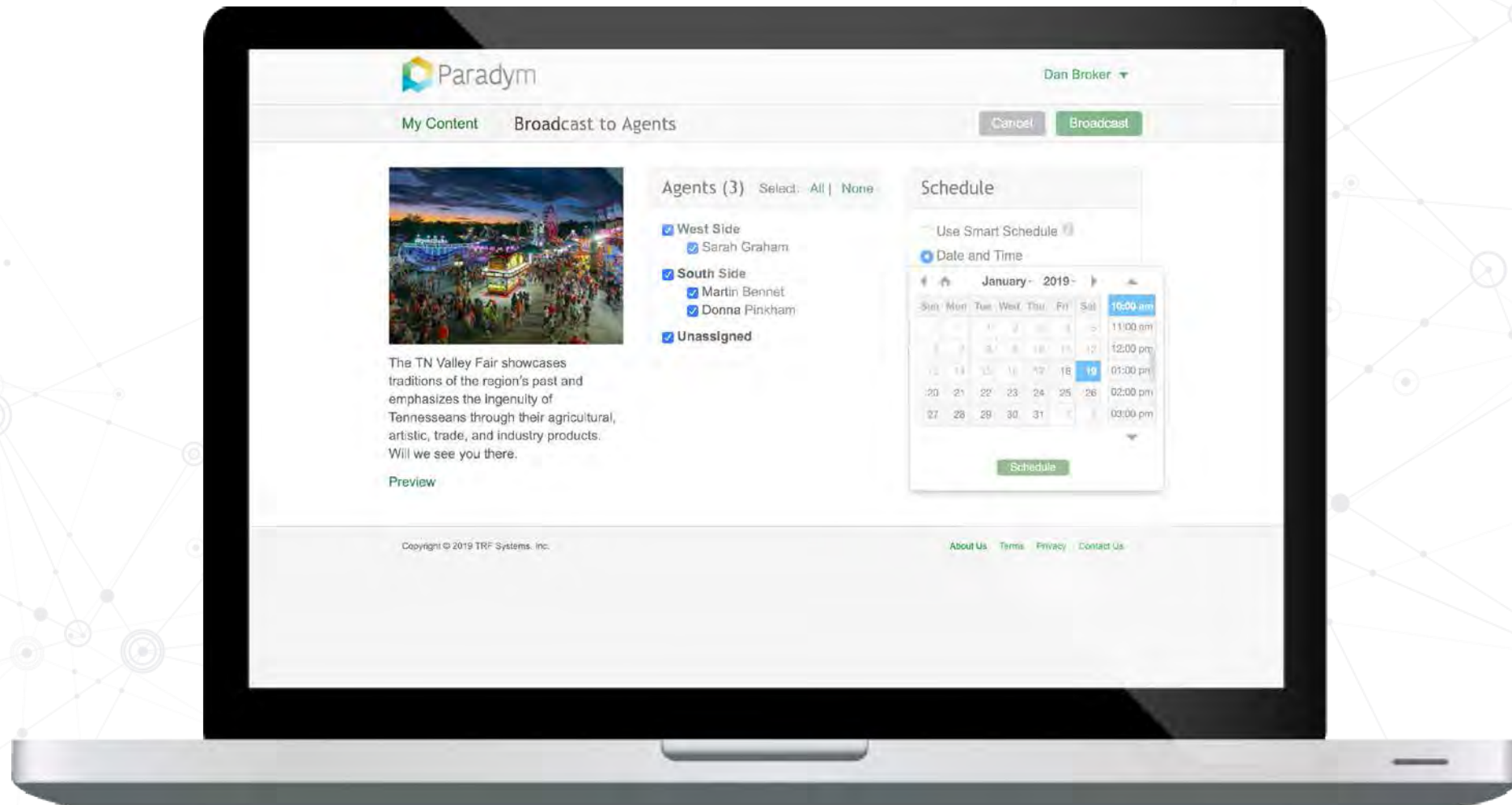
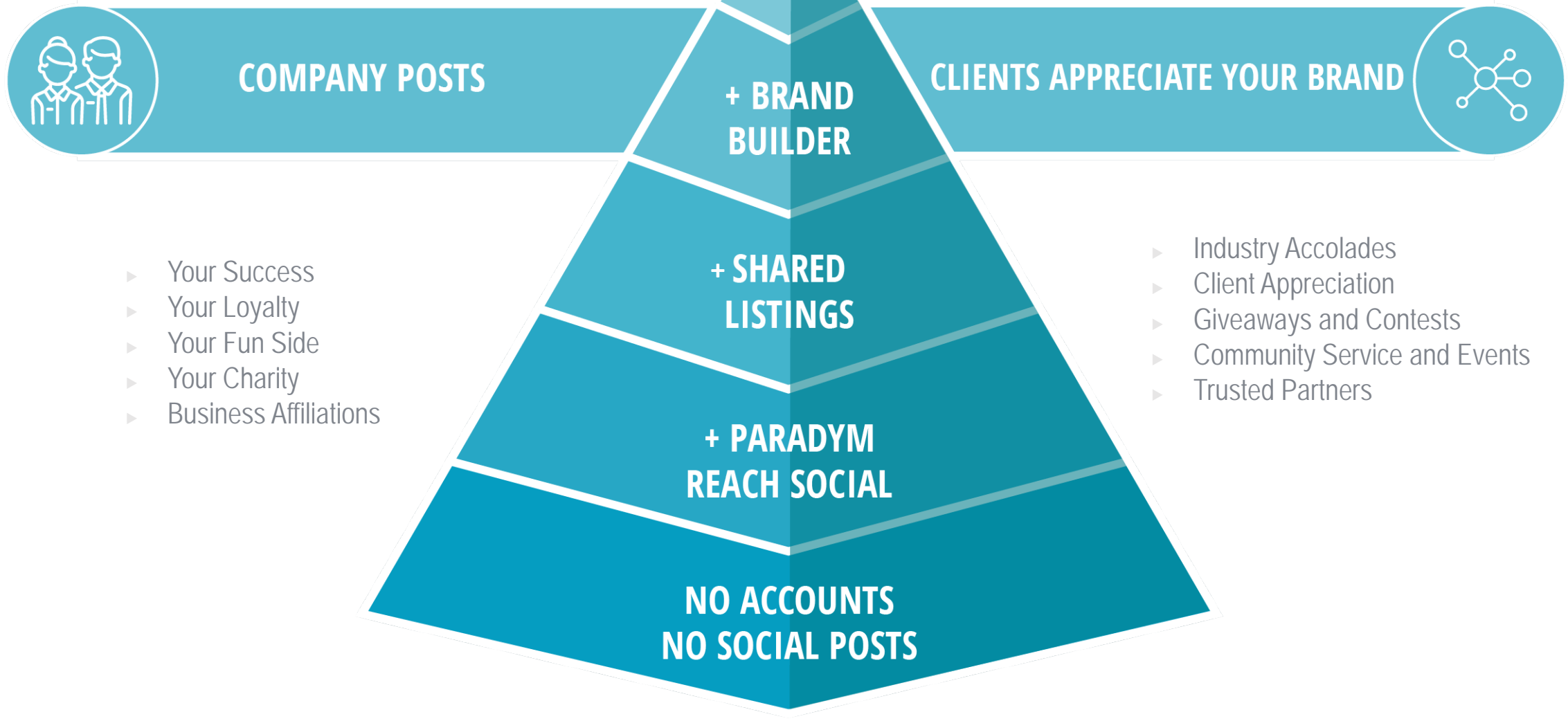


