

MLX Professional

Advanced CRM and Web Marketing for MLXchange

Help your REALTORS® compete on the Internet with MLX Professional. MLX Professional plugs into the MLXchange MLS system to give your members a suite of sales and marketing tools to generate leads, improve customer service, communicate with clients, and increase sales.

With an MLS site license of MLX Professional, every user gets:

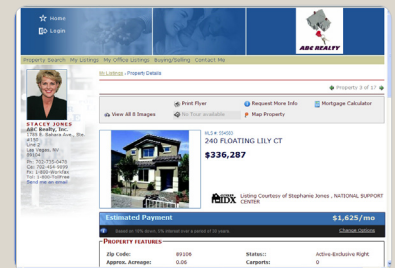
- › An Agent Website with built-in IDX Property Search
- › Client Web Pages for automatic customer communications
- › Internet lead capture with instant e-mail notification to a cell phone or pager
- › E-mail templates that merge contact and MLS data
- › Enhanced client and task management using a scheduler and action plans

With MLX Professional, your members can:

- › Minimize the learning curve. MLX Professional simply adds new features to MLXchange – a program your members already use every day.
- › Advertise listings online. A direct connection with MLXchange lets agents advertise their listings (including team members' listings) on their Web sites. A built-in IDX Property Search (if permitted) gives site visitors access to real-time MLS data.
- › Easily synchronize with Microsoft Outlook™ all of their Clients, Tasks and Appointments.
- › Provide 24/7 customer service by automatically displaying their clients' property matches, CMAs, scheduled appointments, and completed tasks on their password protected Client Web Pages. The Agent Web Site also has agent/client property list collaboration.
- › Capture more business by immediately responding to new Internet leads.
- › Manage their prospects using customizable e-mail templates that can merge both contact and MLS data to create personalized mass mailings.
- › Organize their day using a secure Client Manager that schedules follow-up tasks and reminders, organizes search criteria and properties of interest, and tracks customer history.
- › Automatically schedule activities for listings, transactions and prospecting campaigns through fully customizable "time-released" Action Plans.

Benefits

- › Minimize the learning curve
- › Advertise listings online
- › Improve customer service
- › Capture more business
- › Manage prospects
- › Become more organized
- › Automatically schedule activities



FOR MORE INFORMATION PLEASE CONTACT YOUR
MARKETLINX REPRESENTATIVE TODAY.