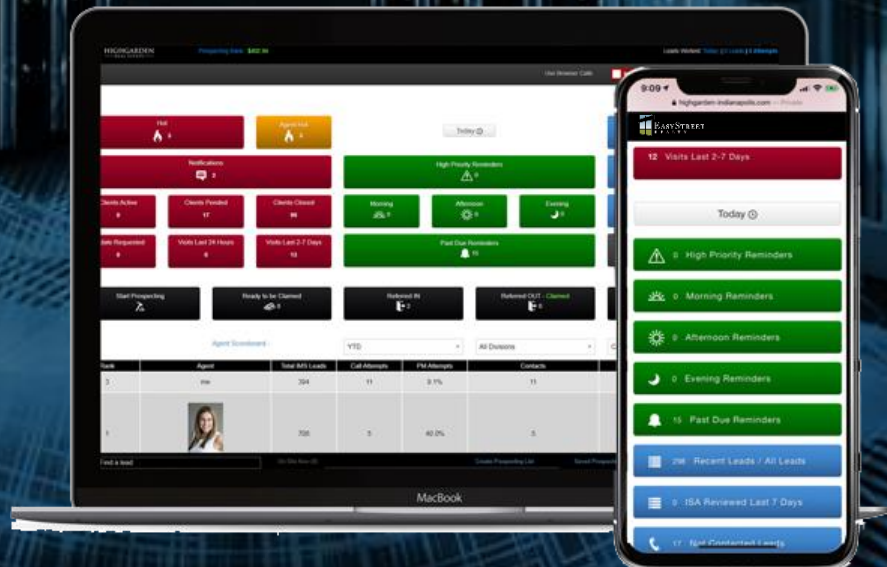
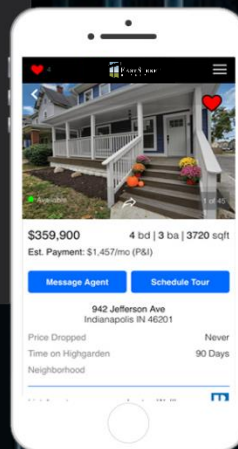
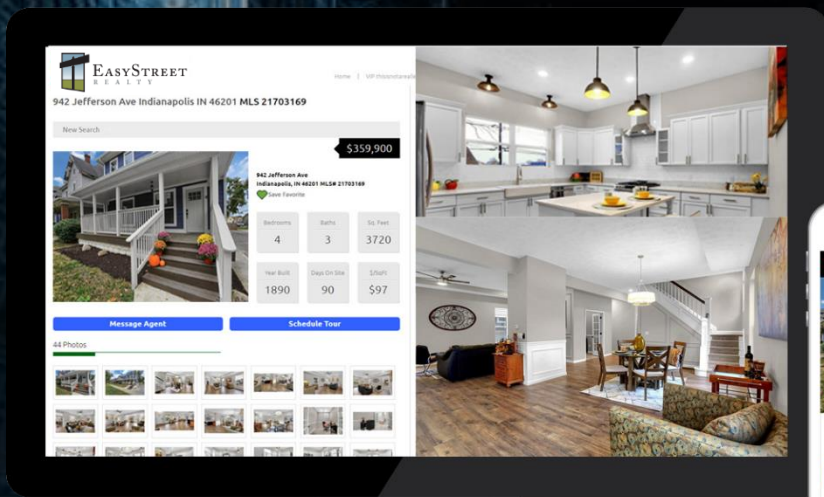




EASYSTREET REALTY

Technology Overview






ONE Inclusive Platform

Marketing

Easy Street Realty Las Vegas
Sponsored (demo) · 🌐

🔥 Carmel 🔥 New Homes Just Listed!
View HD Photos, Maps & MLS Data Now! 🏠👉
#SinceYourLastVisit ❤️ #VIP



Carmel 🏠 1585
Mairn Ave |... Learn More
6BR / 6BA | \$1,189,000...

Carme Frenzel F
6BR / 5BA

👍 Like 💬 Comment ➦ Share

Branding

Sarah Pullin
Easy Street Realty
REALTOR Ⓞ
(702) 786-9909
Email Sarah

**EASY STREET
REALTY**
Home | Favorites 0

ABOUT SEARCH HOMES SELL WITH HIGH \$AFCN TESTIMONIALS CAREERS CONTACT MORTGAGES

Find a Home
INDIANAPOLIS LOCATIONS

ENTER A CITY OR SUBDIVISION

-TYPE-

+MIN- +MAX-

+BED- +BATH-

BEGIN SEARCH

Managing

EASY STREET REALTY Prospecting Bank: \$133.34 Leads Worked, Today: 0 | Leads: 0 | Attempts: 0 | Contacts: 0 | Meetings Set

Use Browser Calls: Yes TEST Leads Are: Off Receive Leads Outside My Pref: No

Hot 🔥 7	Agent Hot 🔥 10	Today 🕒	Recent Leads / All Leads 📄 701	ISA Reviewed Last 7 Days 📄 0	
Notifications 📢 0	High Priority Reminders 🚨 0		Not Contacted Leads 📞 293		
Clients Active 11	Clients Pending 3	Clients Closed 48	30+ Days Since Contact 📞 258		
Update Requested 0	Visits Last 24 Hours 11	Visits Last 2-7 Days 27	Needs Update ? 0		
Start Prospecting 🚀	Ready to be Claimed 📄 0	Referred IN 👤 0	Referred OUT - Claimed 👤 12	Referred OUT - Unclaimed 👤 0	Sent Back to Me 👤 0

