

# BROKER CLOUD™



POWERED BY

**Reliance**  
NETWORK

DELIVERING REAL ESTATE'S NEXT GENERATION OF  
CUSTOM RESPONSIVE WEBSITES, MLS SEARCH, LEAD GEN,  
CLOUD-BASED CRM AND MARKET ANALYTICS.

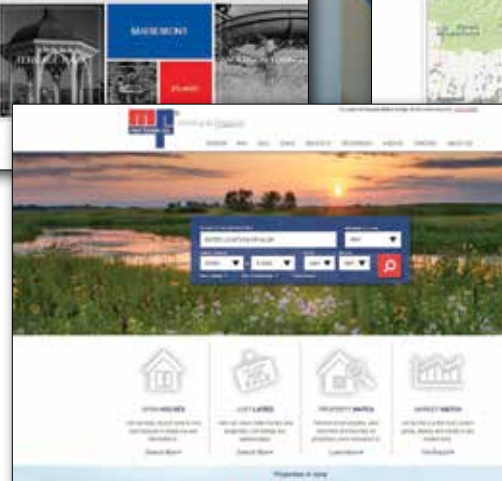
**Responsive Website Design | MLS Data | CRM | Market Analytics | Leads**

RelianceNetwork.com | 877.231.3209

# BROKER CLOUD™



BrokerCloud is a platform of interactive websites, cloud-based CRM, lead management, prospecting automation and more delivered by one of the most reliable, independently owned software developers in real estate.



## COMPANY WEBSITES

Always custom-built, we work in collaboration to ensure that your online brand and competitive market needs deliver an innovative, destination experience. When coupled with our exclusive platform of Agent and Specialty/Niche Websites, our clients often realize a 50% or greater increase in overall web traffic.

## AGENT AND TEAM WEBSITES

Our premium Agent / Team Websites offer nearly unlimited design options with all the tools you need to generate sales and create long-lasting relationships. Powered by the same great technology as our Company sites, each Agent Website includes a full-featured MLS search, listing alerts, Market Watch, CRM, lead routing, client portal, email campaigns and more.

## MLS DATA

Reliable, timely listing data is the engine of every great real estate website. With over 600 managed MLS databases in our inventory, we provide a level of expertise and reliability that is second to none in the industry. Beginning in early 2016 we will unveil our next generation of full-responsive Search and MLS data formatted to the latest RESO® specifications.

## BROKERCLOUD

Our back office platform known as BrokerCloud provides a central point of management for your company's online business. A sampling of features includes:

- CRM
- Lead Management
- Lead and Contact Performance Dashboards
- Automated Email Campaigns
- Market Watch
- Listing Management
- Website Content Editor
- Website Design Editor
- Social Media Management
- Company Marketing & Events
- SEO Management
- Single Sign On (SSO)\*

*\*SSO integration available for select services such as Email, Forms, Document Management, CMA, Finance, etc.*

