

# BoomTown!

The real estate platform to grow  
your business

[BoomTownROI.com](http://BoomTownROI.com)

# Choose a Partner, not a Provider

Our partnership goes much further  
than providing software.

We exist to make real estate professionals successful. With over a decade of experience solely focused on the real estate industry, we're powered by 350+ passionate experts and built on a solid set of values. Our technology is unparalleled, our award-winning support and strategy teams are at-the-ready with guidance and best practices, but we take that partnership even further with our **Success Assurance** program. A true extension of your team, we respond to prospects on your behalf, engage and nurture them, and serve them up when they are transaction-ready, so you can focus on what you do best: closing deals.



## Success Assurance

The perfect mix of tools and services to engage and qualify your leads, 24/7 in as little as 90 seconds. Agents work *only* active buyers and sellers, conversions are accelerated, and no opportunity escapes.



### Hit the ground running

No more new lead overwhelm or rethinking your team's processes. Offload the qualifying and see success sooner.



### Leverage real experts to work your leads

New leads are immediately contacted in as little as 90 seconds. Real people qualify and nurture every lead for up to 365 days from registration.



### Serve up transaction-ready leads

Let your team focus on active buyers and sellers and accelerate their time converting leads into an active pipeline of opportunities.



### Customize the experience

Agents can fully tailor the scripts, monitor conversations in real time through a mobile app, and jump in at any point.



### Track your critical metrics

Our Vitals Report, a robust reporting suite, gives a bird's-eye view of all agent and lead activity, and our in-house strategists keep tabs to help you solve problems and fuel more growth.

# Lead Generation

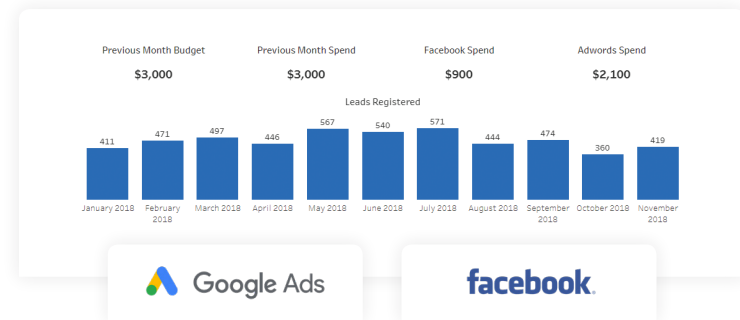
## Increase Your Reach

BoomTown's suite of lead generation tools and 3rd party lead integration tools enable you to diversify your lead sources by directing more traffic to your site.



## Buyer Advertising Report

The Buyer Advertising Report shows an overview of performance over the prior 12 months, as well as a breakdown of your monthly spend. The detail view provides insights to registered leads' website activity, as well as the areas that were advertised which secured registrations. The global insight to website activity can surface opportunities for previously untapped marketing targets.



## The Tools



**Automatically import leads** directly into the BoomTown CRM from your 3rd party sources — such as Zillow, Trulia, Realtor.com, etc.



**Increase organic search visibility** by creating custom content with WordPress.



Our easy-to-use **tracking link builder** allows you to measure the success of your campaigns and marketing efforts.

## The Team



OVER THE PAST YEAR,  
LOWERED CPL BY  
**40%**

### Paid Advertising (Search and Social)

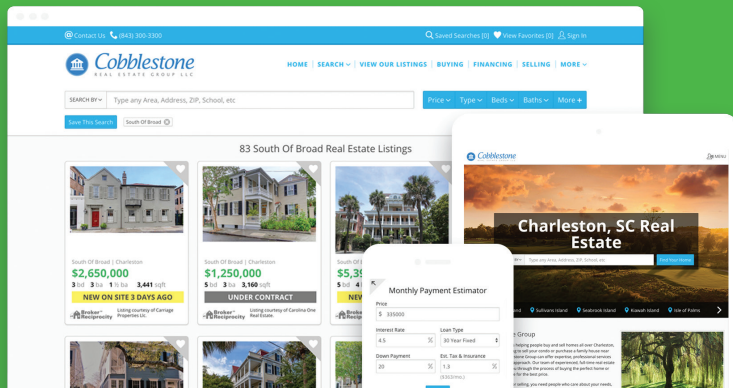
Our team of 20+ search, social, engineering, and digital strategy experts are exclusively dedicated to real estate industry advertising.

