

A complete tech ecosystem to fuel
your brokerage growth today and into
the future.

POWERING
**PROFITABLE
GROWTH**

WHO WE ARE

A TRUE TECHNOLOGY PARTNER



The leading real estate technology partner powering profitable growth for hundreds of top brokerages and over 200,000 of their agents and teams



We are an independently-owned, profitable and rapidly growing company with a seasoned leadership team and over 175 dedicated employees



We have the vision, resources, financial backing and operational scale needed to support our clients' success now and in the future



We are built on a modern technology stack offering reliability, security and scale to drive continued innovation

OUR PHILOSOPHY

WE BELIEVE A TRUE TECHNOLOGY PARTNER DELIVERS MORE THAN JUST FEATURES & FUNCTION



EMPOWER AGENT & TEAM RESULTS

Profitability flows from the bottom up in a brokerage. We believe your technology must drive bottom line results for all of your agents & teams, empowering them with robust tools to grow their individual businesses within your brokerage ecosystem



ENHANCE BRAND DIFFERENTIATION

Your brand and culture are what sets you apart. We believe your technology platform must be scalable, flexible and customizable allowing you to create your own unique ecosystem which operationalizes brokerage practices and enhances your competitive differentiation



DRIVE PROFITABLE BROKERAGE GROWTH

Brokerage margins are under increasing pressure. We believe your technology platform must drive profitable growth at every level of your organization: increasing per-agent productivity, supporting recruiting & retention, empowering smarter business decisions and consolidating disjointed tools to reduce cost



RELIABLE LONG-TERM PARTNERSHIP

In a sea of vendors, who you partner with matters. We believe your technology partner must have the visionary leadership, financial backing, resources and scale needed to deliver ongoing innovation and long-term customer success

