



# Pipeline ROI

Real estate's only all-in-one  
inbound marketing platform





# What is Pipeline ROI?

## A letter from the CEO



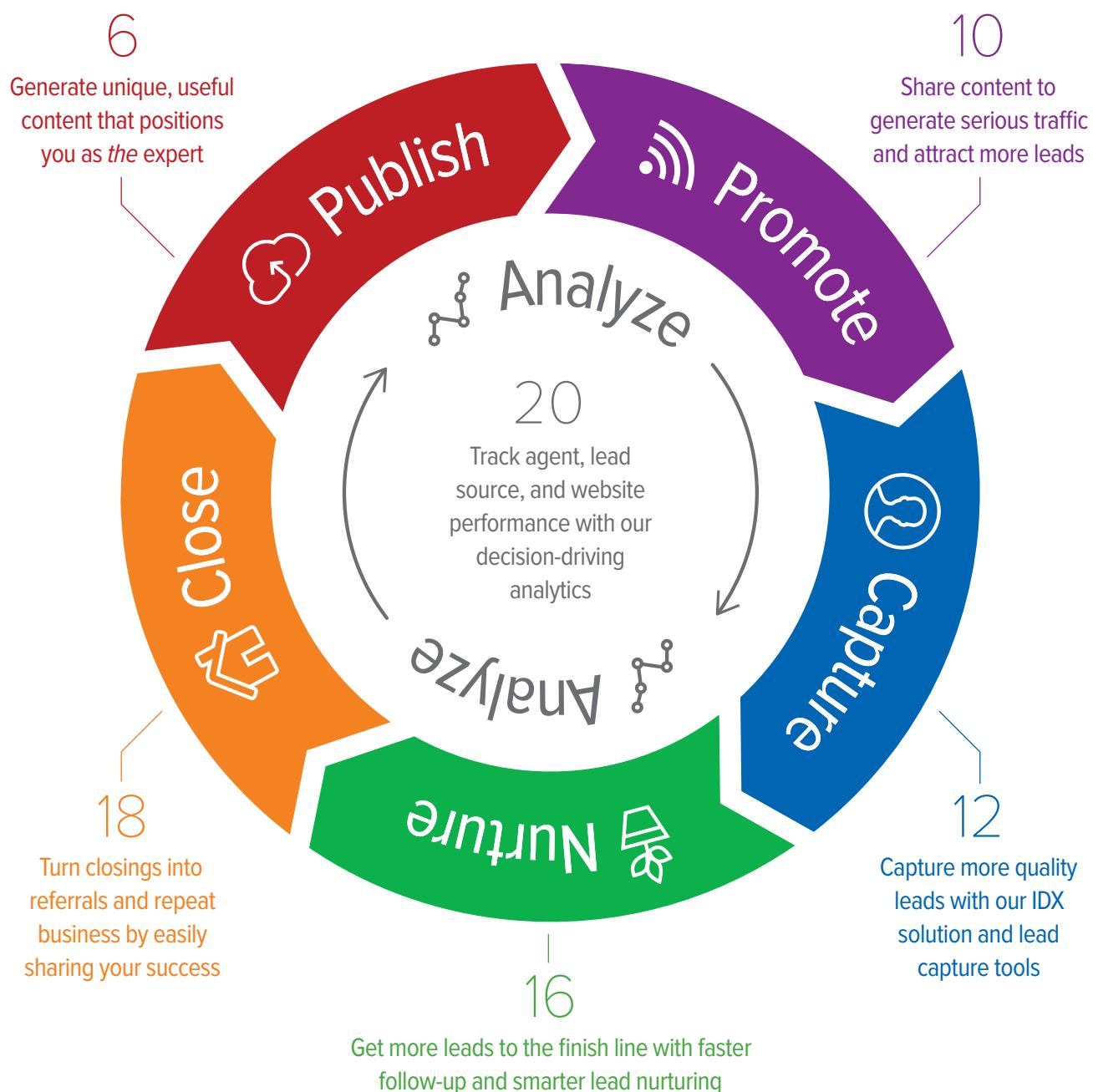
Simply put, Pipeline ROI is an all-in-one inbound marketing platform for real estate and mortgage professionals. If our faces look familiar, you might recognize us as the Real Estate/Mortgage Division of real estate technology leader a la mode.

Over the last three decades, a la mode has built a dominant presence in the valuation and lender compliance industries. We're the leader by a long shot, and our team and processes have been hand-crafted over the years to continue that domination. But we've learned that the type of people, technology, support, and marketing needed to be dominant in those areas is dramatically different than what's needed to produce top-tier marketing products and support for real estate agents, brokers, and loan officers. Our Pipeline ROI division has been carved off from the rest of a la mode so that we can better serve all our customers.

We're excited to officially announce new products, new features, revamped training and support, simpler pricing, and a focus on inbound marketing — the most modern and effective marketing philosophy today. We've been working hard, and we know you're going to love what you see.

Dustin Moore  
CEO, Pipeline ROI

# From click to close and beyond



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# Inbound

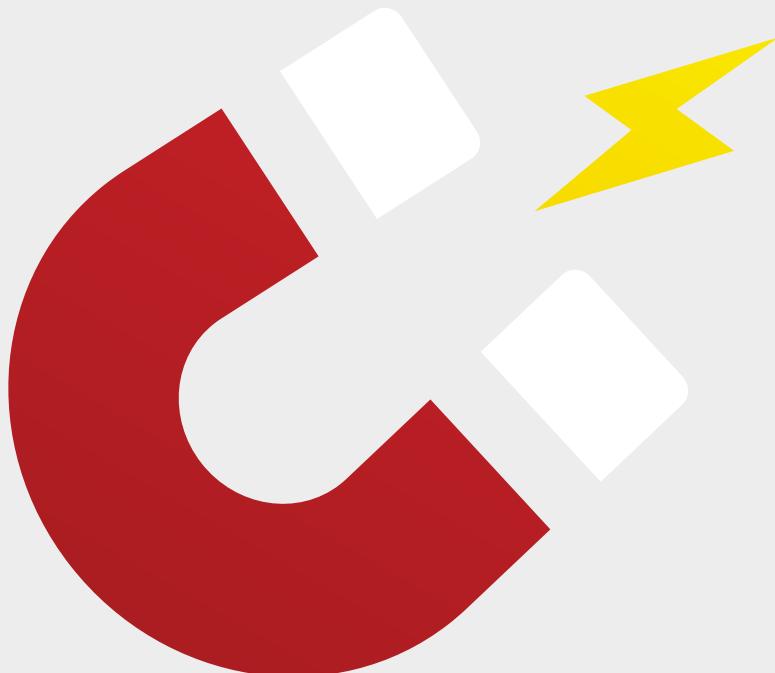
## What is it?

