




# ADWERX ENTERPRISE AUTOMATED LISTING ADVERTISING PROGRAM

 **ADWERX**  
Enterprise



“*In my years working with leading residential brokerage firms, I have found few marketing or technology tools that have lived up to the delight that the Adwerx Enterprise Automated Listing Advertising Program has brought to their brokerage customers. From the tools, to the customer service and the ease of use, the brokerage firms with whom we have spoken were universal in their praise for this Adwerx program.*”

**Steve Murray,**  
President, REAL Trends



# REALTRENDS

THE TRUSTED SOURCE

In late 2018, Adwerx asked REAL Trends to investigate how their Enterprise Automated Listing Advertising Program was working. Initially, we looked at listing and sales data for seven brokerage firms who had been using the program for a long time. We compared data from before Adwerx was implemented to that after introduction of the service. While we found data that showed an improvement in listing capture, sales conversion and other related factors, from our view, it was not conclusive enough to warrant publishing the results.

As a second step, we interviewed four brokerage clients, which we selected from the over 100 brokerage firms now using this program across the country. We asked questions focused on its impact on agents, the brokerage firm and the reaction from clients and customers. Here's what those brokerage leaders had to say about the platform.

"It is rare in our years of surveying brokerage firms, whether formally or informally, that we found so many positive comments about a technology or marketing service. Take the time to read further and hear for yourself what makes Adwerx a potentially valuable partner."

# PATTERSON SCHWARTZ REAL ESTATE

WILMINGTON, DEL

## HIGHLIGHTS

- Reduced print costs
- More targeted advertising
- Tracks results
- Useful for recruiting



## DONNA GREENSPAN

SVP, Business Development & Corporate Strategy  
Patterson Schwartz Real Estate  
Wilmington, Del.

We wanted to get out of print totally and thought Adwerx was a great solution for us. It has been a total success for our company. Our agents love this tool and how it gives them an edge in getting listings.

We can target far more effectively to get more sellers and to satisfy our existing sellers with great reporting tools where our agents can show their clients actual results. This has been a great success for our agents in their interactions with sellers.

*“It makes us look very valuable to our agents.”*

—Donna Greenspan

The targeting features of the program are exceptional. It is an easy way for us to get top-of-mind with buyers and sellers alike, and many of our agents are getting more comfortable with the program’s features.

The measurement tools that we get with Adwerx are hugely valuable to us and to our agents and give us immediate insights into what is working and what isn’t. What is great is that, not only did we get rid of print, but now we have factual data on what our spending is getting for our agents and clients. We get real insights into what consumers are doing online with regards to our listings and the housing market. That’s really valuable to us across the company.

In the recruiting area, we are using it to show potential agents a program that simplifies their life enormously. It positions our firm as a leader in effective technology, not just technology for its own sake. Prospective and current agents see that this is not just a tool, but a tool that will provide them an edge in getting business. It also positions them as knowledgeable about what is going on in the markets. It has given us an advantage in presenting our company to prospective agents.



# CENTURY 21 VANGUARD

## CHARLOTTE, N.C.

### HIGHLIGHTS

- Able to measure results
- Creates stronger relationships with agents
- Repositioned as more tech savvy



### JOHN BOLOS

Broker  
CENTURY 21 Vanguard  
Blythewood, S.C.

We were spending advertising dollars on all kinds of traditional media, including billboards, direct mail and classified advertising. We didn't know whether it was effective or not. We were growing and thought that it was having an effect, but we weren't sure how much of that had to do with our marketing.

We switched to Adwerx, and not only has it been effective, but now we can see and measure the effectiveness of using different messaging and ad spend, which allows us to know exactly how our ads are performing.

In recruiting, we are using it to stay in contact with about 200 agents who are in our sphere marketing. It gives us an automated, yet personal way to stay in touch with these prospects. Moreover, it positions us as a leader in technology, and the way it is automated makes it a no-brainer for our agents.

But the real big win for us is the huge increase in traffic coming to us from our marketing through Adwerx. We now get over two million impressions every month, which is a huge win for our company.

***"The only thing we changed was the move to add Adwerx to our marketing. It is just tremendous."***

— John Bolos

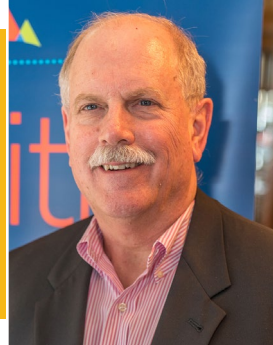
In another area, we are using Adwerx to target people for attendance at our real estate school. Adwerx gives us an unconventional way to reach these people, and it is working. We don't have any actual numbers yet, but we strongly believe it will make a difference as we get better at understanding how to better use all the tools of Adwerx.