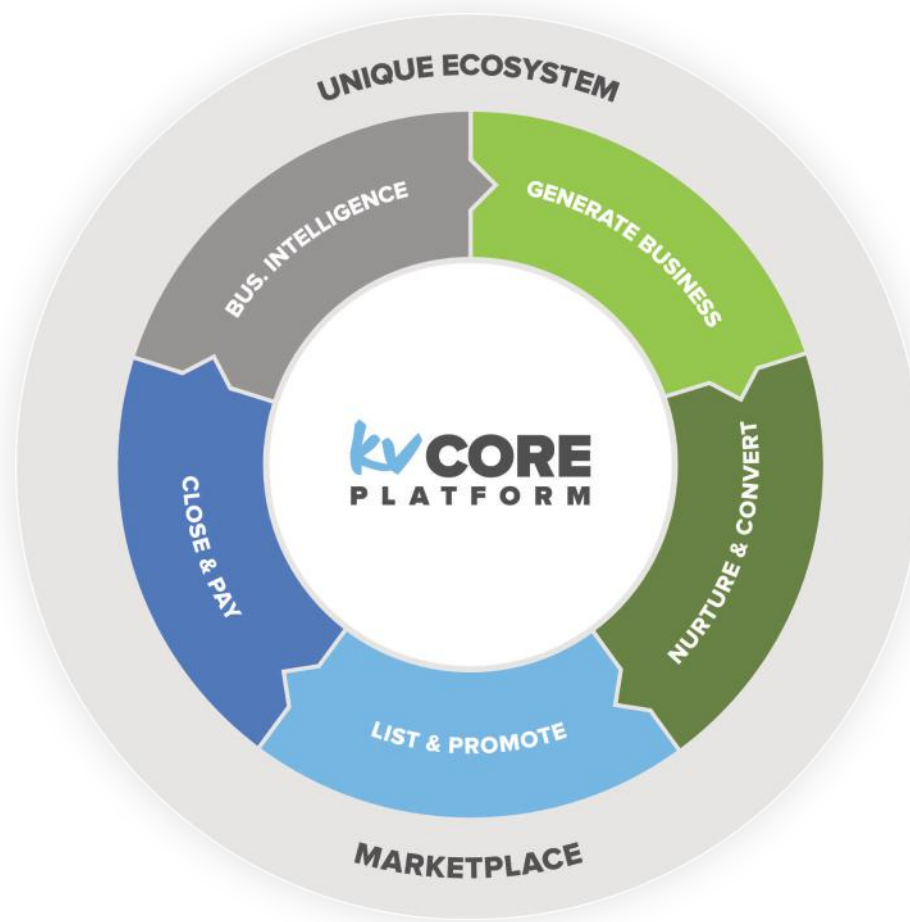
kvCORE PLATFORM

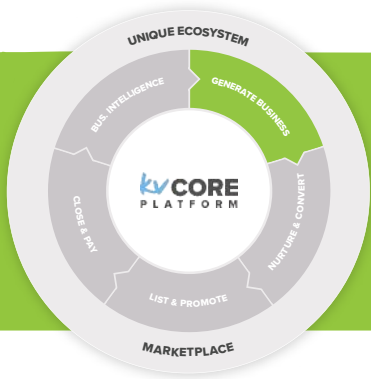
A COMPREHENSIVE PLATFORM TO DRIVE GROWTH
AT EVERY LEVEL OF YOUR BROKERAGE ORGANIZATION

“

"Inside Real Estate has allowed us to leverage a complete, all-in-one solution that supports all of our agents, together with our top-producing teams – which is no small feat. We needed something that is intelligent, automated and customizable to the teams' needs. The platform has scaled with my business no matter its size. I've been partnered with Inside Real Estate for over three years because they truly understand how to automate my life and help me drive profitable growth in my business."

Ron Snow | RE/MAX Metro





GENERATE NEW BUSINESS

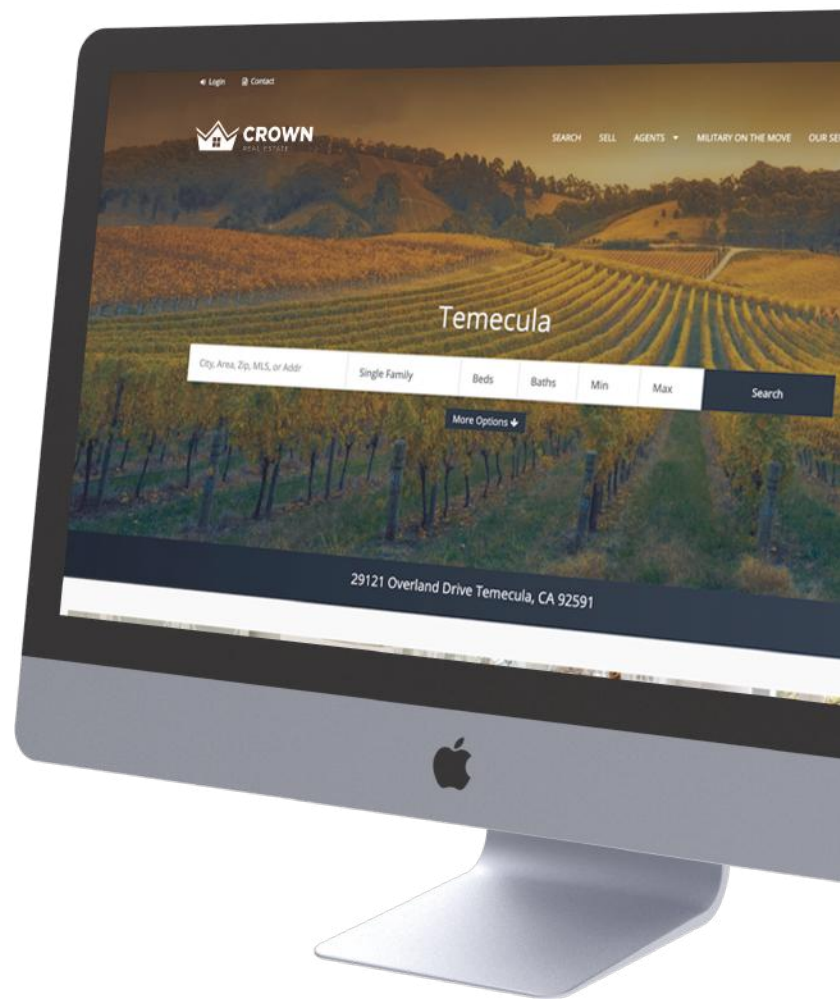
THE MOST ROBUST LEAD GENERATION SYSTEM AVAILABLE DRIVING BOTH ORGANIC & PAID LEADS TO YOUR COMPANY, AGENTS AND TEAMS

