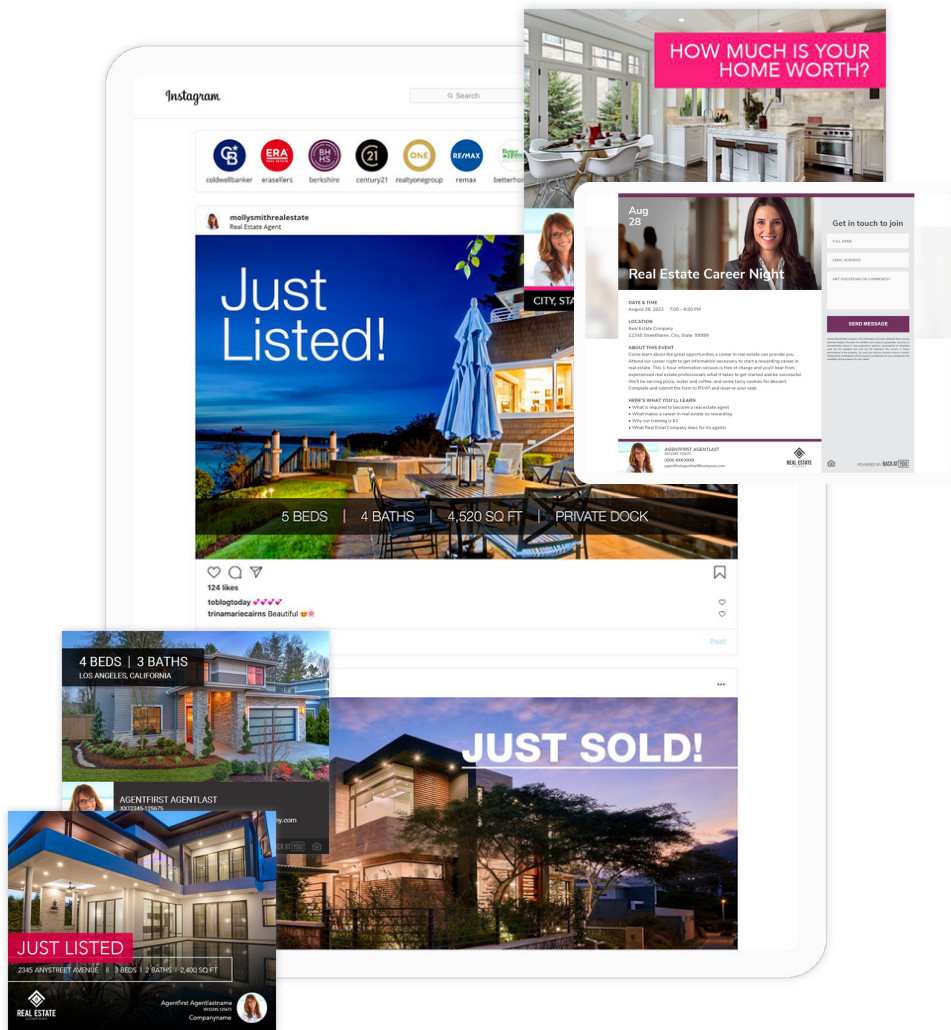
i You're posting to only your main page. No additional recipients have been selected.

Continue

Assign advertising credits to one or all of your agents.

Filter between listings to advertise specific properties (i.e: avoid land, any listings under a certain price, etc).

