TRENDsend
by Trendgraphix

WHAT IS TRENDSend?

- **A facts & Trends "DELUXE" program,** that enables agents to personalize flyers, track their productivity**,** one click connect and post to social media, add content to their websites, create automated email campaigns & more!

- **An automated email marketing program** that enables agents to stay in regular contact with your database of clients using up-to-date market trending data.

- **TRENDSend simplifies the process of ongoing client contact** with it's one-and-done set-up process and its readily-available monthly-updated content, enabling agents to remain consistent in their marketing efforts without taking time away from sales!

BENEFITS TO YOUR PRODUCTIVITY

- E**nables you to easily stay-in-touch with your database** consistently, helping you to keep your pipeline full, even during the busiest seasons.

- **Set up as many campaigns as you wish**, create customized groups- show your client you are truly thinking about them, not just sending a mass newsletter to everyone.

- **TRENDSend is not just for REALTORS!** TRENDSend can be used by marketing specialists, relocation, and internet response teams with lead follow up.

- **All emails are branded** with your logo, headshot and contact information enabling you to extend your reach through email forwards by recipients to family, friends and co-workers.

- **Get a bird's Eye view of your marketing at work.** Monitor who opens your newsletter, opts out, or signs up. Control how your campaigns are sent - preview or automated on a certain day of the month

- **Minimal time investment to get started** - TrendGraphix sets up and trains you with a one-hour live session. Additionally, visit our support center with videos, step by step tutorials, and a searchable FAQ.

PRICING AND DEPLOYMENT

- Offered by your Brokerage at a special price of $10 per month
- Sign up today, be online tomorrow!

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FEATURE	TRENDSend
Individual **Usernames** and Passwords for each user.	✔
Quick Guide Graph interpretation pop-up tool. Learn what the graphs mean and how to use them to win more sales.	✔
Market Highlight Graph Summary Snapshot to help you understand where the trend is going & what it means to sales.	✔
Let the numbers do the talking with the *Market Summary* **report*** ready-to-print with a single click.	✔
CUSTOMIZABLE **Home Page** with Market Snapshot reports, quick links, convenience calendar and more!	✔
SAVED REPORTS allows you to create custom reports for every customer or occasion. Never start from scratch again!	✔
PERSONALIZE **your handouts** with email signature, user head-shot and contact information.	✔
Social Connection **one-click share** direct links to Facebook, Twitter, Blogger, LinkedIn, Google+, Wordpress and more!	✔
Post2Web **Widget *** creates live updating graph widget for webpages. Create post & forget about it.	✔
Lead Generation **form** to use with the *Post2Web* to capture leads from your website or anywhere your graph is posted.	✔
Tracking/analytics for *Post2Web* and *Lead Generation* form	✔
Managing Contacts with a simple, practical CRM system.	✔
Automated email campaign with Facts & Trends report	✔
Tracking/analytics for email campaign activity, such as who opens/reads, opt-outs, etc.	✔
Admin logins for larger accounts, enabling self-managed account setup and user level activity reports.	✔
NEW **Market share and RANKING PROFILE.** Get detailed information on all of your transactions and track every sale.	✔

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6 ways TRENDSend can help you be more successful this year:

1 **Stay in touch** with your database more regularly with minimal time investment.

2 **Eliminate writer's block** - have fresh, timely, and relevant info to send every month.

3 **Move your clients into action** without pushing, using factual information.

4 **Drive new leads** from your website to sign-up for market updates.

5 **Generate a powerful referral network** through e-mail forwards.

6 **Establish credibility** and position yourself as the local market expert, so buyers and sellers will call you FIRST.

Farm your existing database for new business!

"With TRENDSend, I am able, with one click of my mouse, to send timely information to all of my clients, leads, and sphere. I can attribute one listing directly to TRENDSend. I use it as a drip email to everyone. One client contacted me after seeing the pricing trends and said he thought he needed to sell now, as opposed to a year from now. I had no idea he was even thinking of selling!"