Consumers continue to get better at tuning out traditional outbound, interruptive marketing. Think about it — we use our DVR to skip commercials, we don't answer telemarketer's cold calls, and our SPAM filters catch unwanted e-mails before we ever see them.

So how do you win new clients when it seems so hard to reach them? Instead of blasting people with interruptive, outbound methods they're likely to ignore, inbound marketing brings clients to *you*.

By using social networks, blogging, and other inbound methods, you provide remarkable content potential clients are seeking, and position yourself as the go-to expert. When a potential client is ready to buy or sell, you're the one they seek out.

Inbound is marketing made smarter.



## Inbound vs. outbound

**61%**

Inbound marketing costs 61% less per lead than outbound marketing

## How does it work?

Inbound marketing works by giving people what they want. Rather than bombarding people with information and hoping it sticks, inbound brings the *right* customers to you. Creating and sharing content that reflects your potential customer's needs means you'll naturally attract interest and traffic. The goal is to "get found." If your content shows up at the top of Google searches, it will drive more traffic and leads to you.

# Marketing



*Traditional outbound marketing is like a megaphone. You're broadcasting a mass message, hoping someone, anyone listens. Inbound marketing is like a magnet, drawing interested potential clients to you.*

## Why do you need it?

As we mentioned, your potential clients are overwhelmed with advertising, and are tuning out more than ever. To make your marketing heard, you have to provide them with valuable content.

Inbound marketing shows your knowledge, personality, and experience by getting the right information to the right people.

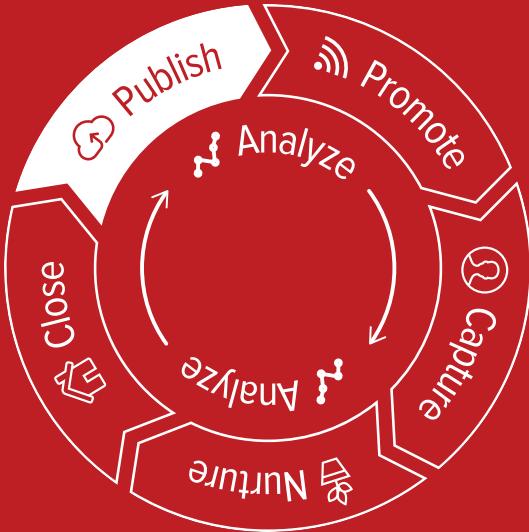
*For more information and examples, download our **FREE** inbound marketing eBook at [PipelineROI.com](http://PipelineROI.com).*

## How should you implement it?

Inbound marketing doesn't completely replace outbound marketing, but it should be your focus. By using our platform to manage your blog, social media, website, and lead nurturing, you're a step ahead of the game. You have everything in one simple, convenient system. Plus, we make sure to make every step easier by providing tips and training videos. Instead of just telling you what you should do, we actually help you do it.

**80%**

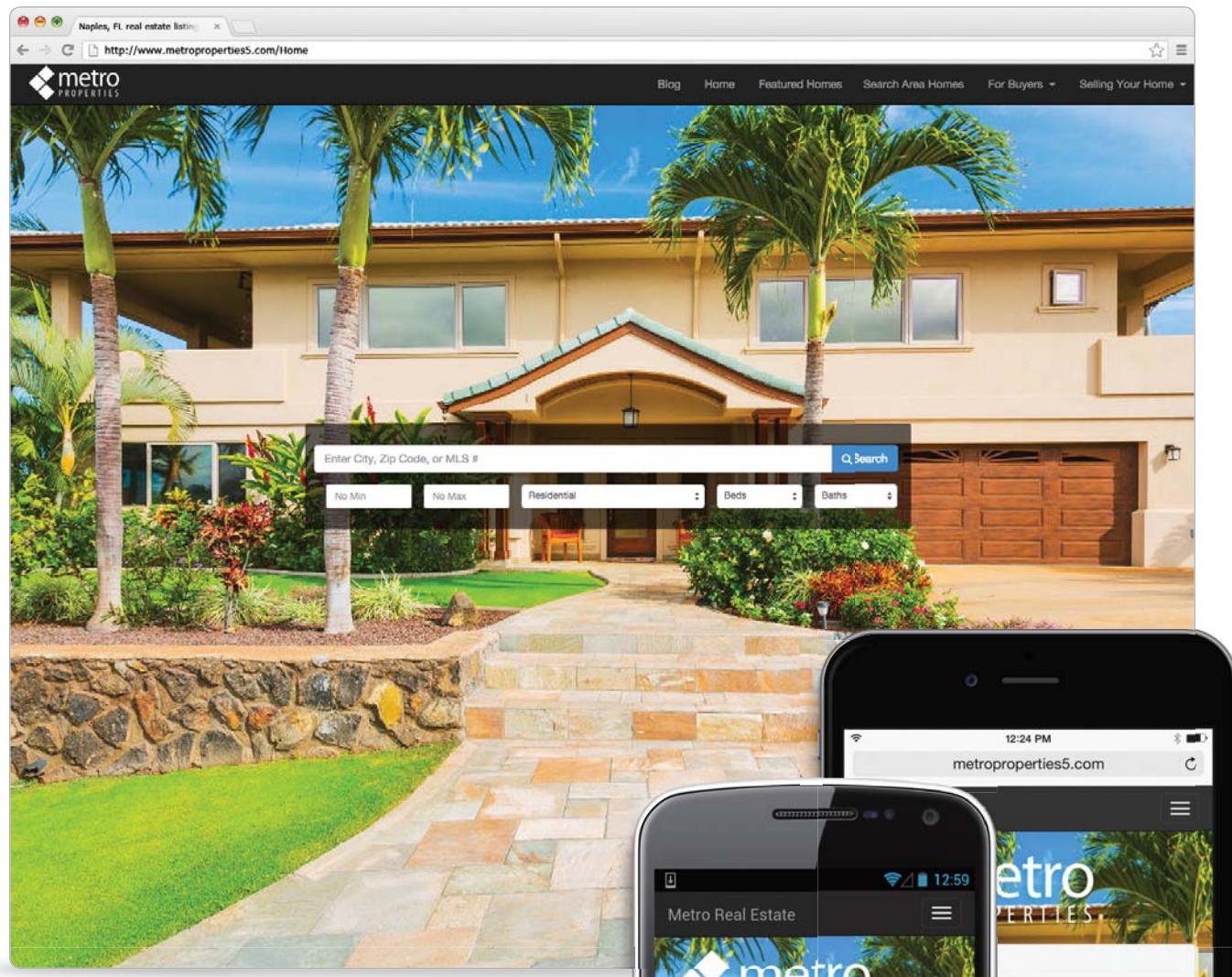
of people prefer getting information from an article rather than an ad



