



2016 REALTOR[®] BROKER SUMMIT

Industry Game Changers



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Upstream,
Craig Cheatham

UPSTREAM

Database management by real estate practitioners, for real estate practitioners.

1. Data Entry/Editing
2. Data Storage
3. Data Distribution

UpstreamRE.com





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Using Predictive Analytics
to Grow Listings

Avi Gupta, CEO  smartzip[™]

Using Predictive Analytics to Grow Listings



There's *actually* an app for that!

TARGET: Identify Best Seller Prospects

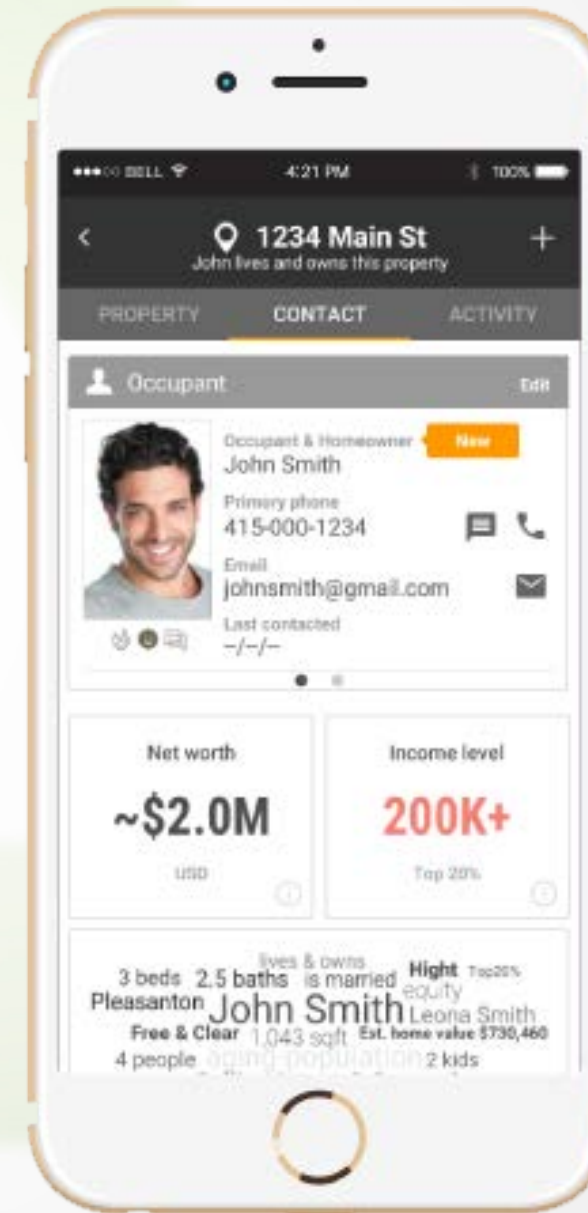
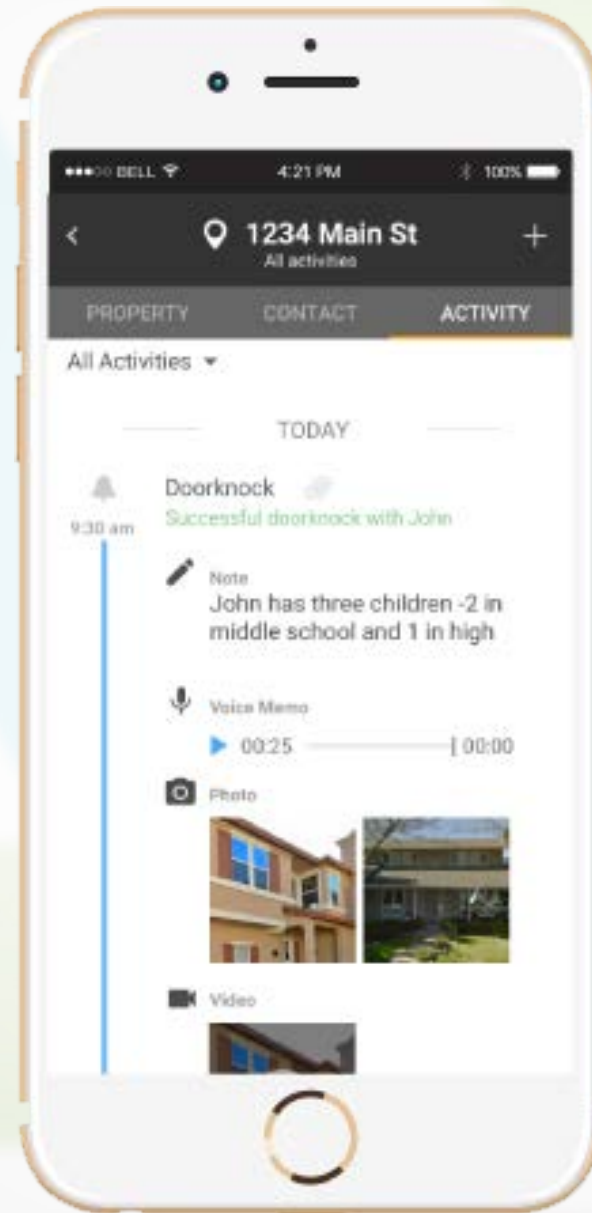
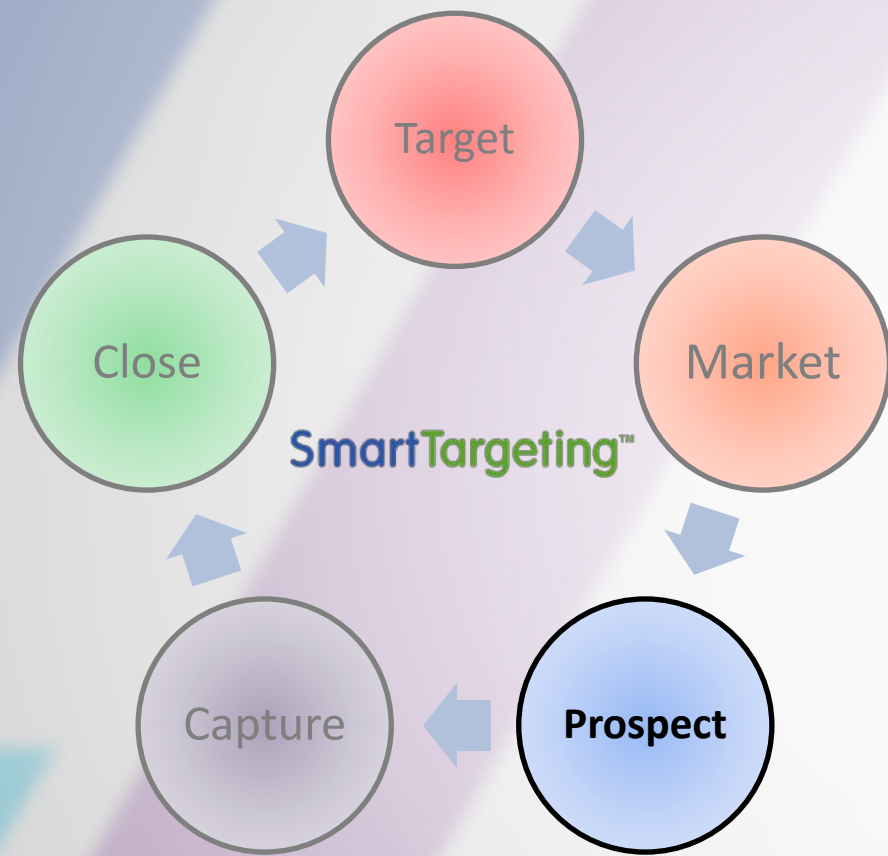
Predictive analytics identifies future sellers
in a **FARM** or in your **SPHERE**



MARKET: Automatically Stay Top of Mind



PROSPECT: Smart Mobile CRM



CAPTURE: Built-in Lead Generation



Is your home worth more than you think?

