



Introducing MyREDTools at your next Sales Meeting

Step 1: Hand out MyREDTools brochures

Step 2: Read this script and show samples

Step 3: Show one or more of the informational videos located at www.myredtools.com under the View a Product Demonstration Tab – Pre-Recorded Webinars.

SALES MEETING SCRIPT

Our market center is proud to introduce MyREDTools, the HOTTEST new technology tool for Keller Williams Realty associates and teams. MyREDTools is easy-to-use, affordable (at just \$34.95 a month for individuals and teams) and includes dozens of features that typically costs \$100's and even \$1000's of dollars. Yes, it even works on your MAC and can be used on your Blackberry and iPhone.....at no extra cost.

Built by Keller William's agents for Keller William's agents, MyREDTools is the "all-in-one" solution for those of you that want to keep in touch with your database, build more referral business, get more listings, find more buyers and truly build a real estate business worth owning.

Of course.... there are no long-term contracts with MyREDTools. It is a month to month subscription and you can cancel at anytime....The MyREDTools motto: If we can't earn your business each month, you shouldn't have to pay us.... Your first 30-days are always FREE and it includes unlimited LIVE support and tons of training. You can even earn unlimited FREE months by simply referring your KW friends to MyREDTools. (Just have them add your email address in the TELL A FRIEND area when signing up and you receive a credit when they make their first payment)

Here's what you get as a member of MyREDTTools:

1. Easy to use Database System –

It holds all your important records. It's easy to categorize and sort your client records by different groups such as new leads, past clients, farm areas, internet leads and so forth. You can track conversation details in the notes area, add important information such as family members names and birthdays, hobbies and specifics about their real estate wants and needs..... And yes, MyREDTTools will easily import your database from other contact management systems such as Outlook, Top Producer™, Agent Office, Excel and more....The MyREDTTools support team will even do the import for you.

2. Cutting Edge Marketing Includes:

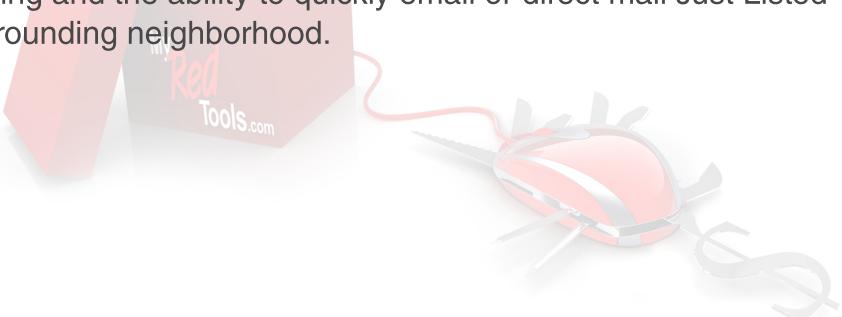
1000's of lead generation and client marketing materials including postcards in 4 different sizes, personalized letters, informational reports, newsletters and greeting cards for every holiday and important event.....There are also fun promo items like mouse pads, dry-erase boards and notepads.....all branded specifically to you or your team; including your picture, website address and contact information. (SHOW SAMPLES HERE!!) You can send many of these items by email to your database for FREE or by direct mail at super cheap rates.... And the best part, you can send just one at a time. For example, postcards start at just \$.43, including printing, mailing and first-class postage. That's right, you can send one birthday or home anniversary card, one mouse pad or one Just Listed postcard and you still pay less per piece than most companies charge for sending 50 or 100. (Current prices can be found at www.myredtools.com under the PRICING tab)

3. Custom Built Campaigns:

100's of 12-direct, 8x8 and 33-touch campaigns. Choose from a huge selection of pre-designed campaigns for your past clients, new leads, FSBO's, expired listings, renters, investors and other target groups.....And COMING SOON, use the custom campaign builder to design your own campaigns using any combination of call reminders, emails, postcards, reports, greeting cards, TEXT messages, TODO reminders and letters. You can even use the custom campaign builder for creating custom listing and closing checklists. Never lose a lead again!

4. Social Media and Listings Marketing:

For listings, you can create an unlimited number of custom property websites at no additional cost.....that's right, what other companies are charging up to \$50 EACH for, you can do for FREE using MyREDTTools. MyREDTTools even helps you post these property websites directly to your Facebook, Twitter and Craigslist accounts. Additional transaction management tools for listings and closings include; customizable listing and closing checklists, expense tracking for each transaction, commission tracking and the ability to quickly email or direct mail Just Listed cards to your database and the surrounding neighborhood.



5. Power Prospecting System

MyREDTools includes a full-featured calendar and task follow-up system that integrates with the new Call Center, allowing you to quickly view all of your calls for the day on one screen. With quick access to notes, phone numbers, call information and more, you can get more calls done in a shorter time.....and never lose another lead or follow-up opportunity. This is great for Power Hour or those of you in the BOLD coaching program.... And, if you are away from your computer, you can have your calls and task follow-up reminders texted or emailed directly to your cell phone.

6. Internet Lead Capture

MyREDTools provides you with a FREE agent website that includes links to your personal IDX solution (i.e. Wolfnet) and other important areas such as mortgage information, your personal bio and each of your custom property websites. You also get various Internet lead capture pages that can be used standalone (Think Stealthsite or Microsite) or added as a link directly from any website you currently own. Each time a prospect enters information into these lead capture forms, the new leads contact information is automatically added to your MyREDTools database and you are sent an immediate TEXT and email alert.

7. Help us Build MyREDTools

As a member of MyREDTools, you are encouraged to provide us with Feedback and ideas for the future. No one succeeds alone and MyREDTools is committed to building the best systems in the industry for Keller Williams Realty agents and teams.

8. Easy To Get Started

MyREDTools comes complete with a series of Quick Start videos that take you step-by-step through the program. You are up and running in just a few minutes. And the best part....it's actually fun using MyREDTools.... And just in case, our support team is available to handle your questions.

Join the thousands of Keller Williams Realty agents that are already using MyREDTools in their business. What are you waiting for!



To sign up for the 30-day Free trial just visit www.myredtools.com and click on SIGN UP NOW!..... And don't forget to tell a friend and earn a free month.

Optional: Now let's take a moment to view some of the features of MyREDTools (videos are at www.myredtools.com – located inside the VIEW A PRODUCT DEMONSTRATION TAB – Pre-Recorded Webinars.