# COLDWELL BANKER ADVANTAGE

## RALEIGH AND WILMINGTON, N.C.

### HIGHLIGHTS

- It helps us seem relevant to today's sellers and buyers
- We are more competitive than before
- Differentiates us from other brokerage firms



### GARY RABON

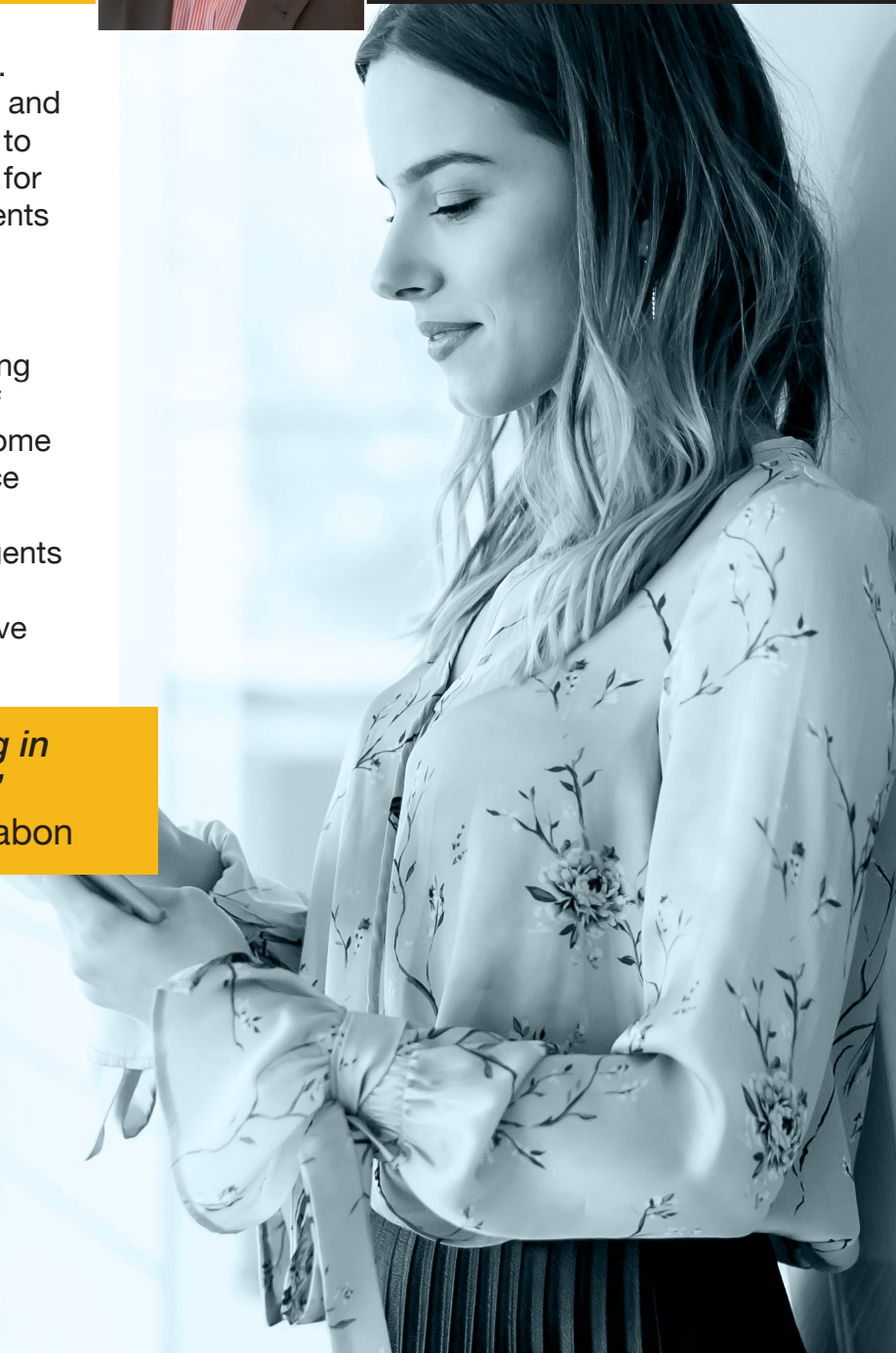
President and CEO  
Coldwell Banker Advantage  
Raleigh, N.C.

We are enormously pleased with Adwerx. Adwerx is easy to use, has great reports, and the data and reporting allows our agents to communicate what the program is doing for sellers. There are huge pluses for our agents and company.

We have very solid results with getting acceptance from our agents and a growing number of agents are getting the hang of how to use the reporting features to become more competitive. We were able to reduce spending in other areas to focus on this program, and we are hearing from our agents that their clients really like that they can demonstrate they are doing some effective online marketing on their behalf.

*“We were able to reduce spending in other areas [because of Adwerx].”*

—Gary Rabon



# @PROPERTIES

CHICAGO, ILL.