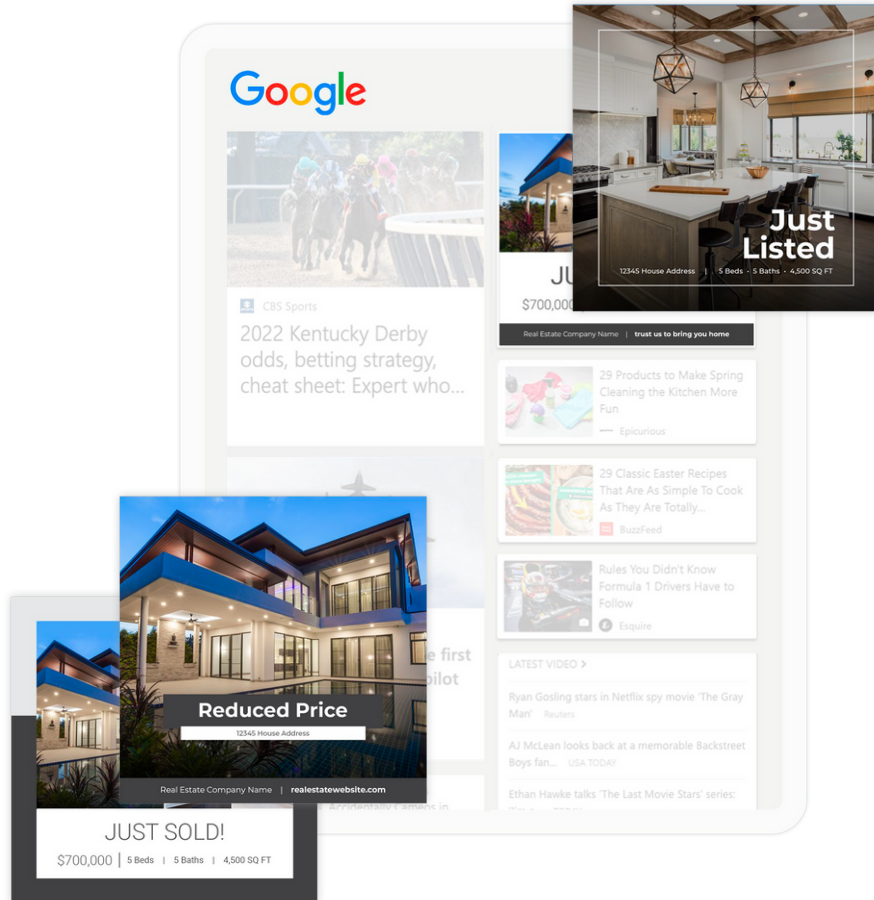
Capitalize on your best opportunities to turn business into more business with PPI's Company-Wide Listing Promoter.



TARGETED SOCIAL MEDIA ADVERTISING

- Advertise one or all of your listings where people spend their time: on social media
- Automatically insert your brand and listings into social feeds and reach your target audience where they dedicate so much attention
- Have the flexibility to raise and lower your budget to reflect market dynamics
- Promote listings, run recruiting campaigns, generate leads, or all of the above

WEB ADVERTISING & RETARGETING



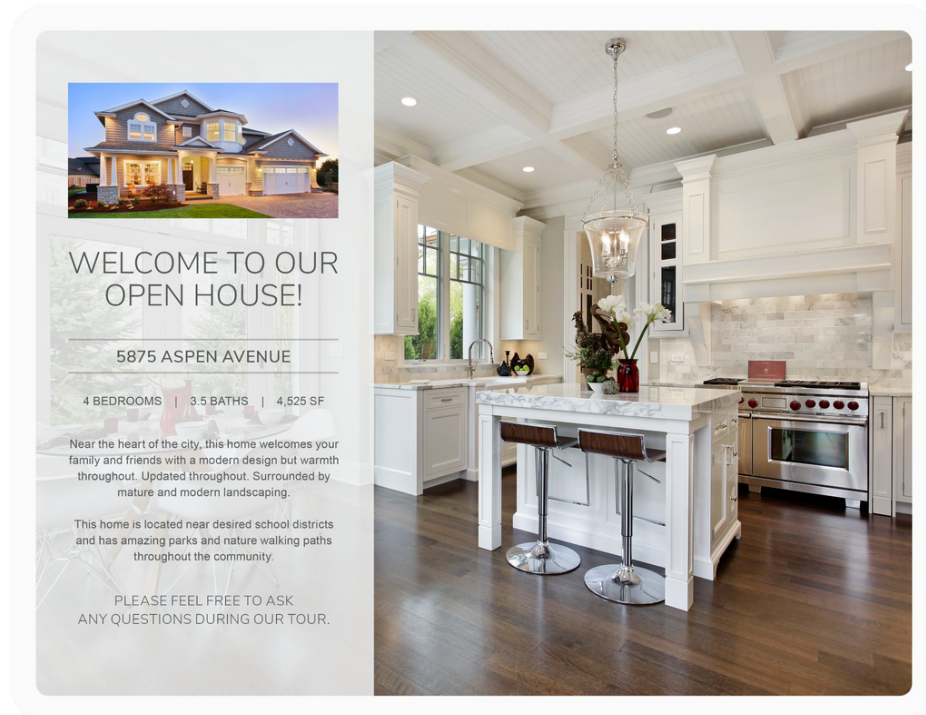
- Web ads help you stay ahead of your competition by displaying listing and custom ads across the entire Google network totaling 35 million websites and applications
- Stay top-of-mind with prospects when you enable our retargeting campaigns that follow interested prospects across the internet in the Google ad network
- Position yourself for new business when you target the seller with display ads of their property

