



With a focus on mobility, our custom tech tools are engineered to connect our agents to their clients while streamlining the entire real estate experience.

MOXI PRESENT

Windermere's robust presentation and CMA tool, Moxi Present, allows agents to quickly create and sync CMAs on their desktop, phone or tablet using pre-loaded or custom pages, including Windermere's suite of presentation sheets to help clients understand the buying and selling process. With dynamic mapping features, interactive graphs and charts, and a sharable PDF leave-behind of the presentation, it's a great way to wow clients and prospects while providing the information they need to make informed decisions.

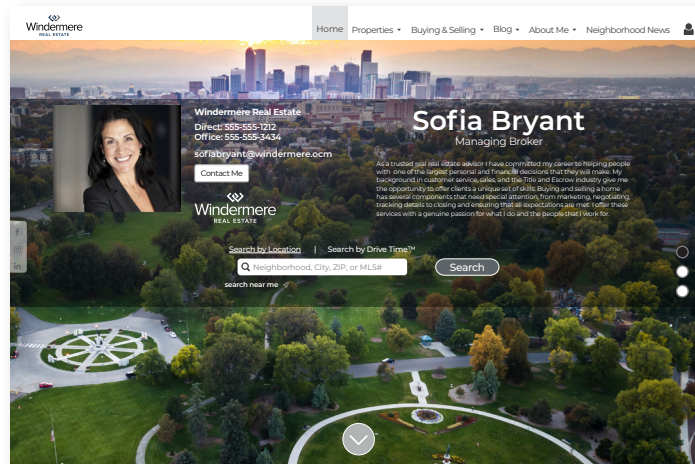


CUSTOMIZABLE AGENT AND OFFICE WEBSITES

Windermere's agent and office websites are easy to customize with images, videos, testimonials, Zillow reviews, featured listings and more. They're fully integrated with MLS property search, Outlook 365, and Moxi Engage CRM, and offer full customer and technical support. They also help generate leads through SEO optimization, built-in contact forms, and our *Neighborhood News* automated monthly report.

MOXI ENGAGE CRM

Windermere agents can manage their business and daily tasks more efficiently with Moxi Engage. Organized around the people in an agent's sphere, it helps them manage the entire sales cycle, from first point of contact to closed transaction, ensuring repeat business and referrals. It's also integrated with Microsoft Exchange email, contacts and calendar, as well as Windermere's agent and office websites, and features a monthly automated report email to help agents keep in touch and generate new business.





Windermere agents stand apart, backed by a powerful brand that showcases their expertise through impactful digital and print marketing tools.

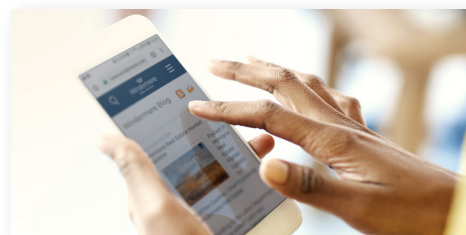
DIGITAL ADVERTISING PROGRAM

From listing promotion to lead prospecting and keeping in touch, Windermere’s branded digital ad templates and strategic partnerships make digital advertising on top sites like Facebook, CNN, and ESPN fast and affordable. Each ad campaign can be displayed to a specific audience or ZIP code, and ads follow viewers wherever they go online.



SOCIAL MEDIA PLAYBOOK

Windermere’s Social Media Playbook provides a blueprint to help offices and agents maximize the marketing power of social media while leveraging the collective power of the Windermere brand. In addition to valuable strategic insights on what, when and how often to post on various channels, there are also instructional videos, tutorials, and a variety of posting images and customizable templates that make implementation fast and easy.



REAL ESTATE CONTENT SHARING

Windermere offices and agents can keep their own blogs and social media timely and relevant with minimal effort by leveraging content from Windermere.com, the Windermere blog, Facebook, Twitter, Instagram, Pinterest, YouTube, and LinkedIn.

EMAIL MARKETING

Xpress Email is Windermere’s email marketing tool that lets agents create a variety of personal and property marketing in minutes using customizable templates. It is integrated with the MLS and contains an ever-changing library of industry-related articles and images, so agents can simply drag and drop the listings and articles of their choice to create high-impact emails. It even provides a robust reporting dashboard to track email marketing activity and performance.