# Publish

Easily generate unique, remarkable content  
that buyers and sellers are seeking

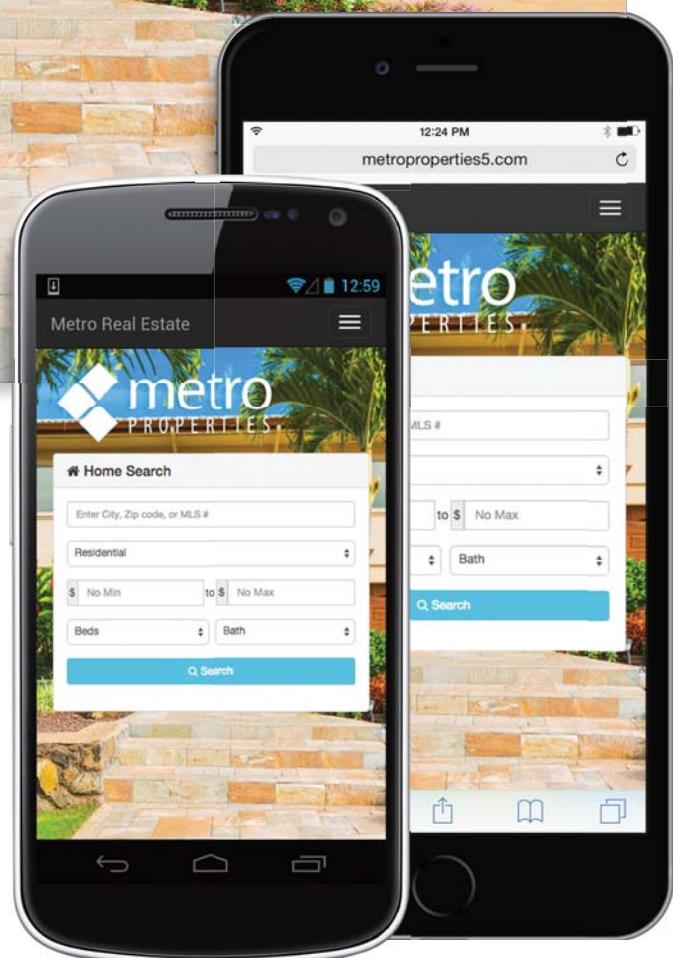
**Publishing great content is the cornerstone of inbound marketing.** Offering something unique and valuable is an effective way to drive traffic to your website and capture leads. Pipeline ROI makes publishing a website and useful content much easier with time-saving automation and helpful tips.



## Get more from your website

If you're tired of spending time and money on your website and getting nothing in return, you're not alone. The good news is, Pipeline ROI solves that problem. Our mobile-first websites look beautiful on any device, but it's about more than looks. It's about traffic, and it's about leads. It's also about spending your time selling, not constantly working on your website.

That's why we set everything up for you and make sure our automated features save you time and effort.





# Publish

## The incredible benefits of blogging

An active and helpful blog is a critical part of a good inbound marketing strategy. The benefits include higher search engine rankings, more traffic to your site, establishing yourself as the “agent of choice” in your market, lead generation, and more. Pipeline ROI websites feature a simple blogging interface, and resources that keep you from wasting time staring at the dreaded “blank page” wondering what to write.

The oft heard phrase "Buyer Beware" is never more appropriate than when considering the purchase of a fixer-upper. You really need to know exactly what you're getting into before buying.

It's commonly believed that fixer-upper properties represent easy money that is ripe for the taking - that you can buy it, do a little work on it in your spare time, and then resell quickly for a large profit. Usually, this simply isn't the case. Although, with proper planning and foresight, good profits can be made by buying "distressed" properties at less than market value, making appropriate improvements and repairs, and then reselling. And for many first time buyers who intend to live in the house while working on it, buying a fixer-upper can be the very best option. It's less risky buying a fixer-upper when you can live in the house while fixing it. And of course, by living in the house for at least 24 months you should be able to avoid paying regular income taxes on the profits.

The most important thing to know before making a decision on such a purchase is what needs to be fixed. Any time you are spending money on improving a home with the notion of selling it later, strive to spend your money on things that buyers can easily see. Things like new paint and removing trash from the property cost little but have instant impact on curb appeal. Houses that have only cosmetic problems like peeling paint, a trashy yard, bad carpet or wallpaper are the best bet. This is especially true for the first time buyer looking to live in the house for a while before reselling. Fixing and cleaning cosmetic issues is fairly easy and inexpensive. It virtually always gives a good return on investment, particularly when you can do the work yourself. Kitchen and bathroom remodeling usually pays a nice return. Don't be afraid of buying a fixer-upper in need of this kind of repair. Properties with structural damage, or a floor plan that requires major work to remedy, usually can't be "fixed up" at a profit.

Always have an inspection for hidden damage performed by a home inspector or construction professional before buying a fixer-upper. Make sure that satisfactory completion of such inspections are a condition of purchase in any contract you sign. Then be sure to negotiate to try and get the seller to pay for all or part of the cost of needed repairs uncovered by the inspection. Often, sellers will be

We won't just tell you to blog...

We'll help you do it. We've got the inspiration and tools you need to create unique, relevant content that shows you're the local expert and draws in more potential customers.

