

 MOBILE AGENT
APP





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What is the Paradym Mobile Agent App?

With the Paradym Mobile Agent app, you possess all the real estate marketing tools and resources you need in the palm-of-your-hand.



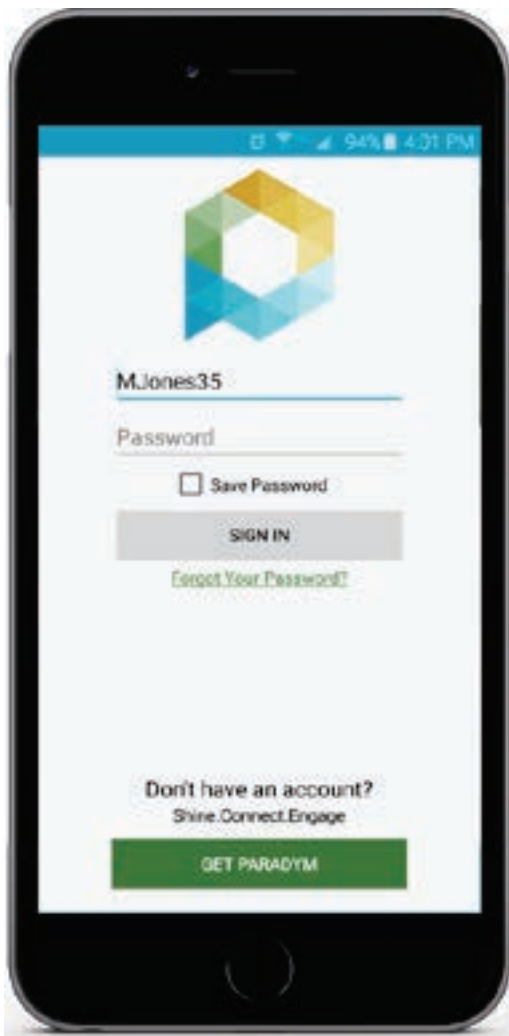
Mobile App

a type of software application designed to run on a mobile device, such as a smartphone





MOBILE AGENT APP



The Paradym Mobile Agent app can be easily downloaded on your smartphone (iPhone or Android) for instant access to Paradym's real estate marketing resources. The app's user-friendly interface makes it easy to use and a great tool for the on-the-go real estate professional.



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Mobile App Features

We are excited to announce the release of revolutionary new features to the Paradym Mobile Agent app.



Stay one step

AHEAD OF THE CURVE

with the **Paradym Mobile Agent App!**

The mobile app includes next-generation features such as social media optimization, leads and listing management tools, voice narration and background music selection and seamless video integration—tools unavailable in the market until now!



A large, stylized graphic of the words "MOBILE AGENT APP". The text is in a bold, white, sans-serif font, with "MOBILE" and "AGENT" on the top line and "APP" centered below them. The text is set against a background of colorful, overlapping geometric shapes (triangles and hexagons) in shades of green, yellow, and blue. The entire graphic is framed by a dark grey border.

REVOLUTIONIZING YOUR BRAND



| VIDEO INTEGRATION



| SOCIAL MEDIA OPTIMIZATION



| LEAD MANAGEMENT



| AUTOMATIC DISTRIBUTION



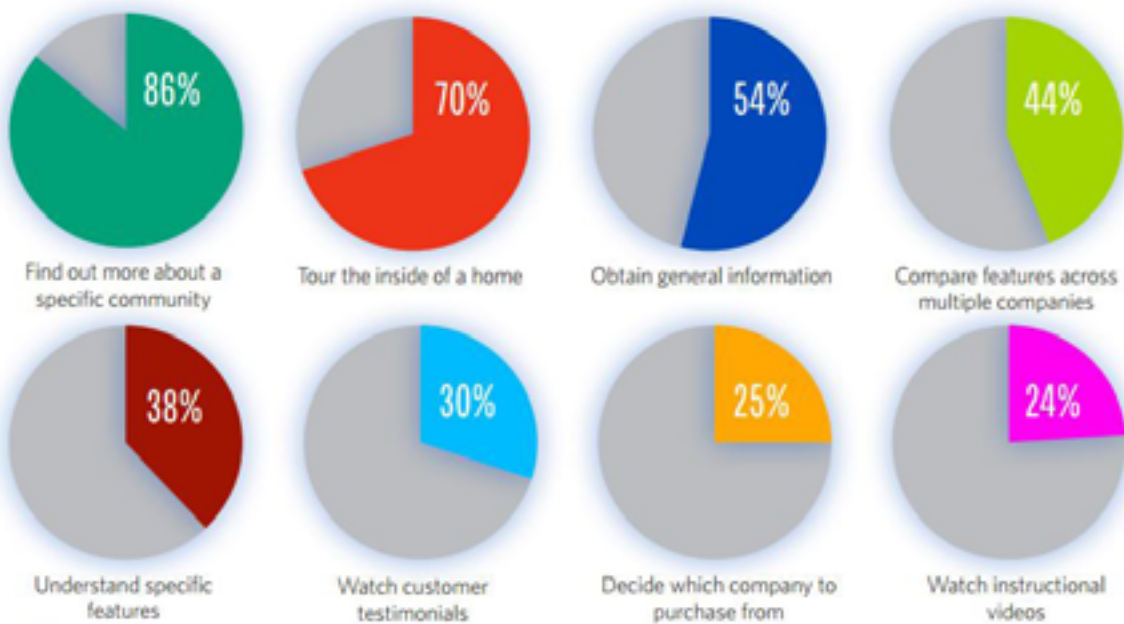
Revolutionizing Your Brand:

