





inside real estate

SOLUTION OVERVIEW FOR

RE/MAX[®]



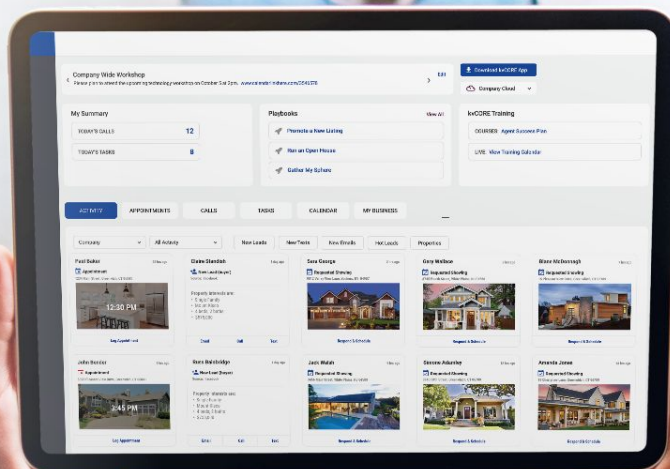
Platform Summary + Add-On Solutions

Solution:	Key Features:	Included for RE/MAX:
kvCORE Platform	<ul style="list-style-type: none"> • IDX Websites • Lead Engine • Smart CRM • Marketing Autopilot • Listings Management & Syndication • Transactions Integration • Business Intelligence Analytics • Mobile Apps • Built-in Marketplace 	
CORE Present	<ul style="list-style-type: none"> • CMA & Pricing Visualization • Presentation Builder • Custom Branding • Live, Digital + Print Presentations • Client Activity Tracking 	
CORE ListingMachine & Design Center	<ul style="list-style-type: none"> • Automated Listing Marketing • Property Website, Video Tours, Flyers, Postcards, etc. • Automated Social Posting • Marketing Design Center • Custom Brand Print + Digital Assets 	
CORE Team Add-On	<ul style="list-style-type: none"> • Team Website • Team Lead Generation & Lead Routing • Team Pond Accounts • Team Accountability Rules & Performance Reporting 	



kvCORE Platform

REVIEW





GENERATE NEW BUSINESS

THE MOST ROBUST LEAD GENERATION SYSTEM AVAILABLE DRIVING BOTH ORGANIC & PAID LEADS TO YOUR COMPANY, AGENTS AND TEAMS

- Customizable Websites
- Multi-Channel Lead Engine

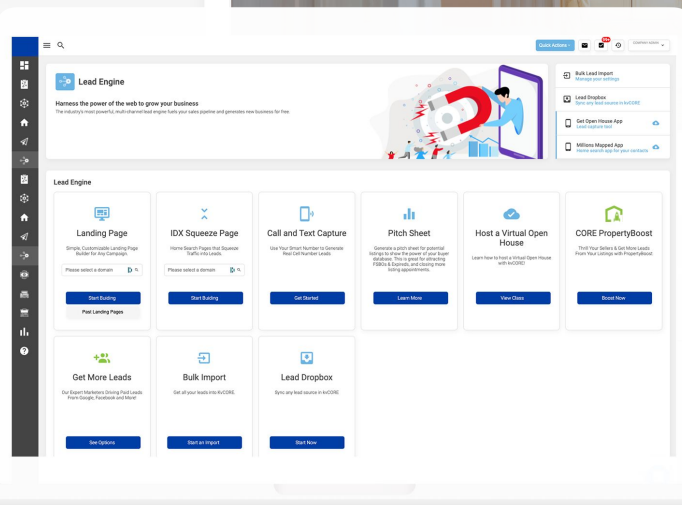
RE/MAX

RE/MAX
International Connections. Local Experts.