## Featured listings



**\$820,000**

**1359 Noble Heron Way**  
Naples, FL 34105  
3 beds | 3 full baths, 1 partial bath | 3400 sqft



**\$760,000**

**3579 Crayton Road**  
Naples, FL 34105

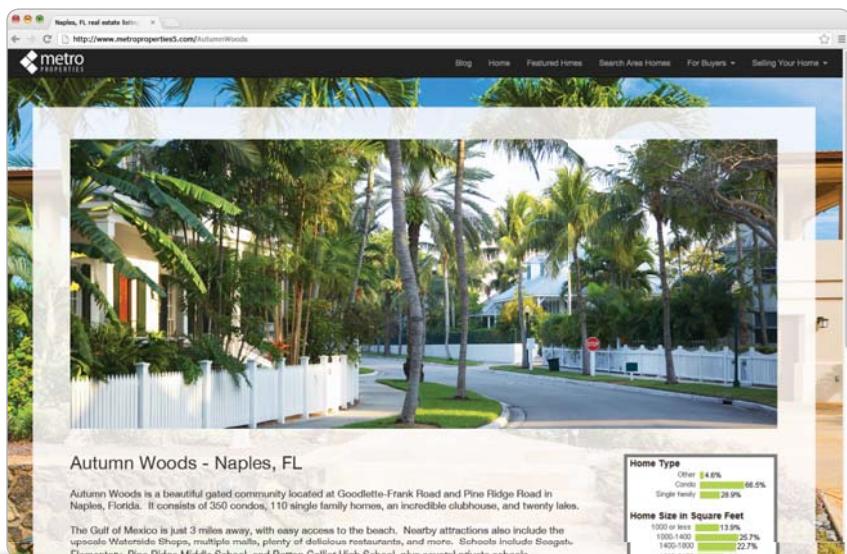


**\$1,250,000**

**2809 Leeward Ln**  
Naples, FL 34105  
5 beds | 4 full baths, 1 partial bath | 4800 sqft  
MLS #: Residential | For Sale

[★ Add to Favorites](#)

What if you could set your listings to always show at the top of search results, making sure your listings are seen first? With our “Featured Listings” you can. Showcase your newest and best listings prominently on your website. Visitors love seeing them (and your sellers appreciate it too).



**Autumn Woods - Naples, FL**

Autumn Woods is a beautiful gated community located at Goodlette-Frank Road and Pine Ridge Road in Naples, Florida. It consists of 350 condos, 110 single family homes, an incredible clubhouse, and twenty lakes.

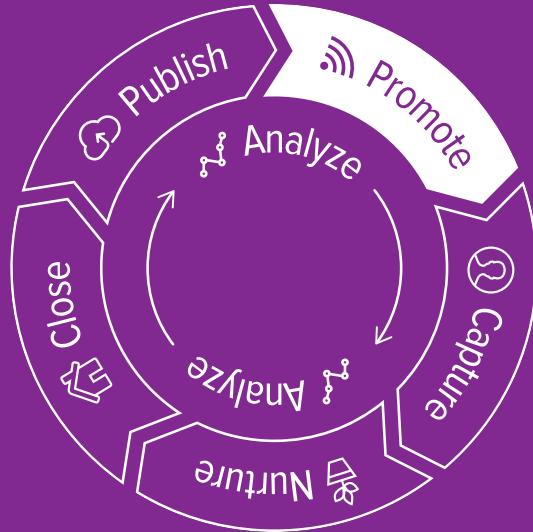
The Gulf of Mexico is just 3 miles away, with easy access to the beach. Nearby attractions also include the upscale Watercress Shoppes, multiple malls, plenty of delicious restaurants, and more. Schools include Steagle Elementary, Pine Ribbon Middle School, and Barron Collier High School. [View all area schools](#)

Home Type	Percentage
Other	4.6%
Condo	66.5%
Single Family	28.9%

Home Size in Square Feet	Percentage
1000 or less	13.9%
1000-1400	25.7%
1400-1800	22.7%
1800+sqft	37.7%

## Be the local market master

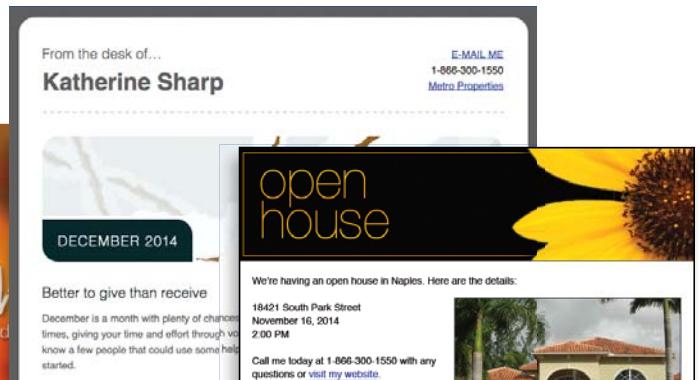
Establish yourself as the local market expert with our Featured Community Pages. Just answer a few questions about your focal area, upload a couple of pictures, and our GhostWriter technology writes content and generates the page for you, complete with a map, schools, and analytics.



# Promote

Share content easily to generate traffic and attract more leads

What good is great content if no one sees it? Pipeline ROI is built for smarter sharing. Whether it's through social media, e-mail, or SEO, getting more eyes on your content means more brand awareness and more potential leads.



## More traffic and leads

With Pipeline ROI Promoter, you get e-mail campaigns that target buyers, sellers, and more. You're more likely to convert leads to clients, generate repeat business, and get more referrals. And of course, we make it easy for you. You get hundreds of pre-built e-mails you can

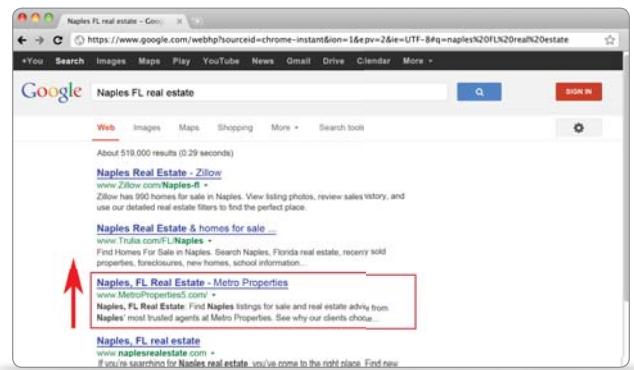
quickly customize. In a few clicks, your campaigns are set up for the entire year. Promote new listings, open houses, your website, blog, and much more. You even see stats on how your campaigns are performing, so you know what's getting opened and read the most.