Through our internally developed tools, diversified advertising strategies, and our relationships with Google and Facebook, we are able to secure the most leads in your target markets for your prescribed budget.

# Consumer Website

The only site you'll ever need

Keep your leads coming back for more with an addictive search experience, showstopping photos, and engaging tools.



## A Library of Themes

Stand out from the competition. Our website themes offers the usability and responsive design your clients love, and the unique feel your brand deserves.



## The Freshest Listing Data

An industry best -- hourly refreshes mean visitors have the most up-to-date listing data available.



## Dedicated Domains

We've got your agents covered. Each team member can have their own dedicated domain, a powerful tool for recruitment and retention and an effective way to promote your website and ensure leads are assigned to the appropriate agent.

## A Better Way to Search



### Powerful Search Tools

Cutting edge tools for your prospects like property maps, side-by-side comparisons, school ratings, price history, a mortgage calculator, and more.

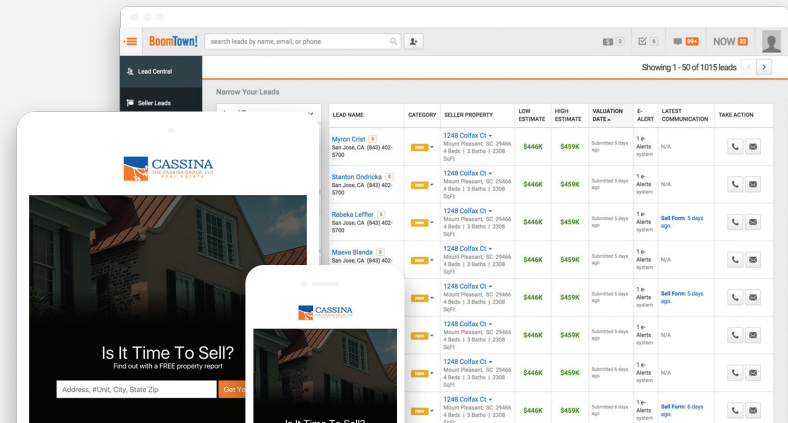


### Better Lead Quality

Qualifying questions automatically provide key information about each lead, such as location, price, timeline, and even if they have another home to sell.

## Seller Lead Suite

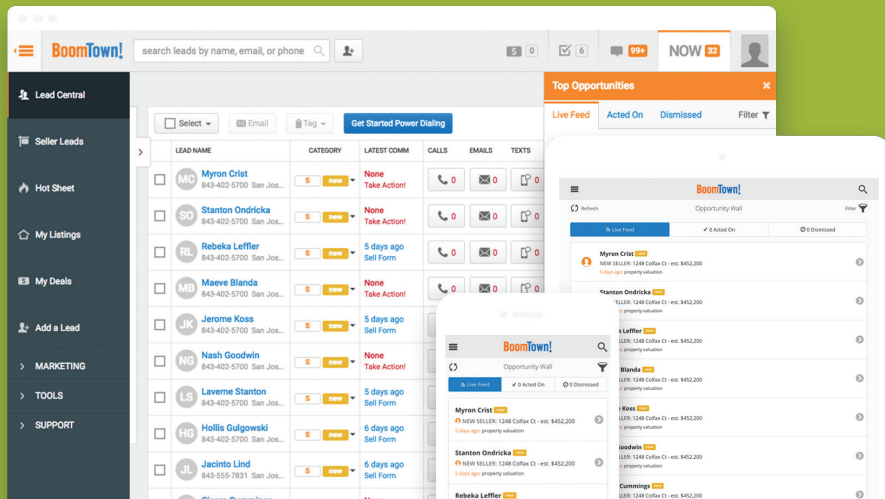
A home valuation landing page entices visitors with instant reports on their home's value and a summary of the market area. Lead information and property details are instantly added to your CRM, even if they only submit an address.