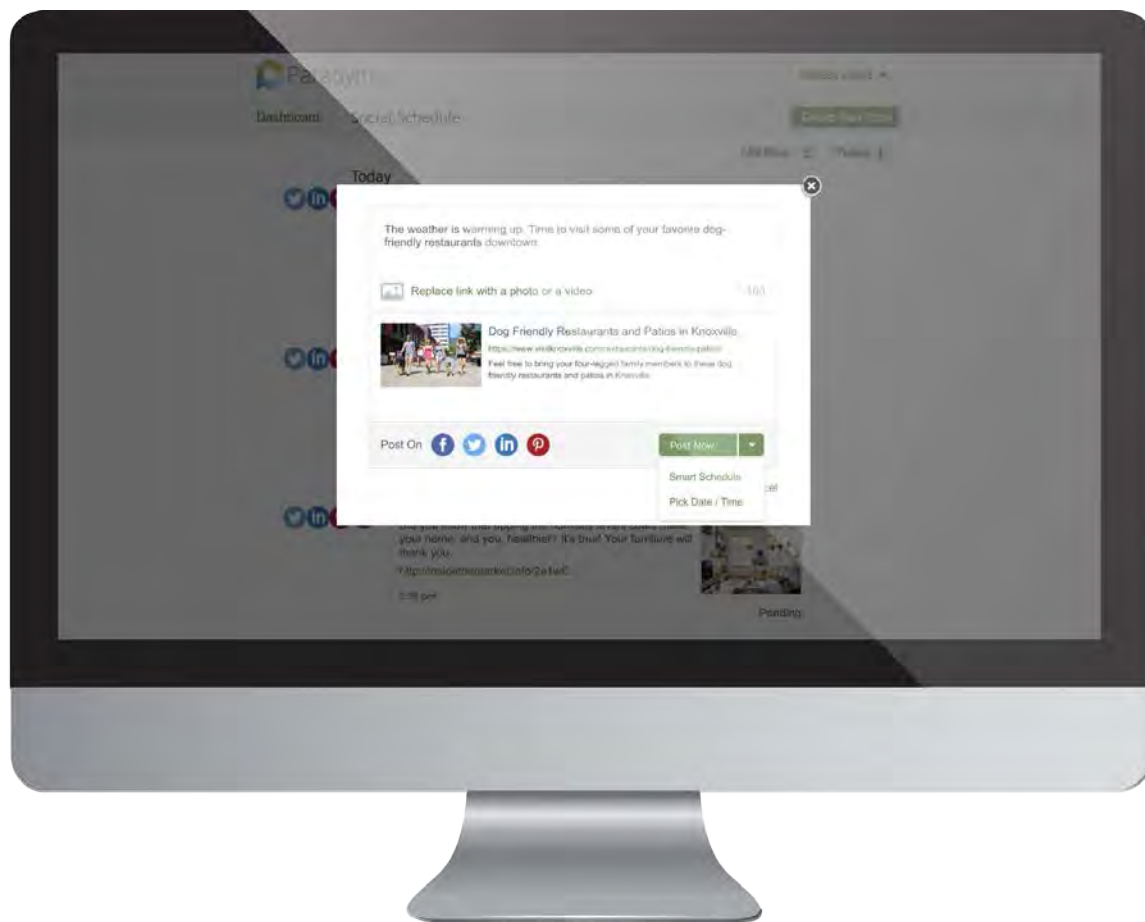
Give your Brokerage a Voice



Give your Brokerage a Voice

THE MORE YOUR AGENTS ENGAGE, THE FASTER THEIR SPHERE AND YOUR SPHERE WILL GROW.





