



Internet Tools

"I love my website and the staff has always been expedient in answering any of my questions. Managing my website could look like a difficult process, but it is very EASY for me to keep my website updated. "clicks" are great for an amateur like me! In talking to other realtors, their websites are not user friendly like mine!"

RealtySoft Internet Highlights:

Everything you need for a complete internet presence in one place

Easy to learn and easy to use

Professional looking websites at an affordable price



MyWebsites

Have a site in as little as 15 minutes

Fully customizable

Ready to go content pages and lead capture forms

Wide variety of templates and professional graphics

HTML or Flash versions

Search Engine friendly (SEO)

IDX-compatible

When It Comes to The Internet... You snooze, you loose.

If you don't have a complete internet presence today, you're going to miss getting the first crack at more than 70% of buyers and sellers that start their search on the web.

Take Your Place On The Internet.

Now, with most buyers and sellers starting their real estate search on the internet, it's a whole different ballgame for agents and brokers. And it's a game you can't afford to lose. Either take your place on the playing field or give it up to someone who will.

Today's agents and brokers need to know how to work the internet. They must have - at the very least - a well-tailored website and an email account. But the top producers have all of that and take their internet branding few steps farther they maintain their own domain name, their own blog, and a range of branded email accounts and websites.

RealtySoft Will Help You Become An Internet Phenomena.

RealtySoft offers you the best-of-breed internet tools that are easy-to-learn and easy-to-use. Each Realtysoft Internet tool is also appropriately integrated with RealtySoft Marketing, Productivity, and Listings & IDX tools. But here's the best part: Each RealtySoft Internet tool is affordable - get them all at the best price on the market today. You just can't do better anywhere else!

MyWebsites™ Is Your Home On The Internet.

RealtySoft MyWebsites offers you an easy-to-learn, easy-to-use, website tool to create fully-customized agent and broker sites. With hundreds of designs to choose from, an extensive graphics library, and your choice of Flash or HTML, you can build a professional and attractive website in as little as 15 minutes. On it, you can display your own listings, or make the entire MLS® available to your site visitors using the RealtySoft IDX option. Your site will be search engine friendly, easy to update, and will be able to capture leads directly into RealtySoft MyContacts or RealtySoft MyLeads.



MyEmails

Full integration (POP) with Microsoft Outlook, your PDA or other email clients

Secure - virus and spam protection 24/7

Available from any browser, anywhere

Easily add, delete or modify email accounts

Fully Integrated with other RealtySoft solutions

MyDomains

Easy to register & maintain

Easy to transfer existing domains

Create sub-domains for listings
(e.g. 245MainStreet.yourdomain.com)

MyBlogs

Great tool for establishing trust & confidence

Another way to build your brand

Fully Integrated with your website

Improve your rank on popular search engines

Be sure to check out these other RealtySoft tools:

RealtySoft Listings & IDX Tools

RealtySoft Marketing Tools

RealtySoft Productivity Tools

RealtySoft Brokerage Tools

You've Got Mail - RealtySoft MyEmails™

RealtySoft Internet Tools includes a full-featured, secure email service. You can send, receive, and manage your emails from Microsoft Outlook, your PDA, Blackberry®, or from any internet browser, and do so knowing that your email is virus-free and pre-filtered for Spam.

RealtySoft's MyEmails supports automatic forwarding to any external email account (e.g. you@hotmail.com) and completely integrates with RealtySoft MyContacts, MyCalendar and other RealtySoft modules.



MyDomains™ Are Your Identity

Taking your place on the internet starts with your domain. RealtySoft makes it easy to claim your identity on the web by registering your own fully branded domain name (e.g. www.yourname.com) or sub-domains that you may want to establish for your listings (e.g. 246MainStreet.yourname.com). If you already have a domain, RealtySoft will help you apply it to your RealtySoft website, blog, or email services.

Get Your Own Blog.

Real estate sales are about relationships. Create your own blog as a relationship-building tool for your clientele. With it, prospective customers and current clients can come to understand the value that you offer them. They can read your opinions on the current market, learn from your experience, and by doing so, will gain trust and confidence in you. It's another way of establishing your "brand" in your marketplace and it will boost your search engine "findability" and rankings.

About RealtySoft

REALTYSOFT offers you the best value in outstanding real estate technology solutions. That's because, for the past 10 years, RealtySoft has focused on only one thing: building the best online marketing tools for real estate agents and brokers, offering them at the best value, and ensuring that they produce the best results. RealtySoft web based solutions are available directly from RealtySoft or from selected industry partners and resellers.

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