Seamless Video Integration

One of the unique features of the Paradym Mobile Agent app is its innovative video integration tools.

Video has become an instrumental research hub for home shoppers. And with the new video integration features on the Paradym Mobile Agent app, you can create one-of-a-kind videos of your listings in just minutes.

Video Usage Purpose for Home Shoppers



Source: Google & Compete Home Shopper Survey, 2011

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The Paradym Mobile Agent app makes it simple for you to quickly and easily create and personalize a custom video presentation.

The steps below outline the simple process of creating your one-of-a-kind property tour with the Paradym Mobile Agent app:

- Fill out prompted information (such as title, price, MLS, street, city, etc.).
- Add scenes (make an introduction video, take a photo or video or upload an image or video from the image library on your mobile device).
- Add background music and custom narration (choose from provided options of background music or you can even use your own music as long as it is royalty free to avoid copyright infringement).

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-  **CREATE CUSTOM TOURS**
-  **ADD IMAGES AND VIDEO**
-  **ADD MUSIC AND VOICE**
-  **SHARE TOUR LINKS**



Today's home shoppers are not only engaged by videos, they expect videos. With the Paradym mobile app's easy to use video integration tool, you can create a vast portfolio of your own media rich tour presentations to share with potential clients



Social Sharing & the Mobile App:

Social Media Optimization

According to the [National Association of REALTORS® \(NAR\)](#), 91% of real estate agents use social media to some extent. With social networking, real estate professionals are able to circulate their listings to a mass number of people in rapid time. According to the [Pew Research Center](#), as of January 2014, 74% of online adults utilize social media sites.

And with the Paradym Mobile Agent app, we make it easy for you to give it to them. Simply click the mobile app's "share" option and you can send a link to your video tour via text message or email directly from your smartphone, or you can send the link via your Facebook, Twitter or Instagram account.



SHARE TO YOUR SOCIAL MEDIA ACCOUNT

with the **Click of a Button!**



Automatic Distribution

Not only can you easily share your custom video tours with social networking sites, you can also use the Paradym Mobile Agent app to automatically share your tours with your favorite real estate distribution channels.

Paradym plays host to one of the most complete, virtual tour distribution networks in real estate—and with the Paradym Mobile Agent app, you have 24/7 access to Paradym’s automatic distribution tool at your fingertips!

Automatic Engine

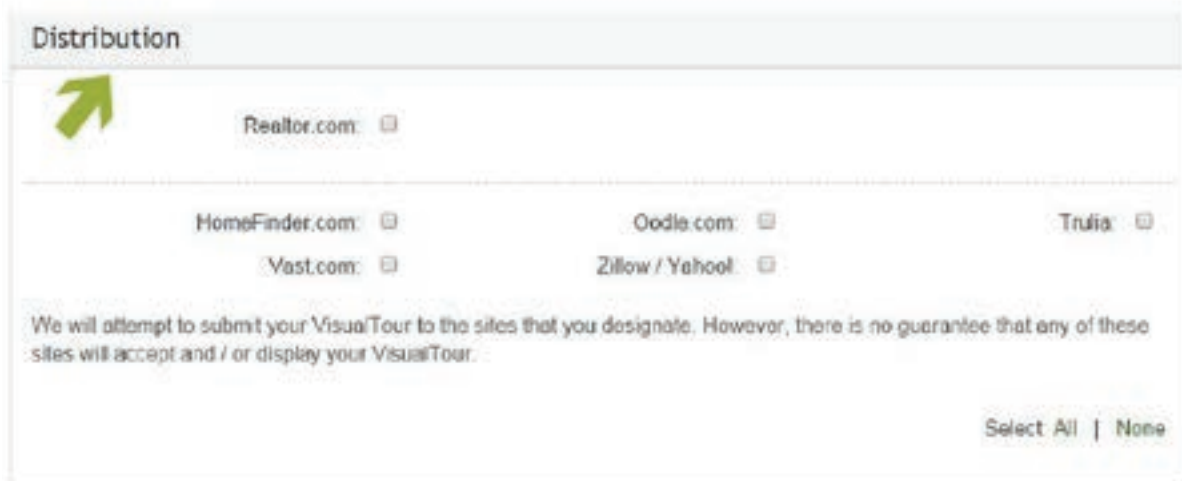
With Paradym’s innovative [Automation Engine](#), you can strengthen your online marketing campaign without ever lifting a finger.