City, Area, Postal Code, MLS#, or Address

SEARCH

ADVANCED SEARCH



NURTURE & CONVERT

INTELLIGENT, BEHAVIORAL NURTURING DRIVES **10X** HIGHER ENGAGEMENT OF BOTH NEW LEADS AND EXISTING SPHERE OF INFLUENCE CONTACTS

- Smart CRM w/ Database Privacy
- Marketing Autopilot
- Mobile Dialer App

The image displays a real estate CRM dashboard on a desktop monitor and a mobile app interface on a smartphone. The desktop dashboard is titled "Company Wide Workshop" and includes sections for "My Summary" (Today's Calls: 12, Today's Tasks: 8), "Playbooks" (Promote a New Listing, Run an Open House, Gather My Sphere), and "kvCORE Training" (Courses: Agent Success Plan, Live: View Training Calendar). Below these are navigation tabs for "ACTIVITY", "APPOINTMENTS", "CALLS", "TASKS", "CALENDAR", and "MY BUSINESS". The main content area shows a grid of activity cards for various agents, including Paul Baker, Claire Standish, Sara George, John Bender, Russ Bainbridge, and Jack Walsh. Each card displays a photo of a property, a time slot, and a "Log Appointment" button. The mobile app, titled "TODAYS CALLS", shows a list of calls with details such as the agent's name, the type of call (e.g., Follow Up Call, Requested Showing), the property address, and the time. The app interface includes a sidebar with filters for "ACTIVE", "REQUESTED", "DUE TODAY", and "DUE LATER". A "DIAL NOW" button is visible at the bottom of the app screen. In the bottom right corner of the overall image, there is a small logo for "lin" inside a house-shaped icon.

NURTURE & CONVERT

ONE CENTRAL, CUSTOMER JOURNEY DRIVEN VIEW

- Complete Customer Journey In One Simple View
- Ongoing Lead Validation and Scoring Enhances Customer Profile and Informs Agent Follow Up
- One-click Actions with Rich Engagement Tools Like CORE Video by BombBomb, CORE Voicemail Drop, etc.

The screenshot displays a CRM interface for Sloane Peterson. The top navigation bar includes 'SP Sloane Peterson' and navigation links for 'Previous', 'Next', and a close button. Below the navigation are tabs for 'Timeline', 'Profile Details', 'Alerts', 'Files', 'Transactions', and 'Tasks'. The main content area is divided into several sections:

- PRIVATE TEAM CONTACT:** Displays the agent's name 'Sloane Peterson' and contact information: phone number '801-555-1234', email 'sloane@email.com', and address '15 Hazel Ave, Yonkers, NY 05789'. It also shows role indicators for 'BUYER', 'SELLER', 'RENTER', 'VENDOR', and 'AGENT'.
- Client Journey:** A horizontal flowchart showing stages: SPHERE, PROSPECT, NEW LEAD, ACTIVE LEAD (highlighted with a green checkmark), CLIENT, UNDER CONTRACT, and CLOSED. Below the flowchart, it shows 'LAST ACTIVE: 07/18/2021', 'THIS WEEK: 6 PROPERTY VIEWS', and 'TOTAL: 24 PROPERTY VIEWS'.
- Timeline:** A central section with a search bar and filters for 'Refresh', 'Inbox', and 'All Activity'. It lists events such as 'Next Task: Call Lead: Sloane Peterson', 'Outgoing Email: Sloane Peterson', 'Received Text Message', and 'Incoming Email: Sloane Peterson'.
- Insights:** A section with a star rating and a 'Summary' of search criteria and lead activity.
- Talking Points:** A section with a 'See less info' link.
- Contact Validation:** A section with a 'Run' button and details about the last run.
- Actions:** A sidebar on the right with various action buttons: 'New Call', 'Add Note', 'Send Email', 'Send Text', 'Voicemail Drop', 'CORE Video', 'DashCMA', 'CORE Present', and 'Start CORE Concierge Follow Up'.
- Property Alerts:** A section with a '+ Add' button and an active alert for 'Alert 1 (Active) - Single Family, Tarrytown, \$4,165,067'.
- Active Campaigns:** A section with a '+ Add' button and a 'Default Active Buyer' link.
- Market Reports:** A section with a '+ Add' button and 'No Market Reports'.
- CORE Present:** A section with a '+ Add' button.

RE/MAX

New Properties for Devin White

We've found 4 new properties that match your search criteria. Below are some of the most recent properties and you can always view all of them per properties for your search. I'm available for questions or help with your search. Just let me know.



