



Paradym[®]

Let's do marketing

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Technology and software are what we build, but people are our purpose.

Since 1992, we've been helping real estate professionals achieve stand out success. Our software effortlessly blends images, text and video to create stories about properties, people and places.

Our commitment to service, loyalty, and innovation are what drive us to deliver you results.

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Important Statistics from the NAR



65% of Real Estate business comes from an agent's sphere of influence.

Real Estate Agents have an average of

400 potential customers in their Sphere Of Influence.

1 out of 7 Floridians will have a Real Estate need each year.

Source: National Association of REALTORS®

Simple Keys to Social Success

- ▶ - Stay in front of your Sphere of Influence every day.
- ▶ - Post information that is interesting and engaging.
- ▶ - Have Calls-to-Action that provide value to your Sphere of Influence.
- ▶ - Continue to add new people to your network.

**SOCIAL MEDIA WORKS WHEN
DONE RIGHT.**

**“We don’t have a choice on
whether we **DO** social media,
the question is
how well we **DO** it.”**

– Erik Qualman



But **only 1 in 10** agents is effectively marketing to their sphere.

Source: National Association of REALTORS®



Your best opportunities are in your network. Paradym helps keep you connected with them.

THE PROBLEM WE SEE WITH MOST REAL ESTATE AGENTS AND THEIR SOCIAL MEDIA

- ▶ They don't know where to get content
- ▶ They don't know what to post
- ▶ They're "too busy"
- ▶ They don't know how
- ▶ They don't "do" social media