# Agent Tools

## Nurture and convert more leads

All the tools you need to streamline your day and make sure no opportunity escapes.



### Database Management

Work your database like never before with tools to sort, sift and perform bulk actions with ease. Leads can be organized by property location and reverse-lookups populate full contact information for address-only leads.



### Predictive Insights that Drive Action

Top opportunities (new registrations, high interest, etc.) are strategically placed in a static panel to view and act on in real time. Our Hot Sheet keeps tabs on hot listings right in your CRM, and Best Fit Leads instantly generates a list of matches for a property and a fit score ranking their likelihood to transact.



### Marketing Automation

Smart-Drip Nurture Campaigns generate interest with personalized drip campaigns that send emails and texts on behalf of the agent. Allow agents to focus on leads who are closer to transacting by automating communication with leads who are 6+ months out.



### NOW Mobile App

Increase your speed-to-lead by knowing who needs immediate attention, and who is 'waiting on you.' Prompts and To-Dos keep you on top of your tasks, and real time insights about the most active leads on your website help you focus on which leads are most likely to convert.



### Lead Matching + SharkTank

Our Lead Matching engine automatically routes leads to the best agent for better response times, and even better conversion rates. Turn SharkTank on and create custom rules to route leads to a pool of agents via the NOW app with push notifications to claim and contact.



### Accountability

Every call, email and text is tracked for a 360 view of performance that creates a culture of accountability.

## Integration Partners

Through our API Integrations, all your favorite business solutions are connected for fewer logins and better insights.

CallAction

BombBomb

MOJO  
Success & Calling

RPR  
REALTOR  
PROFESSIONAL  
RESOURCES

SPACIO

31

dot loop

BROKER MINT

zapier

REAL SYNCH

# Services & Support

From onboarding to training, award-winning support and strategy teams, our people are your partners in success. We'll get you ramped up on the system, make sure you're trained in all the best practices, offer coaching, guidance, strategies, and support. We've built a thriving community with the best-of-the-best in the industry, and we're constantly refining our technology and services to create an amazing experience for you and your clients.



## Onboarding Specialists

A dedicated team ready to set you up for success and share proven lead generation tactics, accountability, and best management practices. They'll discuss progress, create your strategy, and ensure your lasting success.



## Training & Education

BoomTown's unparalleled training team serves all types of clients at any skill level. On-site, regional, and live virtual training options help you leverage the BoomTown platform to drive success. 24/7 access to our e-Learning catalog puts the right knowledge right at your fingertips.

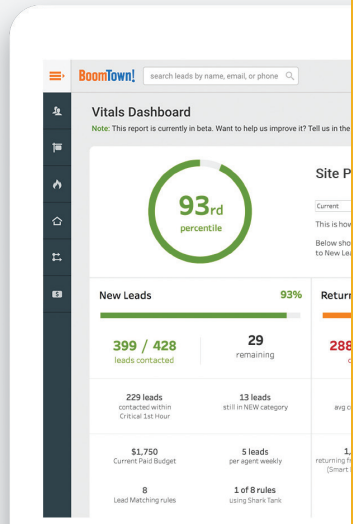


## Effective Support Services

Problem-solving should be quick and painless. We're here to answer your questions and get you back to business, asap.