DIRECT MARKETING & PRESENTATION MATERIALS

Whether agents are marketing their listings or themselves, Windermere's exclusive Custom Xpress storefront provides access to hundreds of branded, customizable postcard, flyer and brochure templates, as well as presentation materials that give a polished and professional look. Flexible direct mail services give agents the option to schedule mailings now or later, and to upload their own mailing lists, select lists from Moxi Engage, or choose from a variety of demographic and geographic lists to target clients and generate leads.



WINDERMERE LIVING LIFESTYLE AND LISTING MAGAZINE

Windermere Living is one of the top real estate magazines on the West Coast, offering carefully curated editorial that reflects our passion for community, connection, and inspired living. It provides Windermere agents with the ideal opportunity to market themselves and their listings to buyers and sellers throughout the Western U.S. The printed quarterly magazine is distributed via advertisers, Windermere offices, and direct mail to homeowners and high-net-worth buyers throughout Washington, Oregon, Idaho, Montana, Colorado, California, Utah, Nevada and Hawaii. It's also published digitally on Issuu.com, putting it in the hands of mobile viewers around the world and allowing agents to share it easily via email and social media.



XPRESSLINKS

Xpresslinks expands the reach of direct marketing by letting agents share their print campaigns quickly and easily via social media and email. It creates a customizable web page featuring the print marketing piece, which can generate new leads through viral sharing and its built-in lead generation form. And best of all, it's free with every print order placed on Custom Xpress.



SOCIAL MEDIA DASHBOARD

Social HQ saves time by letting agents manage all their social media channels from one easy-to-use dashboard. It provides a library of timely, real-estate-related content that can be scheduled in advance to post anytime. Agents can track responses and results, and even set up keyword searches to source leads and manage their online reputation.



We make it easy for our agents to build thoughtful, long-term relationships with their sphere through content that is both dynamic and relevant.



TURN-KEY MONTHLY NEWSLETTER

Home Update is Windermere's exclusive and affordable full-color printed monthly newsletter, with timely real-estate-related articles and tips, a regional home pricing guide, and the ability for agents to customize it with their own comments, photo and contact information. Agents can schedule the whole year in advance or only certain months, and they can change or cancel their order any time prior to the monthly deadline. It's an easy set-it-and-forget-it marketing touch point to stay top-of-mind with contacts.

AUTOMATED PROPERTY MARKETING

Automated property marketing makes marketing new listings faster and easier by automatically creating a "Just Listed" postcard of each new listing, using photos and data from the MLS. When agents receive the email notification that their postcard is ready, they just review the proof, select a geographic radius list from the mailing options, and click to send their postcards if desired. "Just Sold" postcards are also offered in regions where the MLS permits sharing that data.

PHOTO INTEGRATION

Windermere partners with top photography companies that are also integrated with our Custom Xpress direct marketing storefront. So, instead of taking time to download their listing photos and upload them to the platform, agents can simply enter their listing address or MLS number to access their photos directly from their direct marketing template.

MONTHLY MARKET REPORT EMAIL

Neighborhood News is Windermere's automated monthly email that helps clients stay up-to-date on the real estate market that matters to them. It's personalized with the agent's photo and contact information, and integrated with Windermere's Moxi Engage system so subscribing new clients is easy. It helps agents stay top-of-mind with their sphere, and is a great tool for attracting new business in lead generation marketing.

AUTOMATED BIMONTHLY POSTCARD PROGRAM

The Auto-Flow program automatically sends a postcard every other month to the agent's mailing list of choice. It's available in two themes, and agents can sign up for one or three years at a time and even add a birthday or home anniversary card for select contacts if desired. With the agent's photo and contact info included on each card, it's a great way to keep in touch with minimal effort.



We provide our network of entrepreneurs with the resources they need to master their craft, invest in their future, and make their communities a better place to live.

WINDERMERE

PRODEV

PRE-LICENSE TRAINING AND CONTINUING EDUCATION

Professional development is important to every agent’s career. Whether it be pre-licensing training for taking the state exam or continuing education for license renewal purposes, Windermere serves a complete range of educational needs. Trainings like our exclusive Windermere Ninja Installation, professional designations, and technology tool workshops put our agents on the cutting edge of the real estate industry.