Home prices in your neighborhood have changed. Find out what your home could sell for in today's market!

Key code or address [GET STARTED](#)

And INSTANTLY receive:

- Your home price**
Whether you are thinking of selling or refinancing, make sure you have trusted information about your current home price.
- Recently sold homes nearby**
See the recently sold homes near you, and find out how your home compares
- Local market trends**
Get trusted advice about local market conditions from experts in the industry

Get in touch with your neighborhood experts

JOHN 'SUSHI' SMITH
REALTOR / CALBRE# 443-44344
(925) 271-6243

My goal is to provide the best possible service to my clients while maintaining the highest level of honesty and integrity. I care about what I do, and I care about my clients!

Full Name*
Mobile Phone*
Email*

Message
I have a question about my home's value, and if it's the right time to sell. Can you help?

[SUBMIT REQUEST](#)

1718 Bendigo Dr,
Los Altos, CA, 94024
4 beds, 3 baths, 3,125 sqft

- Comparables: Yes
- Upgrades: None
- Prime Location: None

Your Estimated Home Price
\$2.82m - \$2.91m

Recent Sales in your neighborhood

Choose up to five similar homes to get more accurate home value

Address	1718 Bendigo Dr	1481 Brookmill Rd	1400 Pritchett Ct
Bed Bath	4 bd, 3 ba	3 bd, 2 ba	4 bd, 2.5 ba
Sqft	3,125	2,196	2,524
Price	\$2.84m (orig. estimate)	\$2.89m	\$2.87m
\$ per Sq.Ft.	\$908	\$1k	\$1k
Date Sold	--	Apr 21, 2016	Apr 21, 2016

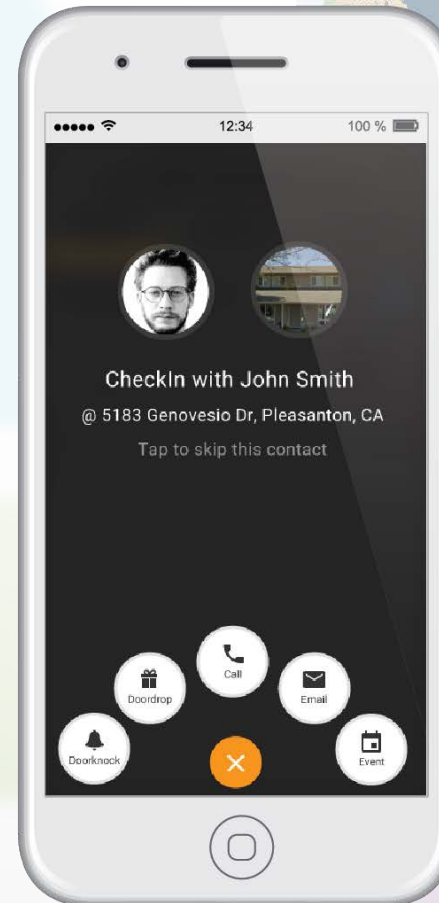
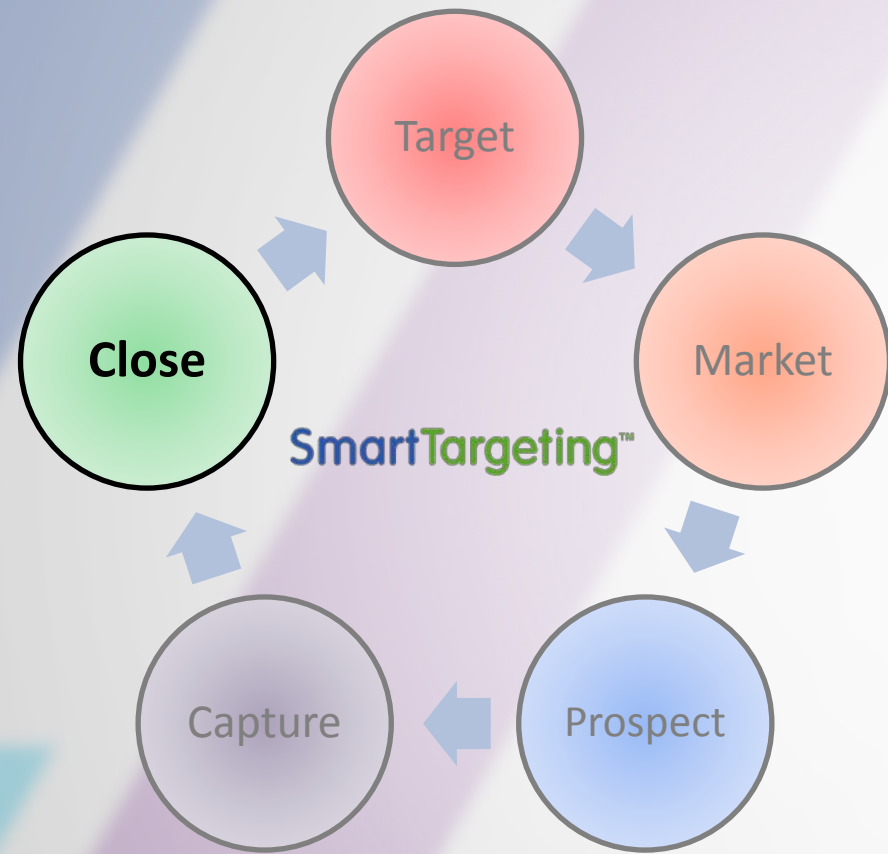
New Home Price
\$2.86m