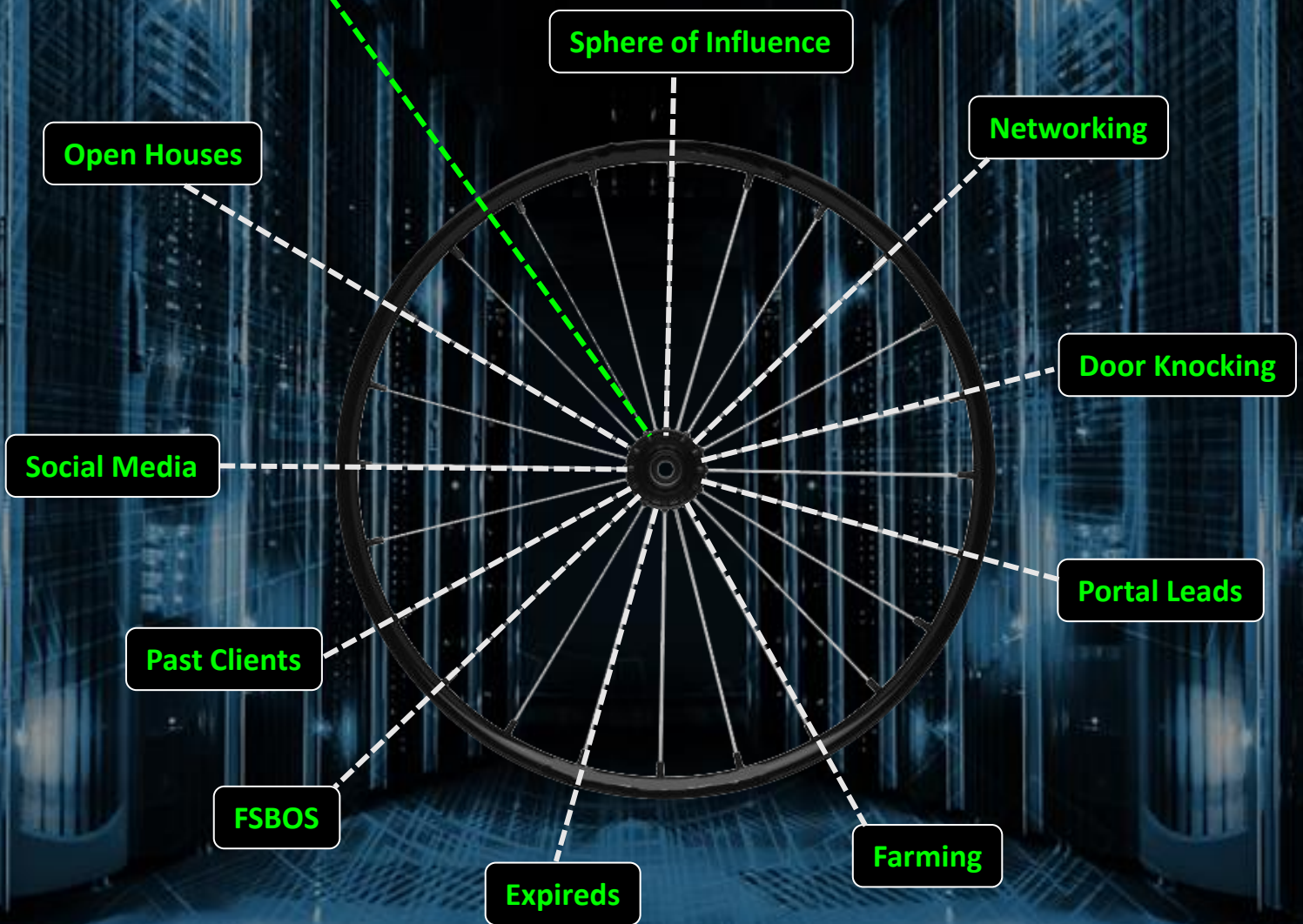
“Automated Intelligence Built In”

AI

**Automated Intelligence
is something that...**

- **monitors and learns**
- **happens behind the scenes**
- **gets things done on your
behalf**
- **helps you be more efficient
and effective**

EasyStreet Leads



The goal is to get you to 100-150 past clients, quicker.

Lead Gen


 +
 
 +
 
 AI = Industry Advantage

Integrating directly with Facebook to harness Facebook's AI allows us to generate higher quality leads. We deliver the exact right homes, in front of the exact right people, at the exact right time on the exact right platform (in their Facebook and Instagram newsfeed).

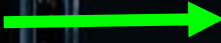



EasyStreet Realty Las Vegas
 Sponsored (demo) · 🌐
 🏡 Carmel 🏡 New Homes Just Listed!
 View HD Photos, Maps & MLS Data Now! 🏠👉
 #SinceYourLastVisit ❤️ #VIP


🏡 Carmel 🏡 1585 Mairn Ave | ...
 6BR / 6BA | \$1,189,0...
[Learn More](#)


🏡 Carme Frenzel F
 6BR / 5BA

Like Comment Share



 MESSAGES now

Lead
LEAD OPPORTUNITY
 Leslie - Carmel - Clay Corner - \$1,189,000

[View Opportunity](#)



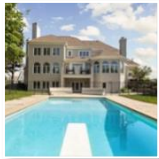
Accept & Call This Lead

This lead matches your lead preferences, skipping it will add to your skip count.

Leslie
 812-455-437x Eastern
 1017seibert@gmail.com
Time Remaining: 7:21

Registered While Viewing

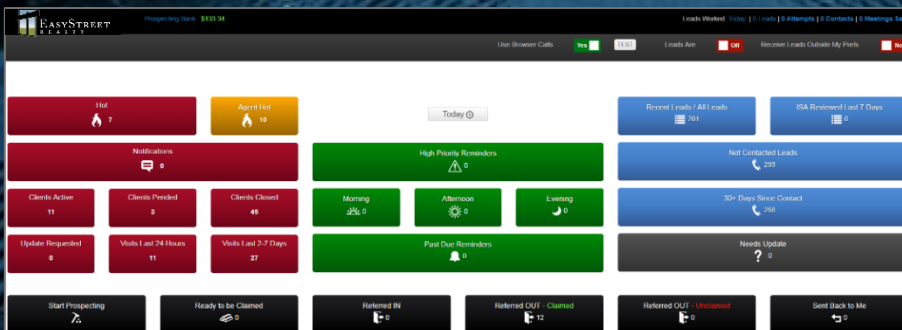
1585 Mairn Ave, Carmel
Clay Corner
\$1,189,000
 6 BR - 9662 sqft Clay Corner