MARKET MAGNET



- Own the neighborhood with automated postcards and make your brokerage (and your agents) the most recognizable name in your market
- Give your agents a full year of consistent, direct-mail marketing to a geocoded area, a radius around a specific listing, or to a customized list of prospects
- Brand your postcards to each individual agent and/or the brokerage
- Use variable fields to tailor postcards to each recipient, including QR codes to any website or landing page

OPEN HOUSE SIGN-IN MANAGEMENT

A graphic for an open house sign-in management system. It features a small image of a house at the top left, followed by the text 'WELCOME TO OUR OPEN HOUSE!' and '5875 ASPEN AVENUE'. Below this, it lists '4 BEDROOMS | 3.5 BATHS | 4,525 SF'. There are two paragraphs of descriptive text, and a final line that says 'PLEASE FEEL FREE TO ASK ANY QUESTIONS DURING OUR TOUR.' To the right of the text is a large, detailed photograph of a modern kitchen with white cabinetry, a marble island with two bar stools, and a stainless steel oven.

WELCOME TO OUR
OPEN HOUSE!

5875 ASPEN AVENUE

4 BEDROOMS | 3.5 BATHS | 4,525 SF

Near the heart of the city, this home welcomes your family and friends with a modern design but warmth throughout. Updated throughout. Surrounded by mature and modern landscaping.

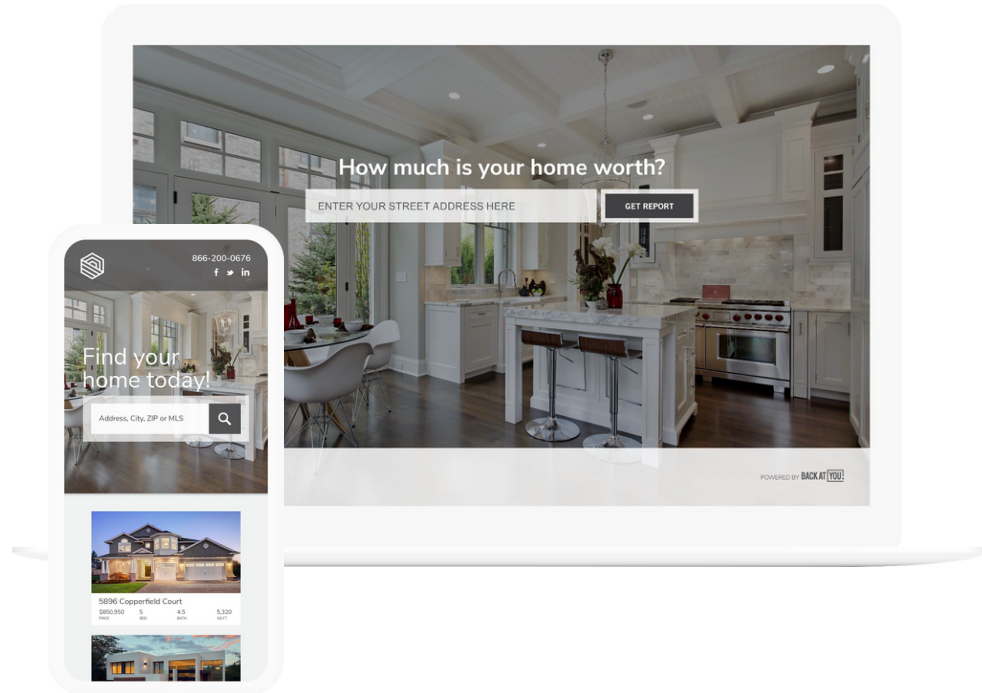
This home is located near desired school districts and has amazing parks and nature walking paths throughout the community.