## Success Strategy

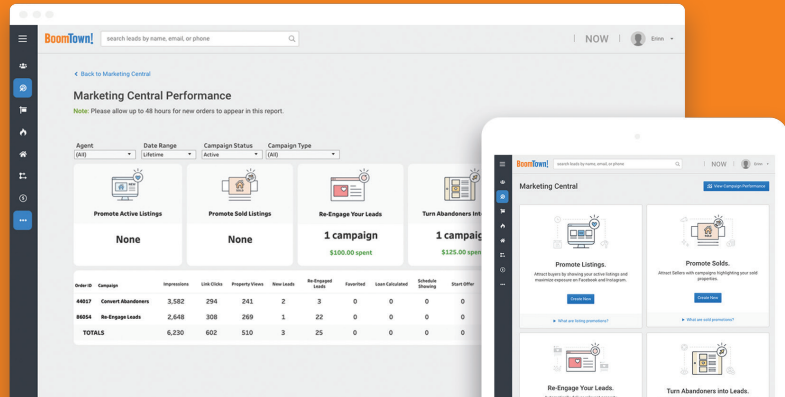
Our Success Strategists, experts on BoomTown and best practices, offer ongoing strategic guidance to assure your long-term success in business. Teams monitor your system to know exactly where you can optimize your efforts or take advantage of overlooked opportunities. A Vitals Dashboard gives instant insight into performance and helps proactively track the metrics that matter. It's easy to see what's working, where you need to take action, and get the expert strategies to help you achieve your goals.



# Marketing Features

## Designed to Attract and Built to Convert

BoomTown's marketing features make sure you stand out, stay top-of-mind, and maximize your ad spend



## Marketing Central

Generate more leads, re-engage leads, and promote listings through our user-friendly self-serve advertising portal. Marketing Central lets you:



Build advertising campaigns through channels such as Instagram and Facebook to highlight active listings, promote open houses, and showcase successfully sold properties.



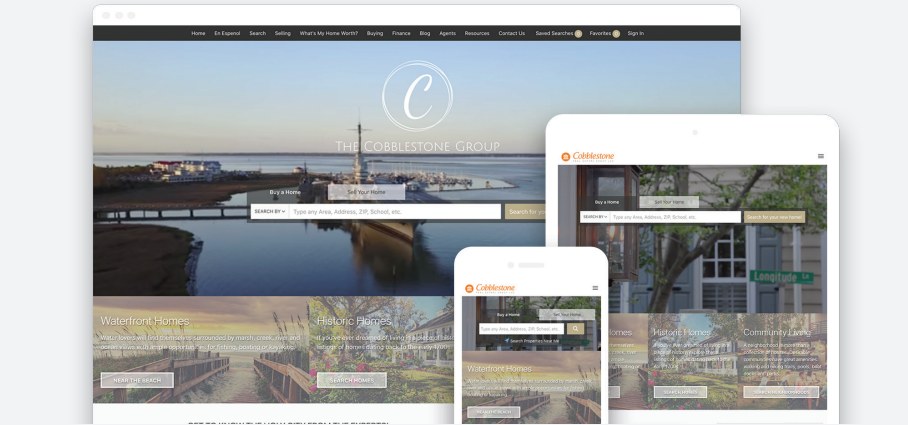
Create dynamic ads for real estate (DARE) to generate content that a lead would be most interested in



Prove value to seller clients by showing how many prospects have viewed a listing

Campaigns can be created to promote listings or sold homes, to re-engage old leads or to go after “abandoners,” (those who have taken action on a website or listing but didn’t register).

They can be run on Facebook, Instagram, or both.



## Homepage Customization

Customize your homepage experience to stand out and drive more conversions.



### Video Backgrounds

Grab attention with eye-catching video backgrounds



### Custom Templates

Easy to customize templates (widgets) for a very unique look, and more call-to-action options.



### Call-to-Action:

Customize CTA buttons for “search” “sell” or “buy” to capture different leads right from the homepage. Easily promote programs like ibuyer, recruitment campaigns and more, to get more ROI on your ad spend.



### Agent Sub-Domain Customization:

Let agents give their sub-domain homepages a unique look and highlight their own areas of expertise.

# Find Your Perfect Plan

A package to fit each stage of your business growth.

We simplify the business of real estate with tools to convert leads into closed deals. Whether you are just launching your real estate business, or ready to grow on a larger scale, our products and services provide the roadmap to advance from one step to the next.



