



 **RPS Gold**  
*Advanced Marketing System*

- *Premium Website*
- *Automated Follow-Up System*
- *Stealth Website Lead Generation*
- *Agent Blog*
- *Online Showing Feedback*



*Web Solutions with a Personal Touch™*



## Experienced agent.

*"I'm serious about growing my Internet business and need power tools to ramp it up."*

Experienced agents understand the importance of ramping up their Internet businesses, and RPS Gold is the "gold standard" web-based system to attract, engage, and convert prospects into clients. It provides five key tools in an integrated system including a premium-quality website, automated lead follow-up system, stealth marketing lead generation, online showing feedback, and an integrated agent blog.

RPS Gold leverages the latest in web technology to increase your online marketing reach, generate more leads, build more relationships, and close more deals than ever.

## Five essential tools integrated into a single system.

### Premium Website System

#### Generate More Traffic

RPS Gold gives you a highly flexible website with a custom home page. Our designers incorporate your key branding elements to give you the look you want. Instead of a single web page for your listings you can have as many as you want, and optimize each one for a particular category of listing, such as condo, multi-family, etc. Since you can create as many custom pages as you like and can set SEO settings for each, you can gain improved search engine placement for your market niches. The goal of attracting web traffic is to get leads, and the built-in configurable lead capture enables you to require visitor registration before gaining access to key content.

### Agent Blog

RPS Gold comes with an agent blog built into the website. It's easy to create blog posts which make your website more interesting to visitors. But blog posts also increase the content on your website, making it more interesting to search engines too!

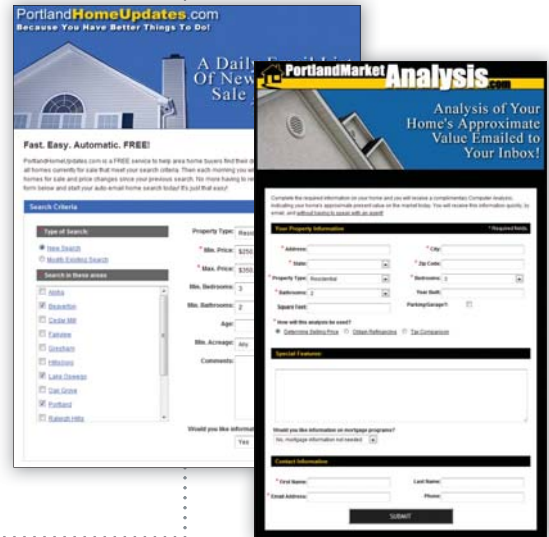


## Stealth Website Lead Generation

### Capture More Leads!

RPS Gold is well-known for its "stealth" websites which enable you to generate more Internet leads than ever before. A stealth website does not feature your branding, but instead features a service you offer, such as a free CMA, email home search, a list of bank-owned properties, etc. Visitors are driven to these sites from your offline and online advertising, where they register to receive information from you.

RPS Gold routes leads coming from your stealth sites to the appropriate drip email campaign. Leads coming from your email home search site go into a buyer's campaign, and those from a CMA site would go into a seller's drip campaign, and so on.



## Automated Follow-Up System

### Convert More Leads!

The key to converting more leads is more effective lead follow-up. RPS Gold automatically incubates the leads you capture to convert them into active prospects. You can use the monthly newsletter, four built-in drip email campaigns and any number of custom campaigns to stay top of mind by touching your leads as often as you like. Since you can manage multiple mail groups, you can target your messages precisely for each segment of your sphere. And using the built-in email blast tool it's easy to notify your lead database of new listings, price reductions, and other market news.



## Online Showing Feedback

### Close More Deals!

In today's market, sellers need your help to get their homes to show well and sell in a reasonable period of time. Reluctant sellers sometimes resist the best advice from their agents. RPS Gold's online showing feedback provides an automated method of collecting buyer feedback and consolidating that feedback into a report for your sellers. When the feedback consistently suggests the price is too high or the yard is a mess, it's a message from the marketplace to your sellers, not just your advice. You'll find it's much easier to get sellers to take corrective action, and this leads to more closed deals for you.

## Get results.

RPS Gold has a loyal following in the marketplace for good reasons. Agents rely on it for lead generation and follow-up, in addition to the flexible website, built-in blog, and showing feedback system. If you are ready to beef up your Internet marketing and strategy, RPS Gold provides an unbeatable combination of five power tools, marketing strategy, and even live coaching calls to ensure you are successful ramping up your Internet business.

*"Real Pro Systems is my most valuable lead generation tool. The 'back office' drip campaigns never cease to amaze me. I continuously receive emails from prospects whom I have never met that are responding back to me. The stealth websites that Real Pro Systems provides are very clean, to the point, and user friendly. Month after month, my number one lead source is Real Pro Systems through the CMA campaign."*

*- Derek Gutting, The Gutting Group, Keller Williams*

## Advance your **Internet marketing.**

If you're serious about advancing your Internet marketing to the next level, it's time to get serious about RPS Gold. The integrated power tools in RPS Gold enable you to drive more web traffic with blog and custom page content, generate more leads from your main website and stealth websites, and incubate those leads with tailored messages. You'll convert more leads to active prospects who work with you, and in turn, you'll close more deals!

## Discover the difference with **Real Pro Systems.**

Companies are defined by not only their products but also by the services that they provide. The suite of Real Pro Systems products share several core attributes as well as the services and intangibles that represent our commitment to your success. If you want a business partner that's there when you call, one that is constantly making improvements to products, and one that offers a full-range of services, it's time to partner with Real Pro Systems.

### High tech.

*Professional, Flexible Design  
Automated Follow-Up  
SEO-Friendly Site Structure  
True IDX Integration Available  
Integrated Tools*

### High touch.

*We're Available  
Coaching and Training  
Professional Services  
Upgrade Path  
We Listen*



Real Pro Systems provides a range of websites and Internet marketing systems for today's real estate professionals. Our solutions include complete website systems for individual agents, advanced Internet marketing systems for experienced agents and a comprehensive team and broker solution that incorporates CRM and business pipeline management. Real Pro Systems' commitment to client satisfaction is supported by a full range of professional services and highly acclaimed customer support that complement our advanced web technology. For more information please visit [www.realprosystems.com](http://www.realprosystems.com) or call 541.743.8500.