BRANDED WEBSITES

- ✓ Powerful IDX-enabled websites and mobile app for your brokerage, each office, team and agent
- ✓ Deliver a rich consumer experience while maximizing lead capture with hyper-local community pages, home valuation pages, and real-time market reports
- ✓ Capture and leverage consumer activity on your websites, even prior to registration, with behavior tracking and automated follow up

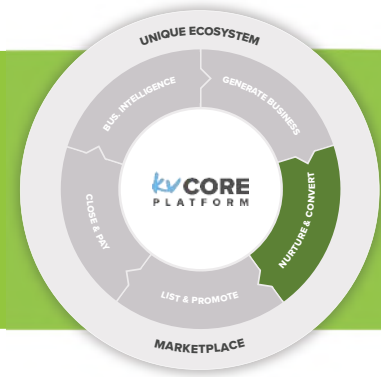
POWERFUL LEAD ENGINE

- ✓ Empower your agents to generate free & organic leads independently with our simple to use Landing Pages, IDX Squeeze Pages and more
- ✓ Diversify lead sources with our automated social media posting, blogging, custom text codes and more
- ✓ Supercharge lead generation at the company, team or agent level with integrated Google & Facebook paid advertising



NURTURE & CONVERT

INTELLIGENT, BEHAVIORAL NURTURING DRIVES 10X HIGHER ENGAGEMENT OF BOTH NEW LEADS AND EXISTING SPHERE OF INFLUENCE CONTACTS

