

## BOSTON LOGIC

### SALES & MARKETING PLATFORM

The Boston Logic platform is the industry's most comprehensive suite of digital tools to grow your real estate business, manage leads, create a stand-out online brand, and close more deals.

On the front end, it's a stunning branded website. On the back end, it's a **command center for your business** that manages contacts, simplifies email marketing, integrates MLS search, and drives more repeat and referral business through the power of automation.



## A COMMAND CENTER FOR YOUR BROKERAGE

All of the tools within the Boston Logic Platform- including your website, lead routing, CRM, MLS Search, Email Marketing, Listing Management, etc.- share data from a central database; integrate with important 3rd-party business tools (transaction management, print marketing, etc.); and serve up your leads and data so that you can make decisions quicker.

“WE CHOSE BOSTON LOGIC BECAUSE  
WE ARE ALWAYS LOOKING FOR THAT  
COMPETITIVE EDGE THAT SETS US  
APART FROM THE 'NORM.'”

- AMBASSADOR REAL ESTATE

## GORGEOUS WEBSITES

Own a unique website without spending a mint!

Our websites are designed to help you differentiate your brand online and provide a superior experience for consumers coming to your site. Get started quickly with one of our ready-to-go templates, or build a completely custom design. Either way, we are here to guide you from site selection, to launch, and beyond!



### Easy to Edit

We believe you should have the power to easily edit the content on your site...from any device at any time! Customize menus, add pages, area profiles, one click searches, developments, testimonials, and much more.

### Optimized to Drive Traffic

We've got SEO, H1 Tags, MetaTags, Keywords, and hyper-local content. In other words, we take care of the nerdy stuff so your website can rank at the top.

### Fully Responsive

We are the only platform that provides a truly responsive experience across all browsers and mobile devices.



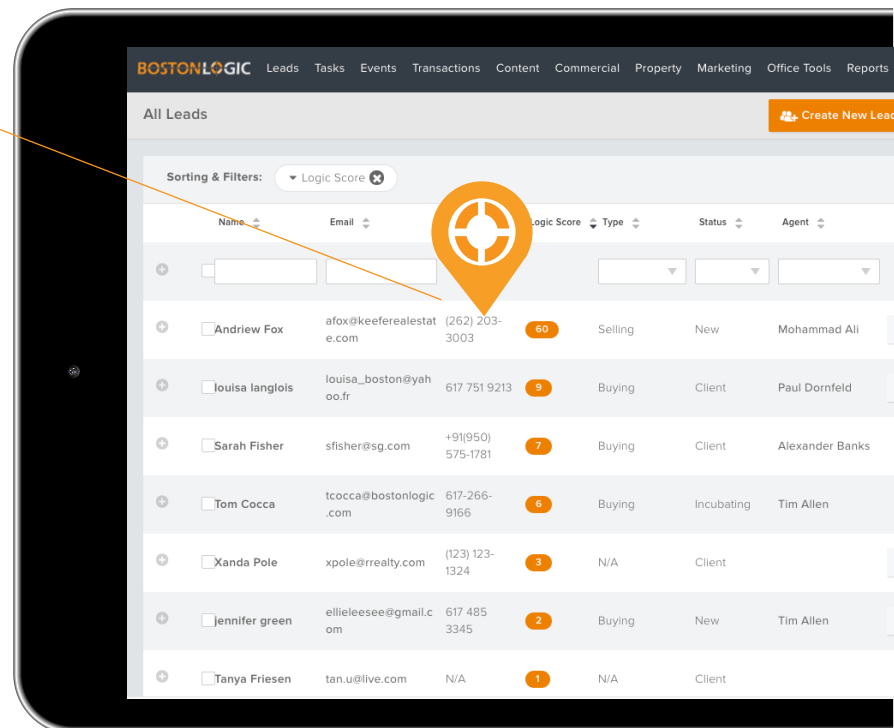
# BEYOND A CRM

**Behind that pretty website, is a powerful suite of tools that connects all your data and amplifies sales and marketing efforts across your brokerage.**