Lead Profile

Search Terms

No Thanks, I'll Pass
Bad Lead

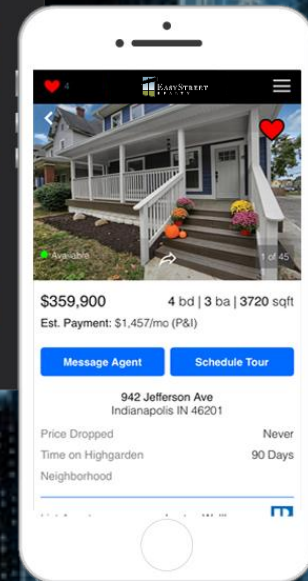
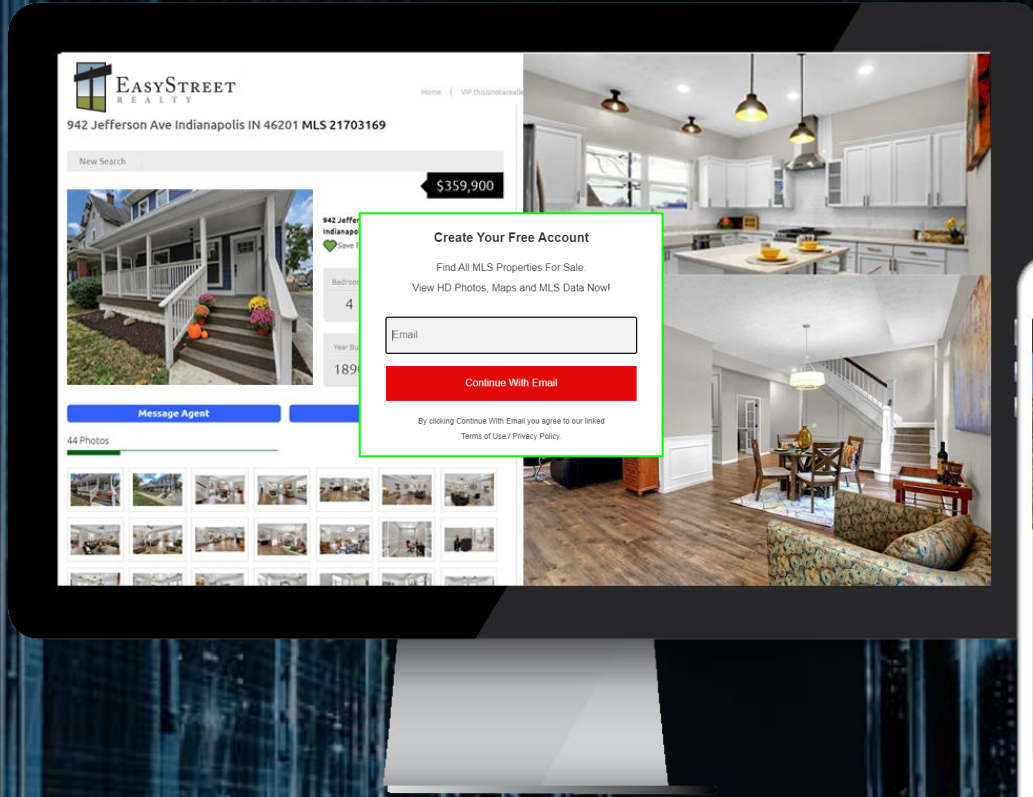



EASYSTREET REALTY | Proposing Leads: 8133/34 | Leads Worked: 100% | Leads: 1 | Leads: 0 | Attempts: 0 | Contacts: 0 | Meetings: 0

Use Recent Calls: Yes | No | 100% | Leads: 0 | Call | Increase Leads Outside My Profile: No

Hot: 7	Agent Hot: 19	Today: 0	Revised Leads / All Leads: 291	ISA Reviewed / Last 7 Days: 0
Multitasking: 0	High Priority Reminders: 0	Not Contacted Leads: 299		
Clients Active: 11	Clients Pending: 0	Clients Closed: 45	30+ Days Since Contact: 258	Needs Update: 2
Updates Requested: 0	Visits Last 24 Hours: 11	Visits Last 28 Days: 27	Past Due Reminders: 0	
Start Prospecting: 0	Ready to be Claimed: 0	Referred In: 0	Referred Out - Claimed: 12	Referred Out - Unclassified: 0
				Send Back to Me: 0

EasyStreet – VIP Leads



Create Your Free Account

Find All MLS Properties For Sale.
View HD Photos, Maps and MLS Data Now!

Continue With Email

By clicking Continue With Email you agree to our linked
Terms of Use / Privacy Policy.

Final Step!

Just a few more details so we can serve you.