- ▶ Facebook
- ▶ Twitter
- ▶ YouTube
- ▶ LinkedIn
- ▶ Pinterest



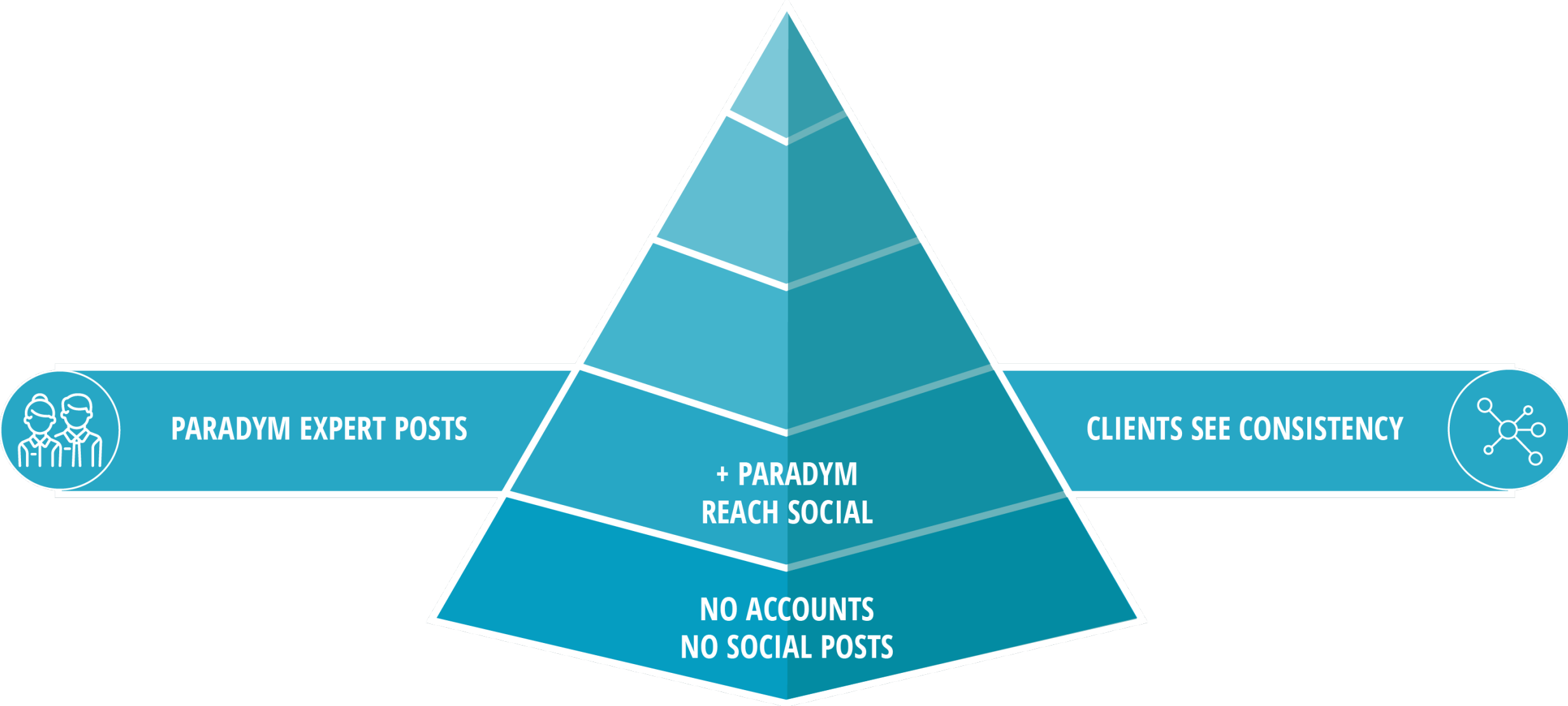
MOST AGENTS HAVE NOTHING

**NO ACCOUNTS
NO SOCIAL POSTS**

YOUR AUDIENCE SEES NOTHING

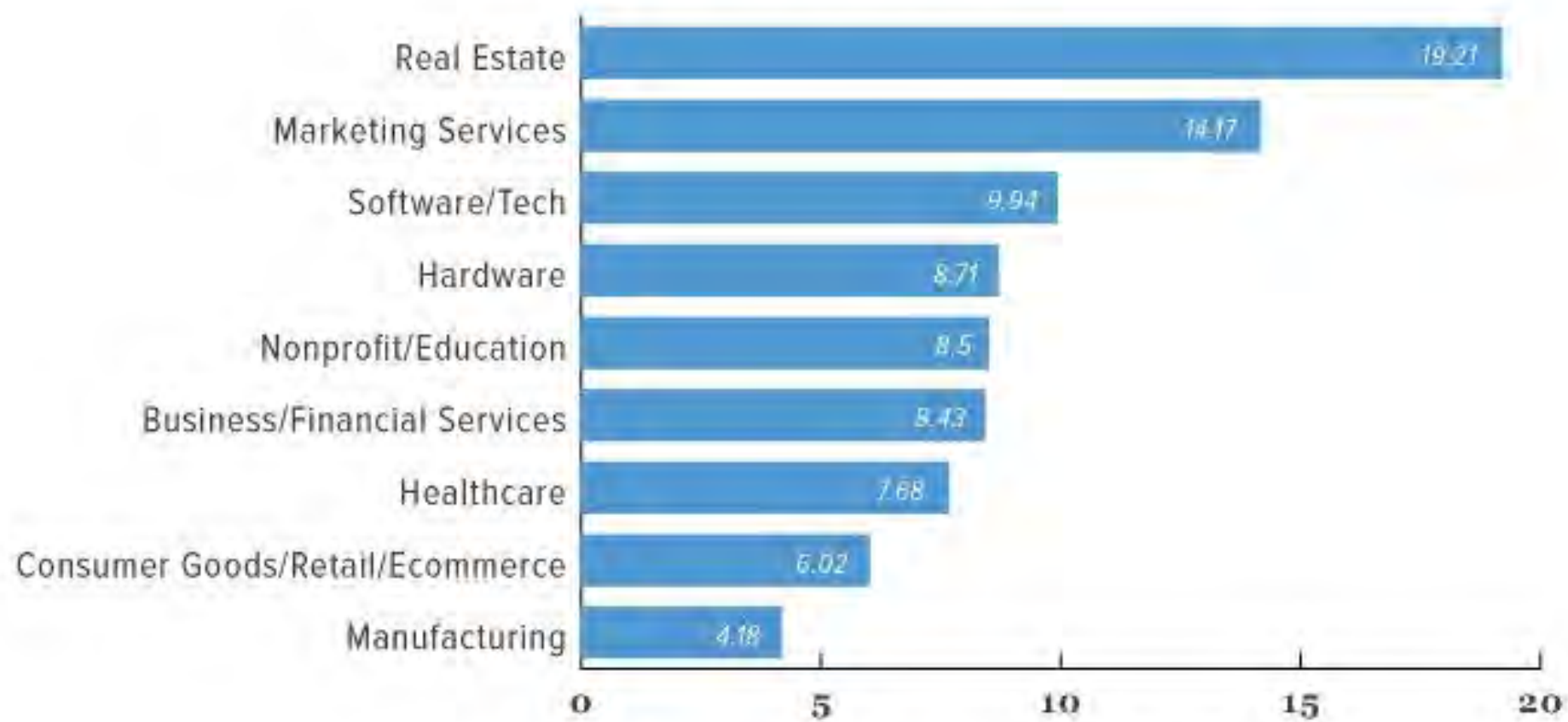


