

Introducing...



**VillageMaker** (ˈvi-lij ˈmā-kər) n (2008):

1. the first practical online social network for real estate agents and their clients (typically used to build better relationships and a referral network)
2. the sponsoring agent of a VillageMaker network
3. a trademark of Real Pro Systems, LLC





## 1. You Give VillageMaker to Everyone!

As the sponsoring agent, you invite past clients, friends, even charitable organizations to join your village. For example, when you sell a home, you create a post with a congratulatory message and photos showing the buyer's new home. They will immediately invite their friends and family to visit, and they'll also "meet" you! This is a closing gift everyone will love and will use.

You aren't limited to clients though. Charitable organizations, colleagues as well as your friends will all appreciate having an attractive photo and blog site that has hardly any advertising, and is centered around your community!



## 2. Members Make It Their Own!

The members of your village will immediately see how easy and fun it is to create posts on their VillageMaker websites. In minutes they'll upload photos and tell their story. They can even send pictures in directly from one or more mobile phones!

Whether it's telling about a child's soccer game, a fabulous vacation, or a charity highlighting a fundraising event, VillageMaker is the ideal way to share what's going on. Everyone will love the community-centered membership, limited advertising, and freedom from the "jungle" of the internet. While it's simple to use, VillageMaker enables creative members to get more elaborate with HTML formatting, and even embed video content.



### 3. Friends and Family Visit Regularly!

Whatever your members decide to share, they'll invite their friends and families to visit. Members can simply email the URL for their VillageMaker site and invite everyone they know to come take a look.

Visitors to a VillageMaker site can subscribe to receive update notifications via RSS or email. They'll know when you've added a new post and can get updated at the click of the mouse.

Either way, the important people in the lives of your members will be kept up to date and enjoy staying in touch. They may ask you for a VillageMaker site of their own!



### 4. You Gain Referrals and Community Visibility!

As the sponsor of a village, every visitor to a VillageMaker website sees your banner advertisement, and no other advertising. The more members, the more visitors; and more visitors means more business for you!

If your member is describing a home they just purchased, your banner suggests an implied endorsement from that home-owner. If your member is a charity promoting a recent event, you are seen as a supporter of their good work. Everyone who visits a VillageMaker website sees you as a community sponsor, as THE VillageMaker!





## Feature Summary

### Agent / Sponsor

- Invitation-only, "semi-private" network
- No limit or charge for memberships
- Branding on advertising banner, portal page banner, welcome page
- Click through to your website of choice
- Links of interest
- Use your domain name of choice
- Complete control of membership and content

### Member

- Blog and photo site that is "family-friendly"
- Easy to create posts with photo slideshow
  - HTML editor for formatting
  - No limit on number of photos
  - "Drag and drop" photo arrangement
- Upload photos from one or more mobile phones
- Embed video in posts
- Add friends within VillageMaker or outside
- Use most recent post or profile as home page

### Visitor

- Wonderful way to keep up with friends and family
- Read what's going on in their lives
- Enjoy photos of recent events
- Search by topic
- Subscribe via RSS or email to receive updates



Real Pro Systems provides on-line marketing solutions for leading real estate agents throughout the United States and Canada. In addition to VillageMaker, the company's offerings include agent web sites, lead generation and incubation systems, web marketing services, and agent podcasts. Real Pro Systems is headquartered in Eugene, Oregon. For more information please visit [www.realprosystems.com](http://www.realprosystems.com) or call 541.686.0015.

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