\$700,000

4 bed, 2.5 bath, 2744 sqft
12 Mayfield Drive, Jamestown VA

[View Property Details](#)



\$700,000

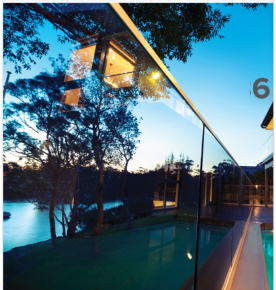
4 bed, 2.5 bath, 2744 sqft
12 Mayfield Drive, Jamestown VA

[View Property Details](#)

RE/MAX

SELLER'S REPORT
16 Junebug Place, Burlington, MA 12345

Showings	Open Houses	Online Views	Favorites
10	2	2150	16



AGENT COMMENTS

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed nonummy nibh euismod tincidunt ut laoreet dolore erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip.

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RE/MAX

16 Junebug Place, Burlington, MA 12345

5 beds 2.5 baths 3432 sqft

HOME VALUE ESTIMATE

\$739,500 - \$779,400 ↑ \$5,000 in last 30 days

Get your home in front of 41 active buyers today.

[Get Started](#)

Market report for Burlington, MA

Updated 04/15/2022

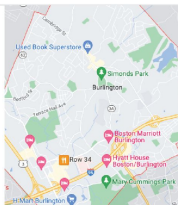
HOMES FOR SALE



New to Market 12 homes ↑

Off the Market 6 homes ↓

Days on Market 33 days ↑



MEDIAN HOME PRICE

\$615,000

of Price Reductions 4 ↓

Price per Sqft \$156 ↑

NURTURE & CONVERT

BEAUTIFULLY BRANDED & INTELLIGENTLY AUTOMATED CONTENT ENGAGES LEADS, SPHERE CONTACTS AND PAST CLIENTS

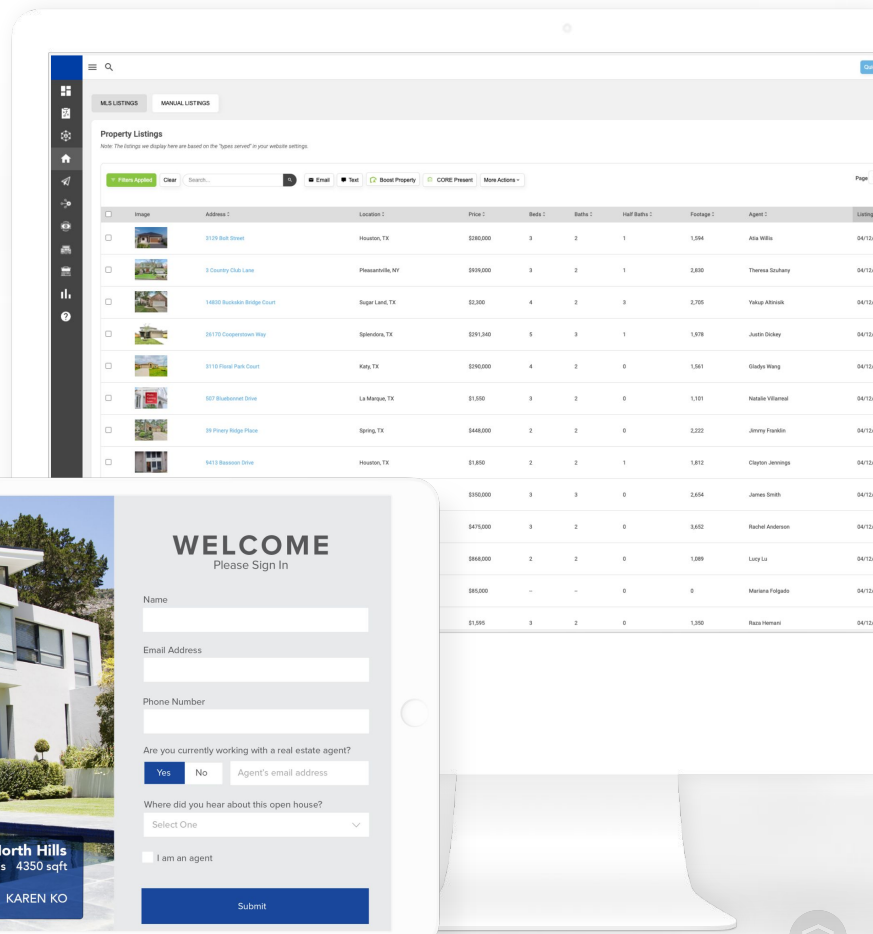
- “Learning” Property Alerts
- Market Reports
- Seller Reports