## HIGHLIGHTS

- Huge value-add for agents
- Automation is a huge plus
- Consumers really like the online marketing



## KEVIN VAN ECK

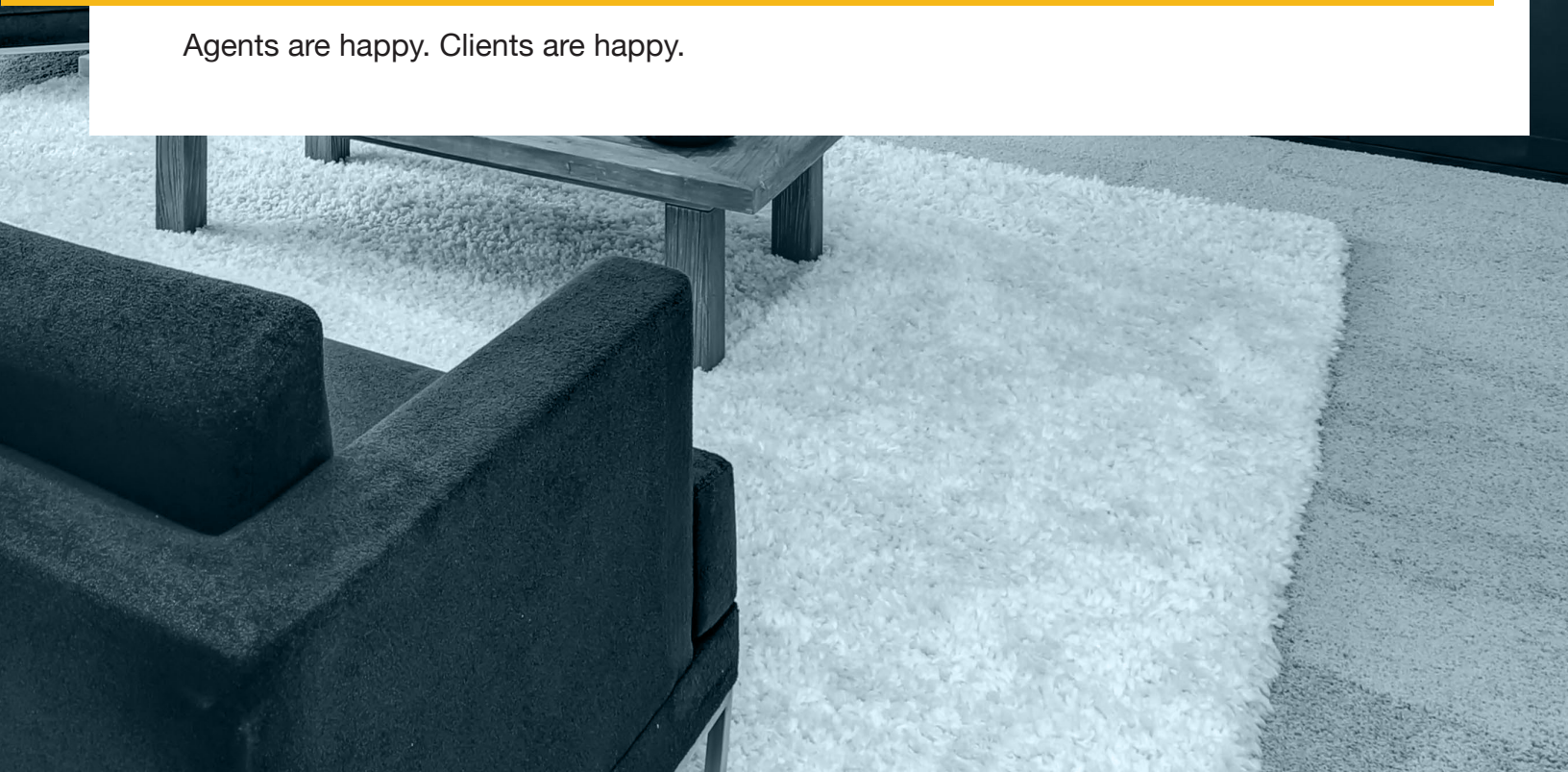
Executive Vice President,  
Innovation and Education  
@properties  
Chicago, Ill.

First, the Adwerx team has been terrific to work with. We were the first large brokerage firm to adopt the Automated Listing Program, and we are excited that it works exactly as advertised. The agents truly don't have to do anything. It just works. Our agents tell us that their clients really like it and the reporting features are very helpful in our ability to measure results.

One thing we've done is to make use of the geo-targeting features around listings so that we can get granular with our marketing. This has made it popular with our agents and their clients, as this kind of marketing is observable by the clients and agents. It is a great value for our customers, and a great value for our agents. Agents have also used it for targeting their databases.

*"It is simply a great tool. Not only is it easy for everyone to use, but it works."*  
—Kevin Van Eck

Agents are happy. Clients are happy.





One of the fastest-growing companies in real estate technology, Adwerx automates digital advertising for brokerages to delight the seller and increase agent satisfaction, retention and productivity. The Adwerx Enterprise Automated Listing Advertising Program has seen widespread adoption across the residential real estate industry, and ads powered by Adwerx have received billions of impressions on social media, mobile platforms, and the most widely read news sites.

To learn more, visit [enterprise.adwerx.com](http://enterprise.adwerx.com) or [realtrends.com/adwerx](http://realtrends.com/adwerx)



**REAL TRENDS**  
THE TRUSTED SOURCE

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