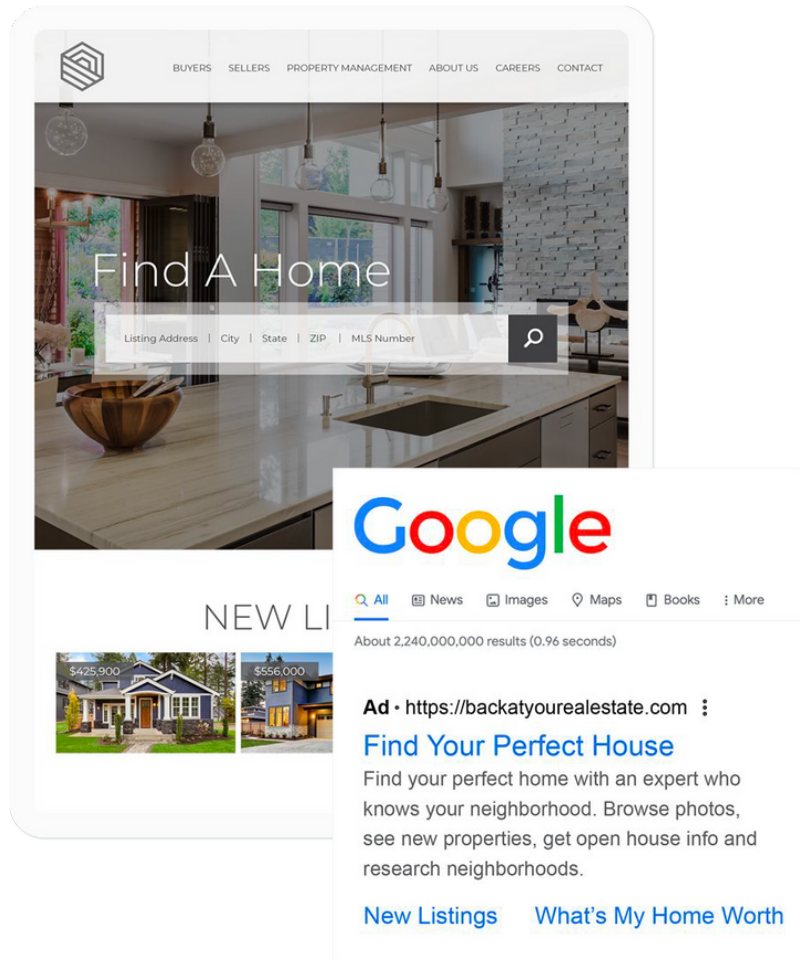
PLEASE FEEL FREE TO ASK
ANY QUESTIONS DURING OUR TOUR.

- Use any smart device to digitally sign in prospects at an open house, while automatically populating all info in the CRM for seamless follow-up
- Ensure you're capturing accurate names, email addresses, and other contact information for quick follow up

LANDING PAGES FOR PERSONALIZED CAMPAIGNS

- Convert traffic into leads with built in lead capture on your website
- Customize your landing pages to reflect your specific market, and to fit your company's needs and wants
- Home Valuation pages built into your website to allow customers to look up the value of their home