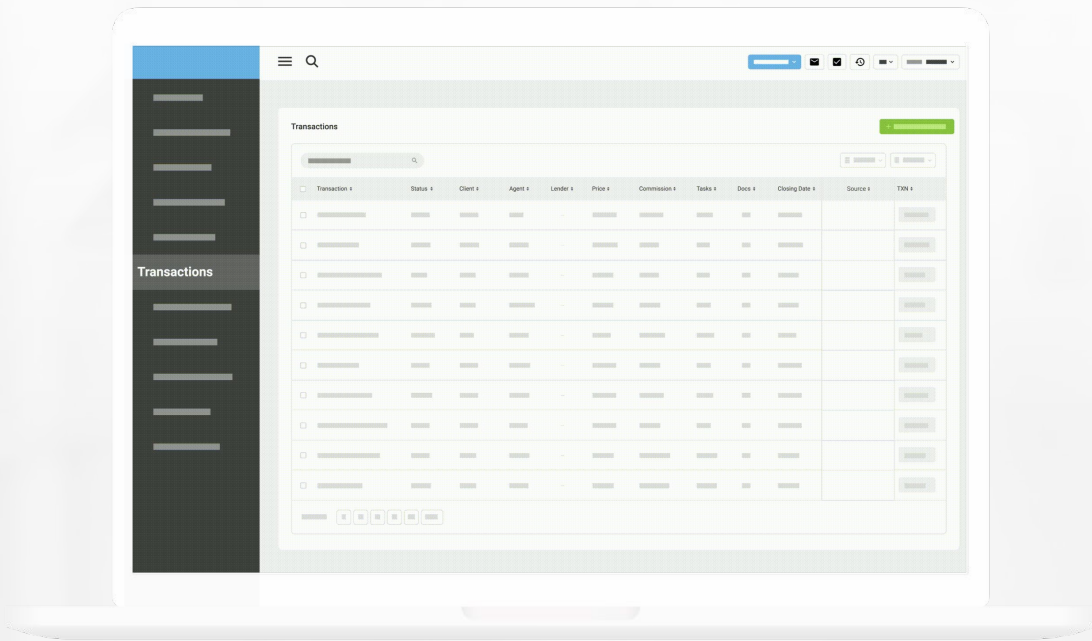


LIST & PROMOTE

SEAMLESSLY MANAGE & PROMOTE ALL COMPANY LISTINGS INCLUDING OFF MARKET PROPERTIES, FROM ONE CENTRAL LOCATION

- Centralized Listing Management
- Integrated Social Media Marketing
- Branded Open-House App





