RPS *Silver*
Internet Marketing Foundation

• *Premium Website*

• *Automated Follow-Up System*

Real Pro
SYSTEMS

Web Solutions with a Personal Touch™

RPS *Silver*
Internet Marketing Foundation

Up and coming agent.

*"I am looking for my own
web presence that will grow
with my business."*

Whether you are new to the real estate business or new to Internet marketing, you need a solid foundation in place to build your online business. RPS Silver gives up and coming real estate professionals the critical elements of an Internet marketing strategy in an integrated easy-to-use package.

RPS Silver combines a sophisticated website system with the power of an automated follow-up and incubation system designed specifically for real estate. For the price of a basic website, RPS Silver is a fully integrated solution that provides the foundation for your online marketing.

Two essential tools integrated with **lead management.**

Premium Website System
Create Awareness

Are you happy with how you are represented online today? Are you making do with a page on your broker's website or a "cookie-cutter" template website? You could have a flexible, easily customized website with integrated lead capture for very low cost. Imagine creating as many pages as you like, embedding video, and even optimizing your website for search engines. RPS Silver gives you all this and more.

Our professional designs mean taking your web presence to the next level, with features that will both inform and impress site visitors. Built with a clean, attractive design on the outside, and modern SEO-friendly architecture on the inside, RPS Silver enhances your branding and extends your online reach. You can easily create custom pages to target the niches you serve, embed video clips or add an integrated IDX solution (optional) to turn your website into the hub of your awareness and lead generation strategy. You'll be confident in promoting your website in all of your marketing because you'll know it makes such a positive impression.

Take your online marketing to the **next level.**

Real Pro Systems' proven track record for system uptime and client satisfaction is second to none. So take your online marketing to the next level today with Real Pro Silver!

Automated Follow-Up System
Incubation

One of the keys to effective online marketing is managing the follow-up process. With RPS Silver, the built-in follow-up system automatically incubates the leads you capture to convert them into active prospects.

The built-in drip email system comes ready to use, and you can also create as many of your own campaigns as you like! By sending helpful tips and calls to action, your email campaign keeps you top of mind by touching your leads several times a month. Every message is delivered on branded stationery, automatically!

The RPS Silver system also includes a monthly newsletter that comes with pre-written articles on the national real estate market, and you can add your own content to personalize it to your market. Using the built-in email blast tool, it's easy to notify your lead database of new listings, price reductions, and other market news. Since you can manage as many unique mail groups as you like, you can target your messages precisely for each segment of your sphere.

Get **results.**

There are other companies who offer basic agent websites. But why settle for a basic website with nowhere to go when you can have so much more for the same price? RPS Silver builds a solid foundation for your Internet marketing. What's more, as your needs grow you can upgrade smoothly into our advanced systems, RPS Gold and RPS Platinum.

RPS *Silver*
Internet Marketing Foundation

Build your Internet **marketing foundation** today!

When you think of building your business online there are two critical components of your strategy that are essential. The premium website and automated follow-up system built into RPS Silver give you the Internet marketing foundation you need to generate business with confidence. Break out from the crowd with serious Internet tools, integrated in an easy-to-use package!

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