Agent Social Scheduler

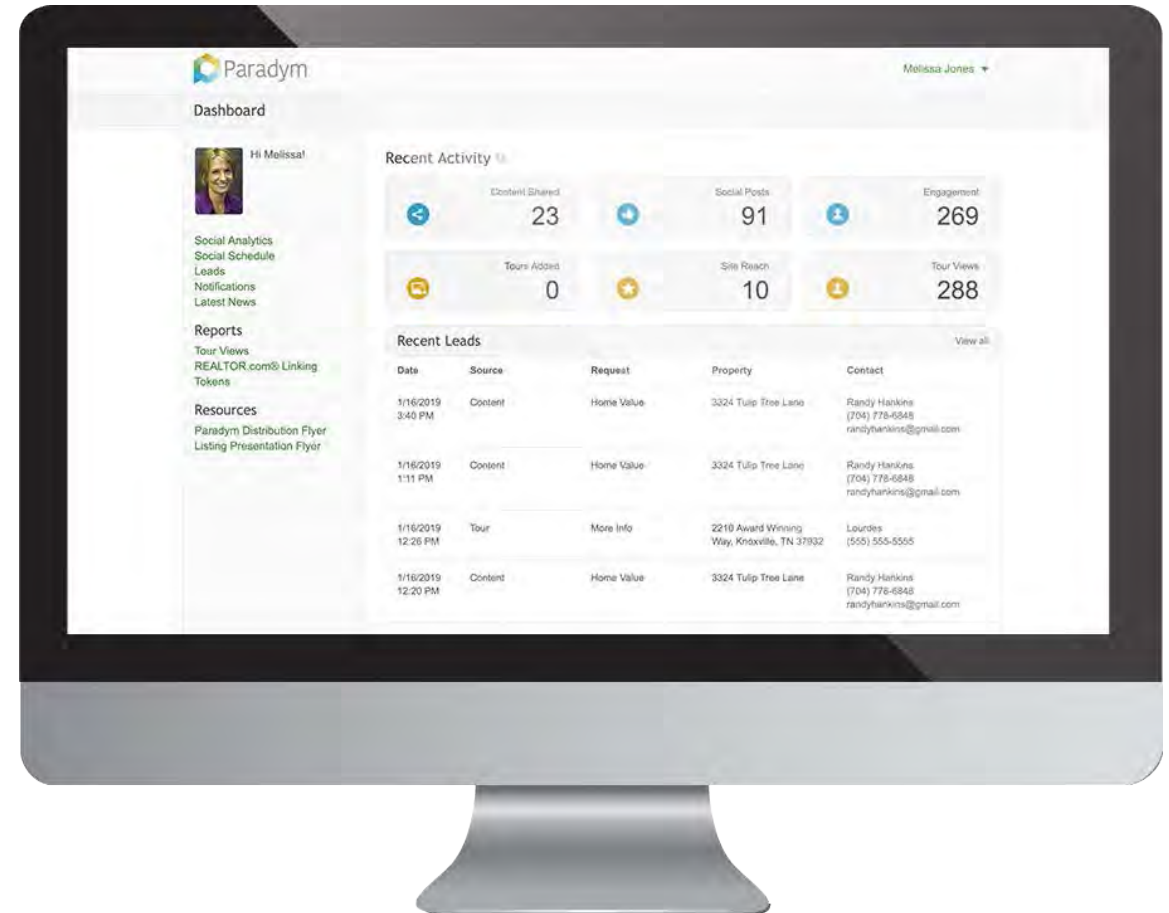
Schedule, write, and check analytics for your social media posts in one place for the going to 100 days of agents network, replace, and customize any upcoming posts.

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

Social Campaign Stats

See key metrics for what's been happening with your posts and tours.

- ▶ Content Shared
- ▶ Social Posts
- ▶ Engagement
- ▶ Likes, Comments, and Shares



Achieve Social Success

- ▶ - On the average, an Agent has 400 potential customers in your Sphere of Influence.
- ▶ - Roughly 57 of these will have a Real Estate need each year.
- ▶ - How many of these transactions might you close if you are engaging regularly with your SOI before and when you start thinking about buying or selling a home?

**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



Paradym Platform



Reach Social provides agents with original, custom content automatically shared to social media, keeping agents and brokers top of mind with their online sphere.



Paradym Marketing provides agents with everything they need to promote their listings which includes property websites, YouTube videos, social media campaigns, and print marketing.

Turn every listing into a multi-faceted campaign without lifting a finger.

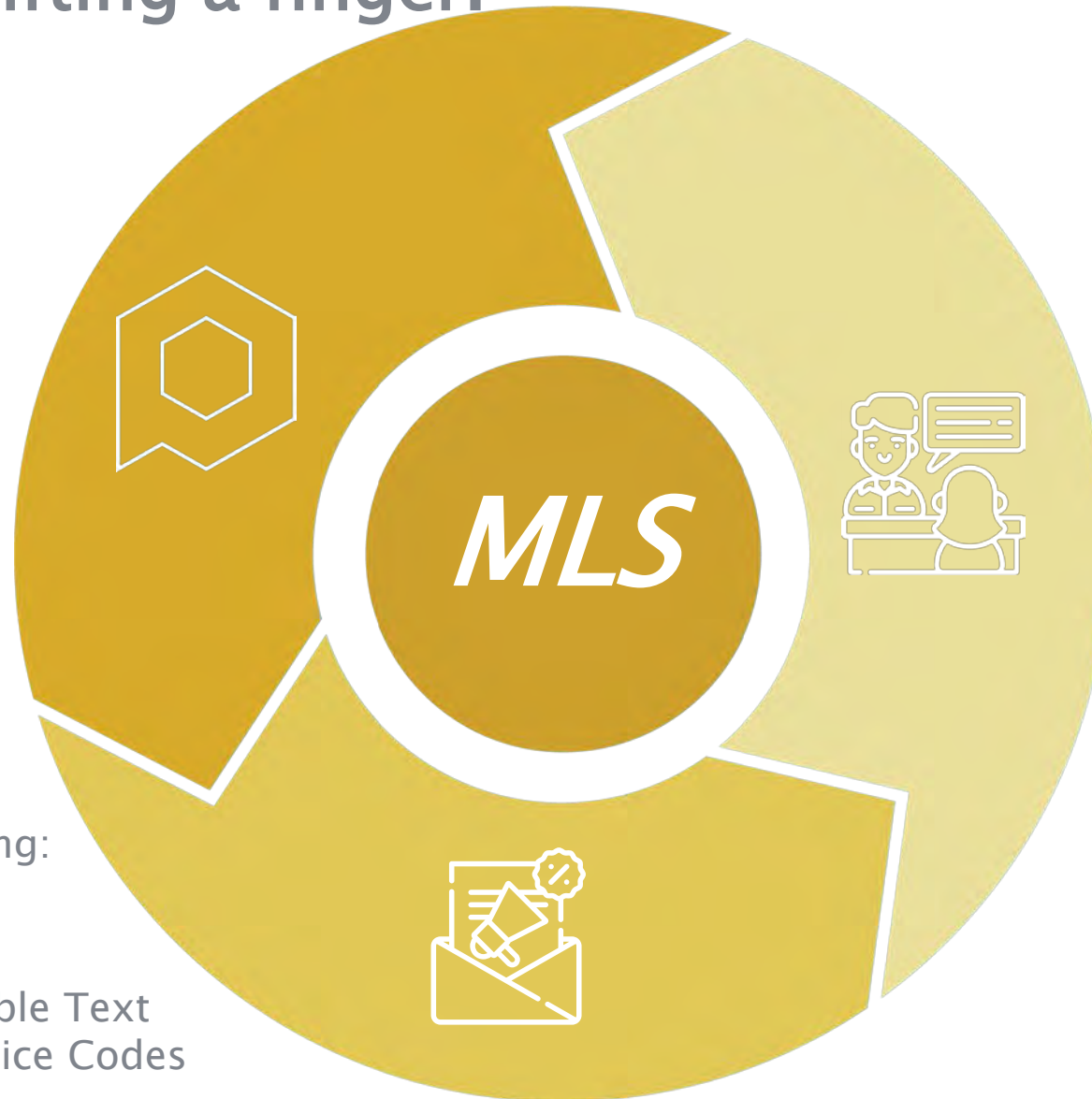
Paradym

Paradym gets your listing information and photos directly from your MLS.

