



## Broker Advantage Partnership

The Broker Advantage Partnership allows us to work closely with Brokers to ensure their business success in the digital age. We deliver the tools you need, with an end-to-end marketing platform and special partnership packages that frees agents to deliver the personal service that their clients deserve and expect.

GloPro Media has been serving Arizona for 14 years. We are the Authorized Providers for TourFactory and a member of the Collabra Media Group. We invite you to visit [www.TourFactory.com](http://www.TourFactory.com) and explore the many benefits of our marketing system. We recently merged with Proxio, a global agent to agent network company. Collabra Technology hosts [www.WorldProperties.com](http://www.WorldProperties.com) and offers global exposure for agents and their listings.

Year after year, we continue to bring more success to our brokers and their agents. We are proud to be an endorsed premier sponsor for the duPont REGISTRY Elite Agent Network. Property websites for listings over \$500,000 will find their listings posted for **FREE** on the duPont listing search site.

### WHY GloPro MEDIA – TourFactory Provider?

- **Presentation... Look Amazing!** The decision to buy a home is based heavily on emotion, which is why we place a strong emphasis on the visual impact and feel of your marketing campaign. Whether on the internet, in print or on a smart phone, you can be assured that your property will stand out in the minds of potential buyers.
- **Syndication... Get Seen! Your 24-7 Open House.** We assist agents in distributing their branded and unbranded sites anywhere there's a pair of eyes to see it. Our Marketing Suite also includes a YouTube video that stays up to date when changes are made to the listing. In addition, agents can easily post their property sites to showcase their listing to their individual social media accounts.

### WHY GloPro Media MARKETING STRATEGIES?

- **Communication. An Informed Seller is a Happy Seller.** The Weekly Seller's Report is an email that you and your owners receive every week that gives you a detailed breakdown of the traffic that your property website has received. This report is loaded with valuable statistics that keep sellers involved with regular information.
- **Customize & Control.** The agent has complete control over the look and feel of their Premium Property Website. Choose the music, add descriptions, and upload additional photos or video. An agent's vocal recording about the listing can also be added. There are over 350+ flyer designs to choose from that can be customized and sent to the agent's email marketing list.

### WHY USE OUR AUTHORIZED PHOTOGRAPHERS? **Photography. A Seller's First Impression – A Buyer's Lasting One**

- **Quality Guaranteed.** Our media specialists are trained professionals ready to provide you with photos, video, aerial media, sunset & city lights images, 3D Matterport Walkthrough, iGuide Floor Plan and more. We guarantee high quality services and realize that our professionalism will have your agents impressing their sellers. Agents win the listing presentation by sharing our leading-edge media and technology products that are now a necessity to get, present, prepare and promote listings.
- **Best Customer Service in Town.** Your Local Authorized Provider, GloPro Media, is complemented by our friendly Corporate Customer Service Team in Spokane. They are open Monday-Friday 5am - 5pm Pacific Time (Saturday 6am - 3pm) at 888-458-3943. We also have outstanding help within our system and have a 24/7 Help Site complete with how-to videos at [www.TourFactoryHelp.com](http://www.TourFactoryHelp.com)



# Broker Advantage Partnership Agreement

## GloPro Media Commitment

- **ADMIN Account Setup:** A corporate marketing admin account provides brokers and their offices a gateway to all their agents accounts. This provides easy access for updates (MLS#'s, pricing, etc.) and the ability to download or upload any media necessary for advertising and marketing.
- **Exclusive Photography Pricing:** GloPro Media will provide discounted photography and other media packages throughout the year that provides added savings to your agents.
- **“New” MLS Smart Link** – When agents upload the unbranded site link into the MLS and the MLS sends data to Realtor.com, Zillow, and Trulia... we will automatically redirect the link to the agents **Custom Branded** site.
- **Preferred Scheduling:** We will provide preferred scheduling times when possible with GloPro Media – Collabra Media Group Authorized Photographers.
- **Marketing Workshops:** GloPro Media will provide Marketing Workshops throughout the year to assist in training agents' best practices for Real Estate Marketing and Social Media distribution.
- **Broker Office Reports:** Weekly Reports will be emailed to each Office Manager of their agent's new sites, most active sites and stats for each listing. \*This report can also be sent to other brokerage members upon request.
- **Active & Sold Listing URL's & Office Lobby Slideshow Presentation:** TourFactory will provide updated links to online Active & Sold listing pages. The Photo Slideshow link shows all the offices active listing sites. This continuous presentation shows the first five images in each site and is great for office lobby monitors.
- **Weekly Hot Sheet Email** – Each week we will send out our Weekly HotSheet of new listings and highlight agents who have one our Subscription Memberships. This goes to approximately 4,000 local agents.
- **Media/Site Completion Notification:** A corporate email will be set up in each agent's account to receive notification as soon as a listing site has been activated. This notification includes a link to the tour, IDX tour links, editing link and media download page. (Note: Only available when an Authorized TourFactory Photographer activates a site). This lets marketing departments know when the listing media is ready to go.

## Broker Commitment

- **Promote Partnership:** Broker will promote GloPro Media/TourFactory as one of their Preferred Media Providers. Broker will be given an information sheet as to “Why GloPro Media/TourFactory is Part of Our Team” to share.
- **Distribute TourFactory Newsletters:** Each month, Brokers will be provided an email with a GloPro Media Marketing Newsletter with helpful tools to be distributed through the Broker's email system to all agents.
- **Marketing Workshops:** GloPro Media will present Marketing Workshops throughout the year to assist in training agents how best to utilize their Real Estate Marketing Suite and Social Media distribution.
- **Communication:** Broker will provide a go-to person to contact with any needs or concerns that may affect the quality and delivery of products and services.

Company Name: \_\_\_\_\_

Authorized Broker Account Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Listing Media Completion Email – Email to: \_\_\_\_\_

## **Submission of Agreement**

**Send or capture a photo of the Signed Agreement and text to 602-214-2334 – or – Email to Team@GloProMedia.com**



## **Broker Advantage – GloPro Media Photography Packages as of April 2020**

### **Daytime Photography**

Property Site Built & Photo Availability - Next Business Day  
30 Photos - \$160.00 – 25.00 Value

### **Sunset Photography**

Property Site Built & Photo Availability - Two Business Days  
One Photographer – Existing Light  
30 Photos - \$299.00 – 50.00 Value

### **Twilight - City Lights Photography**

Property Site Built & Photo Availability - Two Business Days  
Two Photographers – Studio Lighting  
30 Photos - \$499.00 – 50.00 Value

### **Daytime Aerial Media – Photos & HD Video**

Aerial Photography - 15 Photos  
HD Video Up to 1.5 minutes  
\$250.00 - 25.00 Value

### **Virtual Staging**

Purchase 4 Virtually Staged Photos  
**Get one FREE**  
50.00 Value

### **Matterport 3D Floor Plan**

Purchase A 3D Floor Plan  
**Receive PDF Floor Plan**  
25.00 Value