

ChartMaster Services Product Offerings

ChartMaster Services has developed a coordinated set of materials available **only to Keller Williams**, designed to complement each other to educate real estate professionals on market conditions. This allows agents to utilize market information to provide unique, value-added services to clients and prospects, generate more leads, get more listings that are priced to sell and out-skill their competition.

1. QUARTERLY METRO MARKET REPORT

Price: \$250 per quarter, per office, Detached - \$250 per quarter, per office, Condo/Townhomes

Availability: Directly from ChartMaster Services, LLC

This is our primary product which consists of a Microsoft PowerPoint presentation-style quarterly analysis report showing market trends in the 36-FMLS area overall Atlanta Metro Area for Sales, Sales Prices, Days-on-Market, Failed listings, Foreclosures, price reductions and absorption rates. The report consists of 30-40 charts which form a base of information vital to agents for Buyer consultations, Listing presentations, lead generation and any general client communications. All agents need market knowledge to set themselves apart from the competition and educate their clients in the reality of today's Atlanta real estate market.

2. LEAD-GENERATION PUBLISHER LAYOUTS

Price: \$55 for Detached, \$55 for Condos/Townhomes

Availability: Agents purchase individually and download directly from our www.ChartMasterServices.com web site

These layouts consist of 7 Microsoft Publisher layouts for Jumbo postcard mailings, or email postcard creation, utilizing selected, modified charts from the Quarterly Metro Market Report. Agents can order, download and use Microsoft Publisher to customize these layouts for email or printed postcards including office logo, personal agent contact information and any branding colors or logo. Layouts include talking points for chart interpretation and a "call to action" to get recipients to contact the agent for more information. Layouts include information on trends for number of sales, Days on Market, median Sales prices and KW market share. New data is available for postcard purchase each quarter as the Quarterly report is updated.

3. LISTING PRESENTATION

Price: \$55

Availability: Agents purchase individually and download directly from our www.ChartMasterServices.com web site

This is a Microsoft PowerPoint presentation-style package of 50+ charts designed for agent use in a Consultative listing presentation, consistent with Camp 4-4-3 training principles. Colorful, professional quality graphics and the latest charts from the Quarterly Metro Market report outline a targeted 10-point marketing plan and educate Sellers on current market characteristics to help them self-discover a realistic pricing and positioning strategy to help them sell more quickly, at a better price, in any market. A script is also available for purchase at an additional \$25, which will provide agents with suggested scripts for chart transitions and additional chart interpretation.

4. LISTING PRESENTATION SCRIPT

Price: \$25

Availability: Agents purchase individually and download directly from our www.ChartMasterServices.com web site

This is a suggested agent script to use in a consultative listing call with the Listing Presentation. It provides agents with suggestions for transitions between charts and a guide for using the consultative approach to discover real Seller goals and motivation. Additional scripts for some of the Quarterly Metro Market Report charts are also included to emphasize the relevance of the chart's concept and how it relates to the Seller's motivation and needs.

5. ONE-PAGE METRO MARKET OVERVIEW REPORT

Price: \$50- Detached, \$50 Condos - monthly if purchased for an office, \$30 monthly each for individual agent purchase

Availability: Offices – Directly sent from ChartMaster Services to Team Leader, otherwise Agents purchase individually and download directly from our www.ChartMasterServices.com web site

This is a one-page “snapshot” report designed similarly to the Bruce Hardie Total Market Overview (TMO) report as introduced at the KW Family Reunion. Our report adds several categories to be consistent with our Quarterly Metro Market Report, which it is designed to complement with interim reports. There are 12 key market measures broken out by 11 price ranges, with separate reports for Detached and Condo/Townhome residences.

6. MARKETING TEMPLATE PACKAGE

Price: \$25

Availability: Agents purchase individually and download directly from our www.ChartMasterServices.com web site

This is a set of 8 professionally-designed Microsoft Publisher templates for agent customizing and use in mailings, flyers and letterhead designs which are complementary to other Keller Williams materials. The flyers and postcard designs are shown in the illustrations in the Listing Presentation, also offered. This set of materials will allow a new, or experienced agent to implement a coordinated set of marketing materials that are professional in appearance and easily customized with minimal time required.