Your [Paradym account](#) automatically syncs with the majority of your MLS listings to automatically distribute your existing listings (and new tours you create) to our expansive virtual tour distribution network.

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But before we can distribute your listings and tours, you first must select your desired distribution channels. You can easily choose your channels out of our extensive list of distributors. Simply login to your online Paradym account to make your selections.



The distribution channels displayed will vary depending on the details you provide in your listing (i.e. whether your listing is associated with an MLS and your location).

After you have made your selections, new tours you create on the Paradym Mobile Agent app will automatically be distributed to your chosen distribution list.



With the Paradyam Mobile Agent app, you don't have to worry about sending your tours to your favorite distribution service—the app takes care of that for you!

 Paradyam

MOBILE AGENT APP



Not a Member?

JOIN NOW



Leads & List Management Tools

Leads are the cornerstone of success for any online marketing campaign. And with the Paradym Mobile Agent, you receive instant lead notification—so you can capture and respond to leads faster than ever before!

According to the National Association of REALTORS'® [2015 Profile of Home Buyers and Sellers](#), 42 percent of recent buyers cited online research as their first step in the home buying process, while only 14 percent of buyers claimed they first sought out a real estate professional.



Embrace the benefits of a web presence

TODAY'S LEADS ARE CAPTURED ONLINE



Mobile Target System

Paradym's Mobile Target Lead Capture System gives prospective buyers the power to receive your listing information on demand. It also captures their contact information so you can easily follow-up and begin the process of converting those leads into new clients.

And better yet, this service is **FREE** with your [Paradym account!](#)

How it works

The Mobile Target Lead Capture System works in three different ways:

- 1. TextCode** - potential buyer sends a text message with a unique TextCode shown on your sign. The sign will direct the home shopper where to send the text. They then will receive a text response with your contact information as well as a link to your mobile optimized tour.



2. VoiceCode - home shoppers dial a toll-free number and enter the VoiceCode, both prominently displayed on the listing sign. They will hear a pre-recorded voice recording – automatically generated from your tour description including your contact information. You can customize your auto-recording and choose from four different narrative voices at any time.

3. Text + Voice Bundle - You can also combine both text and voice with the Text + Voice Bundle. With this option, you ensure that all leads are captured by offering something for all home shoppers. With Text + Voice Bundle, you put both TextCode and Voice Code to work to guarantee no home shoppers are left out.





Instant Lead Notification

And not only does Mobile Target allow potential clients to instantly request information on your listings, you also capture that home shopper as a lead.



And the **Paradym Mobile Agent App** lets you

DISCOVER LEADS EVEN SOONER

with the **Instant Lead Notification** feature!