Considering a move? ▾

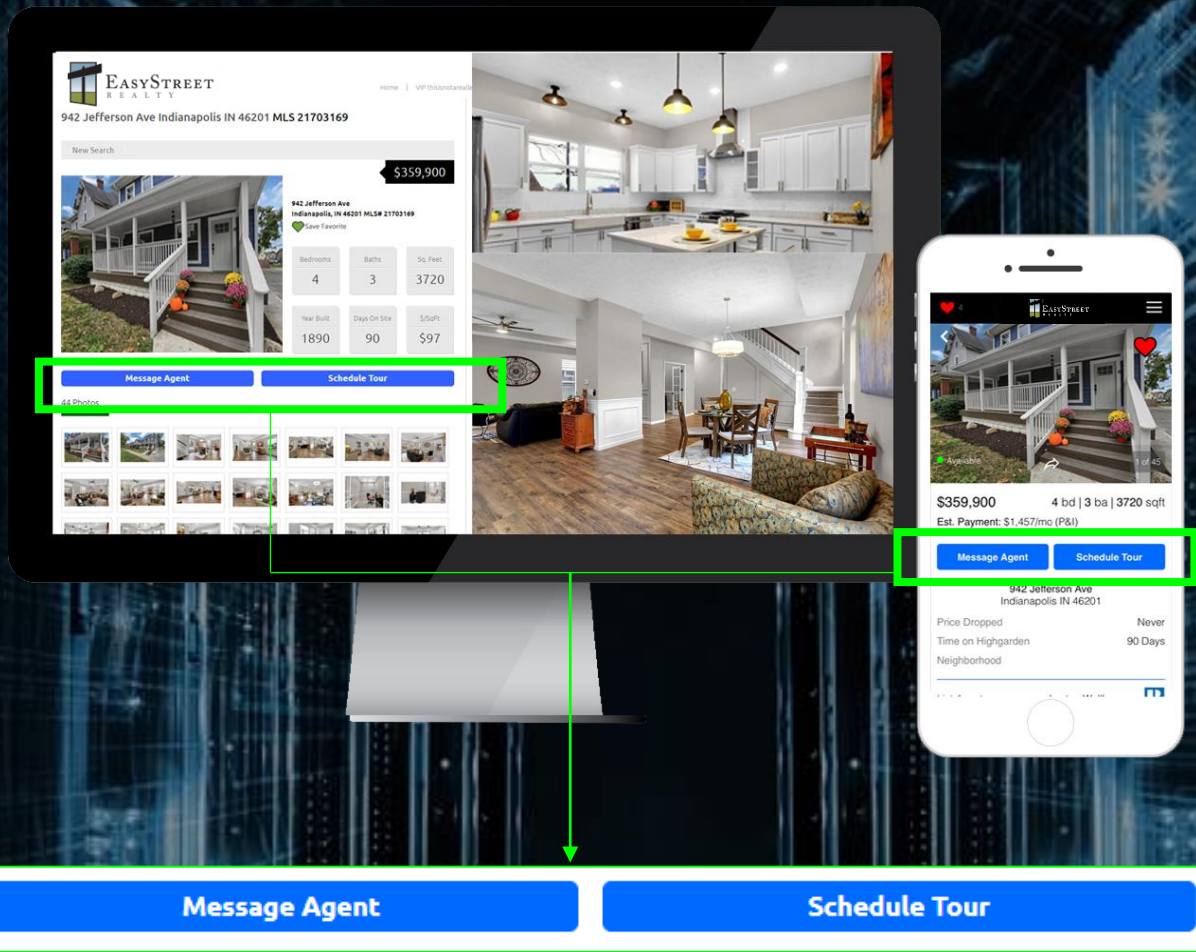
Full Name

Phone

View Property Details Now!

By clicking View Property Details you agree to our linked
Terms of Use / Privacy Policy.

EasyStreet – Speed To Leads



SPEED TO LEAD
INDIANAPOLIS - \$120K - 9258
Cinnebar Dr - MLS [21678709](#) -
Available (79 days) - I am
interested in 9258 Cinnebar Dr
Indianapolis IN 46268

CLICK TO CALL
http://t.highgarden.com/ims_speedtolead/sqblam
Good Luck!

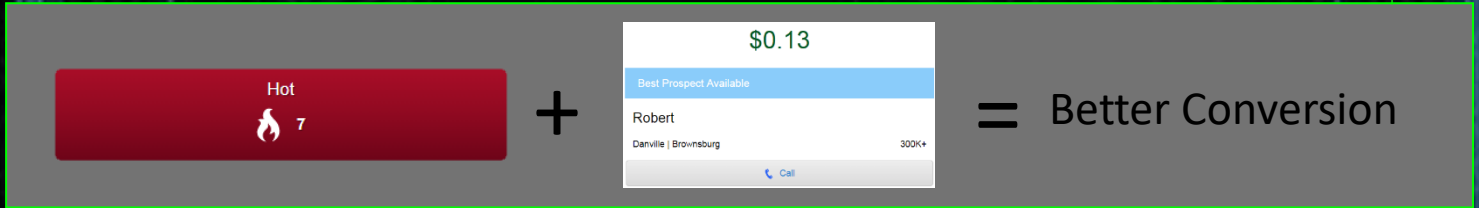
SPEED TO LEAD
ORLANDO - \$150K - 1212
Coletta Dr - MLS O5835384 -
Available (12 days) - Requested
a tour Monday, January 20,
12:00 PM - 12:30 PM to see
1212 Coletta Dr Orlando FL
32807, MLS# O5835384

CLICK TO CALL
http://t.easystreetrealty.com/ims_speedtolead/djbtne
Good Luck!

Existing leads in your database never get reassigned to another agent. Your leads are always your leads. You also receive all the leads from your listings.



Lead Scoring



Whether you have 100's or 1000's of leads in your sphere, Highgarden's proprietary AI lead scoring algorithm ensures nothing falls through the cracks.

Mathew Barnes
 Indianapolis 225K
 Single Family
 Timeframe: Not Determined



Not Contacted
 Flagged
 Add Tag +

My Notes - 1
 5/28/2019 10:41:19
 zillow

HOT Triggers [NOT HOT - Remove From HOT List] [X]

- Clicked on Home from Gateway/Suggest
- Median \$ of Homes Viewed >\$150K
- Lead Visited Website
- Increasing Trend in Website Activity
- Not Contacted** New Lead Registration / Not Contacted
- Visited Website 7+ times in last 15 days
- Visited Website 3+ times in last 5 days
- Looked at 20+ properties in last 10 days

Called: Never
 Emailed: Never
 Text Sent: 36 Days Ago

Recent Views	\$	X's Viewed	Last Viewed
	275K Indianapolis Active	3 X's	Yesterday
URL Text			
	250K Indianapolis Off Market	3 X's	4 Days Ago



Lead Scoring

Our system continuously monitors all your leads and notifies you when behavior changes or it appears likely a good time to reach out to a lead.