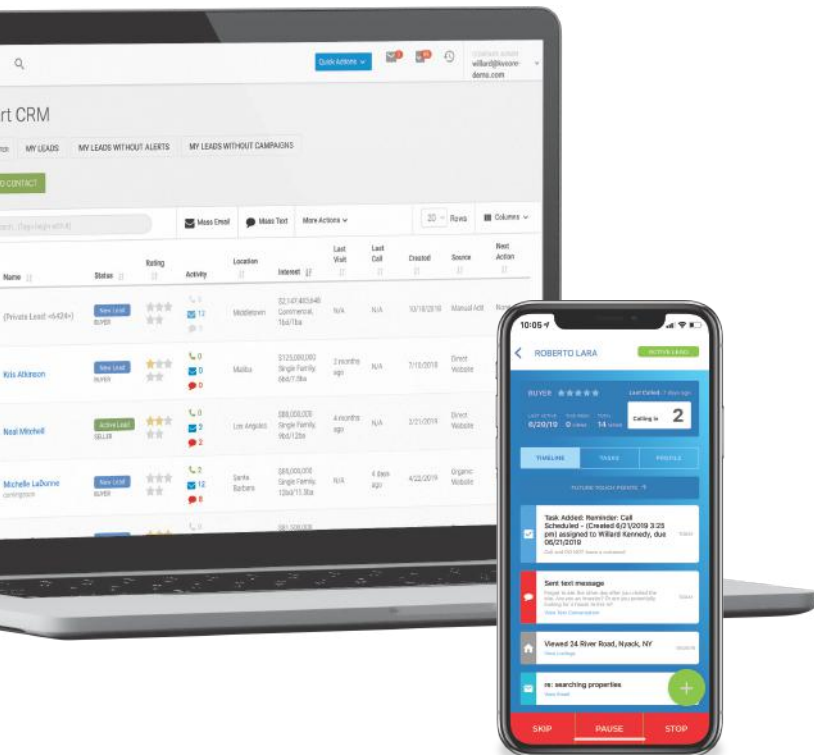


AI POWERED CRM

- ✓ Ensure maximum conversion with lead validation and scoring, sophisticated lead routing, built-in accountability rules and automated follow up
- ✓ Improve agent productivity with your own branded Mobile Dialer, intelligently queuing up timely calls to both leads and SOI contacts based on recent behavior and life events
- ✓ Empower agents and teams to grow their business within your ecosystem by offering personal, private databases and team specific business rules

MARKETING AUTOPILOT

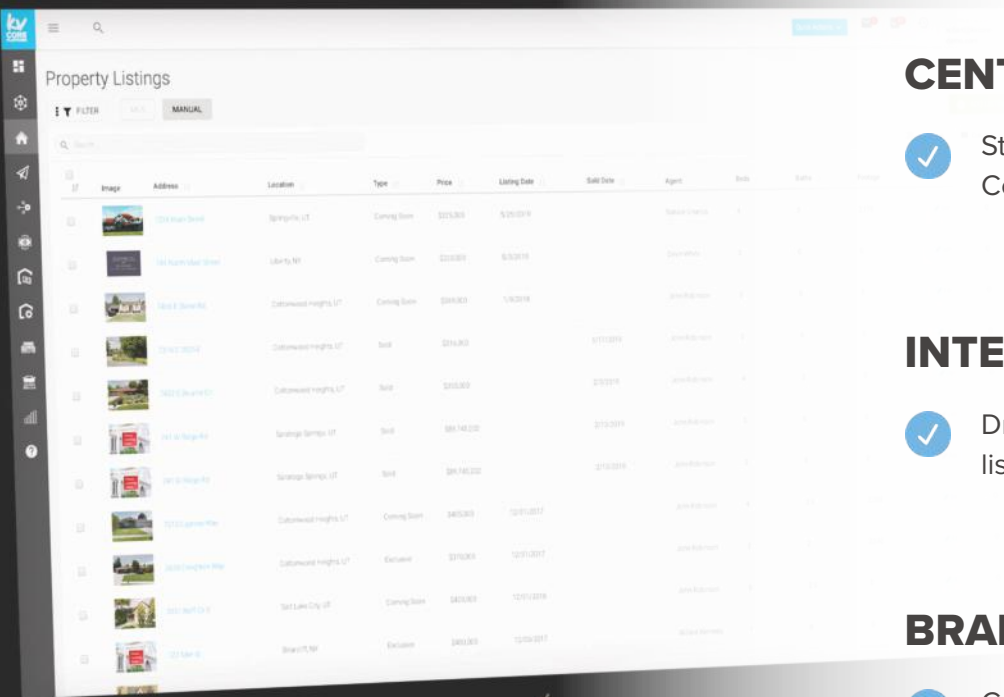
- ✓ Drive 10X higher engagement with both new leads and SOI contacts using behavioral nurturing to deliver relevant and timely content
- ✓ Leverage intelligent behavioral insights from contacts using our customizable, real-time property alerts and market reports
- ✓ Maximize agents face-time with more clients using our automated, multi-channel campaigns dynamically triggered based on user behavior





LIST & PROMOTE

SEAMLESSLY MANAGE & PROMOTE ALL COMPANY LISTINGS INCLUDING OFF MARKET PROPERTIES, FROM ONE CENTRAL LOCATION



CENTRALIZED LISTING MANAGEMENT

- ✓ Streamline management of all company listings, including off-market and Coming Soon Listings from one central location

INTEGRATED SOCIAL MEDIA MARKETING

- ✓ Drive maximum listing exposure by instantly posting individual listings to Facebook and other social media channels