Leads

Each listing automatically gets a customized campaign including:

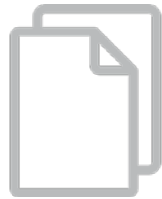
- Property Site
- YouTube Video
- Social Media Posts
- Flyers
- Reusable Text and Voice Codes



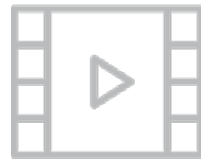
Listing Campaign

Win listings, leads, repeat and referral business and let Paradym do the work for you.

Brilliant marketing campaigns for every listing.



Property Site



YouTube Video



Agent Social Share



Mobile Target

- ▶ 24 hour hotline
- ▶ Text codes



Flyer Builder



Campaign Stats

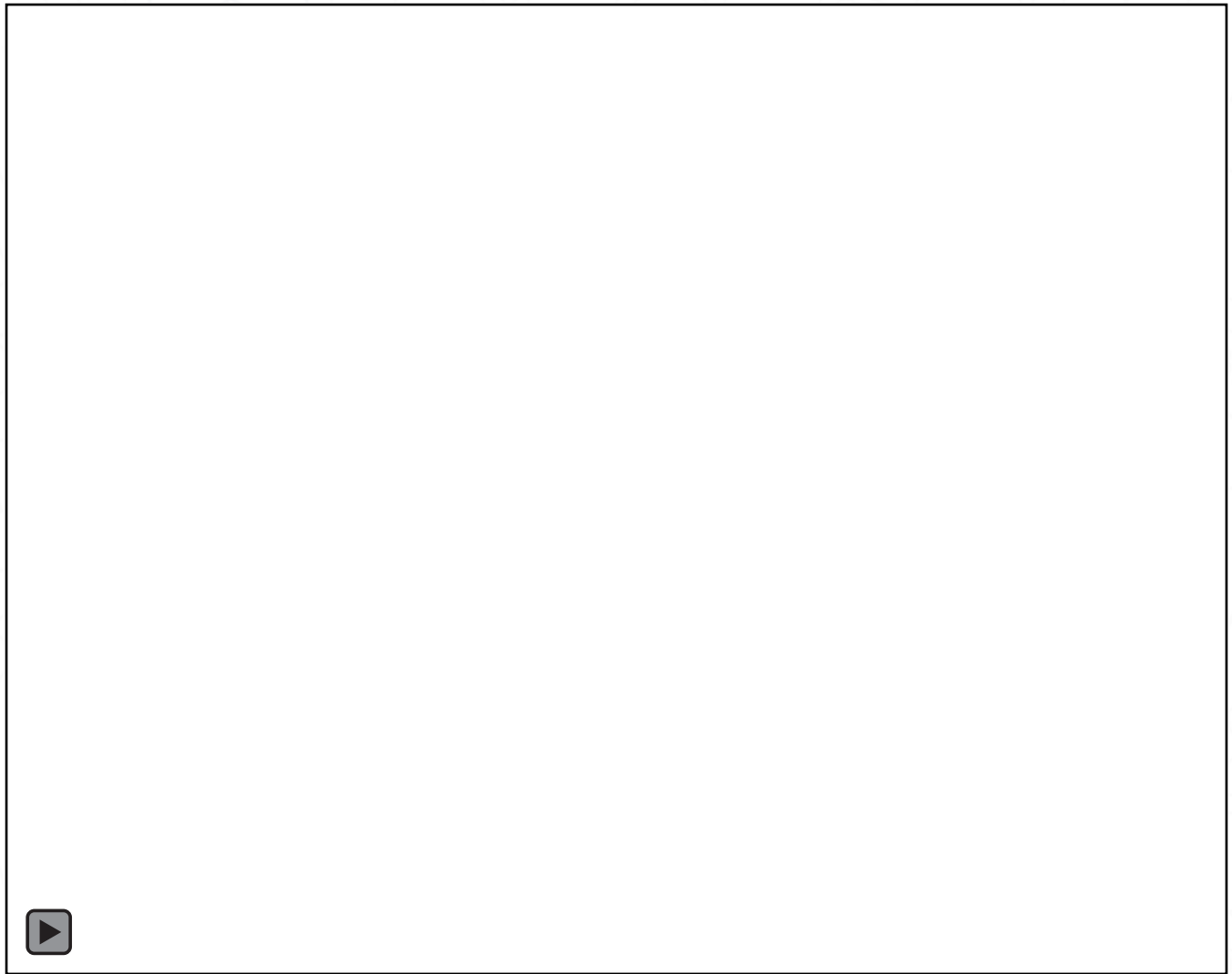


Unlimited Usage for
Telling your Story