LEAD ON SITE RECENTLY
Leslie Kingseed
Last Contacted: 2700 days ago
- Last 30 days -
City: Fishers,Noblesville
Props Viewed: 10
Visits to Site: 11
Fav Saved: 0
Forwards: None
Homes viewied 2+x's: 0

View Lead: [http://
www.highgarden-
indianapolis.com/Leads2.aspx?
LEAD_ID=135683](http://www.highgarden-indianapolis.com/Leads2.aspx?LEAD_ID=135683)

Display Name: Lead Pool

Learn how to turn notifications off for this lead. [https://
youtu.be/g60v6P3aITY](https://youtu.be/g60v6P3aITY)

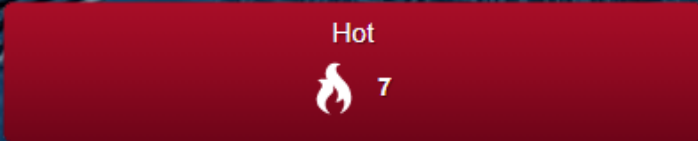
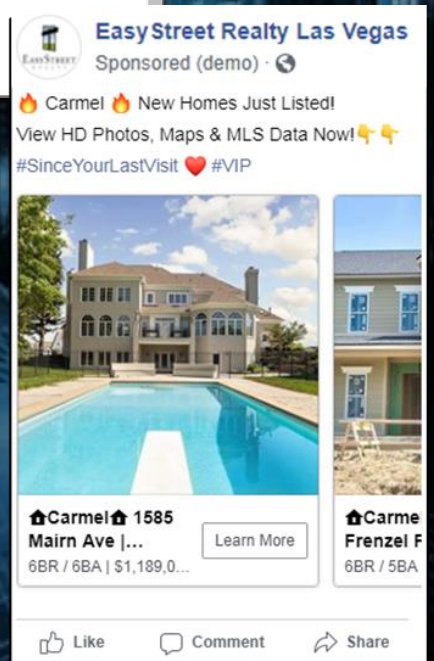
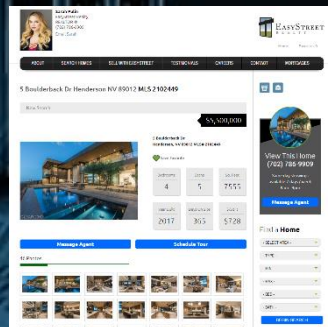
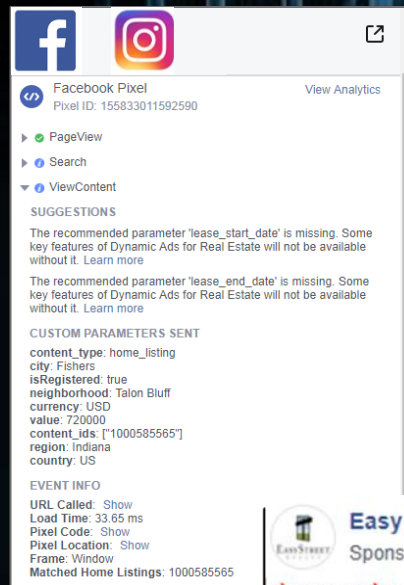
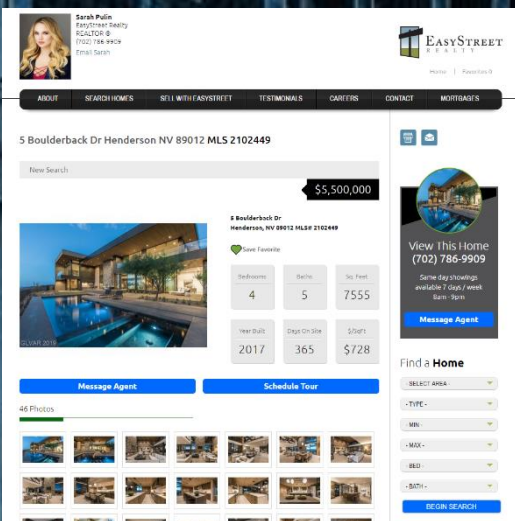
Good luck!



Lead Remarketing



We feed our data back into Facebook to keep your clients coming back to Highgarden instead of the big portals!



