





TrackMy.com provides all the necessary tools along with complete customer service and training to satisfy the needs of brokers and agents. Our most popular services are listed below.

TrackMy.com features for **Agents**

-  **HomeSearch™** - Save countless hours a week, let HomeSearch™ handle the task of searching the MLS for listings that match your prospect's needs and deliver them to you and your prospect automatically.

Buyers can add themselves to the system directly from your website or you can add them through the product. Every day around 5:00 pm, they will receive color flyers that include pictures, virtual tours, maps, mortgage calculators, and your contact information, for every new property that hits the market and falls into their search parameters. You receive a copy of each email that is sent to the buyer, and you can modify their search using MLS fields such as Thomas Guide, Area Code, and feature codes. We DO NOT send attachments, the daily emails simply contain links to each property flyer and the system is compatible with most email programs. Your buyers will never have outdated information. If a property has been sold since the last email was sent, for example, the email will read "This property is no longer on the market". We also send a property again, if there has been a price change. Our information is updated more often than other service and you can rest assured that your buyers are receiving the latest property information. We recently added the ability to place sellers, past clients, or SOI into your system. and we will send them the latest SOLD listings in their neighborhood. They can then watch the market, and if they decide to sell... they have YOU as their immediate contact person. This is a great way to follow up with past clients.

-  **Your Website** - Not just a page, a TOTAL site complete with all the listings in your market area, information about you, real estate, and the communities you service. Customize your site by working with our staff – All included!

Included in our service is a complete and easy to use website. People searching the Internet for Real Estate want to see listings and they want to see CURRENT listings. Many other websites contain outdated information. Have you ever had a buyer call you and say, "I found this on the Internet." And then you look it up and it's sold or pending? With TrackMy.com, your website contains ONLY the current information. We update our databases more often than other companies – every hour. Also, when a buyer searches your website, they only see YOU! All properties contain your picture and contact information. We work very closely with your MLS and have included all necessary fine print and disclosures.

We also update your listing information automatically - **Real Time Property Data**. Once you list a home on the MLS, it will appear on your website automatically. No need to enter it twice. You have the ability of **enhancing the listing** too. You can add additional photos, change text, and add remarks/comments. You can also add pocket listings to your site.


You have the ability to change your own site. Within TrackMy.com, you have access to change the site colors, change the text on the main page, profile page, and testimonials. You can also link to any other website. For example, you can add links to school information, services for your buyers and sellers, such as "homedepot", "uhaul", or "dmv". You decide what your website contains, what it says, and how it looks! **Complete tracking** is found in our website statistics including each of your listings.

-  **Your Domain Name** - Make your mark on the Web! Included with your website is a free domain name AND email address. With TrackMy.com it takes only 20 minutes and your entire system can be setup!

Let us help you build your business. With a domain name, you can now advertise your web presence. Place your domain name on ALL of your advertising. In the "Real Estate Book", in the "Harmon Homes", in your Newspaper ads, and on your voice mail. Our training staff will help you jump-start your new Internet-based marketing. Not only are you advertising a Real Estate site, you are advertising the ability to search current data and to sign up for free emails (HomeSearch™). You can transfer an existing domain to us at no charge!

-  **Farming** - Save hundreds of dollars! E-mail JUST LISTED, JUST SOLD, PRICE REDUCED and OPEN HOUSE flyers to your farms, referral networks, and personal prospects in minutes.

As a listing agent, you want to advertise your listing to as many clients as possible. Inside TrackMy.com, you can email your listing flyer to an entire farm of people. You create the farms (or let us import one of your existing farms for you), such as, other agents in the office, agents in your local area, or referral clients. Then you simply click a button, and your listing flyer is sent to the entire farm. You can choose from different flyer types, such as, "Just listed", or "Price Reduced".

-  **Training and Customer Support** - Learn how to benefit from all of the product features - our training staff visits with you as often as needed. We have an efficient, friendly, and responsive customer-support staff.

Unlike many other companies, we do not just sell you a product and then leave you to learn it on your own or attend a class. We service your needs directly. Once you have joined the service, you have a personal trainer who can come to you. He/she will walk you through the product in incremental steps and will follow through with you until you have mastered the product. Our toll-free customer-support line is staffed Monday-Friday and can help you while you are online with any of your needs.