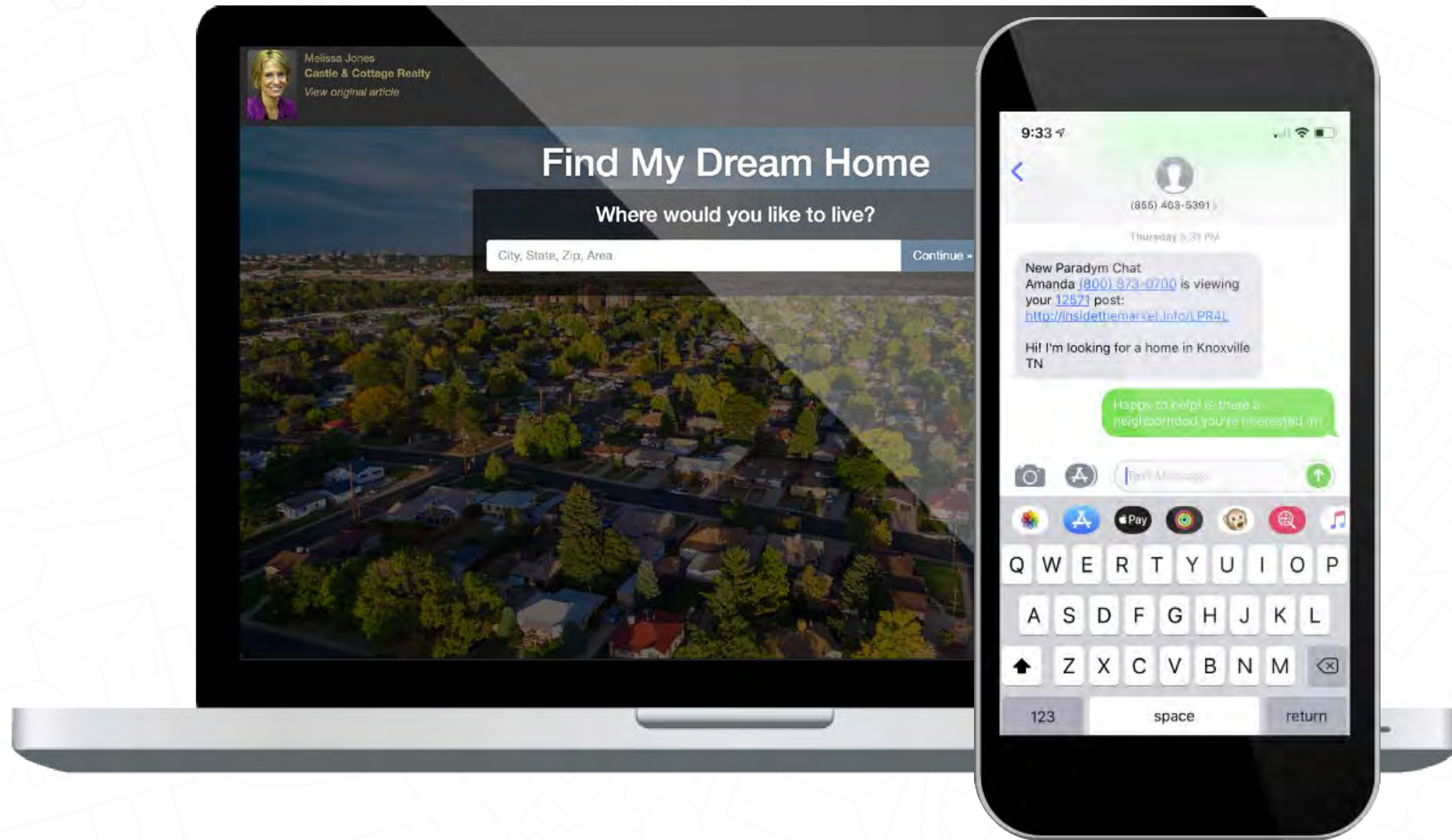


Promotional tools

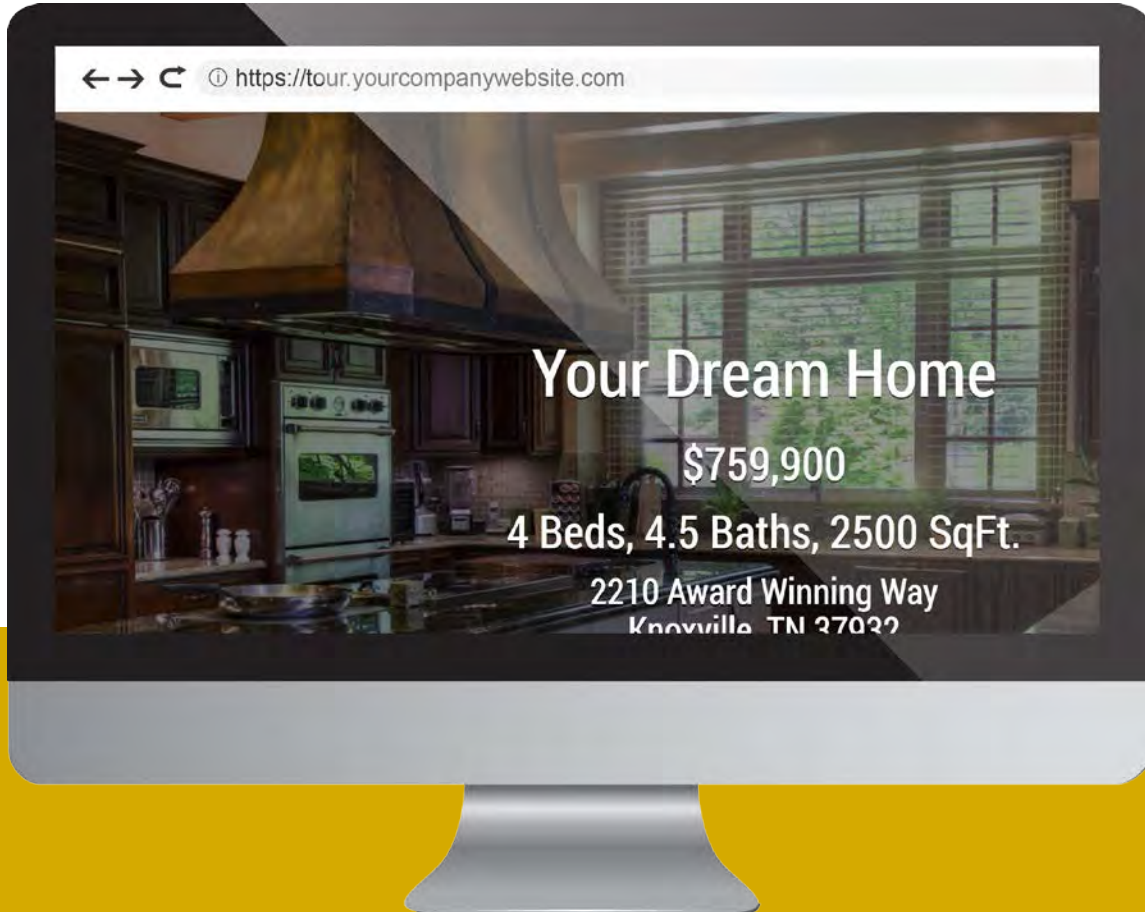
- ▶ QR codes
- ▶ Weekly seller emails
- ▶ Buyer ecards
- ▶ Website widgets
- ▶ Email inventory button



Create Emotional Connections



Live Chat: Be There When It Matters



Your property sites' links will be a subdomain of your website, giving you authority in search engines.

Each YouTube video will also link to your website and social media channels.

**Maximum Exposure
with SEO Benefit.**



Without lifting a finger, agents' listings will be shared across the internet on sites including your company website and sites your MLS syndicates to*.