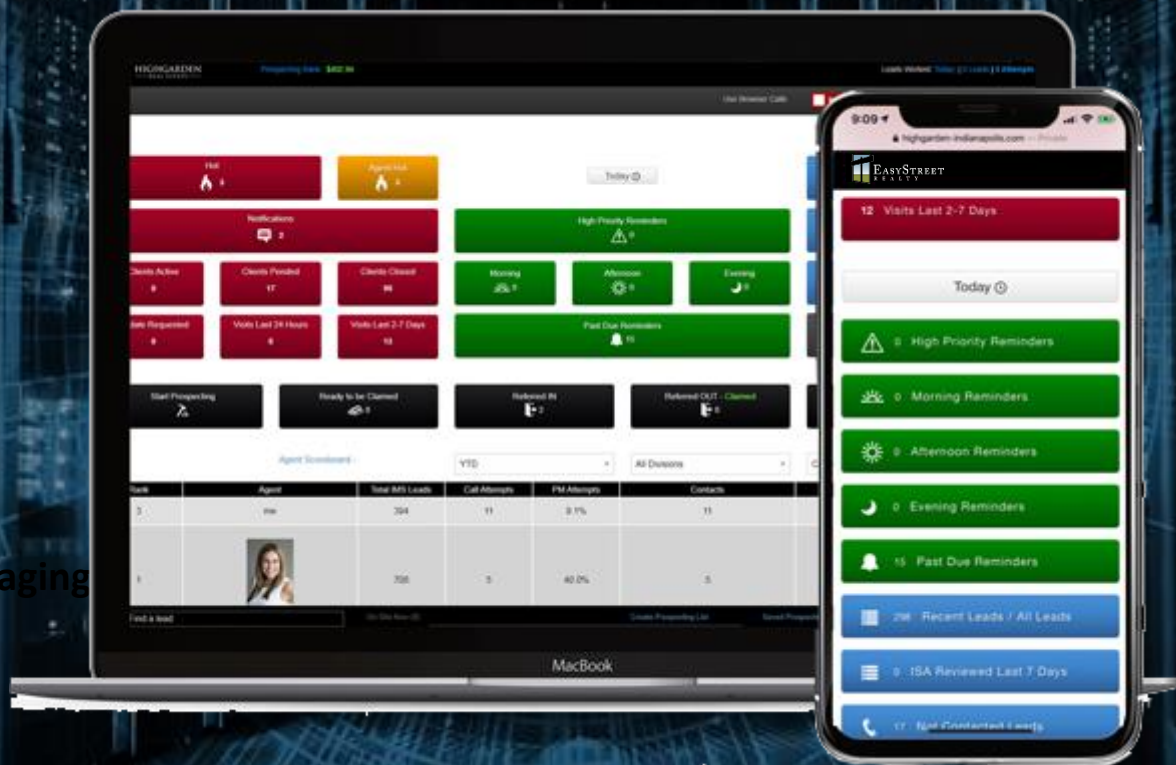


A Look Inside The Social Media Remarketing



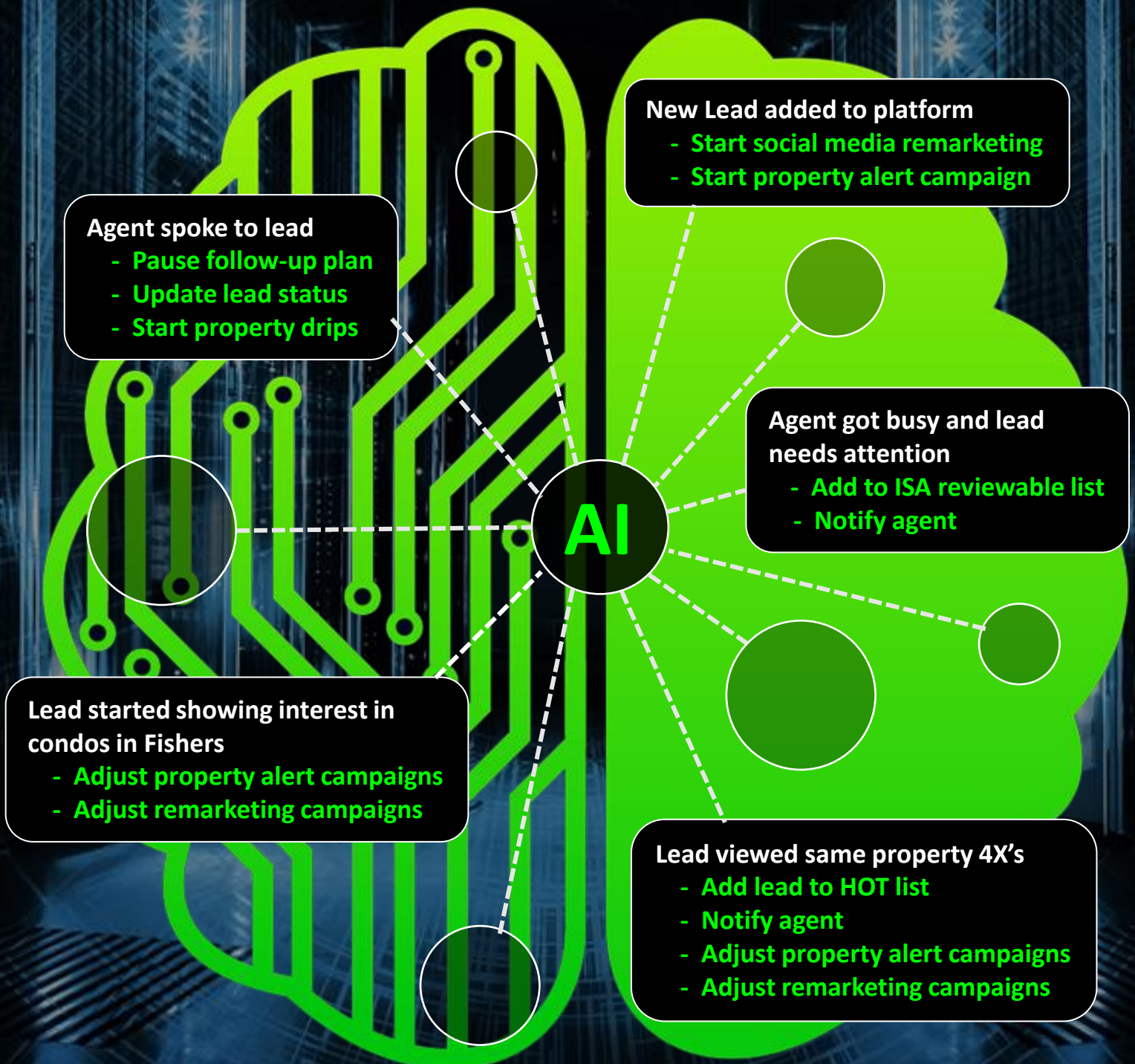
The IMS

- Designed by REALTORS for Real Estate
- Built by EasyStreet In-House Rocket Scientists
- Test by 600+ Agents - 500K+ Leads – 30K Transactions



- Organization
- Lead Scoring
- Prospecting
- Lead Remarketing
- Automation
- Integrated
- Lead Gen

AI Built Into Our CRM





Organization

Hot 6 Agent Hot 3

Notifications 1

High Priority Reminders 0

Recent Leads / All Leads 319 ISA Reviewed Last 7 Days 0

Clients Active 0 Clients Pended 22 Clients Closed 99

Morning 3 Afternoon 1 Evening 0

Not Contacted Leads 18

Update Requested 0 Visits Last 24 Hours 4 Visits Last 2-7 Days 10

Past Due Reminders 12

30+ Days Since Contact 156

Needs Update 0

Start Prospecting Ready to be Claimed 0 Referred IN 2 Referred OUT - Claimed 0 Referred OUT - Unclaimed 0 Sent Back to Me 0

Hot 6 Agent Hot 3

Notifications 1

Clients Active 0 Clients Pended 22 Clients Closed 99

Update Requested 0 Visits Last 24 Hours 4 Visits Last 2-7 Days 10

Your most promising opportunities.



