

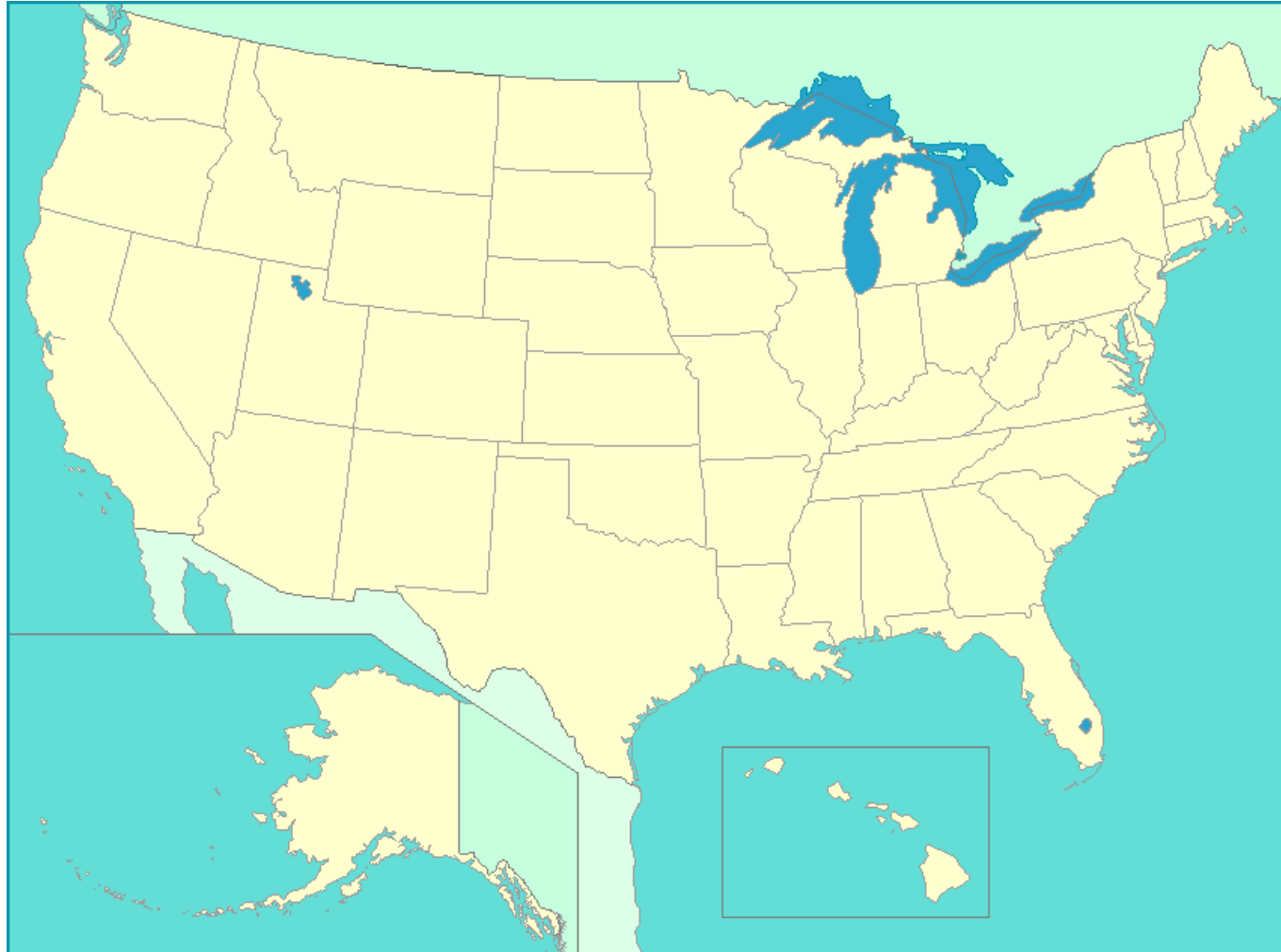


AgentSquared™

Instant IDX™ Website Powered by Web APIs

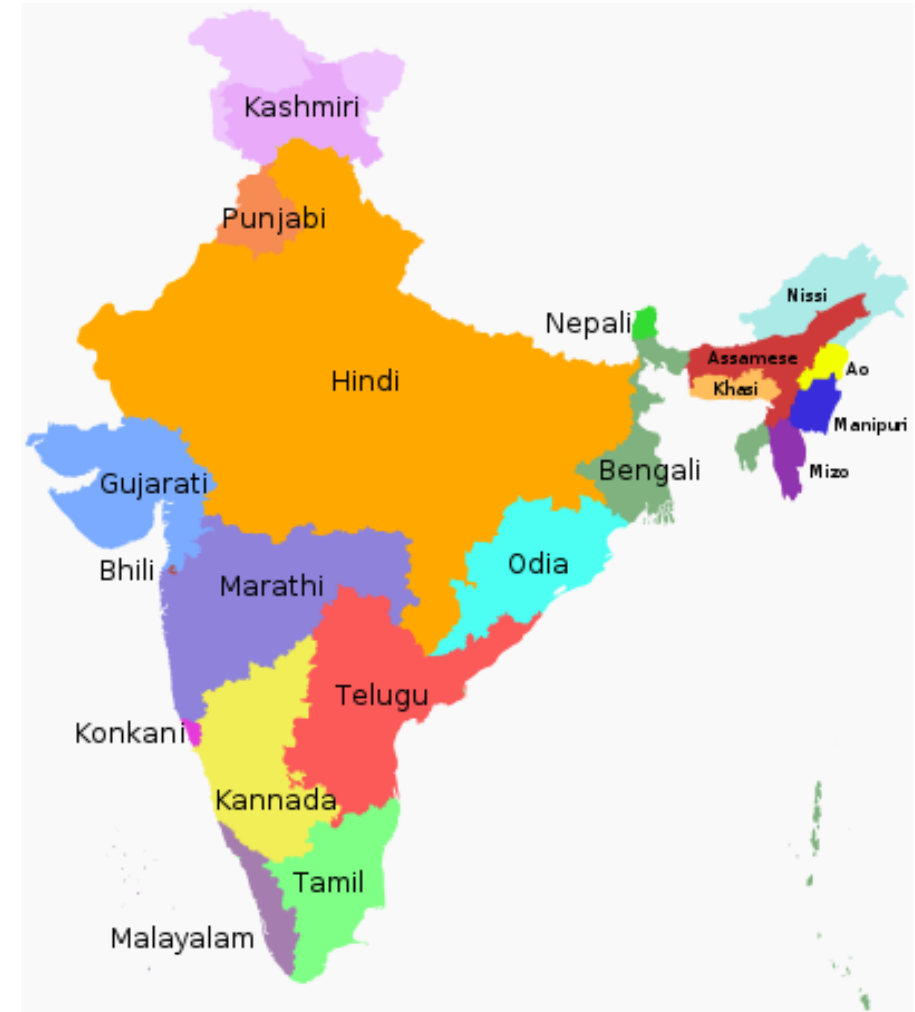
Troy McCasland, CEO
Troy@AgentSquared.com
619-804-3028
La Jolla, California

Standards Make America Great!