TRANSACTIONS INTEGRATION

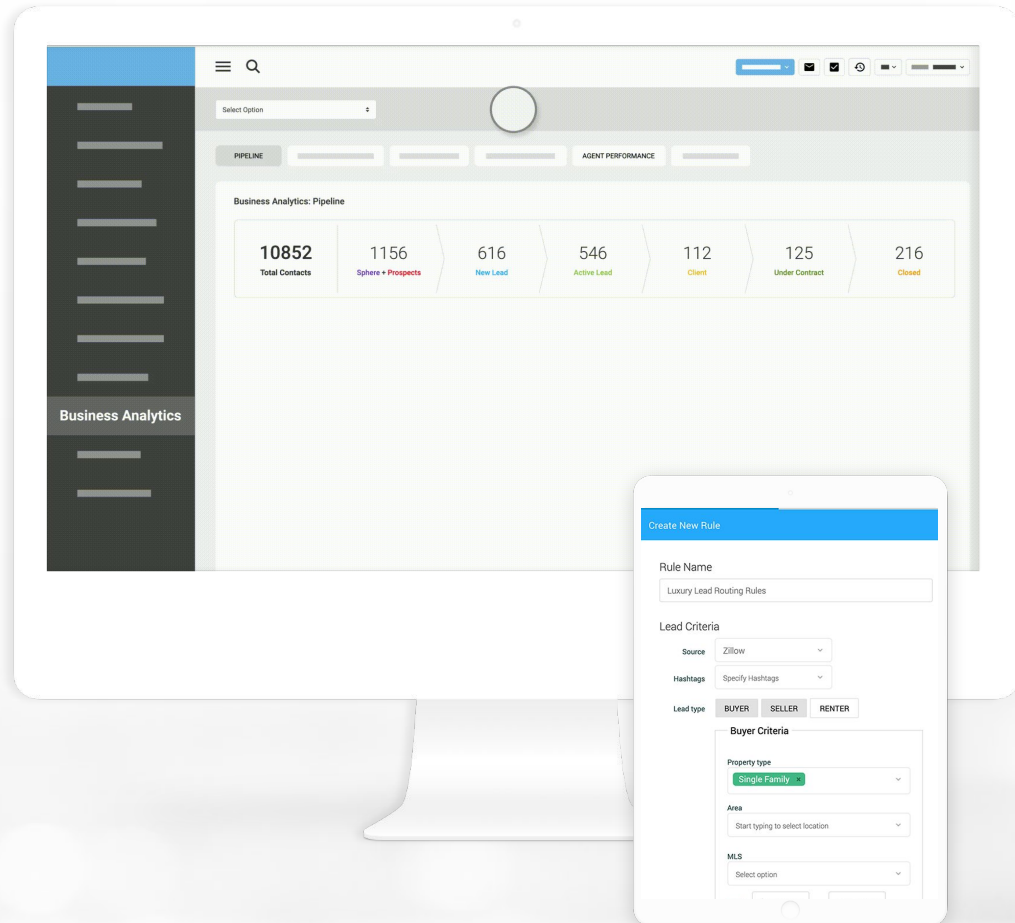
DEEP INTEGRATION WITH LEADING
TRANSACTION MANAGEMENT
PROVIDERS

- DocuSign Transaction Rooms
- DotLoop
- SkySlope
- Transaction Desk

BUSINESS INTELLIGENCE

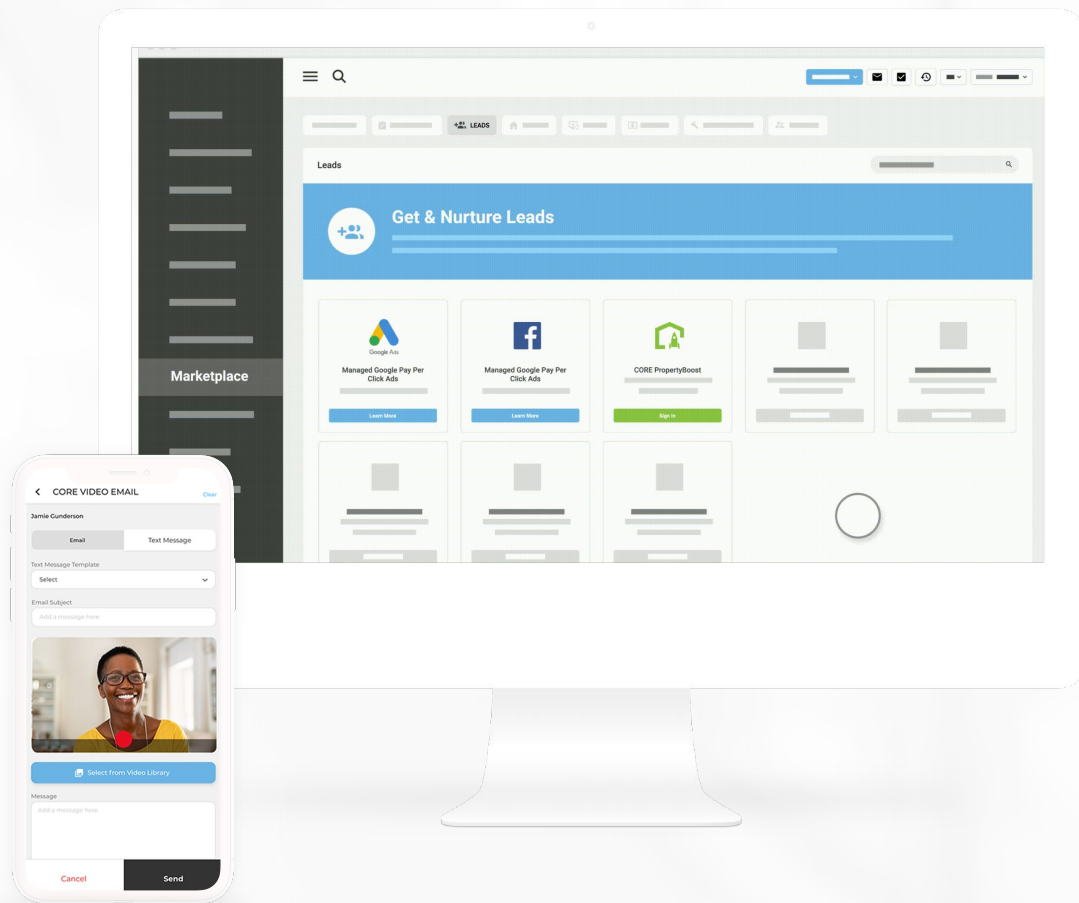
ACCESS TO MISSION CRITICAL DATA
ACROSS YOUR ENTIRE ORGANIZATION
DRIVING MORE INFORMED DECISIONS