## CULTIVATION = CLOSINGS

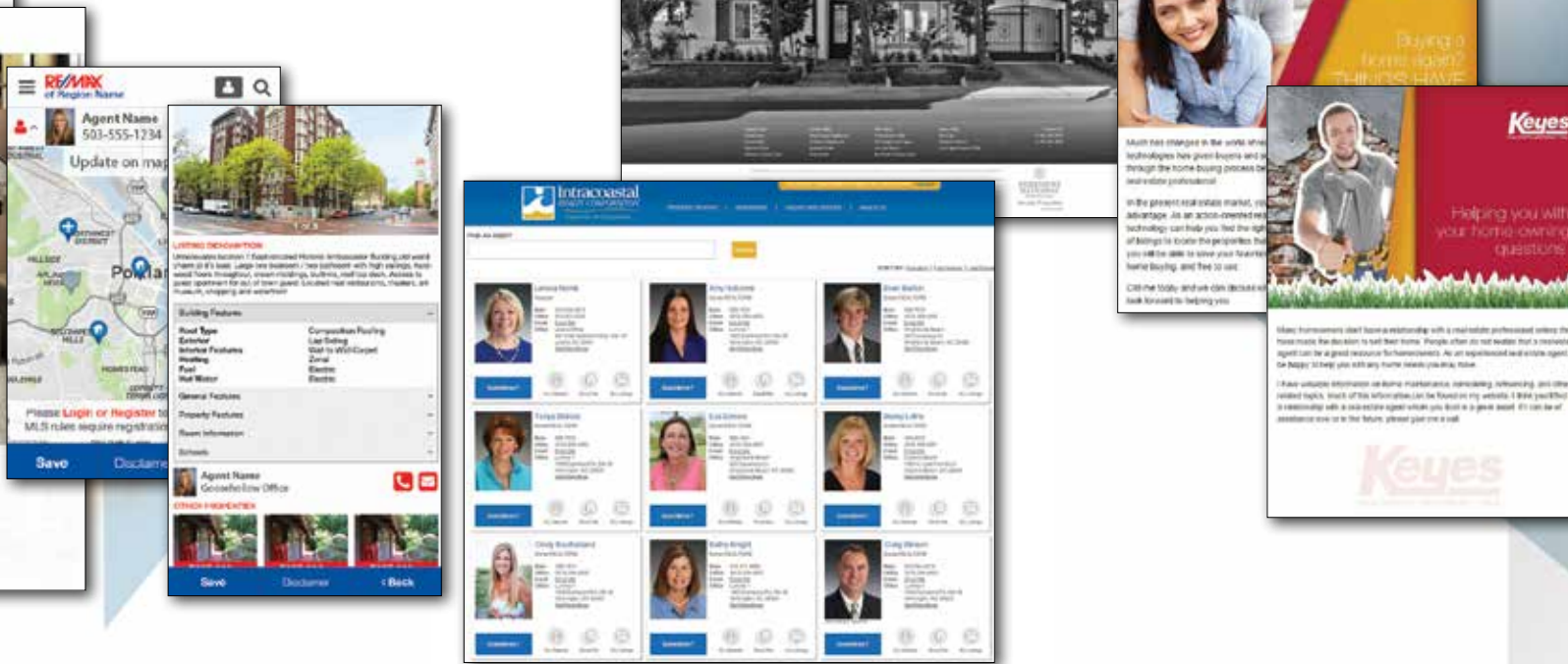
We provide a variety of automated short to long-term keep in touch tools with every company, agent and team website. This includes exclusive and easy to use features like Market Watch, Property Watch, Online Seller's reports, monthly eNewsletters, custom Drip Marketing campaigns and more.

## MARKET WATCH

With many different use-cases, our exclusive Market Watch system utilizes your MLS data to provide detailed listing and neighborhood sales trends, fully branded to your agents and company. Additionally agents have the ability to quickly setup ongoing "automated" Market Watch email campaigns for engaged buyers, sellers and long-term lead cultivation.

## CRM WITH SYNC

Our cloud-based CRM was designed exclusively for the real estate professional and is connected to every contact, website lead, MLS search and keep in touch tool providing greater client service and income opportunity. Sync is now available for Microsoft Office 365 and Top Producer. Google sync coming soon.



## LEADS

Powering many of real estates top brokers - we parse, route and deliver over 130,000 new leads per month. Integrated with BrokerCloud's CRM, our centralized Lead Management system offers a wide variety of built-in lead automation and report options. We will custom tailor lead generation and management to best fit your company.

## MOBILE

Our interactive HTML5 built mobile websites offer a targeted geo-centric user experience. Powered by the same reliable search, MLS data, and lead management system powering your company websites, allowing agents to easily manage their business from ONE LOGIN – ONE CRM.



## SEO

In addition to our built-in SEO architecture and tools, we offer a variety of managed SEO services. That includes ongoing content and keyword development options, specialized niche website development, and working with preferred SEO and SEM consultants to help maximize your online marketing.

## DESIGN AND MARKETING STUDIO\*

A popular service among many of our clients, this in-house team of professionals can help you and your agents with custom website design, content development, keep in touch campaign creation, SEO setup and more. A great recruiting and retention tool.

*\*Design and Marketing Studio Services are available exclusively to real estate professionals whose brokerages have acquired and licensed the Reliance Network web-sites and marketing system.*

## TRAINING

We offer a variety of comprehensive training solutions to best fit your company's needs and budgets. From onsite options to webinar and video-based education, our experienced trainers demonstrate just how easy it is to get started while teaching the financial and time saving benefits of smart business technology.

## SUPPORT

Reliance Network has successfully grown by word of mouth for over a decade based on Innovation and Service. We are 100% committed to providing you with a great experience from every corner of our company.

COMING  
SOON!



OVER 100 GREAT REAL ESTATE COMPANIES RELY ON US EVERYDAY



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