1 Language

VS

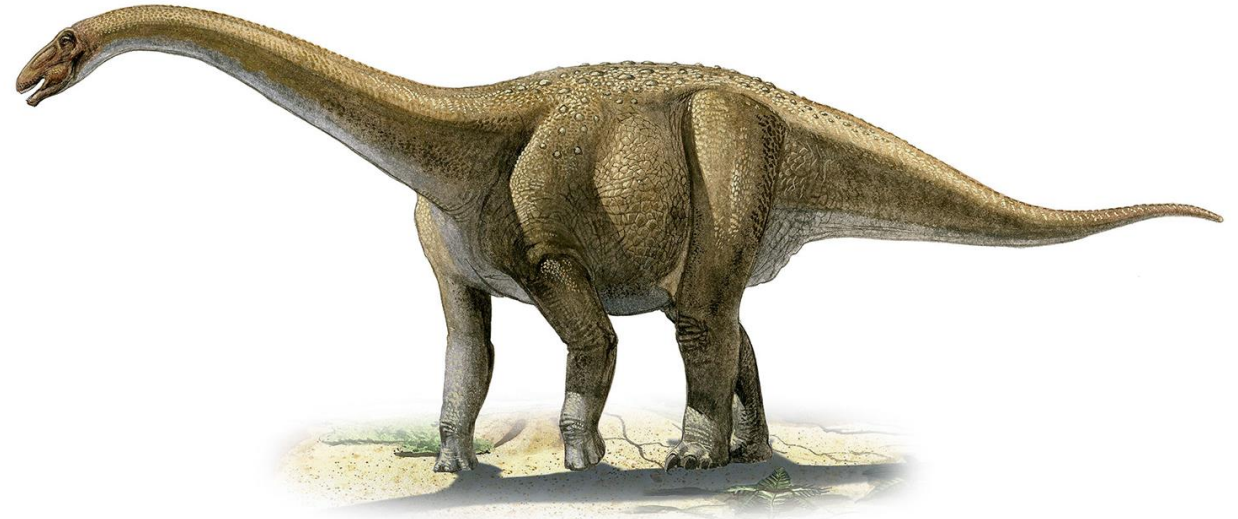


27 Languages

We are at WAR and MUST Adapt or DIE



Large, Fast, Well
Capitalized Corporations



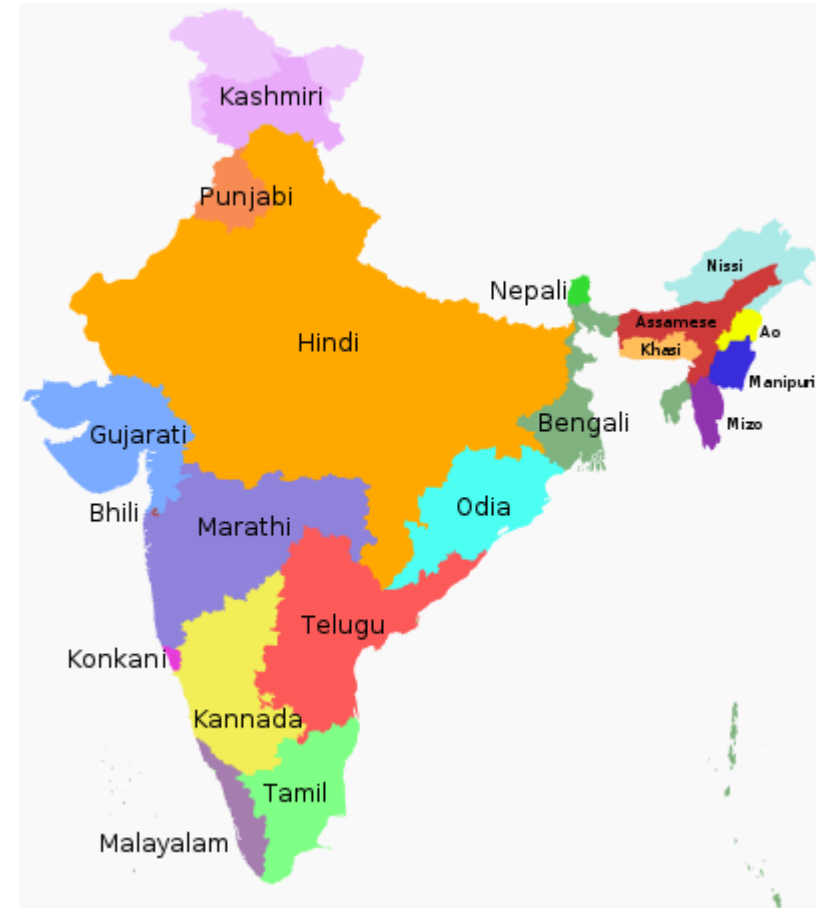
MLSs - Slow, Lumbering,
Non-Profits

But It's Fight Worth Fighting!