- Comprehensive Analytics
- Sophisticated Lead Routing
- Automated Agent Accountability



BUILT-IN MARKETPLACE

- Fully Integrated, e-Commerce Enabled Marketplace:
- 'Done For You' Lead Generation Services:
 - CORE PropertyBoost
 - Google PPC Advertising
 - Facebook Advertising



CORE Present

REVIEW



RE/MAX
PREPARED BY KAREN KO

PRESENTING
9200 SOPHIA DRIVE | NORTH HILLS
4 BEDROOMS | 3 BATHS | 3785 SQFT LIVING AREA



Win the listing, win the offer, and wow clients every time.



Easily Create Your
Presentation in
< 2 Minutes



Single,
Streamlined
Intuitive Tool



Full Control of
Customization to
Suit Your Brand



Tell a
Compelling
Pricing Story

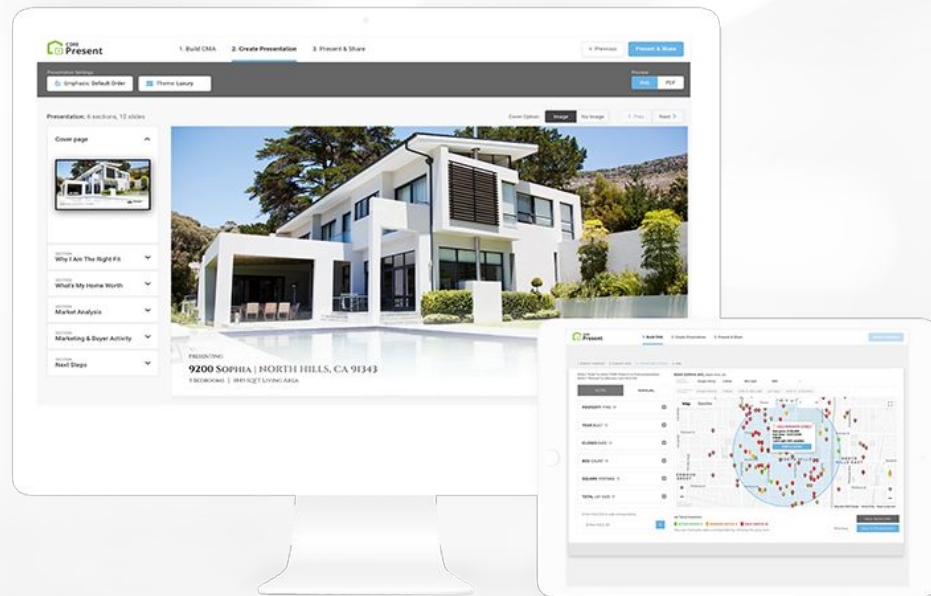


Pinpoint Client
Engagement Every
Click of the Way

CORE Present

THE NEXT GENERATION CMA & PRESENTATION BUILDER THAT HELPS YOU WIN THE LISTING, WIN THE OFFER AND WOW CLIENTS EVERY TIME

- Compelling & effective pricing tool puts multiple pricing perspectives in one, big picture view
- Modern interactive dashboard, takes just minutes to build
- Change comps + toggle property features in real-time
- Fully customizable, branded Presentation suite
- Live digital + print PDF presentations
- Track client views & engagement

