



LEADING U.S. HOME BUILDER CASE STUDY:

An Enterprise-grade Sales and Marketing Platform for Global Selling

Client Needs:

Reach Foreign Buyers

This prominent home builder wanted to develop their international buyer base, and needed a way to expand their brand outside of the United States. They also needed to do this on a mobile-ready platform.



Connect with Agents

Every home builder has their own list of agents and brokers, but this home builder wanted to reach agents in other markets, and encourage them to promote their properties.



Translation Platform

Going international means dealing with different languages. They were looking for a robust, enterprise level system that could seamlessly handle multiple language translations, as well as currency conversions.



Control Marketing Materials

There was a need to develop marketing materials that could be used all over the world, in multiple languages, but with messaging and branding that is still 100% controlled by the home builder.



The Proxio Solution:



Proxio worked with the home builder and created a proprietary sales and marketing platform for 50 of their U.S. communities, available in English, Spanish, Simplified Chinese, and Portuguese.

solution that was available to all agents on Proxio Showcase. All language translations were done by native speakers, and the solution included deep search in all languages with controlled access for foreign companies, enabling the home builder to market and sell properties to foreign buyers with confidence that all materials were the best representation of their communities - in any language.

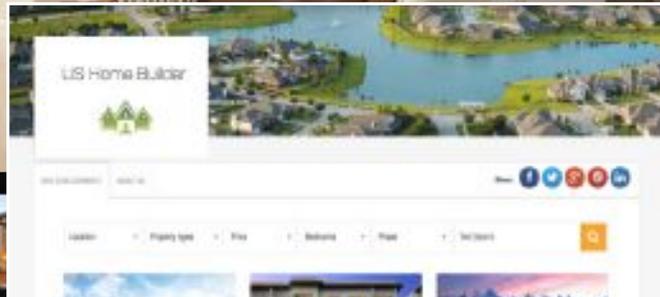
The Proxio solution also hosted all media types, including high resolution photos, 3-D virtual tours, videos, architectural renderings, floor plans, market studies, and any PDF document.

The platform was initially only available to agents working with the home builder, but later was expanded to a second

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U.S. HOME SHOWCASE

Quality homes for every investment, in communities that match every lifestyle.



The Proxio Solution (cont.)

Proxio's platform enabled the builder to ensure that any change made to the marketing materials is immediately populated throughout the system to all agents everywhere, ensuring that inventory is always accurate and presented to spec.



With all of their information digitized and in one unified location to manage projects, the home builder was able to more efficiently manage and market their full portfolio. A "closed" system enabled the home builder to communicate and share materials with their own agents, and their "open" system enabled all agents on the Proxio platform to market the home builder's properties, in their native language, with confidence that the materials are 100% right, 100% of the time.

Agents on both the closed and open system received a beautifully formatted website, instantly created from the

property inventory information, and were able to easily promote and share to their personal networks via email, Facebook, LinkedIn, Google+, Twitter and Pinterest, with 100% confidence that all leads are tracked and come back to them.

Finally, as part of the Proxio solution, the home builder also received a complete back-end analytics suite, that provides detailed insight into all the marketing activities on the platform.



The home builder is able to track leads, property views, and digital brochure downloads, as well as who is following their property, by geography, language, and marketing channel, providing vital information in real time into where interest is coming from to focus marketing activities

CUSTOMER SUCCESS:

- Over 10,000 agents have promoted the properties worldwide, generating over 300,000 property views, with leads coming from over 30 countries.
- The home builder hired a dedicated National Sales Manager to process all the Proxio leads.
- After seeing success with their initial 50 developments on the Proxio platform, the home builder added 40 additional communities within 8 months of launching the service



What Makes the Proxio Sales and Marketing Platform So Different?

The Only Collaborative Real Estate Platform for Global Marketing



Proxio's one-of-a-kind collaborative real estate sales platform is changing the way communities are sold. Our platform is based on the new sharing economy – with one big difference – our unique and unduplicated network of motivated real estate agents in

the U.S. and around the world. We've made it easy for other agents to share and promote your inventory, but kept you squarely in control. There's simply no other platform like this.

Communicate in the Language of your Buyers

Proxio Showcase translates into English, Spanish, Portuguese, French, Japanese and Simplified Chinese with more languages to come. So whether you're serving local or foreign clients or interacting with international buyers, you can communicate in their language of choice, with currency and unit conversions built into the sales platform. It's your way of reaching the local and global markets for your inventory in one simple place.

About Proxio Showcase:

Proxio Showcase™ is the real estate sales platform that creates a faster and more cost-effective sales process by creating amazing digital marketing and putting it in the hands of motivated agents worldwide, while tracking activity, interest and leads.

Digital has Never Looked this Good



Proxio includes everything you need to market your communities digitally, and on demand. Your own sales team, and external agents can easily share beautiful digital materials with their clients and buyers with a few simple clicks. All materials are branded to them. So there's no need for brochure printing or cumbersome cloud storage. And everything is mobile optimized. It's so

beautifully beyond anything analog.

Know Where Interest is Coming From

Proxio has a complete dashboard of analytics, allowing you to see exactly who is following and promoting your inventory, where they are located, and what language they speak. This gives you the insight to make informed decisions and adjust your marketing activities based on real time data, giving you the information you need to accelerate your sales.

