



Technical Services Program

Introduction

Busy agents often don't have the time to perform tasks associated with their Real Pro Platinum, Gold or Silver systems. They would rather be selling real estate, and leave the technical duties to someone else. The technical services program provides agents with the services of skilled Real Pro Systems staff to perform a wide variety of services at a nominal cost.

What Services are Offered in this Program?

Real Pro Systems technical support representatives (TSR's) can perform all of the services available in the control panel of our agent systems. Here are the kinds of services offered:

- Upload featured property listings
- Create custom web pages using agent's existing content
- Make page editing and navigation changes throughout the website
- Send out blast messages such as newsletter, real estate updates, just listed, just sold, price reduction, holiday greetings, etc.
- Blog management- format, tag and post your articles
- Assist in drip campaign management (using agent's content, set up letters and campaigns and test), group organization, etc.
- Delete bounced email addresses from lead lists
- Tailor Real Pro Systems marketing materials for agent's stealth sites/domain, etc.
- Visistat web analytics: Set up page groups, reports, etc.
- IDX Broker-Setting up advanced search or saved search pages in IDX B to use as links on web pages
- Embed video on website pages using embed strings or widgets

What Services are NOT Available in this Program?

Real Pro Systems TSR's do *not* do the following tasks:

- Graphic and website design services
- Call agent's clients or leads for any reason
- Act as staff coordinators or administrator for agent
- Schedule showings or appointments for agent
- Write page or letter copy
- Work with products from other companies
- Create marketing materials for agent from scratch
- Post ads on Craigslist or any other advertising service
- Provide strategy consultation

Technical Services Pricing

The services offered under this program are available for \$30 per hour. The minimum billing increment is one hour. Real Pro Systems' TSR's are fully trained on our system and have the full weight of our development and production resources available if needed.

We encourage clients to purchase hours of time in advance and we will then charge time against the previously purchased hours on an as-needed basis. This simplifies the process and shortens the time it takes to get a task completed. Clients also have the option of purchasing hours of TSR time as needed but this will add to the turnaround time.

TSR work is scheduled in advance and is not intended to be available on an urgent basis.

Recommended Uses and Examples for Technical Services

1. An agent is moving to a Real Pro System website and wants to move 15 pages of content from her old website to her new website. These pages need to be added to her Real Pro site, but the content is already written, and the pictures are already selected. The TSR uses the Real Pro Systems control panel to create the pages, add the content, and the photos. While the actual time may vary, a reasonable estimate of one hour per page should be expected. Note that the TSR does not do graphic design or custom website development outside of the tools provided in the product.
2. An agent would like to have five different pages of featured properties. He carries a lot of listings of different types of properties, condos, vacation properties, luxury homes,

etc. He would like a different featured property page for each category and have the appropriate listings show up automatically on each page.

3. An agent writes prolifically, but doesn't want to have to take the time to post articles on his Real Pro Gold blog. A TSR takes the content, formats it, uploads it into the blog, tags it, and verifies presentation.
4. An agent wants to make sure her Real Pro Systems newsletter goes out each month. She provides a couple paragraphs of local news and content to the Real Pro Systems TSR. The TSR adds it to the content provided by Real Pro Systems, formats it, does a "test send" to make sure everything works, including links and formatting, and then sends it out to the entire newsletter mail group in the agent's control panel.
5. An agent would like to track specific website activity using the VisiStat analytics that come with his agent system. However, he doesn't want to take the time to master the specifics. So he uses a TSR to create a page group showing stealth site landing activity and form completion so he can calculate the conversion rate. He also wants to monitor specific landing pages as a group so he can see how his SEO efforts are affecting traffic. A Real Pro Systems TSR sets up these groups and shows the agent how to access them to monitor this activity.
6. An agent is moving from an old website to a new Real Pro Systems agent system. He has some search engine ranking for some of his old website pages, and has some important incoming links. He hires a Real Pro Systems TSR to set up a "301 redirect" table so that links to his old website pages are redirected to his new Real Pro website pages. While this takes a few hours, the benefits of his efforts with his old website are transferred to his new website.

Additional Services Coming Soon!

- Copywriting services
- Search Engine Optimization (SEO) services

Real Pro Systems provides internet marketing solutions for leading real estate agents throughout the United States and Canada. The company's offerings include agent website systems, web marketing services, social networking solutions and agent podcasts. Real Pro Systems is headquartered in Eugene, Oregon. For more information please visit www.realprosystems.com or call 541.743.8500.

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