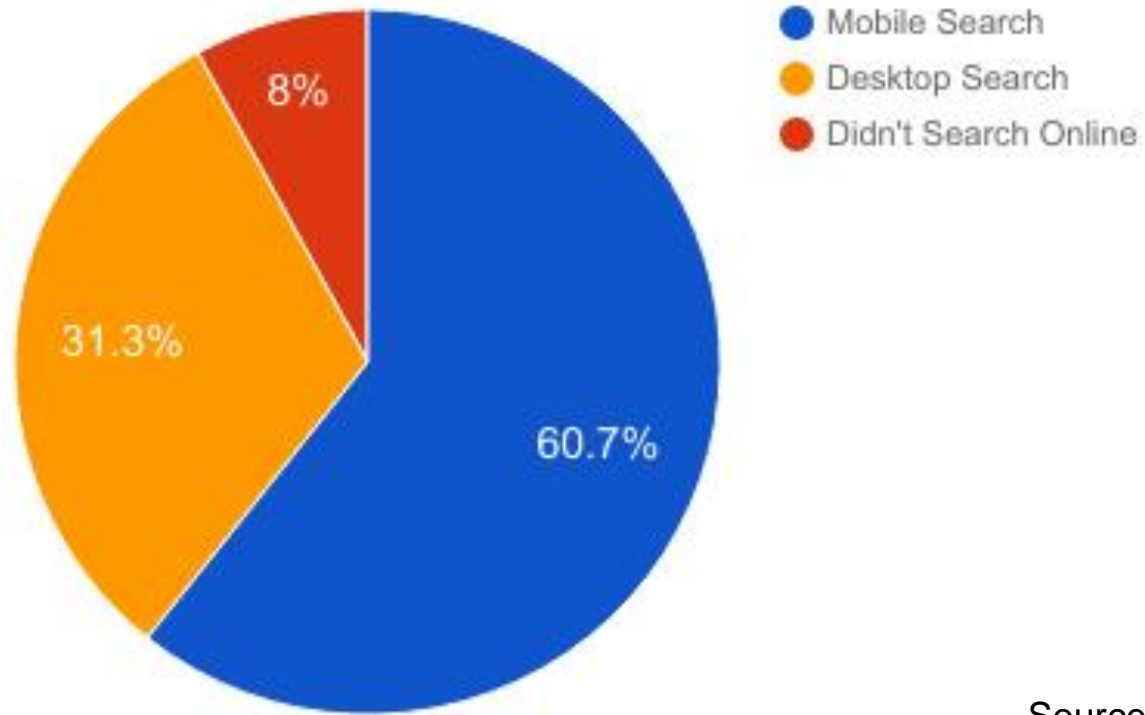
- The Largest Industry
- Single Largest Purchase
- Most Important Financial Decision
- One of our basic needs