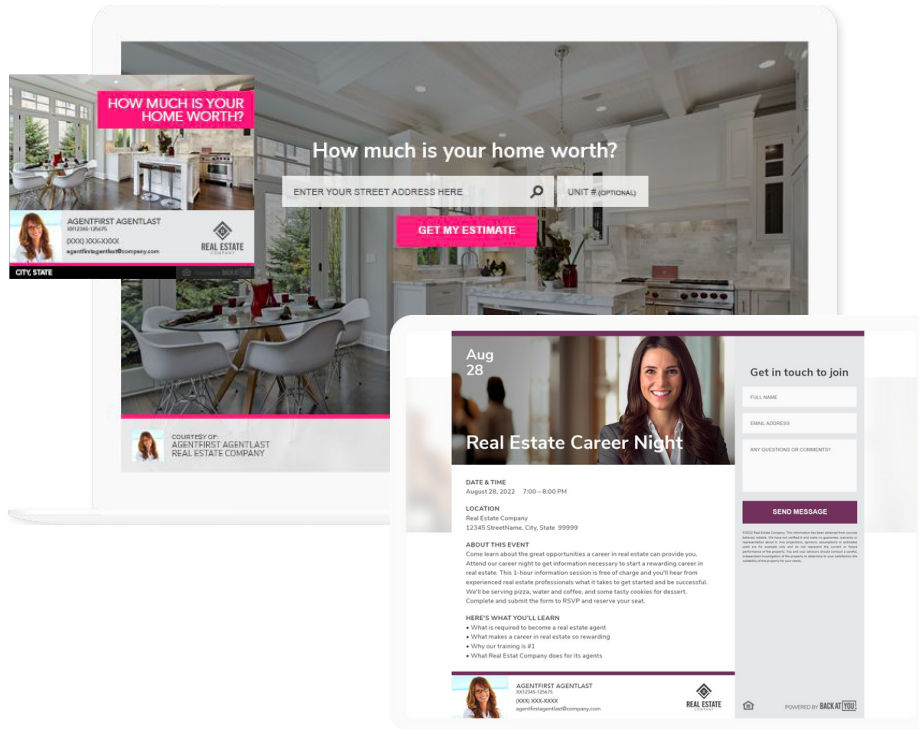




PAY PER CLICK CAMPAIGNS

- Keep your website advertising under one roof with our pay-per-click (PPC) search ads
- Search engine ads are one of the most effective forms of PPC, as it allows you to show up on Google's front page when someone searches for a keyword related to real estate in your market
- Blend in with the results and make your website appear when leads search for businesses like yours, enhancing the SEO already provided

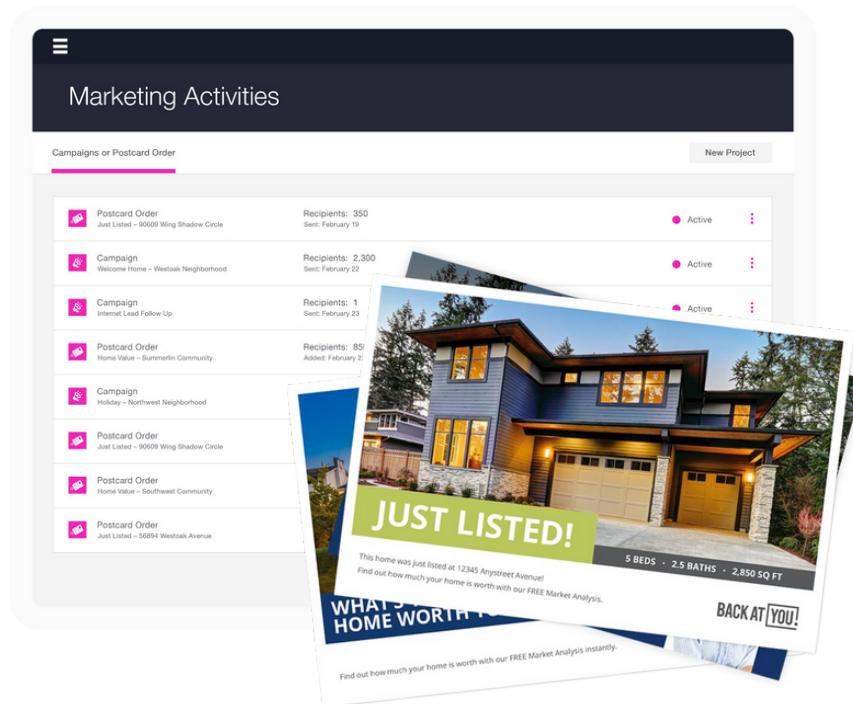
EFFORTLESSLY CAPTURE BUYER & SELLER LEADS



Our lead capture pages help connect prospects with one of your agents

Customize your landing pages to reflect specific areas of your business such as single-family homes, beach condos, rural properties, etc

CAMPAIGNS & ACTION PLANS



- Action plans to manage follow up with company IDX leads according to your internal culture
- Assigned follow-up will be sent as a reminder via text and email
- Associated campaign messaging will automatically deliver on behalf of the agent based on action plan timing (interval or date based)