STEP #1 IN HELPING AGENTS ENGAGE IN SOCIAL MEDIA. THE FASTER THEIR SPHERE AND YOUR SPHERE WILL GROW.



SOCIAL MEDIA POSTS PER WEEK

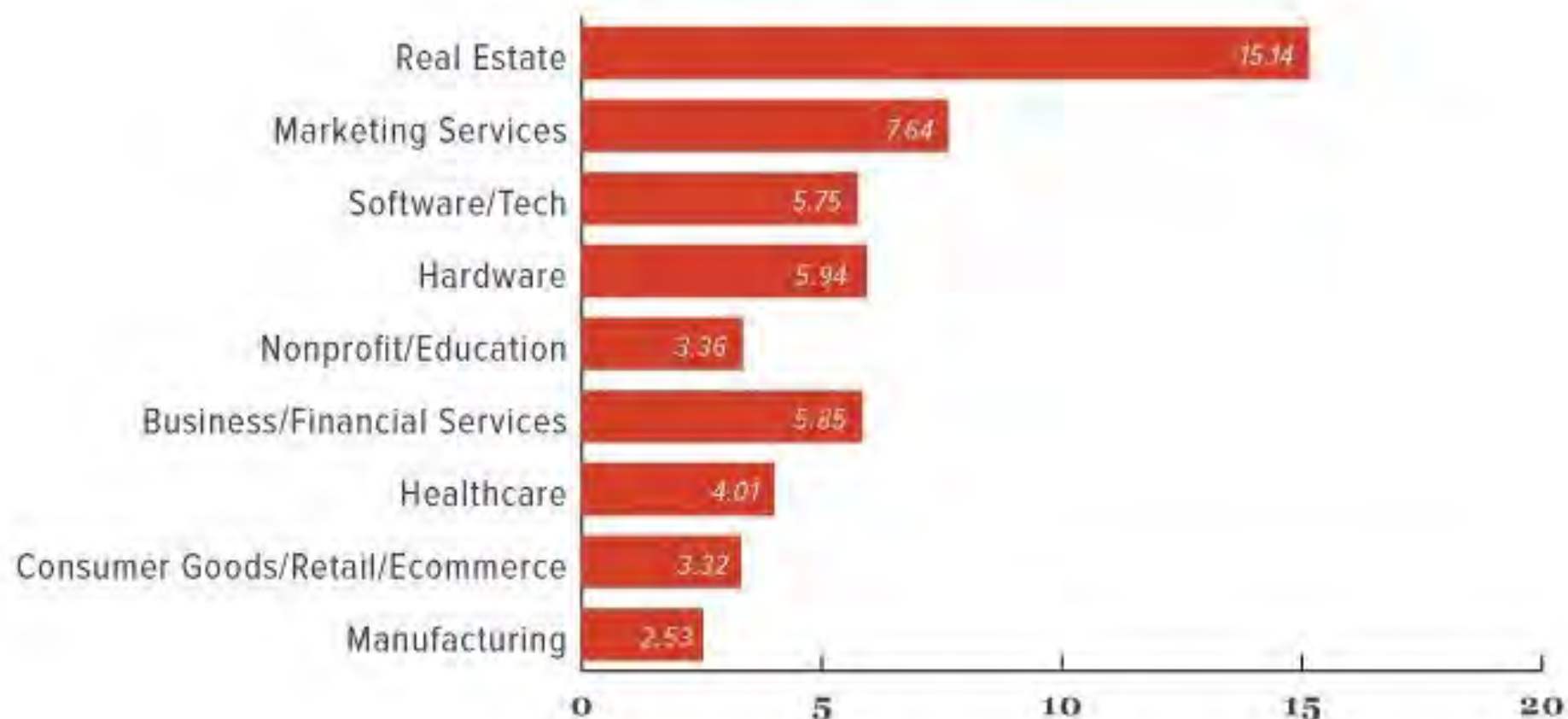
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Average number of social posts published per week (all platforms/formats)