- Mechelle Gooch, Agent,
Lyon Real Estate, Folsom, CA.

As easy as **123**

Just 3 steps to setting-up an email campaign:

1 Upload your contacts.

2 Save Facts & Trends™ market trending graphs using your criteria (as broad or as specific as you want).

3 Create a campaign with your own message that automatically goes out on a schedule of your choosing!

Plus all the same capabilities of our industry leading Facts & Trends system

Sign up Today!   **Bookkeeping@CBDanforth.com**

To learn more, we invite you to see our videos:

FACTS & TRENDS™
by Trendgraphix

Facts and Trends PRO is our newest version of our popular market reporting system for agents. Our easy to use web-based market trending tool is designed to give agents the chance to distinguish themselves from the competition and win more business.

To see the Facts & Trends video:
LINK: **https://vimeo.com/50393140/**
PASSWORD: **tgrocks**

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TRENDSend is an automated email marketing program with Facts & Trends built right into the system. This contact management system enables your agents to stay in regular contact with their database of clients using up-to-date market trending data. TRENDSend's one-and-done set-up process and readily-available auto-updated content enables agents to remain consistent in their marketing efforts without taking time away from sales.

To see the TRENDSend system:
LINK: **https://vimeo.com/52402390**
PASSWORD: **tgrolls**

Get The Facts.
Win More Business.

Facts & Trends™ takes MLS data and transforms it into powerful, dynamic, easy-to-understand information – information that makes you look good.
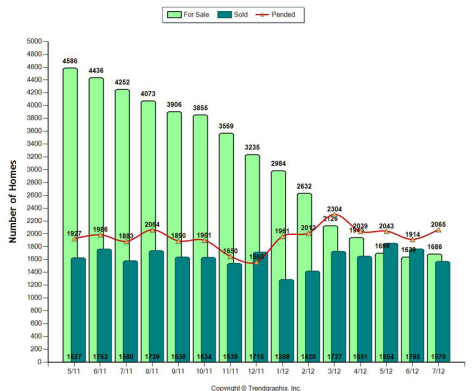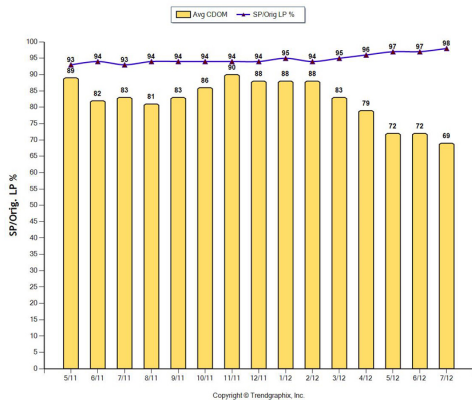
Using our ridiculously easy-to-use, online interface, you can instantly graph critical market stats down to neighborhood level:

- # Homes for Sale & Sold
- Days on Market
- Sold-to-List Price %
- Months of Inventory
- Average Price For Sale/Sold

...and then quickly **print, save,** or **share** to your favorite social media sites, to keep your clients up-to-date on the latest, local market trends.

Sign up today!
Email: *Bookkeeping@CBDanforth.com*

Facts & Trends is included in TRENDSend!

FACTS & TRENDS™
by Trendgraphix

Just the FACTS *of*...
Facts & Trends PRO!

TRENDGRAPHIX

Facts & Trends—what is it?

- Trendgraphix gathers current and historical data from your local MLS to produce detailed, highly visual and easy to interpret reports and charts that demonstrate market trends.

- The reports system is accessed online, so there is no software to download or maintain. You can access the reports from anywhere you have an internet connection.

- Reports are updated on a monthly basis, no later than the 10th of each month.

- Every report can be customized with you (the agent's) headshot and contact information and there are a whole host of sharing tools to make it easy to distribute to clients and leads.

What do the reports show?

