



WHITEPAPER

EXIT Realty's Technology Philosophy: Putting People First



We all know technology evolves at a breakneck pace. It seems that every hour there are new tools, frameworks, processors and gadgets. Every day, consumers see more options for online services, TV providers, apps, mobile phones and more.

Technology typically evolves in phases from operational, to functional, to effective– with effective being the goal. And within this framework, we can predict the evolution of products to at least some degree.

So what is the result of speed plus evolution? In short, as technology products evolve, they require less effort and deliver a greater return over less time. The evolution of technology works harder and smarter for you.

Look at the evolution of the television, for example. In the early operational days it was a large wooden box with a small screen. To get

a signal, you had to play with the antennas, then get up to change the channel and adjust the volume– high human effort, relatively low return. Cable TV was more functional, providing channels instantly without fussing with an antenna, and with a remote control to change channels and adjust the volume.

Now, television is highly effective. You watch what you want, when you want, on any device with a screen. You can automate your house to turn on your favorite show from four years ago when you pull into your garage– virtually zero effort with abundant return.

At EXIT Realty, technology has crossed the “effective” threshold. This is essential for the wave of the future, because EXIT believes the tools and systems they envision and develop will help propel success for its associates and enable them to consistently achieve and exceed their goals.

“EXIT builds long-term technology that is by EXIT, for EXIT. That ensures our tools always reflect the value of the EXIT Formula and keep the needs of our real estate professionals and their clients in mind,” said John Packes, Chief Technology Officer at EXIT Realty Corp. International. “As a result, each solution is custom-engineered to help EXIT associates realize and exceed their goals, day in and day out.”

The Power of Owning Your Technology

That belief is why EXIT Realty has invested millions of dollars in building and owning its own technology. That creates three key benefits:

- **Scalability.** Because the EXIT infrastructure drives the creation of each solution, scaling is easier and faster. Scaling up is streamlined because the core components are consistent across the board, and fully owned by EXIT.
- **Ownership results in control, reliability, and business continuity.** EXIT’s ownership of its solutions means they’re impervious to many market changes that could otherwise impact their digital infrastructure. For many other companies who rely on third party products, losing one could be disastrous because of interruption to continuity and the time it takes to retool and readapt. However, the core technology, owned by EXIT, virtually eliminates dependencies on other software products. For example, if a product were sun-setted, bought by another provider, or fundamentally



changed, there would be near-zero impact on EXIT’s offerings.

- **Infinite gain.** While creating your own tech involves a higher upfront investment, you get to benefit from a virtually unlimited upside. EXIT doesn’t have to make recurring payments or manage subscription fees, enabling EXIT to retain all gains. Requested product changes or updates can be delivered in a fraction of the time that larger third-party products are able to change, and not shared with competitors. Agility in an ever-changing market virtually guarantees associates will have what they need to grow.

With this approach, EXIT creates a Stacked Technology Infrastructure system, with a core infrastructure of its own unique branded tools that are fully owned, and the ability to ‘stack’ best-of-breed partners to extend the capabilities of the system. As the system continues to evolve, real estate professionals will be able to integrate technology partners

into the EXIT system using the EXIT Exchange platform. This means associates can use products they like even if those products are outside of the EXIT ecosystem, allowing for technology preference with ease of transition into the EXIT system and little disruption to their business.

That means that best-of-breed partners like Facebook fit seamlessly into EXITRealty.com, EXIT Resource Center, EXIT's agent/office websites, digital presentations and more, but without creating any dependencies on those partners. Established real estate professionals can bring their own existing websites and tools into the EXIT system. This concept of "technology preference" removes any barriers for agents to join EXIT, by allowing them to use the tools they find effective.

These are some of the many strengths of EXIT's owned technology: It makes it simple to plug any new technology into its ecosystem, allowing anyone in the EXIT Realty family to benefit from the most efficient and most effective tools on the market.

What Is Effective Technology?

That raises the question: What is effective technology? To answer that, EXIT returns to its philosophy of putting people first, always prioritizing the human experience. EXIT Realty was founded on the principle of empowering its people to have both a successful career and a fulfilling personal life, never having to choose one over the other.

To do so, you need to have the highest return on technology minutes invested. In plain terms, you should spend as little time as possible with technology and get the maximum possible reward.

Effective technology, then, is also efficient. EXIT's digital presentations allow you to create a customized digital presentation and send it to the client in two minutes— perhaps while you're waiting in an office or store on an errand— and then be notified when the client sees it. Quick Leads allow contact information and information exchange in 30 seconds of meeting a new potential client.

Effective technology is also intuitive. It can understand your goals and targets, read data and analytics, and suggest ways to increase



transactions. It puts the power in your hands and gives you solutions you need to enhance both your personal experiences and your business outcomes.

