



Sharper Agent: The Future of Real Estate Marketing!

November 2001

If you're a real estate professional in Colorado, Land Title has a new product designed just for you!

Sharper Agent is an exciting new concept in real estate marketing, featuring **E-marketing**, the newest and fastest way to connect with your clients and prospects. Sharper Agent also provides the most extensive set of real estate tools you'll find anywhere. No other one web site, piece of software, or marketing solution offers so much for so little!

Marketing Materials

Sharper Agent allows you to create quality marketing materials with just a few clicks of the mouse. Most of the marketing materials you are currently sending via traditional mail can be created and emailed to your clients in five minutes or less!

Choose from a variety of materials to meet all of your marketing needs:

- Easily create and email **custom newsletters** using your own information, or choose from a selection of professionally written articles.
- Email **marketing and seasonal postcards**. Sharper Agent features a variety

of cards for almost any occasion!

- Guide your clients through the home buying and selling process with Sharper Agent's professionally designed, easy-to-customize **Home Buying and Selling booklets**.
- Promote your properties by emailing **Listing flyers** and **Just Listed/Just Sold postcards** to prospective buyers, sellers, or fellow Realtors.
- Beat your competition to the punch by emailing out **sports schedules** of your favorite teams within hours of their release!

Simply upload your company logo, photo, and other contact information once, and Sharper Agent will add it to *all* of your marketing pieces ... automatically!

Additionally, the marketing materials you create are actually included in the body of the email itself—no more having to worry that a server will be down because your clients never have to link to another page to view your materials!

Have customers without email? No problem! You can easily print your own marketing pieces or provide them to your printer on disk.

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Please visit our website
for a complete list of
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www.LTGC.com

Contact Management

You can completely manage all your marketing efforts from the Sharper Agent website.

Sharper Agent uses a powerful **client database manager** where you can store important dates, events, and information related to your clients, *and* it's compatible with most popular real estate database software!

Online Calendar

The **calendar feature** allows you to schedule and keep track of meetings and appointments online. You can see your schedule anytime, anywhere you have Internet access!

You can even elect to have reminders emailed to you so you don't miss any important dates.

Real Estate Tools You Can Use

With Sharper Agent, you'll have a great selection of real estate tools at your fingertips:

- All real estate approved **contracts and addendums** can be created online with a few clicks of the mouse.
- Shop for traditional and unique **closing gifts** online.
- Keep abreast of industry trends and news, and access a variety of other use-

ful tools, including books, calculators and more—all from one convenient website.

One Low Monthly Payment

For one low monthly payment, your Sharper Agent membership includes all of the great features listed above. It's quite possibly one of the easiest and most cost effective investments you'll ever make.

The Latest Technology

Using the newest technology, Sharper Agent gives you the competitive edge you need in the real estate market. And Sharper Agent is so easy to use you'll be up and running in minutes.

You can't afford NOT to have Sharper Agent—the all-inclusive marketing center for today's top producing agents!

Online Tour or Product Demo

Check out the future of real estate marketing by taking an online tour at our website, www.sharperagent.com, or contact your Land Title sales representative for a product demonstration.

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