Organization

Hot 6

Agent Hot 3

Notifications 1

Clients Active 0

Clients Pended 22

Clients Closed 99

Update Requested 0

Visits Last 24 Hours 4

Visits Last 2-7 Days 10

Today ☾

High Priority Reminders 0

Morning 3

Afternoon 1

Evening 0

Past Due Reminders 12

Recent Leads / All Leads 319

ISA Reviewed Last 7 Days 0

Not Contacted Leads 18

30+ Days Since Contact 156

Needs Update 0

Start Prospecting

Ready to be Claimed 0

Referred IN 2

Referred OUT - Claimed 0

Referred OUT - Unclaimed 0

Sent Back to Me 0

High Priority Reminders

⚠️ 0

Morning

☀️ 3

Afternoon

☀️ 1

Evening

🌙 0

Past Due Reminders

🔔 12

Nothing falls through the cracks.



Organization


Hot 6	Agent Hot 3	Today	Recent Leads / All Leads 319	ISA Reviewed Last 7 Days 0
Notifications 1	High Priority Reminders 0	Morning 3	Not Contacted Leads 18	30+ Days Since Contact 156
Clients Active 0	Clients Pended 22	Clients Closed 99	Evening 0	Past Due Reminders 12
Update Requested 0	Visits Last 24 Hours 4	Visits Last 2-7 Days 10	Needs Update 0	Start Prospecting
Ready to be Claimed 0	Referred IN 2	Referred OUT - Claimed 0	Referred OUT - Unclaimed 0	Sent Back to Me 0

Recent Leads / All Leads 319	ISA Reviewed Last 7 Days 0
Not Contacted Leads 18	
30+ Days Since Contact 156	

Automation and Remarketing (never stops) gets your cold leads warmed up.



Prospecting

 **Prospecting Bank: \$402.94** Leads Worked: Today: | 1 Leads | 0 Attempts | 0 Contacts | 0 Meetings Set

Use Browser Calls No Leads Are On Receive Leads Outside My Prefs No

Hot 🔥 6	Agent Hot 🔥 3	Today ☾	Recent Leads / All Leads ☰ 319	ISA Reviewed Last 7 Days ☰ 0		
Notifications 💬 1		High Priority Reminders ⚠️ 0		Not Contacted Leads 📞 18		
Clients Active 0	Clients Pended 22	Clients Closed 99	Morning ☀️ 3	Afternoon ☀️ 1	Evening 🌙 0	30+ Days Since Contact 📞 156
Update Requested 0	Visits Last 24 Hours 4	Visits Last 2-7 Days 10	Past Due Reminders 🔔 12		Needs Update ? 0	
Start Prospecting 🔍	Ready to be Claimed 📁 0	Referred IN 📄 2	Referred OUT - Claimed 📄 0	Referred OUT - Unclaimed 📄 0	Sent Back to Me ↩️ 0	

Start Prospecting
🔍

24/7 Prospecting Opportunities



Prospecting

You Never Run Out Of Prospects



Our system analyzes over 50,000 leads every day and ranks them by their likelihood to transact. You can access this pool of leads at anytime.

Prospecting Bank: **\$160.90**

Time To Make Call: 16 seconds

\$0.16

Best Prospect Available

Sheila

Indianapolis

150-300K

 Call**\$0.12**

Next Best Prospect Available

Claira

Indianapolis

100-150K

 Call**\$0.07**

Previously Assigned To You

Lourina

Avon | Indianapolis

150-300K

 Call



Prospecting

1000's of Customizable Prospecting Lists

**Slice and dice your leads
however you want.**

**Your lists automatically adjust as leads
progress through the sales cycle.**

Saved Prospecting Lists ×

List Name	# of Leads		
Clients - Active without a future reminder	0	Edit	Delete
Clients - Sold/Closed without a future reminder	83	Edit	Delete
Opened A Market Update - Last 60 Days	68	Edit	Delete
Prospects Claimed - Today	0	Edit	Delete
Prospects without a future reminder	156	Edit	Delete



Automation

**Set up all property alert campaigns
directly inside your CRM**

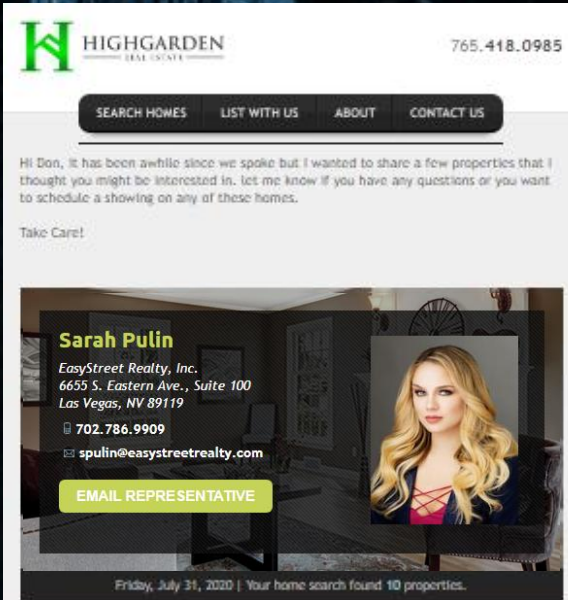


**If you forget, your system knows
and sets it up for you!**

**Our system not only sends new properties but AI
suggested properties on your behalf.**

Automation

Property Updates



HIGHGARDEN REAL ESTATE 765.418.0985

SEARCH HOMES LIST WITH US ABOUT CONTACT US

Hi Don, it has been awhile since we spoke but I wanted to share a few properties that I thought you might be interested in. let me know if you have any questions or you want to schedule a showing on any of these homes.

Take Care!

Sarah Pulin
EasyStreet Realty, Inc.
6655 S. Eastern Ave., Suite 100
Las Vegas, NV 89119
702.786.9909
spulin@easystreetrealty.com

EMAIL REPRESENTATIVE

Friday, July 31, 2020 | Your home search found 10 properties.


