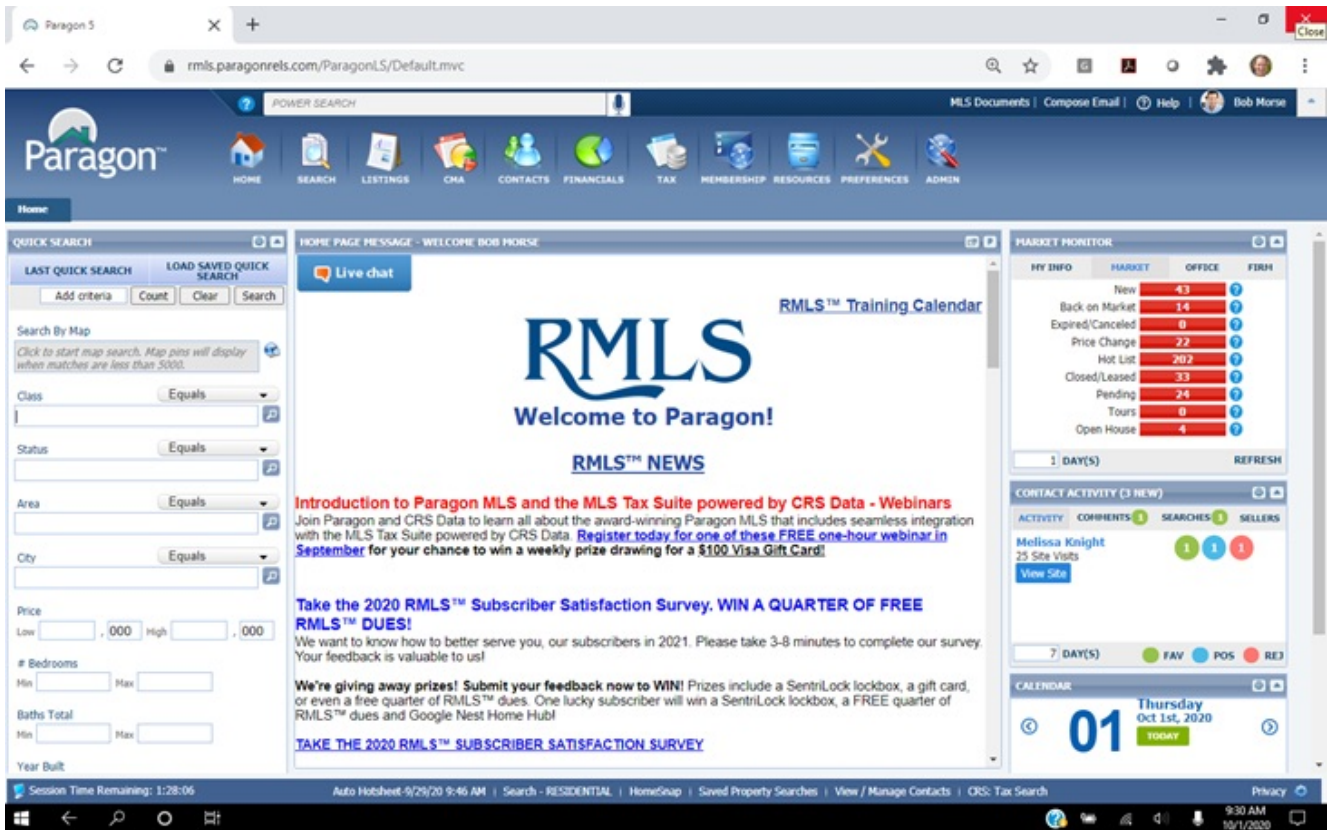


Collaboration, Communication, and Analytics – How Paragon Can Help Set You Apart

Perhaps you've been using RMLSweb for years, having grown comfortable with your routine access to the RMLS™ database. Alternatively, perhaps there is functionality you've been hoping to integrate into your practice, and you're open to new options. Maybe you've even given Paragon, the newest System of Choice for RMLS™ subscribers, a test drive but haven't fully figured out how to leverage what this system can do for your business.

No matter which category you fall into, there are compelling reasons to fully explore how Paragon could be useful to you and your clients. First and foremost is the ability to create a customizable platform that best suits your preferred ways of working. You can then offer similar flexibility to your clients as both buyers and sellers. Once you've established preferences, you can utilize a robust set of communication options and analytical reports to create a smooth buying or selling experience.

RMLS™ collaborated with leading real estate software provider Black Knight to provide subscribers with the Paragon option so that anyone that wanted to leverage a different toolkit could now do so.