BRANDED OPEN-HOUSE APP

- ✓ Capture leads and automatically kick-off tailored nurture campaigns from your own, branded Open House App

kvCORE has made such an impact on my business. Since this time last year, my productivity is up over 150%



Laurie Davies | The Keyes Company

CLOSE & PAY

DEEP TRANSACTION INTEGRATION + BACK OFFICE COMM. MANAGEMENT SIMPLIFIES WORKFLOWS WHILE DRIVING POWERFUL POST-CLOSE AUTOMATION & ANALYTICS



TRANSACTION INTEGRATION

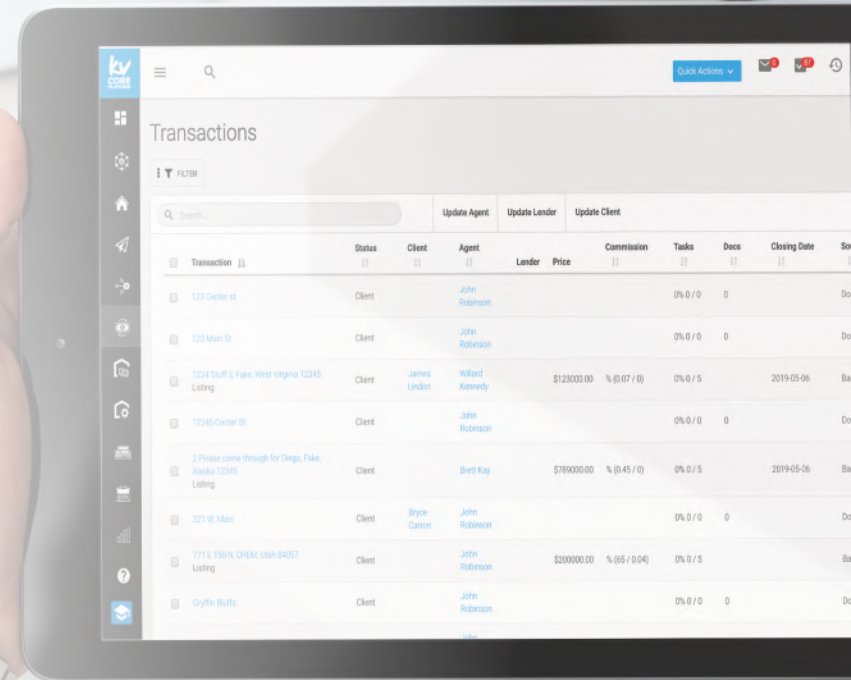
- ✓ Gain true lead to close visibility and trigger post-close nurture campaigns with our deep integrations into industry leading transaction management partners: DocuSign, Dotloop and SkySlope

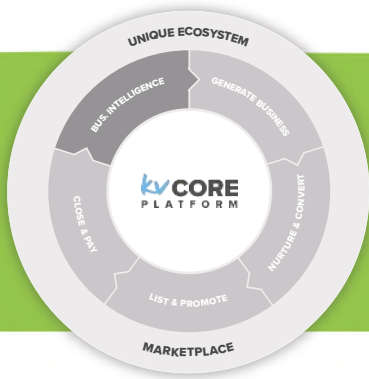
CORE BACKOFFICE

- ✓ Streamline back-office financials with integrated commission tracking & disbursements, agent billings, ACH transfer, accounting and more

“ Our agents and teams use kvCORE Platform daily to drive more leads and deals. We love that it works for our lead-generation along with our agent’s Sphere of Influence Leads, Prospecting, Networking, etc. They love it! These guys have helped established us as the leaders in our market with their technology.