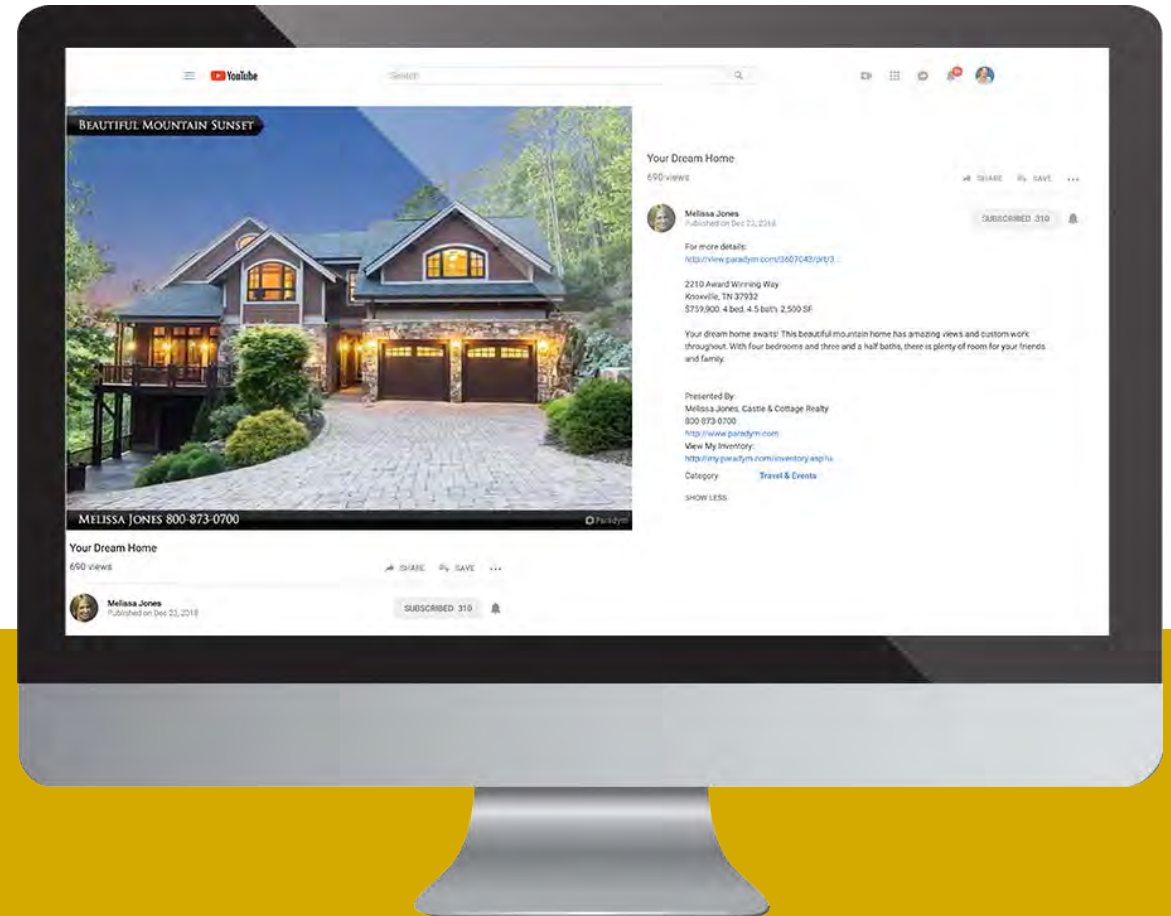
**Maximum Exposure.
Maximum Results.**

*Listing distribution subject to MLS regulations.

Each listing will be converted to a video and uploaded to YouTube.

Each YouTube video will also link to your website and social media channels.

YouTube Exposure and SEO Benefit



Generate leads from interested street traffic with re-assignable and reusable 24-hour hotline and/or text code solutions.

Leverage your greatest success by deploying it brokerage-wide.

24 Hour Line and Text Codes



Each listing's images and details will be created in your choice of template and delivered in a PDF.

Each flyer is personalized to your agent and your brokerage. With a QR code to the online listing story.

Personalized Listing Flyers



2210 Award Winning Way
Knoxville, TN 37932
\$759,900

Your dream home awaits! This beautiful mountain home has amazing views and custom work throughout. With four bedrooms and three and a half baths, there is plenty of room for your friends and family.



Melissa Jones
Castle & Cottage Realty
(800) 873-0700
(866) 623-5295 Fax
M.Jones@CastleCottageRealty.com
<http://www.paradym.com>

View a VirtualTour at view.paradym.com/3607043
Powered by Paradym

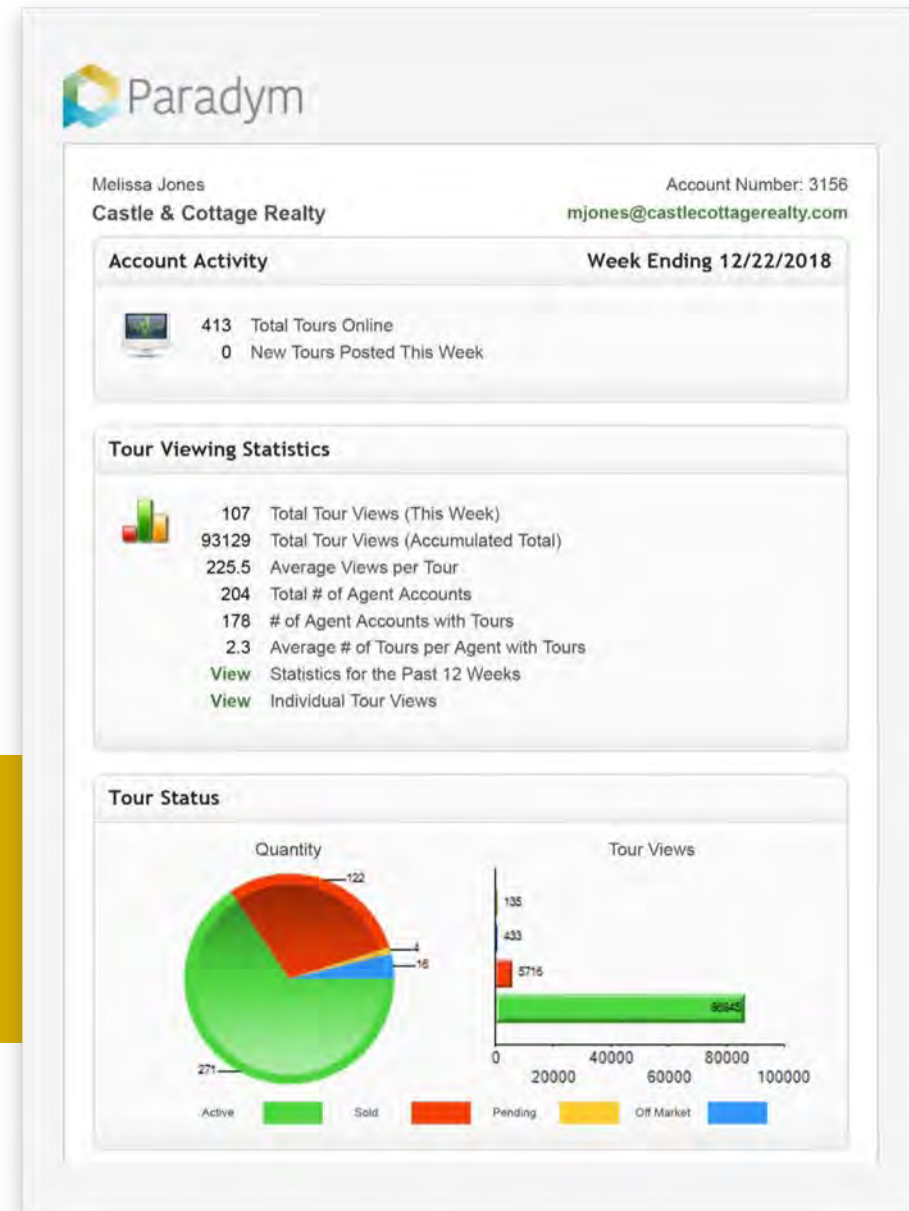
Information supplied by sellers. Deemed reliable, but not guaranteed.