For example:

- **My Smart Sign™** technology empowers prospective buyers with immediate listing information and is a powerful lead generator for you. When a prospective buyer texts your custom My Smart Sign text code to 85377, they immediately receive your My Smart Sign link with pricing, photos and details about listings nearby. But it doesn't end there – My Smart Sign is an incredible one-to-many, mass marketing, lead generating powerhouse. Use your My Smart Sign vanity code in all your print and digital marketing with the message, "For information on properties near you, text [My Smart Sign vanity code] to 85377*." The prospective buyer texts, allows location via GPS on their phone and instantly receives pricing, photos, and info on listings near them. When the prospective buyer texts in and interacts with the listings, a lead is generated for you including their phone number and information about the area or properties they viewed.
- **EXIT's Mobile Business Card™** is a one-to-one, relationship building, networking, digital tool. EXIT agents choose a text code which prospects and clients can text to 85377 to receive their contact information on their smartphone. Agents can also send their Mobile Business Card to new and existing contacts in seconds and agents are notified when someone has requested their Mobile Business Card. Directly from the Mobile Business Card, contacts can view properties near them, or search for any property, and the EXIT agent will be notified that they're interested in a listing or area*.

Both the My Smart Sign geolocation technology and Mobile Business Card are included as a benefit of EXIT membership at no additional cost.

In the end, effective technology puts the efficiency, success and relationship first, supporting it, not replacing it. It enhances your capabilities, enabling you to maximize your potential. As a result, EXIT technology brings people closer to each other, making it possible for them to focus on building stronger interpersonal connections, and to have personal and professional success.

"At EXIT, we're creating an experience that empowers our professionals on their journey to success," said Packes. "We're pushing ourselves further into the third phase of technology evolution, effectiveness. We're building technology 'by EXIT for EXIT,' ensuring our runway to growth and success is unencumbered by industry ebbs and flows."



Helping People See the Right Path and Walk Down It

It's clear that EXIT's solutions focus on enabling humans to help other humans through technology. The key to achieving that is harnessing the talent that already exists in the organization and letting people help people. EXIT's technology infrastructure is built to allow users to share experiences at scale so others can benefit.

EXIT Realty brings the same approach to how it introduces its technology to people. Where many organizations simply put technology in front of employees and expect them to learn it,

EXIT demonstrates that training is a priority with a dedicated Director of Corporate Engagement, Annette Anthony— someone whose primary focus is to get in front of people, live, and teach real-world use of EXIT's solutions.

The training system teaches multiple levels of communication and engagement: agents with consumers, agents with potential agents, and brokers with agents. To make the instruction as useful and relevant as possible, EXIT professionals learn on their own devices. In addition, Engagement Leaders in each office can reinforce training and provide assistance from other, local perspectives.

Implementation is the biggest problem in technology: People cannot and will not use even the best technology tools if they are unable to use them easily. EXIT's training system not only eliminates this obstacle but positions its people to be able to fine-tune and improve their skills and maximize the return on their time and effort.

Technology for a New Age

A fundamental cultural change is unfolding all around us, prompting the trend called the Great Resignation: People are assessing how their career goals and personal goals affect each other. They want a better balance, yet they also want to know they make a difference and an impact.

EXIT has been mindful of this since its founding and has crafted its technology with precisely that need – balance and impact– in mind. That means flexibility is in the DNA of EXIT's technology portfolio, making it adaptable on both the company and individual level, able to handle whatever is happening in the market or



the world. Incorporating this flexibility into their careers gives the EXIT Realty family the freedom in their lives and schedules to create more meaningful moments.

EXIT Realty provides a unique and highly effective technology offering, and those tools are for all of its associates with the aim of helping people reach all their personal and professional goals. Joining EXIT and following its path with its powerful, proprietary and people-first solutions gives you the highest probability of success and a rewarding experience in all aspects of your life.

"We don't do what everyone else does; we do what works," said Tami Bonnell, Co-Chair of EXIT Realty Corp. International.

"And what works is technology that puts people first- that's the heart and soul of EXIT. Every pillar of our success was developed with the human being in mind. It's how we both deliver great consumer experiences and enable our EXIT family members to live their best lives."

*when your brokerage has completed the MLS paperwork to allow us to import IDX data



Live Your Why

The goal of real estate is successfully connecting people and homes, but the financial aspect should not be the be-all-and-end-all. With a focus on individual well-being, the power to impact local communities, financial security from a residual income, and simply people helping people, EXIT Realty empowers its people to live their why, and real estate is their how.

Learn More:

www.joinexitrealty.com

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