Solution - Standards

- Data Dictionary - we speak 720 languages
- Web API - Automates Process

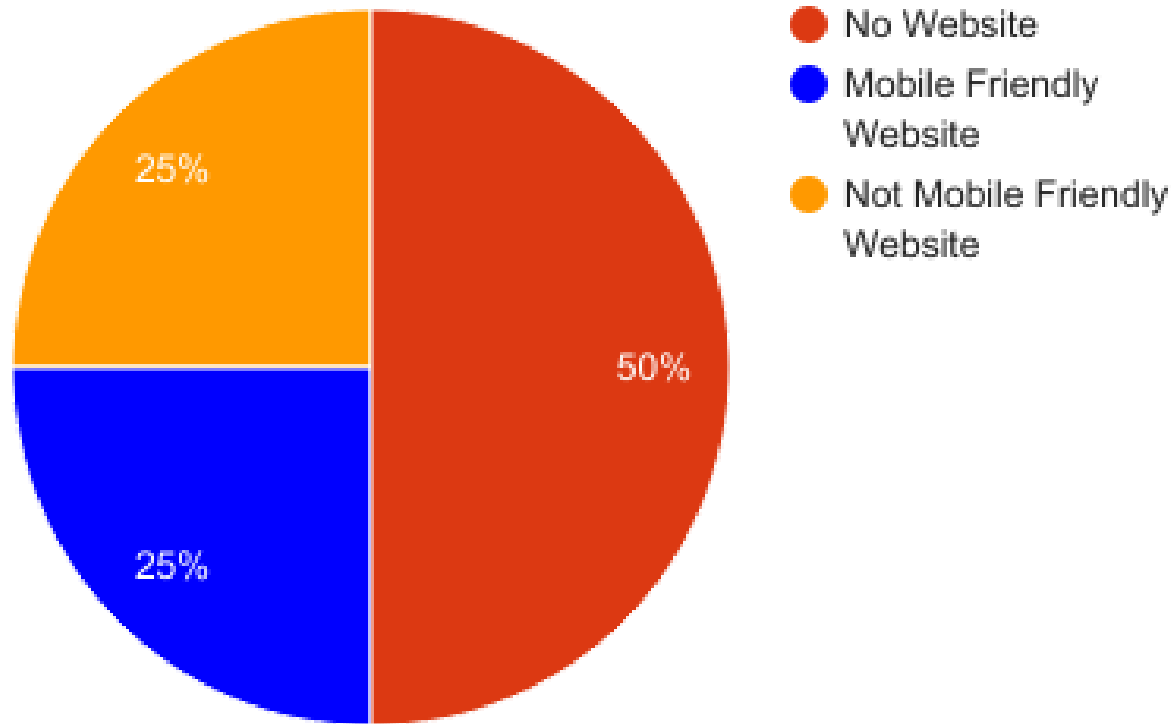


92% Search Online for Homes



Source: NAR Buyers Survey 2014-2015

75% Don't Have a Mobile IDX Website

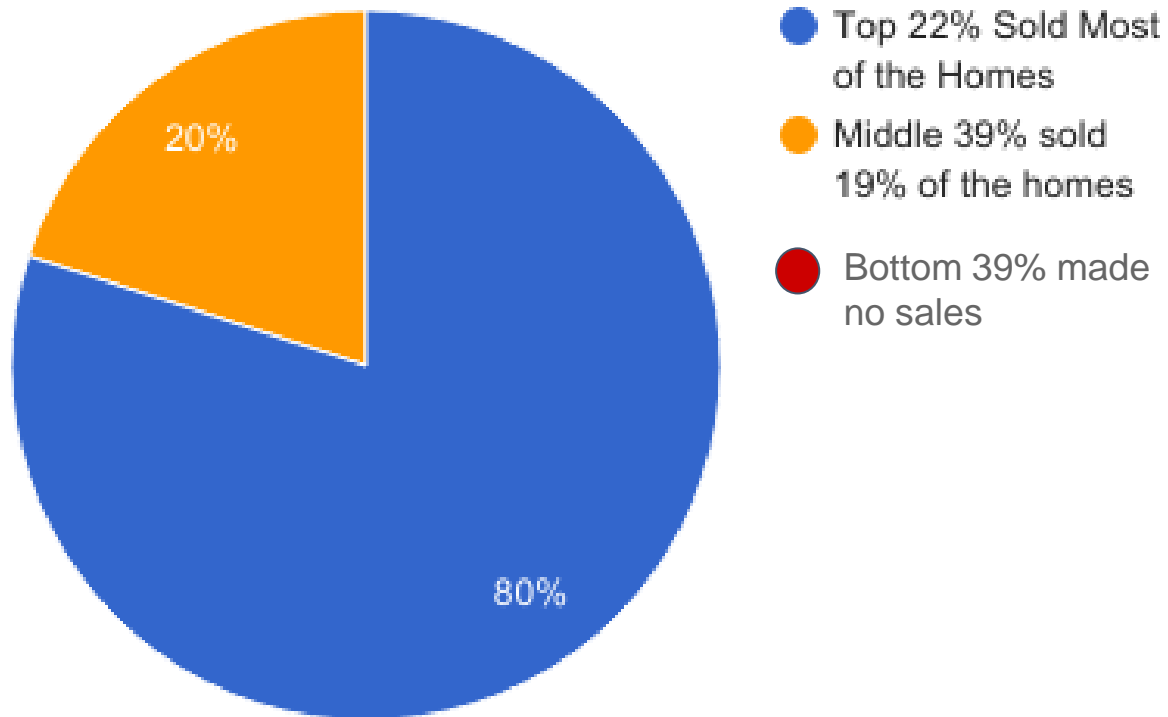


Source: AgentSquared Survey of Flexmls agents with listings, May 2016

Top 10 Reasons Agents Need IDX Websites

1. 21st Century Business Card
2. Build Brand, Look Professional
3. Referrals
4. Lead Capture
5. Communicate with Customers and Prospects
6. Showcase success
7. Social Proof - Testimonials, Recently Sold, My Listings
8. Focus Offline Marketing: Signs, Print Ads, Business Cards,
9. Focus Online Marketing: Google, Facebook, PPC, SEO, Email
10. Foundation, Basic Building Block of Your Marketing

Needs of Your Members Vary Greatly



Source: 2014 Survey by the WAV Group., 2016 Data analysis done by large MLS.

I-Frames - I'm Sorry But Your Baby's Ugly



Web API Benefits for MLSs, Agents, Consumers

RETS - Legacy

vs.

RESO Web API - Today

Fax Forms, Provision Keys
Inspect for compliance
Charge members, vendors
Free I-Frames
WP, build by hand, expensive
Data Everywhere no control
Data Updates Infrequent

Click Wrap Agreements
Automated Compliance