1 - 4 OF 10 HOMES

\$2.89m
3 bd, 2 ba, 2,196 sqft

\$2.87m
4 bd, 2.5 ba, 2,524 sqft

CLOSE: Maximize Your Listing Wins



SmartTargeting

Dashboards

Territory Map

Who should I talk to today?

15 Actions Scheduled

9 Due Today 6 Overdue

Profile Settings 70% Completed

Campaign Settings 40% Completed

Lead Information Capture 78%

Lead Follow-up Rate 61%

Checkin Progress 38%

Account Completion 75%

Mailers

Need approval

There is HIGH DEMAND for homes IN YOUR AREA

35k Mailers Sent 18% Response Rate

Print Date : Sep 09, 2015

SmartTargeting™

A Complete Solution to Grow Your Listings

Fueled by Predictive Analytics



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zipLogix,
Lisa Mihelchic

zipLogix Company Overview

- Purchased by the National Association of REALTORS[®] and the California Association of REALTORS[®] in 1999.
 - 100% REALTOR[®] owned
 - Producing electronic form software for over 24 years
 - Strategic vision – Keep the REALTOR[®] at the center of the transaction
- zipForm[®] Plus – zipTMS[™] - zipVault[®]
 - NAR member benefit

Broker Solutions - zipForm[®] Plus w/ Transaction Management

- Broker Oversight – Risk Mitigation
 - One cohesive platform providing
 - Document/Transaction Approval
 - Global Action Items, inclusive of:
 - Forms, Task, Activities, Checklist
 - Transactional Reports by User, Office Locations
 - Collaboration – Working with others in the Transaction

Broker Solutions

- Integration w/ Partners in the Industry
- Cloud Integration
 - Import Documents/Files from:
 - Dropbox, Google Drive, Box, One Drive
 - Import Contacts, Calendars from:
 - Google Contacts & Calendar, Yahoo Contacts, MS Live Contacts & Calendar, Office 365, Top Producer