## Amplify Your Leads.

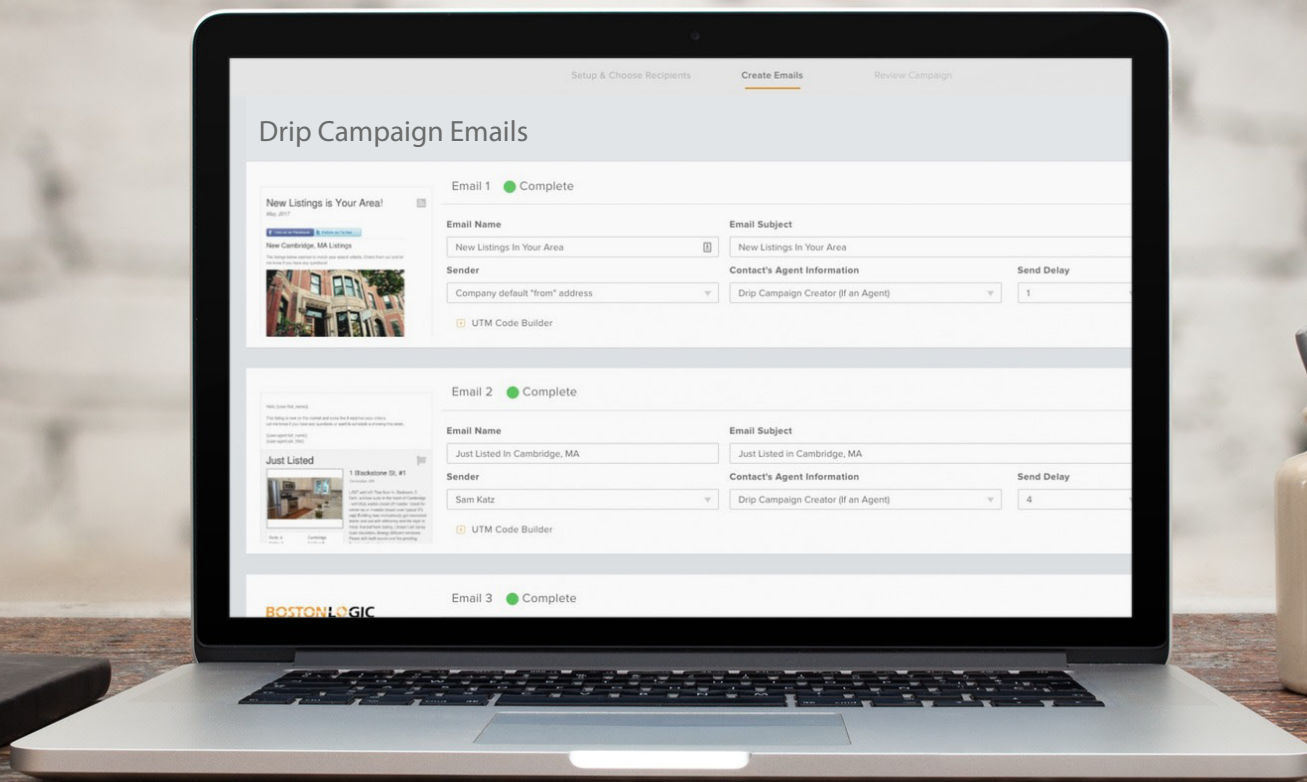
Our motto is **“no lead left behind,”** and we’ve packed the platform with tools to help you create more website conversion opportunities, reach leads before your competitors, and nurture relationships through targeted content.

- Create-your-own lead capture forms
- Consolidate leads from all sources (Zillow, Trulia, etc.)
- Automatically route & nurture leads
- Focus on hot prospects first with Lead Scoring
- Send hyper-targeted follow-up with smart lists



| BOSTONLOGIC Leads Tasks Events Transactions Content Commercial Property Marketing Office Tools Reports |                           |                   |      |         |            |                 |
|--|---------------------------|-------------------|------|---------|------------|-----------------|
| All Leads <a href="#">Create New Lead</a>  |                           |                   |      |         |            |                 |
| Sorting & Filters: Logic Score   |                           |                   |      |         |            |                 |
| Name   | Email                     | Logic Score       | Type | Status  | Agent      |                 |
| <input type="checkbox"/> Andrew Fox  | afox@keefeerealestate.com | (262) 203-3003    | 50   | Selling | New        | Mohammad Ali    |
| <input type="checkbox"/> Louisa langlois   | louisa_boston@yahoo.fr    | 617 751 9213      | 9    | Buying  | Client     | Paul Dornfeld   |
| <input type="checkbox"/> Sarah Fisher  | sfisher@sg.com            | +91(950) 575-1781 | 7    | Buying  | Client     | Alexander Banks |
| <input type="checkbox"/> Tom Cocca   | tcocca@bostonlogic.com    | 617-266-9166      | 6    | Buying  | Incubating | Tim Allen       |
| <input type="checkbox"/> Xanda Pole  | xpole@rrealty.com         | (123) 123-1324    | 3    | N/A     | Client     |                 |
| <input type="checkbox"/> Jennifer green  | ellieleesee@gmail.com     | 617 485 3345      | 2    | Buying  | New        | Tim Allen       |
| <input type="checkbox"/> Tanya Friesen   | tan.u@live.com            | N/A               | 1    | N/A     | Client     |                 |

