



At Windermere, we are constantly updating our systems and creating new tools, not only to maintain our agents as front-runners in the industry, but also to keep pace with increasingly tech-savvy clients.

### Technology tools that mean business

- Our Web site, *www.windermere.com*, receives millions of accesses and thousands of unique views per month. Agents can create a Photo Gallery for each listing, or attach a Builder Gallery (for new construction). Clients can setup a *myWindermere* account and receive daily or weekly e-mail notification when a listing comes on the market matching their search criteria.
- On *windermere.com*, our innovative PropertyPoint™ interactive mapping tool allows clients to easily search for property matching their search criteria. Users click and zoom their way to instant results, with matches to their search criteria shown on a map, along with detailed property information.
- Photo Gallery is a listing enhancement tool that sets our Web site apart from most. Photo Gallery gives agents the power to add unlimited images to their listings for a nominal one-time fee. When the full capabilities of Photo Gallery are utilized, the listing can then include photos and virtual tours displaying interior and exterior features of the property that are most important to potential buyers.
- The Windermere Online Resource Center (WORC) is our exclusive Intranet site. From here, an agent can edit or enter a listing, create a Photo Gallery, create flyers, create a buyers' tour and create a custom CMA online. The WORC also features marketing tools, legal forms, educational opportunities, information on agent benefits, a "shopping mall" for Windermere products and a Web-based e-mail program.
- Windermere's Contact Management System (CMS) is an exclusive tool that allows our agents to easily keep in touch with their sphere. Agents can manage client data, track their transaction to-do list and keep an appointment calendar, all through CMS. Direct-marketing products such as postcards and flyers are integrated with CMS, which makes producing high-quality marketing materials simple with just a few clicks.
- Windermere Agent Web Sites are available to at no-charge to all agents that provide an easy-to-build and professionally designed Web presence. The sites are fully integrated with the agent's corresponding multiple listing service, and clients can perform searches directly from the agent's site. The site also includes an agent profile page and links to the online version of our *Home Update* newsletter. Competitively priced Premium Agent Web Sites are also available to agents, featuring more robust functionality and offering clients the use of our popular PropertyPoint™ interactive map search tool.