



## Executive Summary

### What is IXACT Contact?

IXACT Contact is a next-generation real estate CRM that gives your agents all the tools they need to manage their contact information, keep in touch communications, active business, and online presence. All in a single, easy-to-use solution. And with our Mobile App, agents can manage their business from anywhere on any device.

Best of all, with our unique marketing automation and “set it and forget it” capabilities, IXACT Contact acts like your agent’s own virtual assistant. They’ll save time, be better organized, keep in touch with past clients, nurture and convert leads into listings, and generate more referrals and repeat business.

### What makes IXACT Contact a ‘Next Generation’ CRM?

- **State of the art User Interface**
  - Simply to learn, easy and enjoyable to use
  - Configurable ‘Dashboard’ that highlights everything that matters most
  - Responsive so works on all devices
  - Lightning fast
  
- **Breadth of marketing automation capabilities**
  - Automated lead capture and nurturing
  - Automated keep in touch call reminders
  - Automated birthday and move-in anniversary reminders
  - Automated social media content posting
  - Automated monthly e-Newsletter
  - Automated website and blog
  - Automated listing and closing activity plans
  
- **Breadth and quality of marketing content provided**
  - Hundreds of email and letter templates used by marketing plans
  - Three fresh articles written every month for the e-Newsletter
  - Social media posting from ‘Tier 1’ publications such as HGTV, Better Homes and Gardens, Huffington Post, and many others
  - Agent websites include 16 pages of pre-written content and fresh bi-weekly blog posts
  - All professionally designed and written by real estate marketing experts
  
- **Business management capabilities**
  - Goal setting and tracking
  - Pipeline management and reporting
  - Intelligent Keep in Touch Coach

- **Concierge Setup Support**
  - We do everything to help an agent get up and running and seeing real business value within hours
  - It starts with uploading the agent's contacts data, but that's just the beginning
  - We proactively help a new customer set up every part of the system that they are interested in taking advantage of
  - We also provide unlimited ongoing phone support
- **Value Proposition and Overall ROI**
  - No other real estate CRM offers so much value at so low a cost
  - IXACT Contact can literally transform agents' businesses and careers

### **IXACT Contact's Brokerage Program**

IXACT Contact's Brokerage Program makes it easy to provide all your agents with IXACT Contact's world-class CRM and marketing automation solution. Our brokerage partners enjoy very high rates of agent adoption, and find that providing IXACT Contact as their strategic "in-house" CRM is a real advantage in agent recruiting and retention. The system is highly customizable and implementation is quick and easy. We provide full training and onboarding support, and perhaps best of all, pricing is at a level that ANY brokerage can afford.

- **Customization Opportunities:**
  - Branding of the CRM with your company logo and/or colors
  - Customization of system-provided content as needed
  - Auto-loaded custom collateral/templates – even entire Activity Plans
  - The ability to customize the monthly e-Newsletter before it's uploaded to your agents
  - The ability to add custom pages to your agents' websites
- **Integrations and Partnership:**
  - Embed within agent portal using Single Sign-on (SSO)
  - On-site and online training sessions
  - Help training department to create an 'Agent Success System' that incorporates contact management and marketing best practices
  - **A custom version of our CRM for agent recruiting called IXACT Recruiter™**

### **How do I learn more?**

To learn more about IXACT Contact's real estate CRM solution, or to sign up for a Free Trial, visit [www.ixactcontact.com](http://www.ixactcontact.com).

To discuss a corporate partnership, contact us at 1.866.665.0018 or [info@ixactcontact.com](mailto:info@ixactcontact.com).