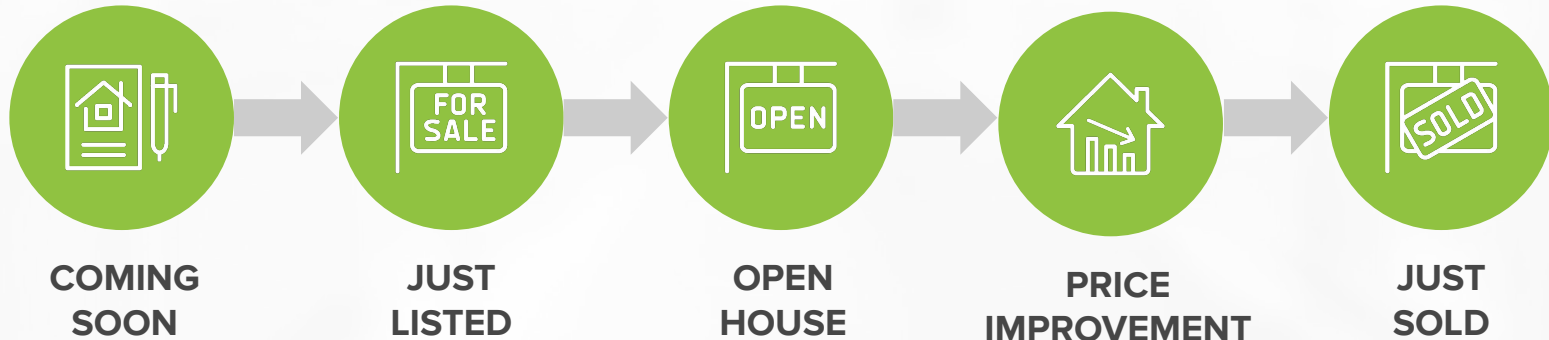


CORE Listing Machine + Design Center

REVIEW



Fully automated marketing to drive results throughout the listing lifecycle



CORE ListingMachine Overview



Real Time MLS Data

Property data and updates feed automatically from the MLS to create timely marketing assets



Property Website

An entire website dedicated to your listing with full size images, property details, mortgage calculators



Property Flyer & Postcard

Branded, print marketing assets created automatically for local or professional printing.



Social Media

Your listings, automatically posted to Facebook, Twitter and LinkedIn



Listing Video

Branded Property Tour posted automatically to brokerage and agent YouTube channels

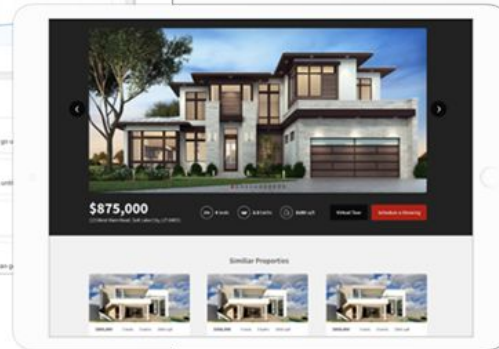
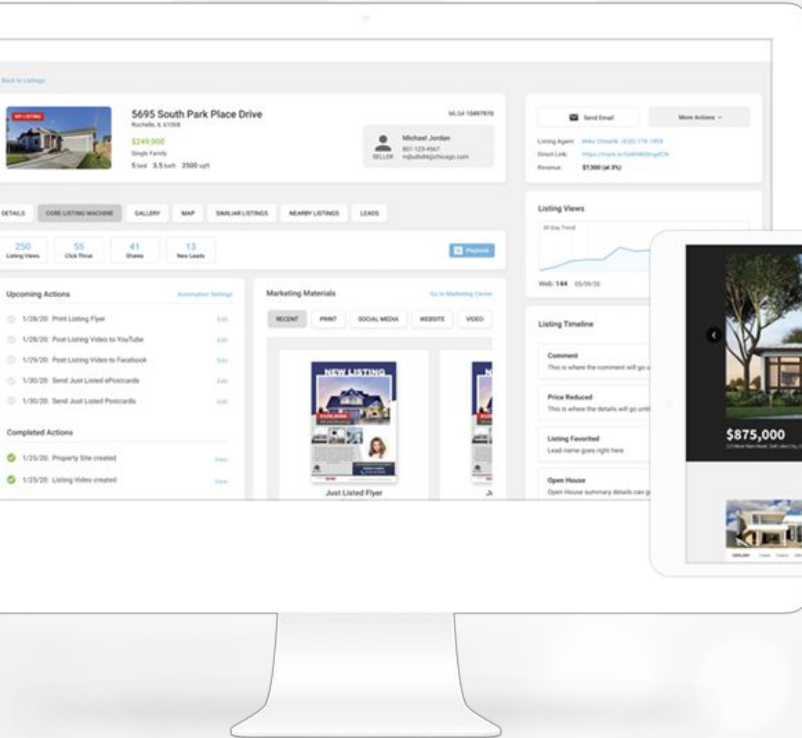


