

# Measurable, Meaningful Mobile Success.



SEARCH BY  
PHONE



SEARCH BY  
TEXT



GPS MOBILE  
SITES



SOCIAL MEDIA  
MARKETING



NARRATED  
TOURS



VoicePad  
generated  
**2 million+**  
organic  
leads  
in 2014!

The VoicePad® solution includes GPS Mobile Sites for both brokerages and agents, IDX Phone & Text Search, and powerful curbside property marketing tools.

Your brokerage or team can provide home buyers information on any property from any type of phone, while delivering actionable, real-time leads to your agents. The only place you will find this comprehensive mobile solution is VoicePad.

[voicepad.com/brokers](http://voicepad.com/brokers)





## IDX Mobile Tools for Brokerages



**Superior Curbside Lead Generation.** Display a local phone number on your yard signs. The moment a potential home buyer calls or texts the number to get property information, VoicePad delivers the consumer's contact information to the appropriate agent. We even tell you when the home buyer subsequently visits your VoicePad mobile site to view the listing, or any other properties in the market.

Never before has a mobile provider been able to associate a home buyer's name and phone number to property web views, but VoicePad does. And we display it all on our online Lead Manager, giving your agents invaluable insight into a buyer's search activity.

In the past twelve months, VoicePad generated 2.5 million property inquiries by phone; over 1 million by text; and more than 5 million property web views—all trackable from the curb.



**IDX Property Info by Text, Call & Mobile Web.** Consumers simply text the house number to your brokerage's VoicePad phone number. VoicePad then auto-returns property details via text, along with a link to a GPS-enabled mobile site for photos and a narrated property tour.

For home buyers who prefer to get property info by phone call (and many of them do!), VoicePad provides rich audio presentations for every property listed in your market. VoicePad automatically builds these high-quality 'recordings' from your MLS or broker data feed with no need for agents to record anything. Whether consumers call or text, they can instantly connect to your agents directly, in addition to receiving the GPS mobile site link.



**GPS Mobile Sites for your Brokerage & Agents.** VoicePad provides brokerages and their agents GPS/IDX mobile sites that work on all smart phone and tablet browsers. The agent sites—which are branded to each agent—feature critical content, like a GPS home search; property maps with nearby schools, hospitals and shopping; and narrated tours on every residential property in the market. Agent's social media connections and large-sized phone, text and email graphics make it easy for consumers to connect without requiring them to put on glasses or "spread the screen." Additionally, VoicePad mobile sites are easy to share via text or email. All of the user's web activity is tracked by phone number, name and/or email address.



**Listing & Marketing Tools.** VoicePad offers listing and marketing tools to promote your agents' properties, while tracking the effectiveness of their marketing efforts. VoicePad uses your listing data and photos to create content that agents can post to their Twitter, Facebook and Google+ sites with just a few clicks. Craigslist postings automatically include your VoicePad phone number and a property code. This way, home buyers get the property info they want, while agents can track the inquiries without unsafely promoting their personal cell phone number on Craigslist.



Combine the tools above with VoicePad's Automated Receptionist that answers and routes your incoming calls...*with automated precision!* Let VoicePad add MLS speech and text technology to the phone numbers you already own to help reduce call center costs and boost lead generation. The Automated Receptionist option adds:

- Brokerage Dial-by-Name Directory
- Incoming Call and After Hours routing according to your business rules
- Departmental Extensions (rental, mortgage, title, etc.)
- Mobile Site/App Delivery via text