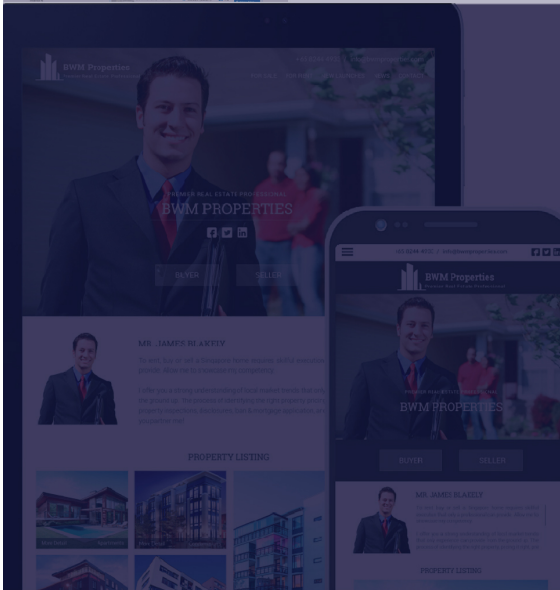# Be Your Own Property Portal

Create Professional Website

Easy Content Management CMS

SEO Optimized

Mobile Ready

Get your own Mobile App

smartrealtor®

Smart Tools and Services for Real Estate Professionals

Manage Your Properties

Create PDF Catalogs – Brochures – Flyers

Schedule Events – Open House - Viewings

Manage Notes

Collaboration Tools – Link and Share

DIY Internet Marketing Tools

Powerful Email Marketing

Social Media Marketing

BLUWEB MEDIA

www.bluwebmedia.com
info@bluwebmedia.com

SMARTREALTOR - EMPOWERING REAL ESTATE PROFESSIONALS

"Property advertising and listing management has never been easier! "

BluWebMedia's innovative and easy-to-use SmartRealtor with its plethora of tools and features empowers real estate professionals to effectively manage their property portfolio and expand their business by generating more valuable leads through multi-level marketing.

SmartRealtor

- Email Marketing Newsletters
- Property Viewing Open House Scheduling
- Contacts Management
- Co-Listing Agent Connect
- Property Listings Notes Management
- Real Estate Agent
- Social Media Marketing
- Container Linking
- Agent Tools
- SEO Google Analytics
- Agent Website Content Management
- Printing (PDF) Property Flyer Catalogue

Professional Agent Website

It has never been easier to run your own property portal.

The built-in content management system (CMS) was specifically designed for real estate agents wishing to have their own web presence and reducing their dependency on property portals for their property advertising. Websites can be up and running within an day. No special skills required.

Property Listings, Notes and Contacts

Property Listing management is at the core of SmartRealtor and we made sure to cover all angles of it. We help you to create high quality listings and keep track of discussions, meetings or agreements your reached with owners or customers. To each property you can add notes. Enquiries are saved in your own inbox and customers can easily be added to your contacts and exported as vCards.
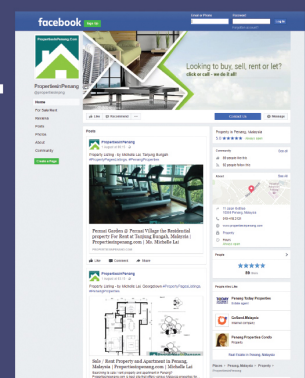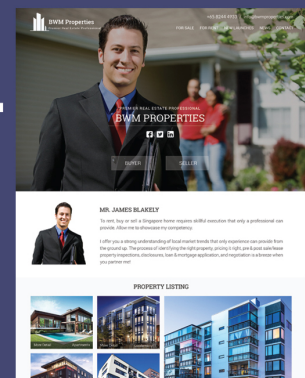
Social Media Marketing

Social Media Marketing is a key component in any successful business. Marketing your property through social media is a must. SmartRealtor simplifies the process to the point where properties, news etc, are automatically posted to personal Facebook or Twitter fan pages created for each account. Any visitor to your social media page is re-directed to your own website or property listing

Email Marketing Newsletters

Email Marketing is a powerful tool to advertise your properties, brand and services. It allows you to stay in touch with your customers and let them know of that new property you've just got. Our own Marketing Mailer with a drag-and-drop campaign builder allows you to easily create eye catching campaigns and the built-in real-time reporting tells you who is reading your mails and follows your links.

No matter what some of the "old-timers" may tell you, **you NEED the Internet to market in today's real estate world**.

While some real estate agents with many years of experience may do just fine due to referrals and a network they have built over the years, having **your own Web Presence** and using **targeted Social Networking** is crucial to get a foothold with today's buyers and sellers.