Jeff Russell | Broker/Owner, Russell Realty





BUSINESS INTELLIGENCE

DRIVE MORE INFORMED DECISIONS WITH ACCESS TO MISSION CRITICAL DATA ACROSS YOUR ENTIRE ORGANIZATION

COMPREHENSIVE ANALYTICS

- ✓ Maximize business growth and minimize mistakes with unprecedented visibility and analytics across your entire organization, down to each individual agent, team and office

MARKETING & PIPELINE PERFORMANCE

- ✓ Make ROI driven marketing decisions with lead source performance reporting and insight into overall pipeline engagement for both new leads and SOI contacts

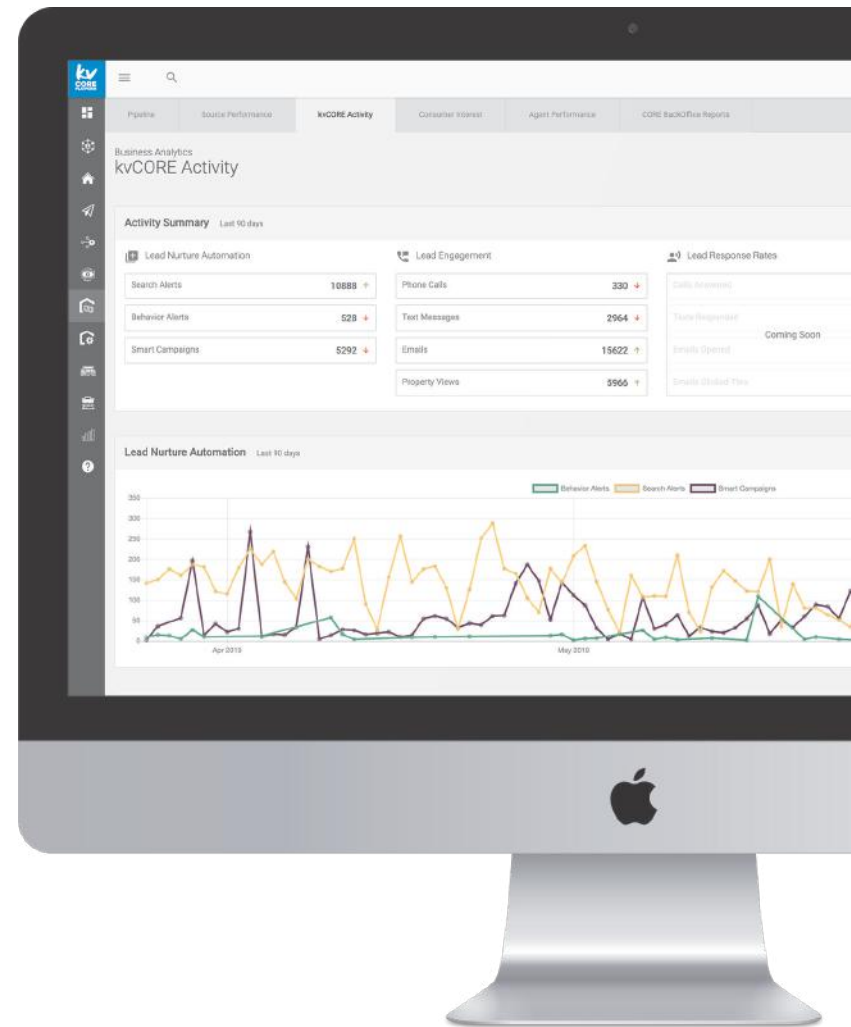
AGENT ACCOUNTABILITY

- ✓ Automate agent accountability with built-in lead routing & response rules while agent productivity reports prompt coaching sessions for brokerage leadership

As a broker, it provides mission critical data. I interact with kvCORE on a daily basis, looking at the Business Activity pipeline. It prompts me to do a coaching session so I can actually run my office better.