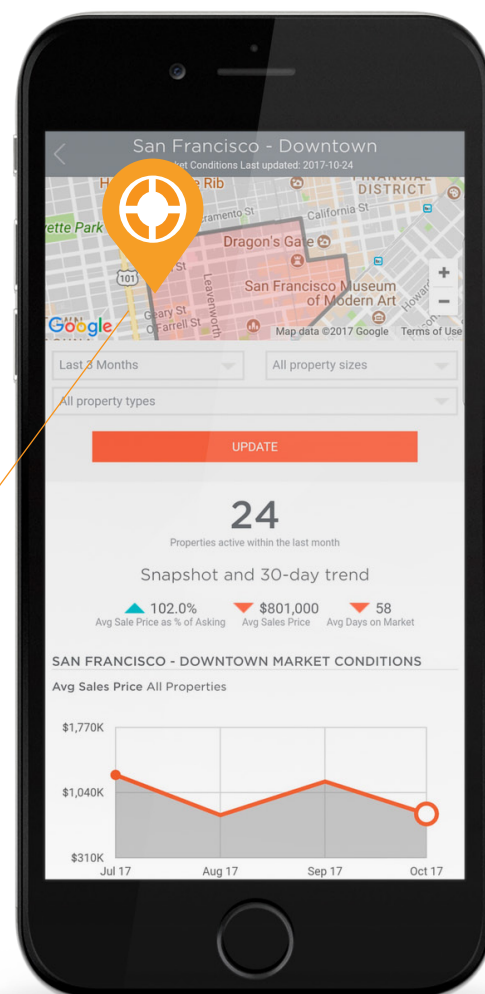




## Flex Your Marketing Muscle.

Our system **does all the heavy lifting**, so you and your team can reach more prospects and clients than ever before. Whether you want to send a monthly newsletter to stay top-of-mind with past clients, advertise new listings, or send out our integrated Market Reports, we'll help you demonstrate your local expertise, automate the process, and track who is engaging with your content.

- Auto-segment leads into send lists based on website activity
- Easily pull MLS information into your emails
- Create multi-email drip campaigns
- Access our library of email templates, or create your own
- Auto-send tailored, local market reports
- Social media integration



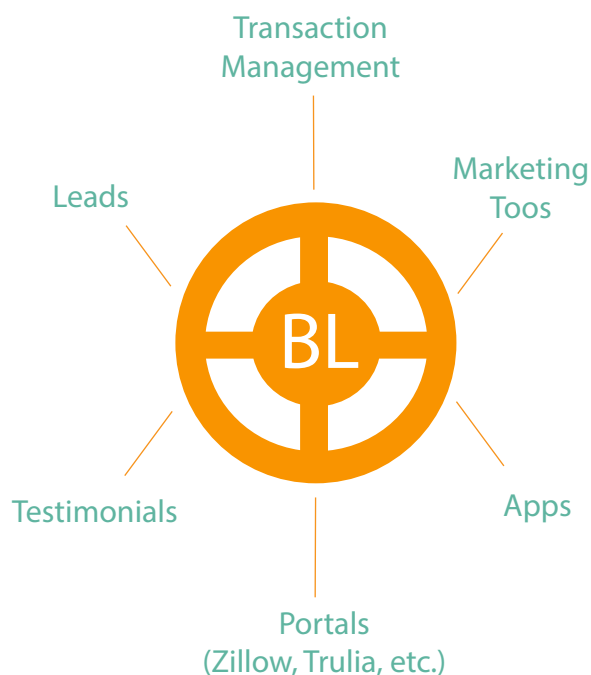
ENGAGE CUSTOMERS FROM CLICK TO CLOSE

# Make Data-Driven Decisions

Stop digging for the answers you need across multiple systems! Boston Logic connects all your data, and **serves it up in easily consumable reports** so that you can focus on growing your business and revenue. And since it's available from any mobile device, you can access the answers you need from anywhere, at any time.