SmartRealtor gets you started and is all about getting your properties listed on as many platforms as possible. SmartRealtor takes away the complexity of ever changing technologies and lets you focus on managing your leads and meeting your customers.

SmartRealtor will change the way you do business!

Mobile Site
Chat / Notifications

Professional Agent Website

Professional Twitter Fan Page

Property Listings

**Your Presence
In The Cloud**

Professional Facebook Fan Page

Agent Profile

Property Flyers
Catalogue

Email Marketing
Newsletters

Optimized for
Search and Mobile

PDF Property Flyers, Brochures, Catalogs

SmartRealtor's PDF creations are second to none and will impress. Professionally designed templates for property flyers, brochures or catalogs are easy to create and customize.

The next time you have a viewing appointment or OpenHouse viewing, print out a catalog with up to a 100 properties or bring along a few brochures of properties in the neighborhood.

Property Viewing Open House Scheduling

A built in Calendar module allows you to schedule property viewings, OpenHouse events or any other type of meeting or appointment. Events can be scheduled directly from received enquiries with all the details of the property and customer. SmartRealtor will send out emails and push notifications to your mobile the day before to remind you of upcoming appoint
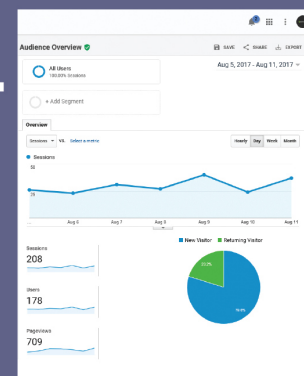
SEO Ready Google Analytics

Search engines, like Google, constantly refine their algorithms constantly. SmartRealtor provides out of the box Search Engine Optimization (SEO) and is fine-tuned constantly. With the built-in Google Analytics tools you can keep track of your visitors and may even adjust SEO settings yourself. Every page can be adjusted individually to give you full control of your SEO.

Co-Listing Agent Collaboration

Collaborate with your fellow real estate professionals. Smart-Realtor's Co-Listing features allow for easy cross-listing of properties across their websites. Our Container feature goes one step further and allows multiple real estate agents to create their own portals by linking their personal websites to a container. Containers are ideal for agencies with 100s of agents or 1000s of listings.
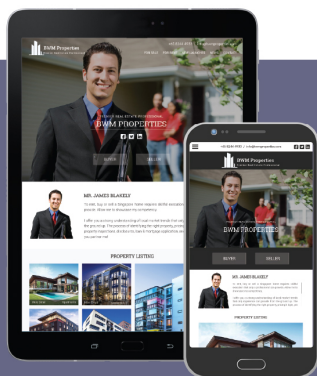
BLUWEBMEDIA - PROPERTY ADVERTISING MADE EASY

Collaboration – Container Sites – Property Portals

SmartRealtor allows individual agents (accounts) to link up and collaborate. Agents can exchange / cross post their properties via our co-listing feature. Individual agents can work together and create a group website / portal via our container feature and up-share content such as property listings, news, staff profiles, testimonials, etc to a container website.
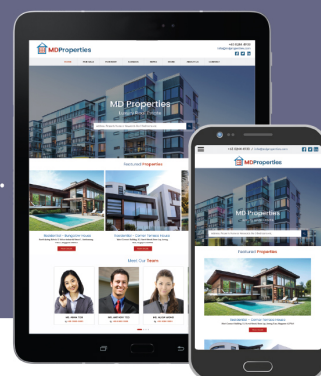
SmartRealtor is being used by agencies ranging from 50 – 3,000 real estate agents, where each agent is running his/her own personal website, linking up to agency and retail portals.

Agency-Property Portal (Container)

Agent Site

Co-Listing

Agent Site

Co-Listing

Co-Listing

Agent Site

Customized Solutions

SmartRealtor comes with, pre-installed, ready to use templates that can be fully customized via our internal content management system.

For agents or agencies that wish to incorporate their own ideas, features and designs into their real estate website, our team of experts will work closely with them to ensure timely implementation.

Semi-Custom	Custom Theme	Digital Marketing	Mobile Apps	Custom Solutions
For creative branding we offer custom Home (Landing) Page development for a given template. Inner pages will be color matched.	A custom theme will be developed according to a customer's specifications. Custom themes are implemented to work with SmartRealtor's existing content management system (CMS)	Our digital marketing experts will work with you on strategies covering Social Media, SEO, PPC that will help drive customers to your site and build your brand and reputation.	SmartRealtor provides a Mobile App framework that can be customized for agencies. These apps will allow agencies to push notifications to their agents.	We specialize in systems integration and can work with IT departments of agencies to link SmartRealtor to internal systems via APIs. We also offer Database Sync solutions and WordPress Plugins and Themes

BLUWEB MEDIA

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