Lead Capture

24 hour info line, short code or universal code for lead capture across your marketing channels

CORE Listing Machine & Design Center

FULLY AUTOMATED LISTING MARKETING
+ A BRANDED PRINT AND DIGITAL
MARKETING SUITE



- Automated Listing Marketing Kits
- Single Property Websites, Video Tours
- Automatic Social Media Posting
- Robust Marketing Design Center
- Brand Controlled Custom Content
- Print & Digital Assets

CORE Team Add-On

REVIEW

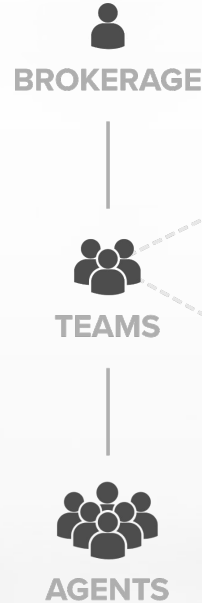
1	Leadership & Management
2	Business Development
3	Marketing & Sales
4	Operations & Logistics
5	Finance & Accounting
6	Human Resources
7	Information Technology
8	Legal & Compliance
9	Customer Support
10	Product Development
11	Quality Assurance
12	Supply Chain Management
13	Research & Development
14	Project Management
15	Business Intelligence
16	Customer Experience
17	Brand Management
18	Public Relations
19	Event Management
20	Facilities Management
21	Health & Safety
22	Environmental Management
23	Sustainability
24	Corporate Governance
25	Risk Management
26	Insurance
27	Taxation
28	Banking & Finance
29	Investment Management
30	Asset Management
31	Real Estate
32	Construction
33	Manufacturing
34	Energy
35	Transportation
36	Telecommunications
37	Media & Entertainment
38	Food & Beverage
39	Retail
40	Pharmaceuticals
41	Biotechnology
42	Healthcare
43	Education
44	Non-Profit
45	Government
46	Defense
47	Aerospace
48	Automotive
49	Aviation
50	Maritime
51	Space
52	Energy Services
53	Water & Wastewater
54	Environmental Services
55	Construction Services
56	Facilities Services
57	Security Services
58	IT Services
59	Business Consulting
60	Management Consulting
61	Strategy Consulting
62	Operational Consulting
63	Financial Consulting
64	Legal Consulting
65	Marketing Consulting
66	HR Consulting
67	IT Consulting
68	Business Process Consulting
69	Supply Chain Consulting
70	Customer Experience Consulting
71	Brand Consulting
72	Public Relations Consulting
73	Event Consulting
74	Facilities Consulting
75	Health & Safety Consulting
76	Environmental Consulting
77	Sustainability Consulting
78	Corporate Governance Consulting
79	Risk Consulting
80	Insurance Consulting
81	Tax Consulting
82	Banking Consulting
83	Investment Consulting
84	Asset Consulting
85	Real Estate Consulting
86	Construction Consulting
87	Manufacturing Consulting
88	Energy Consulting
89	Transportation Consulting
90	Telecommunications Consulting
91	Media & Entertainment Consulting
92	Food & Beverage Consulting
93	Retail Consulting
94	Pharmaceuticals Consulting
95	Biotechnology Consulting
96	Healthcare Consulting
97	Education Consulting
98	Non-Profit Consulting
99	Government Consulting
100	Defense Consulting



TEAM INDEPENDENCE

TEAM SUB-ACCOUNTS EMPOWER TEAMS
TO RUN THEIR OWN INDEPENDENT
'BUSINESS WITHIN A BUSINESS'

- Customizable Team Branded Websites
- Team Controlled, Private Database
- Team Lead Gen & Advanced Lead Routing
- Team Accountability Rules
- Team Performance Reporting
- Team Pond Accounts



powered by **kvCORE**
PLATFORM

Why Inside Real Estate?



**Industry Leading
Solutions & Support**



**High Scale,
Proven Team**



**Fully Aligned
Strategic Partner**