YOUR LISTINGS

Fishers : 10565 Morningtide Cir
\$450,000
Reduced by \$79,900

Bedrooms: 4 Bath(s): 3.00

Sq. Feet: 4865 Year Built: 2007

VIEW LISTING >


View all 21 photos > 

Fishers : 10249 Normandy Way
\$460,000
Reduced by \$25,000

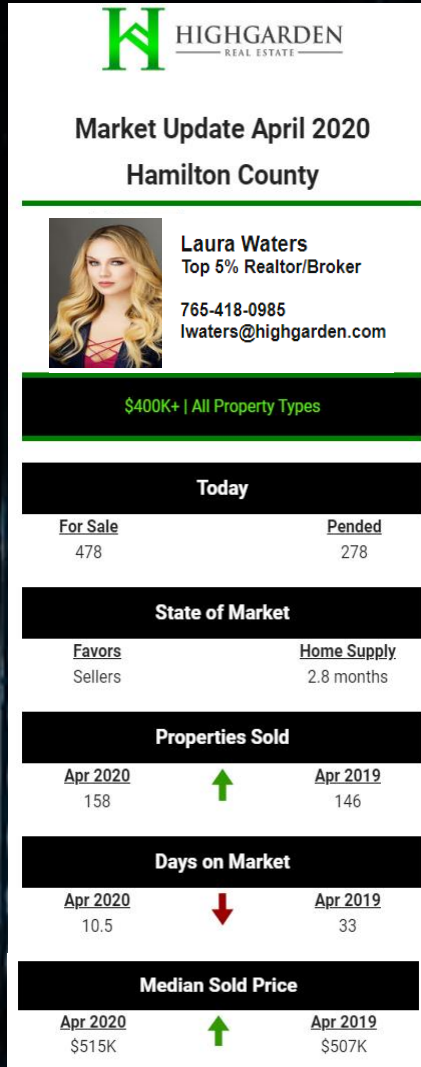
Bedrooms: 5 Bath(s): 5.00

Sq. Feet: 4484 Year Built: 2010

VIEW LISTING >

View all 48 photos > 

Monthly Market Updates



HIGHGARDEN REAL ESTATE

Market Update April 2020
Hamilton County

Laura Waters
Top 5% Realtor/Broker
765-418-0985
lwaters@highgarden.com

\$400K+ | All Property Types

Today

For Sale 478	Pended 278
------------------------	----------------------

State of Market

Favors Sellers	Home Supply 2.8 months
-----------------------	----------------------------------

Properties Sold

Apr 2020 158	↑	Apr 2019 146
------------------------	---	------------------------

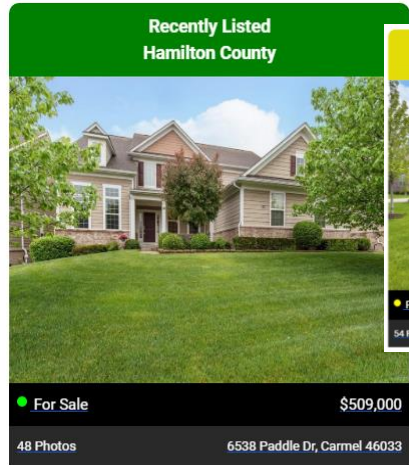
Days on Market

Apr 2020 10.5	↓	Apr 2019 33
-------------------------	---	-----------------------

Median Sold Price

Apr 2020 \$515K	↑	Apr 2019 \$507K
---------------------------	---	---------------------------

Recently Listed Hamilton County



For Sale \$509,000

48 Photos 6538 Paddle Dr, Carmel 46033

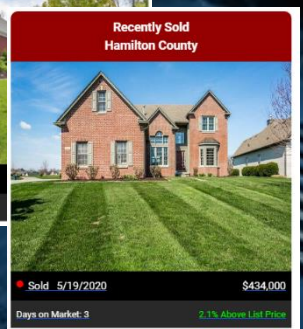
Recently Pended Hamilton County



Pending

54 Photos

Recently Sold Hamilton County



Sold 5/19/2020 \$434,000

Days on Market: 3 2.1% Above List Price

Via Text and Email

Today 1:32 PM

Hi Chris, Here is your Hamilton County market update for April https://www.highgarden-indianapolis.com/market_update/mctmmdsheab_t. Chris Kukelhan @ Highgarden Real Estate

Reply STOP to unsubscribe.



A Look Inside The IMS

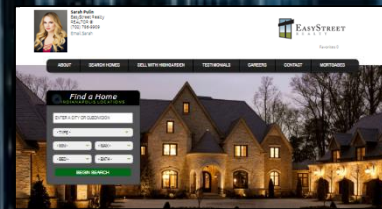


Integrations

Directly / Automatically have your leads imported to our eco system. We will get your cold leads warmed up!



Remarketing





You Are in Control

Accept & Call This Lead

Accept & Call This Lead

This lead matches your lead preferences, skipping it will add to your skip count.

Leslie
812-455-437x Eastern
1017seibert@gmail.com
Time Remaining: 7:21

Registered While Viewing

1585 Mairn Ave, Carmel
Clay Corner
\$1,189,000
6 BR - 9662 sqft Clay Corner



Lead Profile

Search Terms

No Thanks, I'll Pass Bad Lead

No Thanks, I'll Pass

Bad Lead

- You Decide which leads you want to accept.
- Turn your leads on/off whenever you want.
- Pause automated property campaigns
- Pause automated market update campaigns
- Turn off automated “lead on site” text notifications
- Customize your websites “about” and “testimonials” pages



This just scratches the surface at EasyStreet. If you are intrigued by the technology...you should learn about our culture, training and support.

Chris Kukelhan, Partner at EasyStreet Realty adds some commentary around the pages of this overview.

A screenshot of a presentation slide titled "Technology Overview" from EasyStreet Realty. The slide features the company logo at the top left. Below the title, there are four images: a desktop monitor displaying a real estate website, a smartphone showing a mobile app interface, a laptop displaying a dashboard with various colored charts and graphs, and another smartphone showing a different mobile app view. To the right of the presentation slide is a video frame showing a man with glasses and a light blue shirt, identified as Chris Kukelhan, speaking. A red YouTube play button icon is overlaid on the video frame.