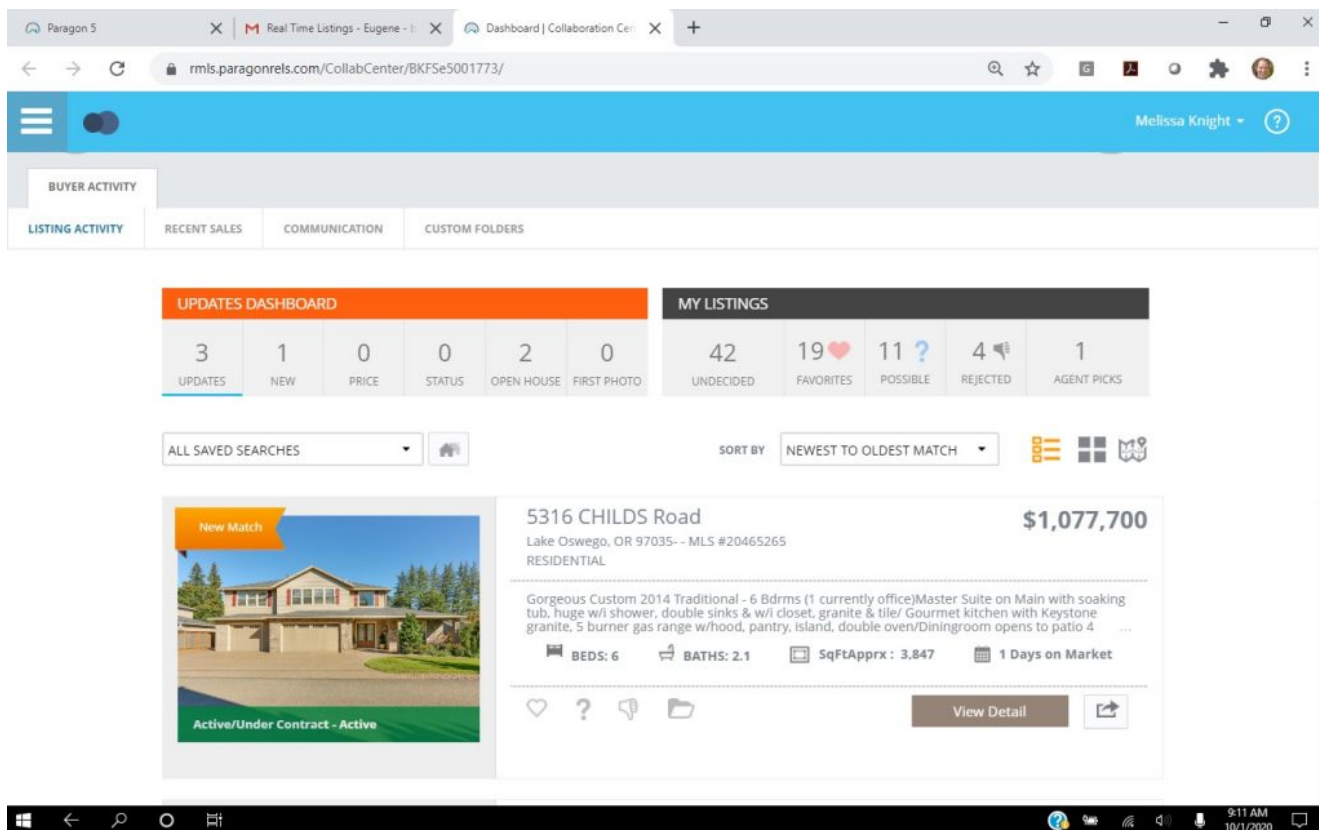


Communication Is the Difference Maker

When considering Paragon use, the most basic question to ask is “What does Paragon offer me?” While Paragon MLS offers the ability to search for listings using a visual map, create CMA reports, and view public property records via CRS Data, some of the key offerings are in how Paragon handles communication between you and your clients.

When you log on to Paragon, you’ll see the Collaboration Center on your dashboard, which allows you to monitor client behavior in real time, including seeing when they’ve viewed properties, which ones they’re interested in, and which ones they’ve rejected. When clients access the Collaboration Center, they’re engaged and in control of a user-friendly system that facilitates real time searching – there’s no need to use a public portal. Clients benefit from the simplicity and focus of this ‘one stop shop’ to search, save, and track

their property interest.



Both sides are able to manage their home buying or selling research efficiently and effectively. You and your clients are able to utilize a wealth of tools directly from within the Collaboration Center. For example, you'll be able to compare properties, view recent sales, and use Automated Valuation Models (AVM) to calculate property values.



UPDATES

MY LISTINGS

RECENT SALES

UNDECIDED

FAVORITES

POSSIBLE

REJECTED

41

19

11

5



Undecided, ALL SAVED SEARCHES, NEWEST TO OLDEST MATCH

© 2020



Active/Under Contract - Active

5316 CHILDS Road

Lake Oswego, OR 97035-

6 Bed - 2.1 Bath - SqFtApprx : 3,847 - 1 Days on Market

MLS #20465265

\$1,077,700

You can seamlessly switch between desktop and mobile when using Collaboration Center.