## LAUNCH

- ✔ Limit 2 Users
- ✔ IDX Site + Agent Subdomain(s)
- ✔ Willow Website Theme
- ✔ NOW Mobile App
- ✔ Hot Sheet
- ✔ Prescriptive Smart-Drip Plans
- ✔ Bulk Actions (Email + Text)
- ✔ Listing Promotion
- ✔ Dynamic Retargeting
- ✔ Success Assurance\*\*\*
- ✔ Zapier Integration
- ✔ Lead Routing
- ✔ Seller Lead Suite (Opt.)
- ✔ Pipeline Management
- ✔ Tagging & Segmenting
- ✔ Best-Fit Leads
- ✔ Reporting Dashboard
- ✔ Additional Integrations
- ✔ Sharing Library
- ✔ Lead Matching
- ✔ Networked Sites



## CORE

- ✔ 5 Users Included
- ✔ IDX Site + Agent Subdomain(s)
- ✔ Willow Website Theme
- ✔ NOW Mobile App
- ✔ Hot Sheet
- ✔ Customizable Smart-Drip Plans
- ✔ Bulk Actions
- ✔ Listing Promotion
- ✔ Dynamic Retargeting
- ✔ Success Assurance\*\*\*
- ✔ Zapier Integration
- ✔ Lead Routing
- ✔ Seller Lead Suite
- ✔ Pipeline Management
- ✔ Tagging & Segmenting
- ✔ Best-Fit Leads
- ✔ Reporting Dashboard
- ✔ Additional Integrations (Opt.)
- ✔ Sharing Library
- ✔ Lead Matching
- ✔ Networked Sites



## GROW

- ✔ 25 Users Included\*\*
- ✔ IDX Site + Agent Subdomain(s)
- ✔ Multiple Website Themes
- ✔ NOW Mobile App
- ✔ Hot Sheet
- ✔ Customizable Smart-Drip Plans
- ✔ Bulk Actions
- ✔ Listing Promotion
- ✔ Dynamic Retargeting
- ✔ Success Assurance\*\*\*
- ✔ Zapier Integration
- ✔ Lead Routing
- ✔ Seller Lead Suite
- ✔ Pipeline Management
- ✔ Tagging & Segmenting
- ✔ Best-Fit Leads
- ✔ Reporting Dashboard
- ✔ Additional Integrations
- ✔ Sharing Library
- ✔ Lead Matching
- ✔ Networked Sites



## ADVANCE

- ✔ 25 Users Included\*\*
- ✔ IDX Website - Multi-Site
- ✔ Multiple Website Themes
- ✔ NOW Mobile App
- ✔ Hot Sheet
- ✔ Customizable Smart-Drip Plans
- ✔ Bulk Actions
- ✔ Listing Promotion
- ✔ Dynamic Retargeting
- ✔ Success Assurance\*\*\*
- ✔ Zapier Integration
- ✔ Lead Routing
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- ✔ Lead Matching
- ✔ Networked Sites

\*\*Extra users available for additional fee

\*\*\*With Success Assurance Package



## BoomTown LAUNCH

A prescriptive lead management system for the growth-oriented agent or small team on-the-go. Everything you need to launch your business and take it to the next level.



## BoomTown CORE

The next step for growth with 5 users, customizable drip campaigns, bulk emailing and texting capabilities, and all the tools you need to increase your reach, build a prosperous pipeline for your growing team, and create more opportunities for your business.



## BoomTown GROW

A powerful system designed to scale with your growing business. Grow offers even more advanced tools like a sharing library of proven drip campaigns, automated lead matching by property attributes and SharkTank, and multiple integrations with our point solution partners. Get 25 users on the system, add more when you need to, and set everyone up with the solution that's geared to drive conversion and keep your agents connected, productive, and accountable.



## BoomTown ADVANCE

Expand your growing business with professional-level features like networked sites, multi-MLS support, and comprehensive reporting. Manage multiple teams (or offices) under one unified front and one unified brand experience.





## ABOUT BOOMTOWN

# The tools you need to succeed in one platform

BoomTown combines world-class lead generation, CRM technology, stellar support, and consumer-facing websites. Our tools focus on what drives success and how to keep it growing.



Client  
Success



Lead  
Generation



Consumer  
Website



Agent  
Tools



The mobile app for **successful agents**

