



Every Realtor® should be a  
RealPartner®  
RealText Technology

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# RealText Technology

**RealText** is a interactive marketing tool  
for the real estate industry.

We empower our customers to build their referral networks and sell more properties by leveraging mobile phone text messaging to deliver media rich, interactive marketing campaigns to their prospects.

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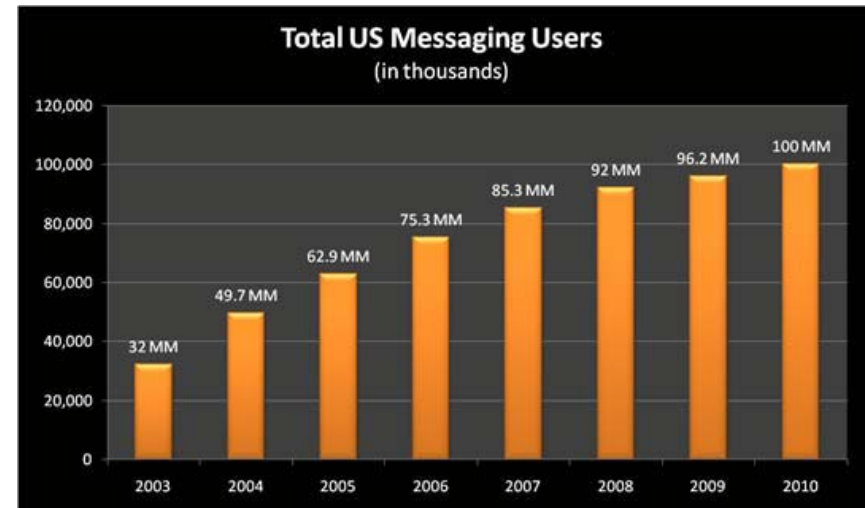
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# RealPartner.com Overview

- What:** An real estate technology company specializing in jumpstarting the sale of residential and commercial property
- How:** By leveraging internet and mobile phone technology to give buyers valuable property and Realtor® information instantly
- When:** Leads are generated in nearly real time, as realtors are informed instantly via text and email when a prospective buyer requests information
- Who:** Benefits brokers, agents, and buyers by expediting the informational stage of the sale and placing the right people in the right homes
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# A Growing Market

- SMS (Text Messaging) has grown 250% each of the last two years
- Over 77% of the 259 million wireless subscribers have text capability, with 53% using it often.
- Universal platform, requires no additional software – 98% of phones already have it

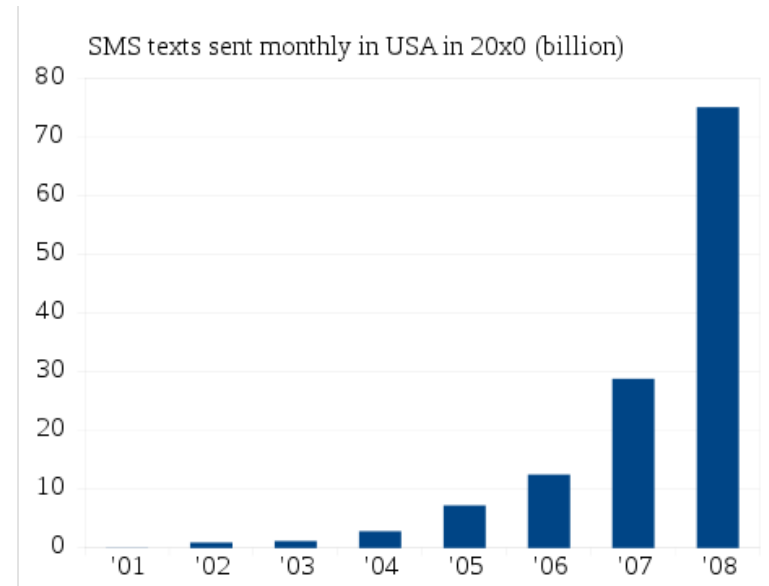


## **BY THE NUMBERS:**

- 79% of the US owns a mobile phone
- 259mm mobile phones users
- 200mm text enabled handsets
- 137mm users send/receive texts monthly
- 31.2mm text & web enabled phones

# Opportunity Rising

- Every 6 months since the launch of the CSCA (June 2003) SMS traffic volumes have increased at least 37% in the U.S. It has quickly changed the way people communicate and access information.
- Currently almost 80 Billion text messages sent per month in the United States with exponential growth patterns, surpassing mobile telephone call usage.



# SMS vs. Calling: Age Breakdown

- Younger people tend to text more than call
- Age group is trending upwards every year

## Average Number of Monthly Calls vs. Text-Messages Amongst U.S. Wireless Subscribers by Age (Q2 2008)

	Calls	Texts
All Subs	204	357
12 & Under	137	428
Ages 13-17	231	1742
Ages 18-24	265	790
Ages 25-34	239	331
Ages 35-44	223	236
Ages 45-54	193	128
Ages 55-64	145	38
Ages 65+	99	14

Source: Nielsen Telecom Practice Group

# The Initial Process

- 1** Interested homebuyers sees your full size or rider sign on target property
- 2** Buyer sends text to the listed number and enters a unique RealText property code specified on sign (INSIDE####)
- 3** Within seconds, buyers receive back property details, pictures, and agent contact information sent to their phone.
- 4** Agents instantly capture buyer contact information via text or email. In addition, all buyer contacts are stored online in agents personalized RealText interface for future call backs.



The image shows a sample sign for the RealText service. It features a dark blue background with white and red text. At the top, it says "SEE INSIDE THIS HOME!" in white, with "-Free Info and Photos-" in red below it. A white box contains the text "SEND A TEXT MESSAGE!". To the left is a white icon of a mobile phone. Below the phone icon, the word "TEXT:" is in large white letters, followed by a white box containing "INSIDE1499". Below that, "TO:" is in large white letters, followed by a white box containing "32075" in large red letters. At the bottom, a yellow banner contains the website "www.RealPartner.com" in black text.

*Sample Sign*

# What Buyers See



Critelli & Kilbride  
Deborah Ross  
PH: 1-908-601-8283

Realtor® Picture,  
Name and Phone

ADDRESS: 112 Robertsville Rd, Manalapan

PRICE: \$524,900

4BR, 2.5 bath 2200 sq. ft. colonial in great area. Beautiful redone kitchen, wraparound deck, fireplace. Master bed with spa shower and walkin closet. Andersen windows, 2 car gara

Address, Price, and  
Property Description



Up To 3 Pictures Of  
The Property

ADDITIONAL INFORMATION

Email this Page

Payment Calculator

Additional Info (Email Page,  
Payment Calculator)

Leads can now get information about the home at any time – walking the dog, picking up the kids, or visiting family in another town.

These leads have never been captured in the past because of the limitations of traditional media.

RealText sends information to buyers and sellers, sparking the information process igniting the sale.

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# Tangible Benefits

## Convenience

- Only need to post property on internet one time

## Tracking

- Easily track your leads with online CRM

## Follow Up

- Get back to contacts from anywhere on your cell or the web

## Measurable

- Measure marketing ROI across different mediums and channels

## Cost Effective

- Save up to 75% on print materials and ads

## Competitive Advantage

- Gain a first mover advantage over your fiercest competitors

## Green Alternative

RealText utilizes digital technology to cut down on waste, helping your business to go greener everyday!

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# *Conclusion*

- In a changing market, utilization of new technology is key for growth
  - **RealText** allows you to cut costs, increase market exposure, and maintain meaningful relationships with prospects
  - Our green technology will put your business on the forefront of a new, dynamic real estate industry
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