There are five reports in the Facts & Trends™ series:

1. **FOR SALE VS. SOLD:** Demonstrating supply and demand in the marketplace and showing current active inventory levels. From these reports you can see who is in control of the market right now—buyers or sellers.

2. **PRICE PER SQUARE FOOT:** Showing pricing appreciation or depreciation.

3. **DAYS ON MARKET:** Illustrating how long the average home is taking to sell.

4. **AVERAGE PRICE FOR SALE/SOLD:** Giving you a sense of housing affordability in a given area, as well as understand how realistic current listing prices are.

5. **MONTHS OF INVENTORY:** If no new listings came on the market as of a certain month, and the current pace of sales prevailed, how long would it take to sell through the current inventory in your market? A great chart for showing who is in control of the market—buyers or sellers—based upon availability of homes.

All Facts & Trends™ reports show 15 months of data by default.

View 15 months on single chart, enabling you to see the difference between seasonal trends and market adjustments. Longer or shorter time periods are also available to suit your needs. Our reports can cover up to 15 years!

Each report can be customized

By area (down as far as zip-code), property type, price-range, square-footage range, and date-range—so you can narrow trends down to a specific neighborhood and type of home.

How should agents use the reports?

The most important use is to enable you, the agent, to become familiar with market conditions in your area(s) of focus.

This will make you more effective in every area of your business and position you as the "market expert" with your clients.

Use the reports to educate your buyers and sellers.

- With sellers, the reports can support your CMA in guiding them toward a successful pricing strategy, and setting realistic expectations with regard to how long their property will be on the market before it sells.

- For buyers, the reports can help you find areas of focus based upon the price range they are qualified for, and the home-size they are seeking. When it comes time to make an offer, you can show them Facts & Trends™ reports for the subject property to support their offer price.

Use your reports as a competitive differentiator to win more business.

Many agents don't come well prepared to listing presentations. Demonstrate your professionalism and market knowledge by arriving with a well prepared CMA and accompanying Facts & Trends reports. Trendgraphix clients often report that they are able win the listing and even retain higher commissions as a result!

Using your Facts & Trends™ reports in your marketing and advertising is also a good idea.

- Use your charts as a way to generate regular, monthly content for a newsletter or email campaign.

- Post monthly market updates to your Facebook Page, Twitter feed, or blog.

Offer Facts & Trends™ reports at your Open Houses.

Hand each person who walks into your open home with your own, personally branded, Facts & Trends™ report, specific to the neighborhood your listing is in. Now, as they visit other homes in the area, they'll be referring to *your* report to evaluate pricing. This is much more likely to be held-onto than a business card.

You also have some handy tools right in your reports system to enable you to share each report easily with clients:

- The **EMAIL** button enables you to send the charts in the body of an email to any number of clients at one time. You can choose which charts to send, add comments, and the message will come from your email address of choice. You'll even receive a "read receipt" when your client opens the email!

- The **PRINT** button makes it easy to print presentation-quality charts for sharing with clients. Just like the email function, you can choose which charts to print and add your own comments.

- The **SAVE GRAPH** feature lets you save the graph you are viewing to an image file that you can then insert into other marketing materials.

- The **POST2WEB** feature enables you to post a live-updating graph to your website using either a simple web link. Once posted, the graph will automatically update with data each month.

- Our **SOCIAL MEDIA INSTANT SHARE** allows you to instantly post our graphs and connect with your audience with one click. No need to sign in and upload a picture, just find the graph you want and click. Works with Facebook, LinkedIn, Twitter, Tumbler, Google+, Wordpress and more.

- **LEAD GENERATION TOOL** is another live graph feature. Use a regional-level Post2Web graph on your website and then encourage visitors to contact you to have market trends specific to *their* neighborhood sent to them by email. Visitors can tell you what they're looking for via a simple form you customize, and then the lead is sent directly to your inbox along with the graphs and charts the visitors requested.