WINDERMERE RETIREMENT PLAN

Windermere helps agents plan for their long-term financial well-being with a retirement plan that offers a range of investment options as well as an interactive retirement planning tool.



WINDERMERE FOUNDATION

Every time a Windermere agent sells a home, a portion of the commission goes to the Windermere Foundation, a non-profit organization dedicated to helping low-income and homeless families. Since its inception in 1989, the foundation has raised more than \$38 million for programs and services to help those in need. Each office can decide how their office’s proceeds can be best utilized in their community.



INSIGHTS FROM OUR CHIEF ECONOMIST

As one of the few real estate companies in the nation with an in-house Chief Economist, Windermere’s agents and offices have unique access to the most timely economic updates and analysis. This includes blog posts, videos, annual forecasts, and a quarterly Gardner Report of regional real estate market insights that agents and offices can share with their sphere.

RELOCATION AND REFERRAL SERVICES

Windermere Relocation and Referral Services combines the benefits of a full-service relocation company and a full-service real estate company to provide superior service. Our membership in the Leading Real Estate Companies of the World® network allows us to service referrals from any of its 550 independent real estate companies worldwide. From buying and selling homes, to previewing new areas, finding rentals, settling into new countries, and more, our team of experts goes the extra mile to ensure a stress-free move from start to finish.



WINDERMERE BRIDGE LOANS
(WA, OR and CO only)

The Windermere Bridge Loan program gives buyers a competitive advantage in the marketplace through short-term financing that allows them to buy their new home without being contingent upon the sale of an existing home.



PENRITH
HOME LOANS

PENRITH HOME LOANS *(WA, OR and CO only)*

Penrith Home Loans is a full-service mortgage banker and direct lender with access to numerous lenders, allowing us to meet the individual needs of clients. In addition to processing, approving, and closing loans quickly, they offer underwriting flexibility and unique loan programs.

Commission Access
RESOURCES

COMMISSION ACCESS RESOURCES
(WA and OR only)

Commission Access Resources provides short-term loans designed to help agents manage their cash flow between commission checks. It allows quick access before closing up to 80% of the commission on a fully negotiated, non-contingent residential transaction closing in 90 days.



Windermere offers our agents a wide array of programs to help them provide a full-service, high-touch experience to their clients.

PREMIER PROPERTIES™ PROGRAM

Windermere's Premier program was designed to meet the unique demands of marketing and selling luxury homes. Brokers have access to exclusive marketing materials and advertising opportunities, an enhanced online presence, and a network of agents that represent high-end clientele.



W COLLECTION WINDERMERE

W COLLECTION (WWA, OR and SoCA only)

Windermere's W Collection is an elevated property marketing program tailored to meet the needs of our most affluent clients. It features distinctive custom signage, enhanced exposure on the wbywindermere.com website, and exclusive marketing collateral designed to appeal to the refined tastes of the ultra-luxury market. The program also provides networking opportunities with luxury events.



COMMERCIAL

The Windermere Commercial brand represents the purchase and sale of retail, industrial, office building, multi-family, and mixed-use properties, as well as industrial and land. We offer a full range of commercial real estate services, including leasing, business opportunities, brokerage, development, building management, and consulting.



PROPERTY MANAGEMENT

Windermere Property Management is an industry leader at providing full-service residential and property management. Our experienced management personnel provide unparalleled customer service to landlords and tenants through every phase of the rental process.



WINDERMERE SENIOR TRANSITIONS

With aging seniors projected to move out of an estimated 11.3 million housing units between 2010 and 2020, many seniors will need help transitioning into the next phase of their lives. Agents with a Seniors Real Estate Specialist (SRES) designation qualify for certification in the Windermere Senior Transitions program, which offers services and marketing collateral designed for clients aged 65 and older.

WINDERMERE EQUESTRIAN LIVING

Agents who specialize in equestrian or lifestyle acreage properties can utilize the marketing resources of our Equestrian Living program, tailored to this audience. The program also offers these agents an opportunity to connect with other equestrian specialists throughout our network.



WINDERMERE BUILDER SOLUTIONS

The Windermere Builder Solutions program helps new construction agents deliver better results for builder and developer clients. Members can increase their competitive advantage by using program materials such as operational tracking tools and a suite of customizable signage that can be branded with builder and community logos.