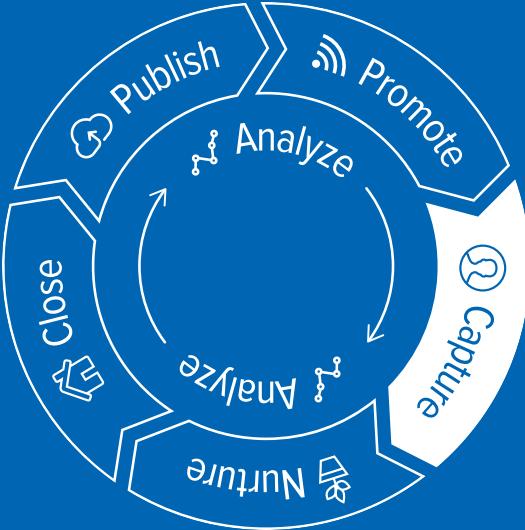
## Smart, automatic SEO

Search engine optimization gets more eyes on your content. Our GhostWriter technology helps you climb the rankings by keeping your website content fresh without you needing to rewrite. This is important because search engines factor in how often sites are updated with fresh content. GhostWriter does the heavy lifting while you stay busy selling.

## Easy social sharing

Social media is the quickest way to share your content with the most people. A smart, targeted post puts your name and brand in front of more people than any other marketing tool, completely free. Social promotion has never been easier than with our dashboard. Tweet, post to Facebook, or share on LinkedIn, all in one spot, with just a few clicks. Not sure what to say? Just click "Inspire Me!" to get an idea. No writer's block. No brain cramps. Just more traffic.





# Capture

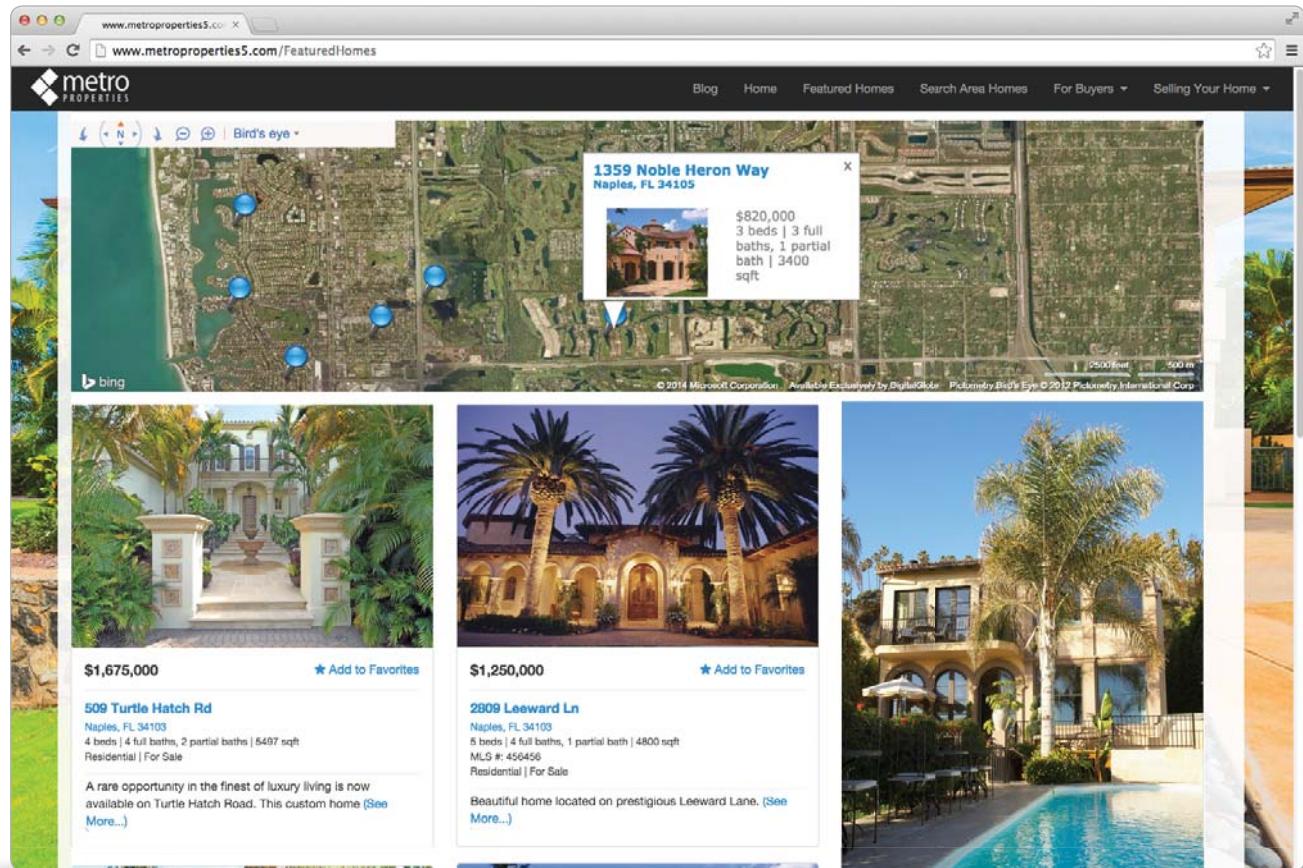
Get more quality leads with our IDX solution and lead capture tools

Great content and promotion drive people to your site, but you need to turn visitors into leads. Our smart, flexible lead capture options do exactly that. From IDX to landing pages, when it comes to smart, successful lead generation, we've got you covered.

# Beautiful, lead-generating IDX

With 90 percent of buyers starting their home search online, it's vital to have an effective way to present listings on your website. Our IDX solution looks and

feels beautiful on any screen size, and any device. From interactive maps to the Pinterest-style display, your visitors will love browsing listings on your site.



## Indexed for better SEO

With an “indexable” IDX solution, your listings are an actual part of your site’s content. That means search engines like Google recognize each of those listings pages by address, neighborhood, city, ZIP code, etc. So when buyers search for specific addresses of homes in your area, you’ve got a better chance to show up at the top of the results.

## Easily convert more visitors to leads

Visitors can easily “favorite” any listing they like, or save a particular search. When they do, you get a lead. Knowing which listings they like and what area they’re searching in is crucial information as you go through the next steps of nurturing and closing leads.



# Capture

## All your leads in one spot

Pipeline ROI's Lead Manager collects all your leads from all your sources, in one spot. As leads come in from Zillow, your website, or anywhere else, you see contact information, where they came from, what they're worth, and more. You even see which sources are giving you the best return on investment so you know where to focus your lead generation budget.