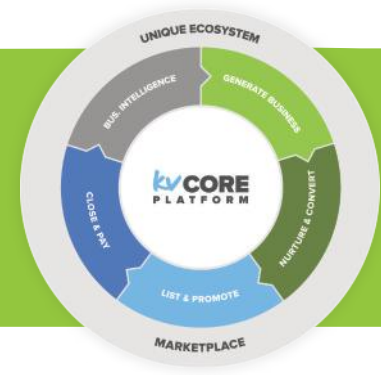


Carlos Villanueva | The Keyes Company



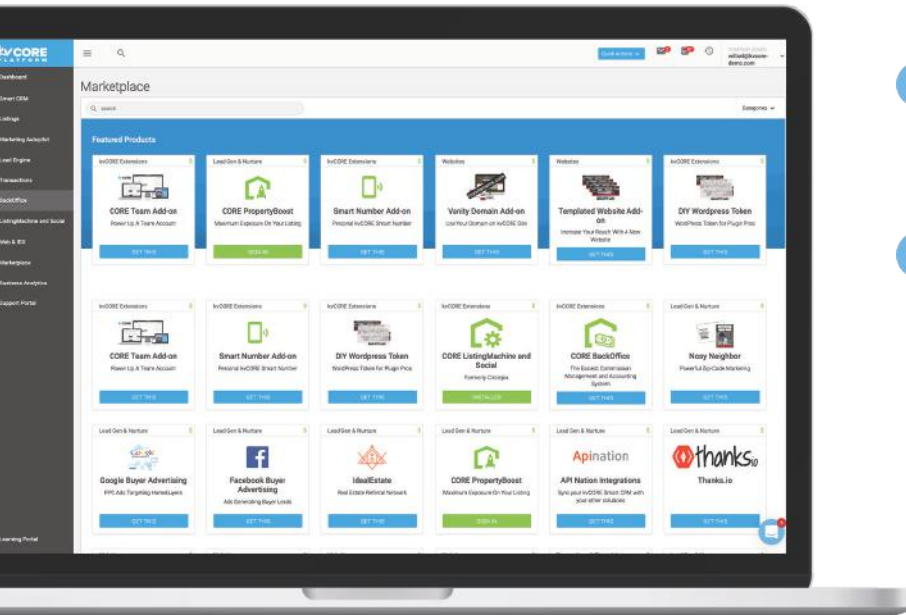
YOUR UNIQUE ECOSYSTEM

A FULLY INTEGRATED MARKETPLACE FOR BROKERAGE-EXCLUSIVE OFFERINGS AND PREMIUM ADD ON SERVICES, FURTHER DIFFERENTIATING YOUR UNIQUE BRAND & CULTURE



MARKETPLACE OFFERINGS

- ✓ Deliver your own, unique tech ecosystem with our integrated Marketplace supporting premium add-on solutions at the brokerage, agent and team level
- ✓ Empower your agents & teams to create their own personalized system by adding tools and services that meet their unique needs, while attributing the value back to your brokerage
- ✓ With a single click, agents & teams can access popular solutions including paid Google & Facebook advertising, Property Boost lead generation, smart-numbers, custom website options, vanity domains and more



Having the flexibility to customize our tech platform to fit the unique needs of our brokerage has proven to be essential in the success of our B.O.S.S ecosystem. This has been a big win for not only our brokerage but for empowering our teams and agents with tech that they can also customize further themselves.

JP Piccinini | Founder / CEO, JPAR / Vesuvius Holdings



PROVEN RESULTS

HUNDREDS OF TOP BROKERAGES ARE DRIVING PROFITABLE GROWTH WITH KVCORE



“

We're seeing a difference being made in our market share dramatically! kvCORE is not only helping us generate leads, it's helping us attract associates too. We've had a boon recruiting period, far greater in our history than we've ever had!

”

Mike Pappas, President & CEO
THE KEYES COMPANY

90%

MONTHLY AGENT
ADOPTION

35%

DAILY AGENT
ENGAGEMENT

12K

LEADS GENERATED
MONTHLY

92%

REDUCTION IN
COST-PER-LEAD



PROVEN RESULTS

HUNDREDS OF TOP BROKERAGES ARE DRIVING
PROFITABLE GROWTH WITH KVCORE





READY TO LEARN MORE?
CONTACT US TODAY!

InsideRealEstate.com

1-800-656-1646