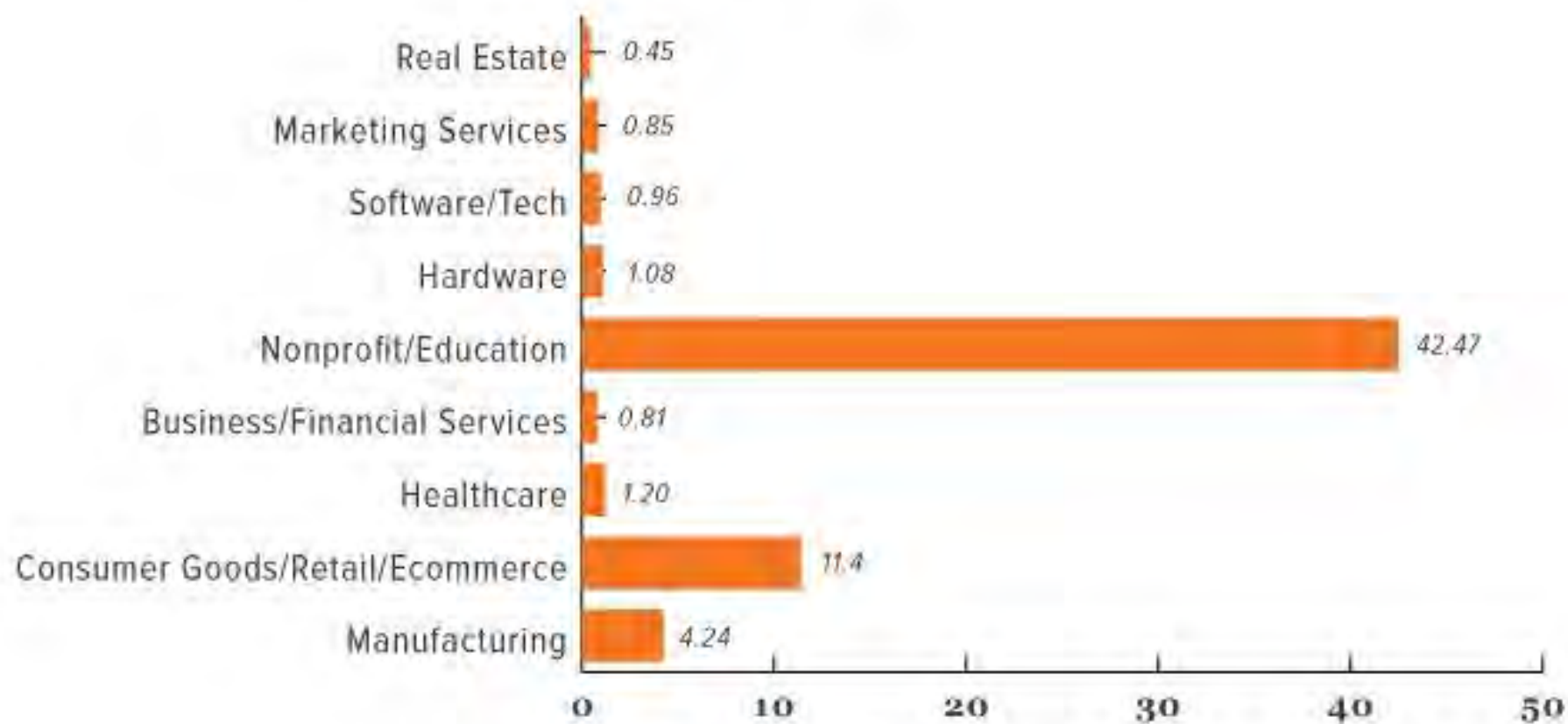
IMAGE POSTS PER WEEK

BY INDUSTRY



Average number of posts with images published per week (all platforms)

INTERACTIONS PER POST BY INDUSTRY



Average number of interactions per post (all posts)