**Lead Manager**

7 Unassigned Leads [Assign Leads](#)

0 Lead Updates Past Due

**Z** Zillow **Map** Listing Aggregators

**E-MAIL** **PHONE**

**IDX** **FORMS**

**Lead Manager**

**Current Pipeline**

Hot 90% Chance to Close	24 \$12 M	20 \$10 M	30 Days Ago	6 Month Trend
Warm 40% Chance to Close	65 \$30 M	60 \$32 M	↑ 20%	
	101 \$44 M	112 \$50 M	↑ 8%	
			↓ 9%	

**Value of Leads Generated** \$8 M  
12-month average: \$11,976,000  
6/14 11/14

**Leads Closed** 32  
12-month average: 31  
6/14 11/14

**First Update Time** 2.8 days  
12-month average: 2.7  
1 3.4 m. 11/14

**Late Updates** 35  
12-month average: 34  
1 124 11/14

[See All Metrics](#)

## Landing pages: Give to get

A landing page is a single, focused webpage you direct someone to for a very specific purpose. They're designed to guide someone to your intended goal, which is usually capturing a lead. The idea is to offer them something of value in return for their contact

information. It may be a helpful eBook, home value estimate, or market report. This is a great way to capture targeted leads while positioning yourself as an expert with tons of valuable information and content to offer. Plus, we'll even provide the content for you!

**We'll provide the content!**

Don't worry about creating content from scratch. We've got great eBooks already created for you to offer on your landing pages. For example, "9 Steps to Buying a Home." It doesn't get any easier!

## More seller leads

Use our Home Price Index as an effective way to capture more seller leads. When someone considers selling their home, what's the first thing they want to know? What they can expect to get for it, right? Offering an easy way for potential sellers to enter minimal information to get a home price estimate from you is a great way to generate seller leads.



# Nurture

Manage leads smarter with targeted,  
automatic follow-up campaigns

Nurturing leads is the best way to get them from “captured” to “closed.” They need to receive the right messages at the right time. Whether it’s fast follow-up or a timely, helpful piece of content, lead nurturing activities help build a relationship and guide a buyer or seller through the decision making process. When done correctly, lead nurturing boosts your conversion rates, and builds positive brand experiences. Good lead nurturing not only gets leads closed, it makes clients happy, and happy clients send you referrals.

The screenshot shows the Pipeline ROI Lead Manager interface. On the left, there are three summary statistics: 7 Unassigned Leads, 0 Lead Updates Past Due, and 2 Needs. Below these is a chart titled "Number of Hot Leads" showing data from October 1st to October 19th. The chart has a red area plot with values approximately at (10/01, 20), (10/06, 15), (10/17, 15), and (10/19, 25). To the right of the chart is a callout box containing the text: "Fast follow-up: The odds of a lead becoming a client are 21 times greater when first contacted within 5 minutes versus 30." On the right side of the interface, there is a mobile phone icon displaying a lead profile for "Matt McKinsey" with details like Name, Phone, E-mail, Price, Location, and Comments, along with Accept and Decline buttons.

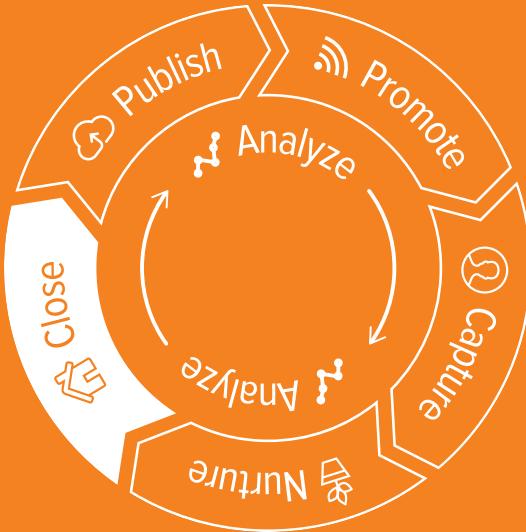
The first step to great lead nurturing is fast follow-up. Pipeline ROI's Lead Manager takes all your leads from all your sources, routes them to the right agent, and makes fast follow up super simple. This is incredibly important, considering the vast majority of leads only interact with one agent before selecting who to work with. Get notifications on your phone and respond immediately!

Nurture leads with Pipeline ROI's Home Price Index, Daily Rate Lock Advisory, IDX listings that match your website visitors' saved searches, and more.

## E-mail campaigns

Pipeline ROI's Promoter tool is also an incredible way to nurture leads. With tons of pre-made, customizable e-mail campaigns, you can have consistent touches with your contacts. The best part is, you can start a campaign in no-time, and know that your leads and contacts are being nurtured. You'll never have to manually create and send tons of e-mail.

It's also smart to have campaigns going for contacts you may not even think of as "leads." Just because someone isn't actively buying or selling, doesn't mean they won't be in the near future. It's important to nurture relationships with all your contacts, so when that time comes, you're the first agent that comes to their mind. If they've been seeing messages about your successful deals and local expertise, you'll be the one they call.



# Close

Automatically turn closings into referrals and repeat business

All the steps you've taken along the inbound marketing journey have led you to this wonderful destination: closing time. But once you get there, you can't just call it a day. Sure, every closing is a commission check, but it's also a marketing opportunity.

What gives potential clients more confidence in your abilities than seeing your success? Pipeline ROI helps you take advantage of these opportunities to generate new business.

# Turn every closing into more new business

Pipeline ROI makes it easy to show everyone you've just completed another successful transaction. Easily send a "Just Sold" e-mail campaign that helps potential clients see that you're the agent to work with! You can also schedule a personalized e-mail to go out

after closing asking for a testimonial. These real life endorsements are one of the most powerful forms of marketing, called "social proof." Use them on your website, in e-mail, print ads, or anywhere else to inspire confidence and trust in potential clients.

The screenshot shows a web browser displaying the 'Testimonials' section of the Metro Properties website. The header includes the 'metro PROPERTIES' logo and navigation links for Home, Blogging, Our Associates, Buyer's Menu, Property Searches, Advice, and Marketing Mistakes eBook. The main content area has a large background image of a well-furnished living room. Overlaid on this image is the word 'Testimonials'. Below the image are three circular profile pictures, each with a testimonial text:

- "Helpful, kind, professional, knowledgeable — Katherine is all those things and more. She will be our agent for life!"
- "Katherine helped me sell my home faster than I imagined possible, and I even got my full asking price! I would recommend her to anyone looking for a great agent to work with."
- "I loved working with Katherine at Metro Properties! She did an incredible job guiding us through the search and purchase of our first home. She quickly answered every question we had, and we knew we could trust her expertise."