No need to charge
FREE IDX Mobile SEO Friendly
SaaS, Instant, Faster, Better Cheaper
Data Stays in Your DB, in Your Control
Accurate, Real-time Data

API Pros Outweigh the Cons

RETS

vs.

API



Before



After

Phoenix AZ real estate listing


Home | Duane Washkowiak | X

Troy

duanewashkowiak.agentsquared.com

AppsBookmarks:: SCRIPPS INSTITU...South San Diego S...WHMCS - LoginMLS Listing ServiceApp Storesbookitnow.rentala...Admin LoginStaging Server LoginVacation Rentals D...ShopNext - Save N...1st Server Adminis...Other Bookmarks

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Office Listings

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Active



10843 E ACOMA Drive
Scottsdale, AZ 85255

4 Bed 4 Bath
3,809 sqft


Pending



2313 N LONGMORE Street
Chandler, AZ 85224

3 Bed 2 Bath
1,388 sqft


Active



3522 S SENECA Way
Gilbert, AZ 85297

3 Bed 2.5 Bath
2,105 sqft

Active



18602 E APRICOT Lane
Queen Creek, AZ 85142

4 Bed 3 Bath
2,965 sqft

Featured Listings

Before on Tablet

10:17 PM

jchortonrealty.com

70%

Automotdentoi9204 E OL...Phoenix A...Duane Wa...Aurora MO...606 West...MLS Partn...LoginJ C Hor...itSqu......

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Welcome to the LAKELANDS WEST MLS Public Access Portal!