THE CRM THAT TIES IT ALL TOGETHER

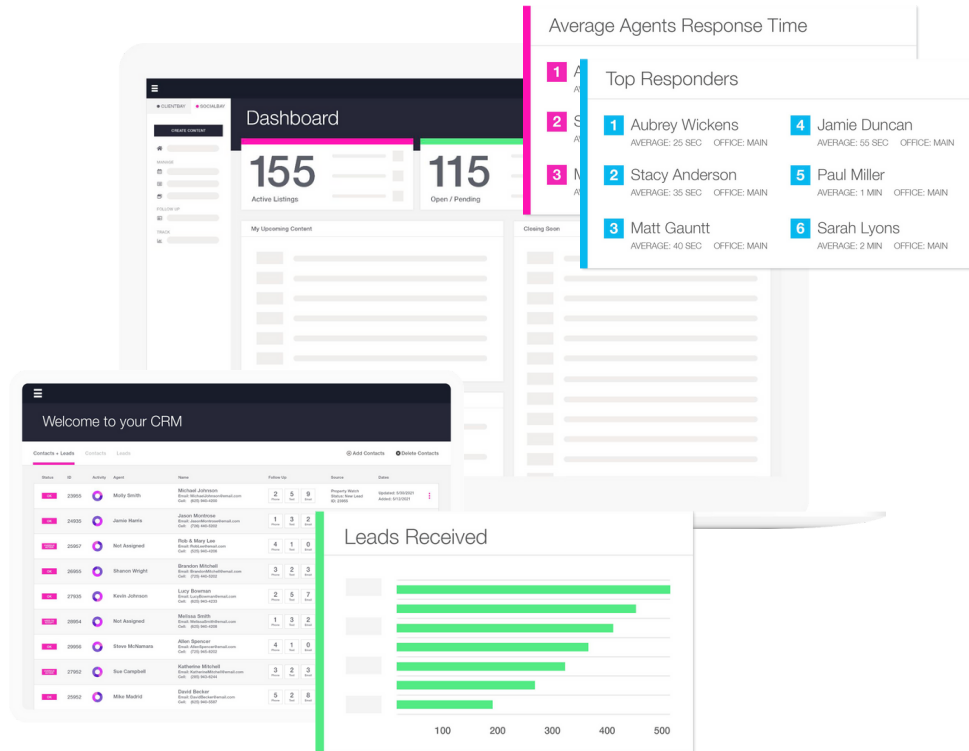
The screenshot displays a CRM interface with a 'Welcome to your CRM' header. Below the header, there are tabs for 'Contacts + Leads', 'Contacts', and 'Leads'. The main area shows a list of contacts with columns for Status, ID, Activity, Agent, Name, and Follow Up. A 'Company Campaigns' overlay is visible, showing a 'Monthly Newsletter' campaign with metrics for Attempts (100%), Sent (85%), Views (66%), and Clicks (96%). A 'Leads Activity' donut chart is also present, showing a breakdown of leads: Entered (6,744), Accepted (4,495), and Declined (620).

Status	ID	Activity	Agent	Name	Follow Up
OK	23955	Phone	Molly Smith	Michael Johnson Email: MichaelJohnson@email.com Cell: (525) 940-4200	2 5
OK	24935	Phone	Jamie Harris	Jason Montrose Email: JasonMontrose@email.com Cell: (726) 940-5202	1 3 2
NOT	25957	Phone	Not Assigned	Rob & Mary Lee Email: RobandMary@email.com Cell: (825) 940-4208	4 1 0
OK	26955	Phone	Shanon Wright	Brandon Mitchell Email: BrandonMitchell@email.com Cell: (725) 940-5202	3 2 3
OK	27935	Phone	Kevin Johnson	Lucy Bowman Email: LucyBowman@email.com Cell: (825) 943-8233	2 5 7
NOT	28954	Phone	Not Assigned	Melissa Smith Email: MelissaSmith@email.com Cell: (825) 940-4208	1 3 2
OK	29956	Phone	Steve McNamara	Allen Spencer Email: AllenSpencer@email.com Cell: (725) 945-8202	4 1 0
NOT	27952	Phone	Sue Campbell	Katherine Mitchell Email: KatherineMitchell@email.com Cell: (265) 943-8244	3 2 3
OK	25952	Phone	Mike Madrid	David Becker Email: DavidBecker@email.com Cell: (825) 940-5687	5 2 8

- Easily import and field-map your contacts, and effortlessly add them to your email drip campaigns
- Send monthly newsletters, updates, and other emails to clients within an intuitive CRM system
- Track the source of business to allocate more marketing dollars to areas generating leads. Then, identify which leads turn into transactions and if an agent owes a referral on a company lead at closing

DASHBOARD FOR AGENT VISIBILITY

- Dashboards for Owners, Admins & Agents to show the data most important to each role
- Owners and Admins see lead management overview, transaction summaries, overall business health
- Agents see lead responses, lead opens, campaign results and action plan steps to ensure engagement with prospects and clients



READY TO MAKE MORE MONEY DOING WHAT YOU LOVE?

Join our team today

W: JOINPPI.COM – E: BILL@PPIREALTY.COM – C: 561-715-8004
BILL CULLEN - BROKER