To the right of these testimonials is a larger image of a man and a woman smiling, holding up two house keys. Below this image is a social media sharing bar with 'Like 25' and 'Comment 6'.

## Easily share your success

There are tons of creative ways to get the most out of every closing. With Pipeline ROI, you can quickly share your wins with the world via social media. Snap a quick pic of happy clients at the closing table and write a short note of congratulations.

Your friends and followers will love seeing a little behind-the-scenes look at one of the biggest life steps any of us are lucky to experience: becoming a homeowner. Plus, it continues to help people associate you with success.



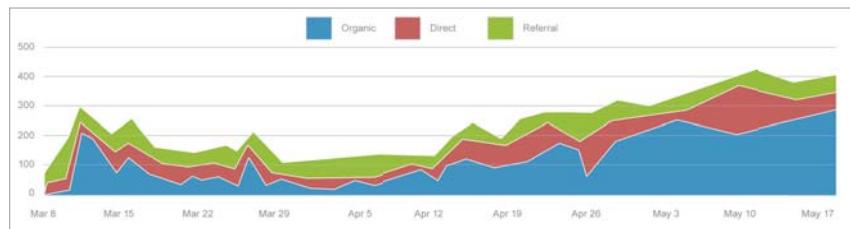
# Analyze

Track agent, lead source, and website performance with our decision-driving analytics

To improve your marketing and sales processes, you first have to know what's making you money, and what's not. Odds are, you don't have a statistics degree and tons of free time on your hands. That's why Pipeline ROI automatically measures everything for you, giving you decision-driving analytics to guide your marketing strategy.

# Website

How many people are visiting your site? Where are they coming from and what are they looking for when they hit your site?



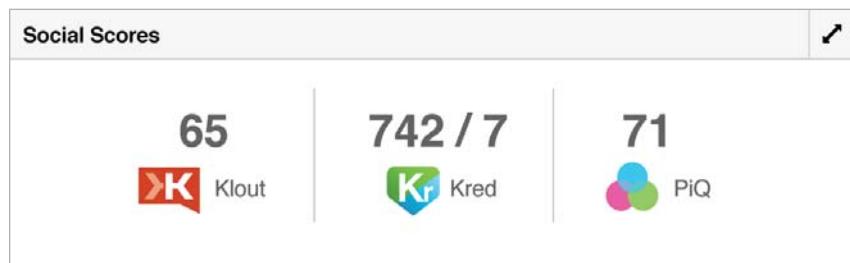
## Inbound links

Who's linking back to your site? This is a great indicator of your site's effectiveness. Helpful, local sites get noticed and linked to.



## Social media

See how your social efforts are paying off with scores from the leading authorities on ranking social media prowess.



## Agent performance

Brokers: Track agent performance and route leads accordingly. Reward top-performing agents with the first shot at hot leads. Plus, help improve response times, and increase overall accountability.

You'll see total leads, conversion rates, response speed, update times, leads closed, and more. Imagine having these stats at your fingertips when coaching your agents and helping them improve.

## Lead source

Don't waste money on leads that don't convert. Track which leads pay off within our Lead Manager analytics. Laser-focus your marketing dollars and boost your ROI.

Add Source	Filter	Search			
Source	Assignment rules	\$ / lead	\$ / month	Conv rate	Leads last 30 days
Zillow	Auto-assign	\$0.35	\$125.00	5 %	30
IDX	Review then auto-assign	\$1.00	\$79.00	4 %	65
PPC - squeeze page	Manual	\$0.90	\$200.00	3 %	25
Office Calls - general	Auto-assign	\$0.00	\$0.00	50 %	17
Personal referrals	Manual	\$0.00	\$0.00	75 %	4
Office Calls - billboard	Review then auto-assign	\$1.10	\$150.00	25 %	12
Trulia	Auto-assign	\$0.45	\$125.00	5 %	30

# RE:Focus Analytics

Everything you need to search, analyze, and advise.  
All in one beautiful, free iPad app.



**Artisan Park** \$651,900  
11013 Vickery Lane, Celebration, FL 34747

**Listing Information**

- MLS#: 490011
- Addition: Artisan Park
- Bedrooms: 5
- Full Baths: 3
- Half Baths: 2
- Square Footage: 4,222
- Price / Sqft: \$168.43
- Year Built: 2009
- Listing Date: 07/26/14
- Pending Date:
- Sold Date: 03/09/10
- Days on Market: 61
- List Price: \$651,900.00

**General Information**

- Land Dimensions: 0x0
- Property SubType: Single Family
- Exterior Type: Concrete Block/Stucco

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## More than just your MLS

RE:Focus Analytics is your MLS and so much more, right on your iPad. It uses real MLS data, so you and your clients can trust its accuracy. Crush estimates with active, off-market, and historical data that tell the true story of what's happening in the market so your clients make better, faster decisions.

## Listing presentations

Take your listing presentations to a whole new level. With a few taps and swipes, RE:Focus Analytics produces impressive presentations that win deals. Comps, market stats, pricing, images, and more are at your fingertips. E-mail them to clients, print them out, or show them right on your iPad.



“

*I love the charts!  
They're a great way to  
help clients understand  
what's happening  
in our market.”*

**Deb Agliano — REALTOR®**  
RE/MAX Andrew Realty, Medford, MA

## Brilliant automated blogs

No time to craft a unique blog post? We've done it for you. Click "Inspiration" and our GhostWriter technology uses statistics and analysis from your lens to automatically generate a relevant blog post that's great for SEO and super helpful to potential buyers and sellers. Be the market expert with blogs you don't even have to write!

## Easy social sharing

Share interesting stats on your social networks with just a few taps. Not only will you prove your local expertise, you'll boost engagement with your social connections. You can stop wasting time trying to figure out what to post on social media. We've teed it up for you. Just tap and share!

## RESOURCES

The screenshot shows a web browser window with the title "Social Inspiration for Real Estate Pros". The main content area features a large blue header with the text "Social inspiration for real estate pros". Below this, a paragraph explains how consistent social media posts can boost web traffic and build trust. It mentions the "GhostWriter" technology that generates unique tweets. A sidebar on the left lists categories: Real Estate Industry, Mortgage Industry, Buyer Targeted, Seller Targeted, Home Decor, and Quotes. On the right, there's an "About Us" section with a brief description of Pipeline ROI and two buttons: "Ghost It" and "Post It". At the bottom, there's a link to "inspiration.PipelineROI.com".