Each week, admin and agents will receive an email detailing the effectiveness of the listing's campaign.

This information is also available anytime within your account.

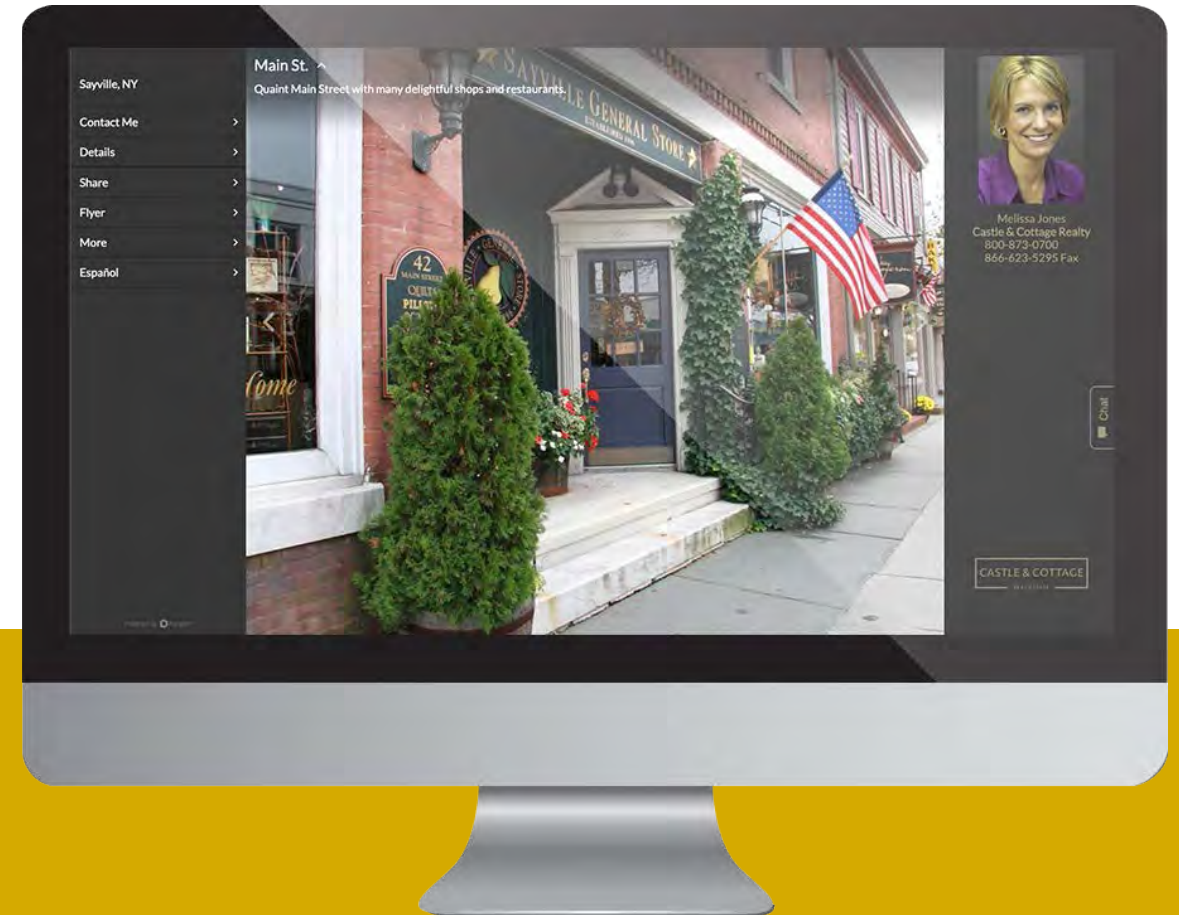
Campaign Stats



Leverage the Paradym App or online media studio to create your own custom presentation of events using a combination of video and still images. Then easily post it to all your social media.

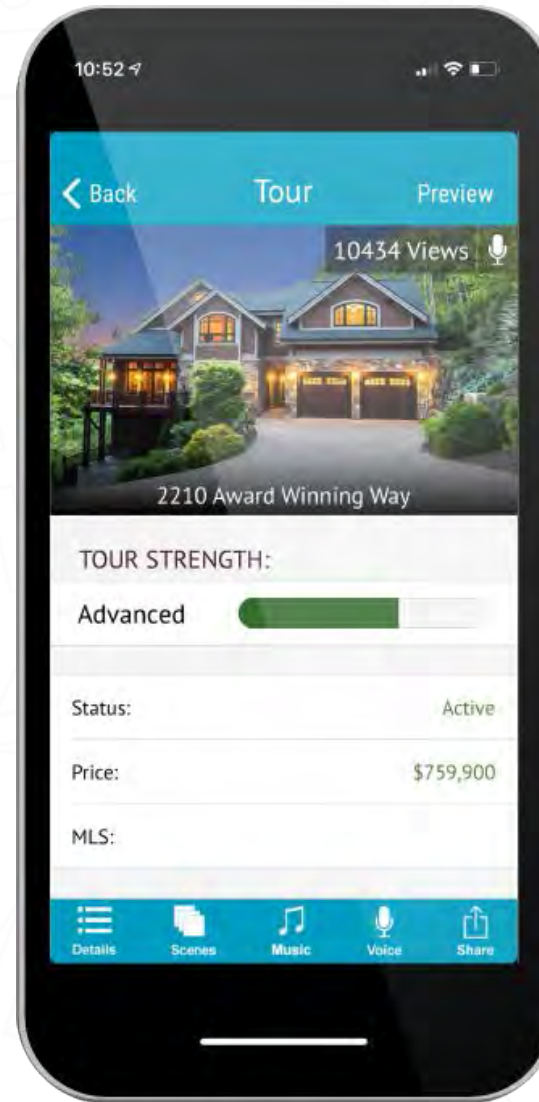
Tell the story of your brand, your community, an event; possibilities are endless.