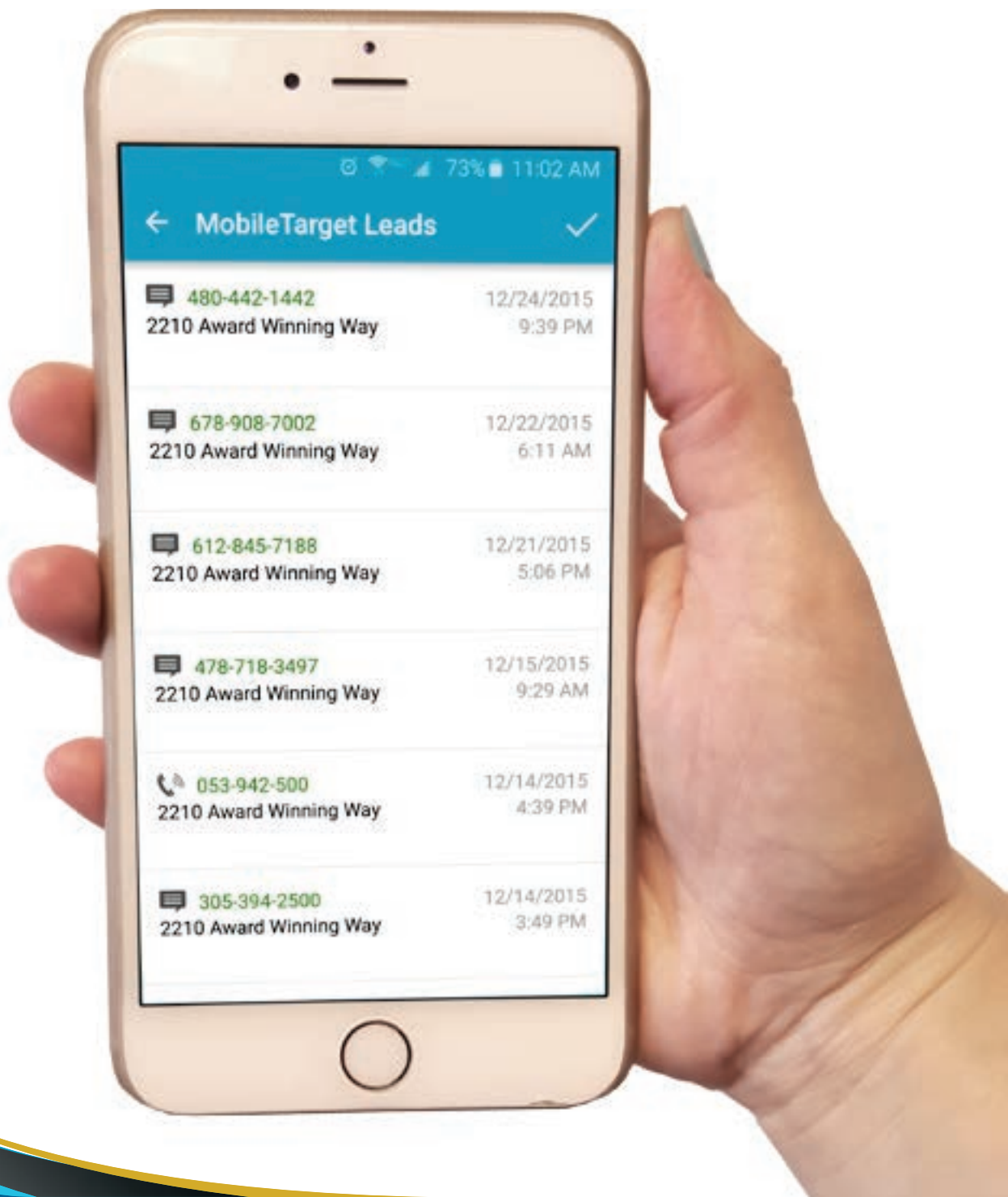
Once you have signed-up for Mobile Target with your Paradym account, you will receive lead notifications through your Paradym Mobile Agent app.

When a home shopper texts or calls the number posted on your sign, you will receive an instant notification with contact information through your mobile app.

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Your online marketing efforts are only effective if you can turn your efforts into active leads. With our Mobile Target Lead Capture system, we make it easy for you to capture leads through text and voice.



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And with the Paradym Mobile app, you receive instant lead notification so you can get a head start on turning those leads into clients!

Paradym plays host to one of the most complete, virtual tour distribution networks in real estate—and with the Paradym Mobile Agent app, you have 24/7 access to Paradym’s automatic distribution tool at your fingertips!



Why it Matters

At Paradym, our goal is to provide you with the most streamlined and easy-to-use real estate marketing tools ever! One way we hope to achieve this is through the Paradym Mobile Agent app.



Food for Thought

“Marketing is no longer about the stuff that you make, but about the stories you tell.” –*Seth Godin*

Once you begin using the Paradym Mobile Agent app, your online marketing strategy will never be the same! With its innovative features and user-friendly interface, the Paradym Mobile app will completely revolutionize the way you do real estate.

The Paradym Mobile Agent app is not only a revolutionary **selling** tool, it's an integrated **telling** tool that allows you to tell your real estate story with seamless videos, images and voice narration.



Mobile App Overview

The Paradym Mobile Agent app is a multifunctional tool offering a myriad of revolutionary features including:

- Easy video creation and integration functionality
- Complete access to VisualTour and presentation inventory
- Lead Management tools
- Voice narration and background music selection
- Fully automated social media and portal distribution



MOBILE AGENT APP



Let's tell your story together.

DOWNLOAD TODAY!