[inspiration.PipelineROI.com](http://inspiration.PipelineROI.com)

## Social inspiration

Social media is a huge part of a successful inbound marketing strategy. But, we know you're busy showing houses, meeting clients, prospecting, and everything else you have going on. It can be tough to consistently come up with good social media posts. That's why we created our inspiration page. We've got 100 curated, categorized posts you can click once to customize, and click once to post. You'll save tons of time and look like a social media master!

*I always wanted to use Twitter, but didn't think I had time to do it well. The inspiration page changed all of that in about 3 clicks! It's so easy, I absolutely love it!"*

Tony Graham — Broker Associate, Weichert REALTORS® Centennial, Norman, OK

## Free eBooks

We regularly create free eBooks for you to download that focus on hot topics in real estate, marketing, and business. It's a great way for you to learn about things like social media, blogging, recruiting, SEO, website design, lead generation, and much more.

You'll get useful ideas, helpful tips, eye-opening stats, and it's all completely free.



[PipelineROI.com/resources](http://PipelineROI.com/resources)



## Best blog in the business

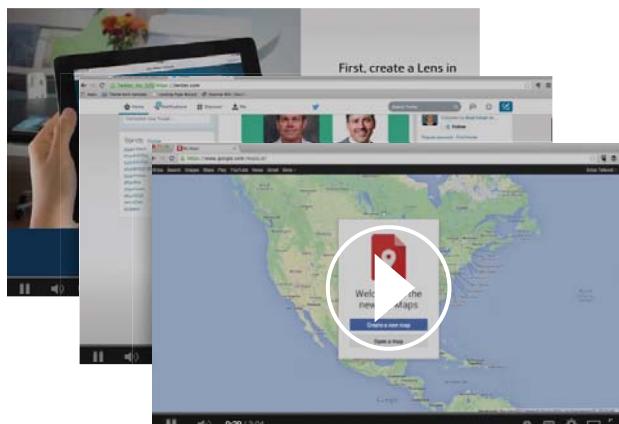
We are big believers in blogging as an inbound marketing tactic. We make sure to keep our blog updated with posts that help you with marketing, link to free resources, keep you up to speed on product updates, alert you about industry news, and much more. We also love to feature real estate pros as guest bloggers, so if you have a topic you'd like to write about, let us know and we may feature you!



[PipelineROI.com/blog](http://PipelineROI.com/blog)

*“By far, the best customer service of any of my online vendors!”*

**Ben Rodriguez** — Broker/Owner, Triangle Real Estate LLC, Beaumont, TX



## Videos, coaches, & support

We love showing and explaining how to do the things that make you successful. You'll love that our solutions are easy to use, but you can always rest assured that if you need any help, there's a video, product coach, or support rep there for you. Our goal is not to just help if you have a problem, we want to delight you every day.

## TESTIMONIALS

You've hit it out of the park. Classy, beautiful, professional. **I could not be happier!"**

**Jordan Stone** — REALTOR®, RE/MAX Realty Select, Naples, FL



*In just three months with Pipeline ROI, we saw **our conversion rate (closes) DOUBLE!"***

**Reneé Burrows** — Broker/Owner, Savvy Home Realty Solutions, Las Vegas, NV

Tremendously happy with your product and service. My website is user-friendly, flexible, and professional. **I'm in love with it!**

**Cookie Hooper** — Broker/Owner, True Blue Realty, Arvada, CO

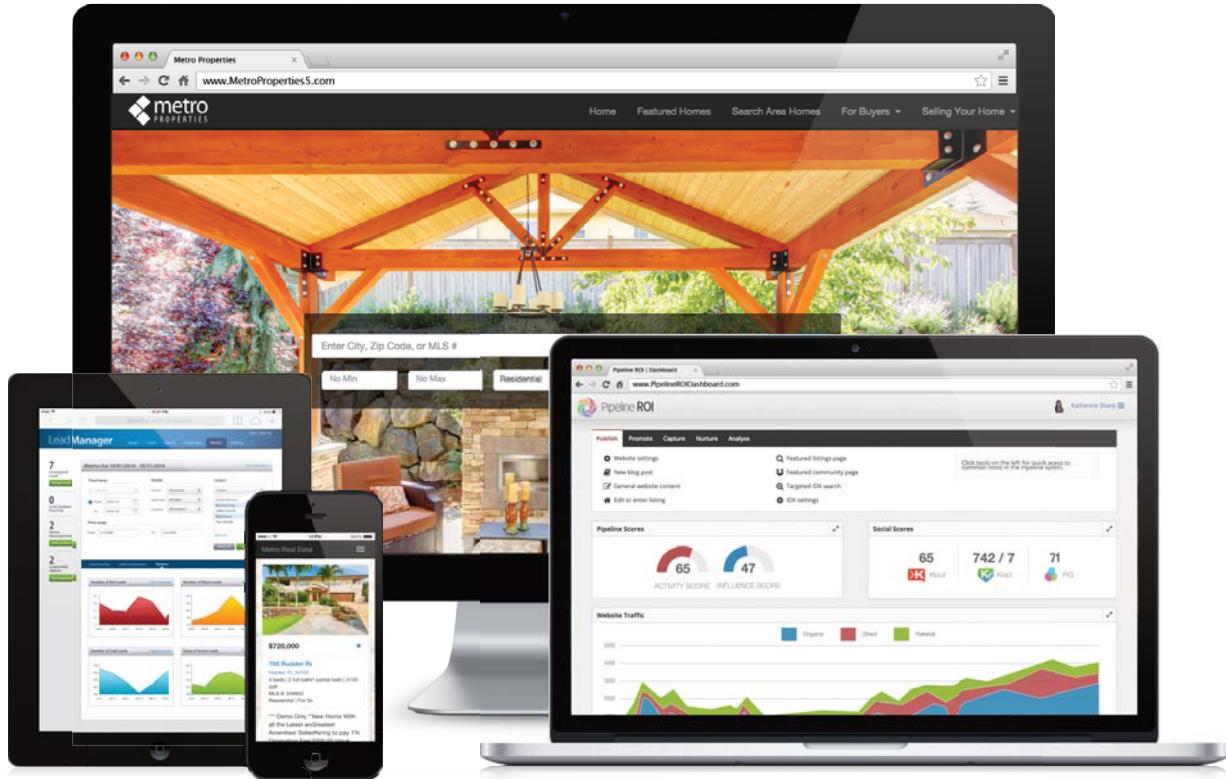


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