Tell Any Story



Paradym Mobile App

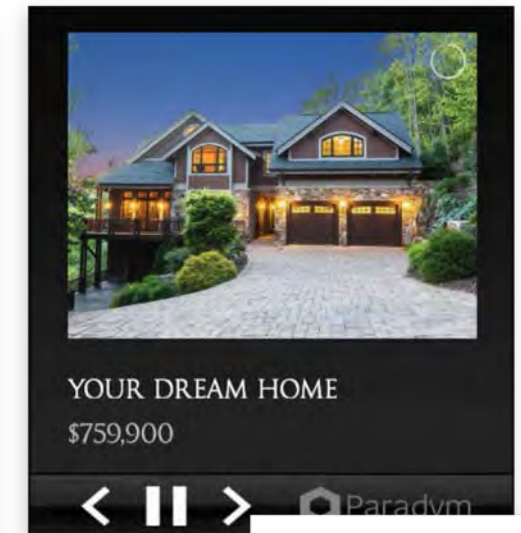
Create stories, respond to leads, and share listings all while on-the-go.



Additional Tools to Help Promote your Listings:

- ▶ Seller emails
- ▶ Website widgets
- ▶ Buyer emails
- ▶ QR Codes
- ▶ Email inventory button

Promotional Tools



Paradym

Hi Amanda,
This home is just under your price range and has many of the features you are looking for. Let me know what you think and we can schedule a showing if you'd like.
Thanks,
Melissa

Welcome Home!
2210 Award Winning Way
Knoxville, TN 37932
\$759,900
4 Beds, 4.5 Baths, 2500 Sq. Ft.
Tour All 14 Scenes!

Your dream home awaits! This beautiful mountain home has amazing views and custom work throughout. With four bedrooms and three and a half baths, there is plenty of room for your friends and family.

Melissa Jones
Castle & Cottage Realty
800-873-6700
Cell: 866-623-5295 Fax:
CASTLE & COTTAGE
REAL ESTATE

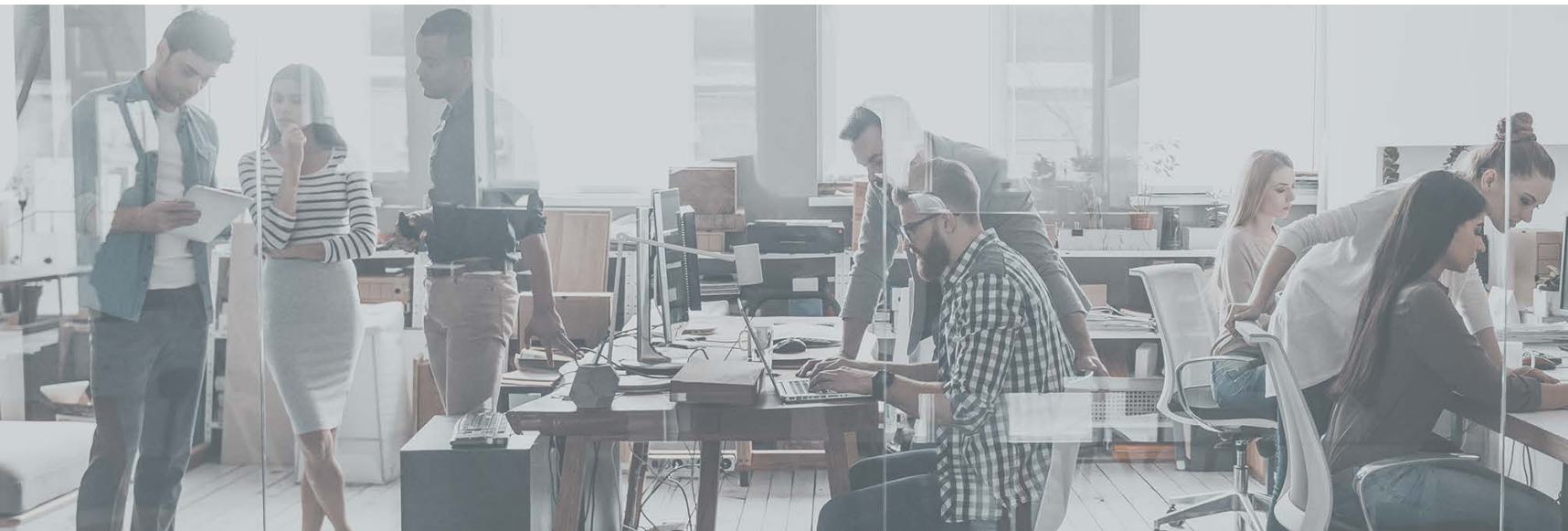
Click to view my Showcase of Homes

Share: [f](#) [t](#) [p](#) [e](#)

Powered by **Paradym**

This is a service similar to that of Paradym. To learn more about Paradym's use of personal information, please read our Privacy Statement. Paradym Corp is located at 2210 Award Winning Way, Knoxville, TN 37932





Success Team



Agent Onboarding



Unlimited Support
and Coaching



Monday – Friday
9am – 8pm ET



Paradym Platform



Reach Social provides agents with original, custom content automatically shared to social media, keeping agents and brokers top of mind with their online sphere.



Paradym Marketing provides agents with everything they need to promote their listings which includes property websites, YouTube videos, social media campaigns, and print marketing.



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Paradym Platform

Get everything you need to market your listings *and yourself.*

\$64.95

per month
plus one-time setup fee of \$149.95



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Get everything you need to market your listings *and yourself.*

ONLY

\$25/month

NO SET UP FEES

per month
plus one-time setup fee of \$149.95



Paradym[®]

Let's do marketing