



# REAL ESTATE

V I E W S



REALTORS SHOULDN'T HAVE  
TO CHOOSE BETWEEN  
BUDGET AND QUALITY

THIS IS WHY WE CREATED THE

# LISTING ALLY

PROGRAM

# HOW IT WORKS



## ORDER PHOTOGRAPHY

- OUR PHOTOGRAPHY SERVICE INCLUDES HDR PHOTOS, DRONE AERIALS AND PROFESSIONAL EDITING
- THE COST IS \$200 FOR PROPERTIES UP TO 4,000 SQ FT AND THE PHOTOS ARE READY IN 24 HOURS
- THIS IS THE ONLY UPFRONT COST REQUIRED TO ACTIVATE THE LISTING ALLY PROGRAM

# HOW IT WORKS



## ADD ON DESIRED SERVICES WITH NO **UPFRONT COST**

- AS YOUR LISTING ALLY, WE WILL PERFORM ALL ADDITIONAL SERVICES WITH NO UPFRONT COSTS
- LISTING/REALTOR VIDEOS, 3D TOUR, VIRTUAL STAGING, OR ANY COMBO OF SERVICES CAN BE ADDED
- THE COST FOR ADDITIONAL SERVICES ARE PAID UPON SUCCESSFUL SALE OF LISTING
- A SIGNED FEE AGREEMENT DETAILING THE COST OF LISTING ALLY SERVICES RENDERED IS REQUIRED

# HOW IT WORKS



## LISTING SOLD!

- UPON CLOSING OF THE SALE, LISTING ALLY SERVICES ARE PAID AT CLOSING BY THE TITLE COMPANY
- IF THE LISTING EXPIRES AND THE REALTOR CANNOT RELIST THE PROPERTY, **NO PAYMENT IS DUE**
- AS YOUR LISTING ALLY, WE ALIGN OUR GOALS WITH YOURS: **SELLING THE PROPERTY**

# EXAMPLE



1. REALTOR JESSIE HAS A NEW LISTING AND NEEDS VARIOUS SERVICES TO MARKET THE PROPERTY
2. JESSIE CONTACTS US AND REQUESTS OUR **LAND, AIR & 3D PACKAGE**
  - A. THIS PACKAGE INCLUDES HDR PHOTOS, DRONE STILLs, EDITING AND 3D TOUR WITH FLOOR PLAN
  - B. THE COST OF THE PACKAGE IS **\$500**
3. JESSIE ONLY HAS TO PAY **\$200** WHICH COVERS THE PHOTOGRAPHY PACKAGE AND **ACTIVATES LISTING ALLY**
4. THE **\$300** DIFFERENCE BETWEEN THE PACKAGES IS LISTED ON A FEE AGREEMENT TO BE PAID AT CLOSING
5. CLOSING SCENARIOS
  - A. THE LISTING CLOSES AND THE SERVICES ARE PAID VIA THE TITLE COMPANY
  - B. THE LISTING EXPIRES AND JESSIE CANNOT RELIST THE PROPERTY. **NO PAYMENT IS DUE** FOR LISTING ALLY SERVICES



# WHY WE CREATED THE LISTING ALLY PROGRAM

# COST & BUDGET

9 out of 10 Realtors we interviewed revealed that **COST** is the primary reason why marketing for a listing is limited.

## COMMON ANSWER

**Question:** Why don't all of your listings have photos, video and a real 3D tour?

**Answer:** *"Since I have to pay for all my marketing upfront, it can add quickly and I end up deciding which listings get more than just photos"*



Additionally, the **BUDGET** for marketing a listing and the potential commission are on the opposite ends of the transaction





## EASE MARKETING BURDEN

Our goal is for agents to be free of budget constraints and provide every listing with the best content possible

## SHARED GOALS

We become invested in the listing and have the same objective as the listing agent: Sell fast and for the best possible price

## INNOVATIVE SERVICES

We provide agents with more than great photos such as custom 3D tours, smart QR codes, video content for social media and much more

## FAST LOCAL TEAM

Based in Boca Raton, we operate at the Speed of Now and service South Florida as locals.

LET'S GET  
TO WORK

# QUESTIONS?



**REAL ESTATE**  
VIEWS

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