SHEN. TWP. - 3 or 4 Bedroom Bi-Level Home with Mother-In-Law Apt. (could be master br. suite) - Includes Huge 2 Bay Auto-Garage w/ Lift & Assocries Formerly Booghter's

NEW LISTING! SHENANGO TWP. 4 Brs- 3.5 Baths Over 2,500 S.F. - Master Br w/Ensuite Bath - All New Remodeled - Granite Kitch.- Video Showing

Laurel Scho
3 Brs. - 2 Ba
Lovely .85 A

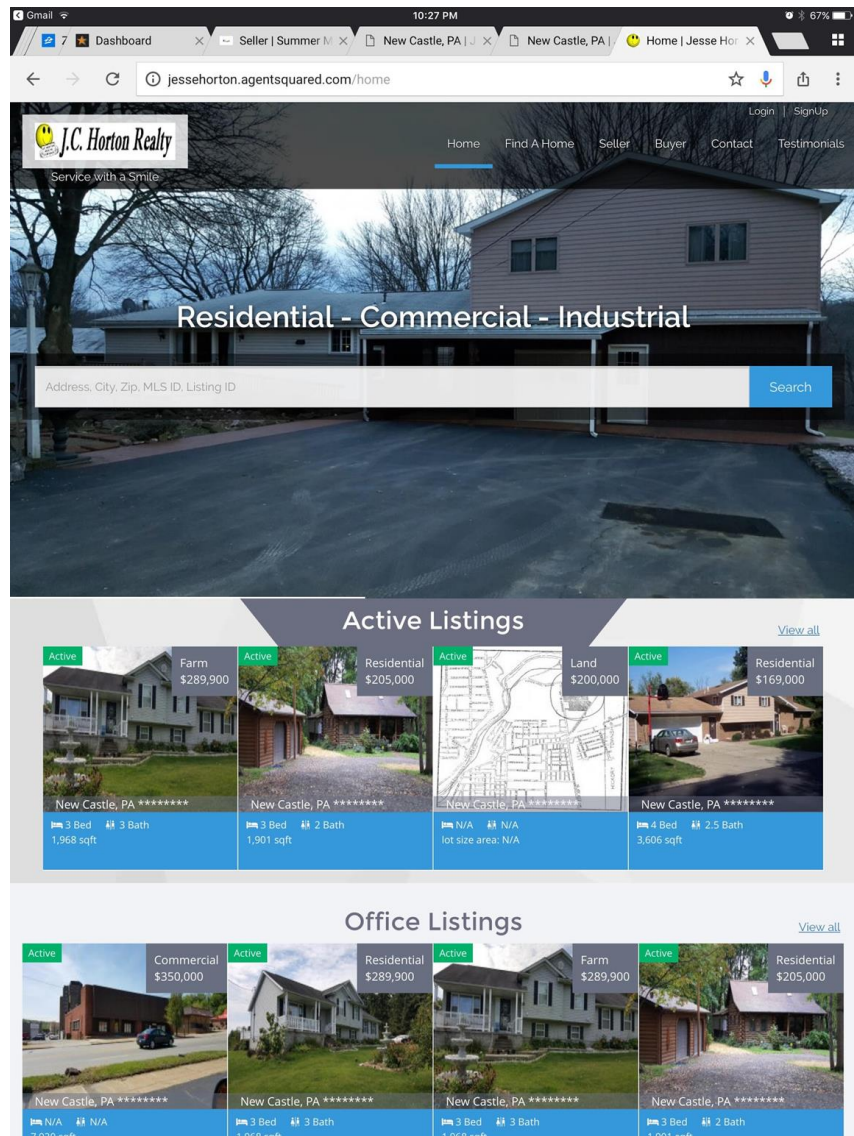
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"Service with a Smile!"

After on Tablet





One Click Local, Mobile, Social Marketing for Real Estate

Thank You!

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