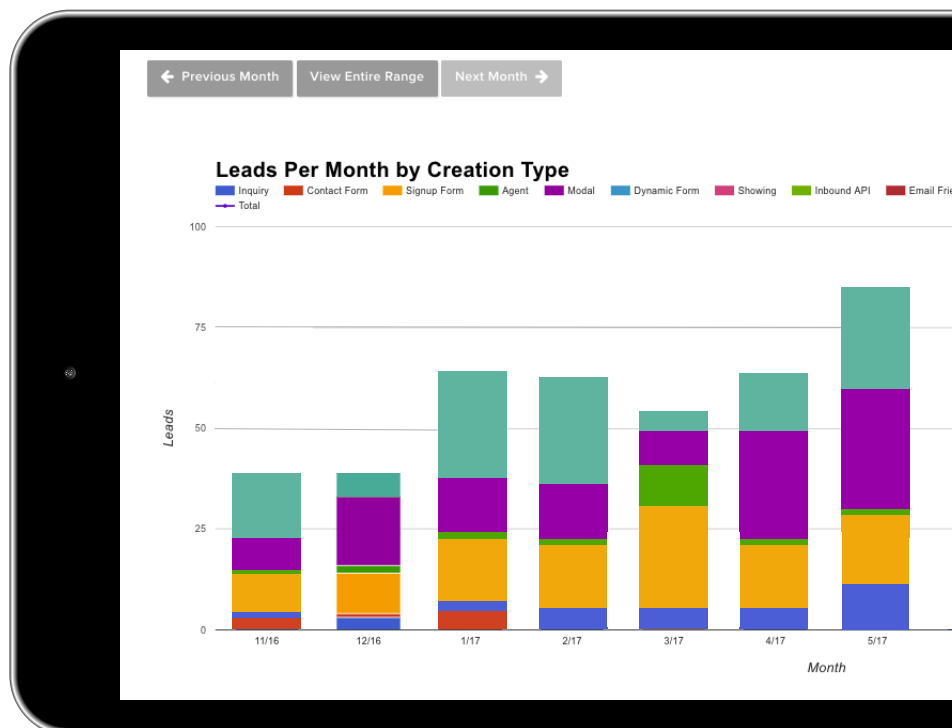
## Insight Into Your Team or Brokerage

- Lead engagement reports by agent
- Agent log-in reports
- Revenue by lead source



## Track Lead & Website Engagement

- Lead activity & ranking by score
- Website traffic dashboard
- Search terms & keyword performance



## UNLEASH YOUR DATA'S POWER WITH INTEGRATIONS

The boston Logic Patform's secure API connects to all your important 3rd-party business systems. So, for example, you can integrate your lead generation and transaction management systems for complete visibility into the lifecycle and ROI of your progams from click to close.





“OUR AGENTS ARE AMAZED  
HOW MUCH JUST HAPPENS  
ON THEIR BEHALF!

## WOW Your Agents & Attract New Ones

Our suite of productivity and listings management tools help agents communicate with more leads and close more deals....all while spending less time on burdensome administrative tasks.

### Marketing Tools to Help Agents Reach More Leads

- Lead prioritization with Lead Scoring
- Email Automation
- Customizable market reports
- “Click-to-call” function for faster speed to leads

### Sales Tools to Help Agents Close More Deals

- Custom action plans and task alerts
- Quickly create showing sheets
- Win the listing with reverse prospecting tools
- “Click-to-call” function for faster speed to leads



# SUCCESS WITH BOSTON LOGIC

## Utilize our Rockstar Team

**We're digital marketing nerds (and not ashamed to admit it!).** We've assembled a team of the best digital marketers in the biz. Don't have the time or expertise to do it all yourself? Get the most out of the Boston Logic Platform with our Digital Marketing Services team in the co-pilot seat. We can write content for you, run retargeting and social campaigns, improve your SEO, manage your pay-per-click campaigns and much more!

## 24/7 Support & Best-Practice Guidance

Our Customer Success Team is dedicated to helping you get the most out of the platform—from deployment, to training, to strategy...and beyond!



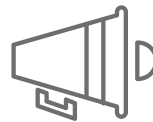
**Technical  
Support**



**Online  
Support  
Center**



**ACE /  
Account  
Manager**



**Unlimited  
Training**



**Best-Practice  
Guidance**

## GET STARTED!

*SUPERCARGE YOUR SALES & MARKETING*

**WWW.BOSTONLOGIC.COM**  
**(866) 340-7770**