Leverage the Analytics

The accumulation and subsequent use of data are crucial components of most modern businesses. Paragon offers cutting-edge, integrated analytic capabilities for the real estate industry. With the ability to track factors such as Propensity to List, Loan to Value, or Estimated Equity, you can deliver a highly targeted, nuanced property analysis to a client. You're then able to generate reports, such as Market Condition reports, as customizable spreadsheets.

Paragon takes advantage of integrated CRS Data in a variety of ways. You'll be able to do the following using Paragon:

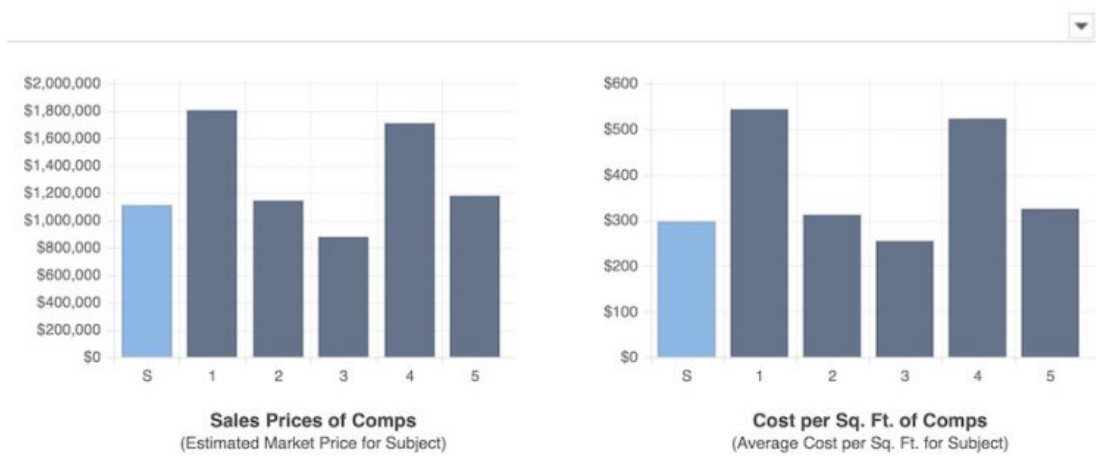
- View all public property records
- Perform easy tax record searches through the MLS Tax Suite
- Generate 1004MC reports for appraisers
- Review sales and mortgage histories
- Download area demographics, comparison reports, and property analyses
- Access interactive GIS and plat maps

COMPARABLE SALES FOR

Property Address	4350 Lords Ln Lake Oswego, OR 97035-6530 Parcel ID 21E17BC07300	Estimated Market Price Based On	
Average Cost per Sq. Foot	\$299.07 /sq ft (3 Comps)	Average Cost per Sq. Foot	\$1,116,130
		House Price Index	\$1,648,952
		Average Sales Price/Tax Appraisal Ratio	\$1,502,647
		Information provided via a Zillow API Zestimate® Home Valuation	\$1,481,461

Home Improvement Adjustments

Market Value Calculation



The level of detail and customization you can provide clients goes a long way towards delivering the listing options they want to see, speeding up the search process, and ultimately ensuring their overall satisfaction.

Build Your Client-Friendly Brand and Practice

The use of Paragon-specific functionality may help improve the content and communication of your business, but it also can help you sharpen your brand and marketing. The ability to differentiate yourself and your services is critical. Clients enter into the process with their own priorities and preferences – they want to know that you are able to accommodate their search parameters and communication platforms. You may very well provide terrific service that answers their buying or selling needs, but if they aren't initially aware of your service capabilities, you may never get the chance to show them.

That's why it's important to promote what you're capable of providing. Whether it's highlighting the search and communications options on your website or educating prospective clients on the variety of layers that can be incorporated into property searches, your business benefits from communicating your system's capabilities.

Marketing the power of your MLS system can help draw clients on the front end, and the quality of service and variety of communication options during the process help draw clients on the back end, as happy clients are more prone to give satisfied reviews online and through word-of-mouth references.

Getting Started with Paragon

If you're interested in seeing if Paragon is the right fit for improving your business, you can try it out risk-free to start. With Paragon service being billed quarterly, the remainder of the first quarter you sign up in will be free to you! After that introductory quarter, you'll be invoiced 30 days prior to the quarter ending. As of 2021, Paragon will

cost \$60/quarter, on top of regular RMLS™ service fees. To sign up, first inform RMLS™ of your choice by contacting our Front Desk at frontdesk@rmls.com.

Once you're up and running, Black Knight's Paragon system has training videos available to detail the functions and customization available, and webinar classes are offered regularly. RMLS™ trainers also offer training each month to guide you through the options and features available in Paragon – you can sign up for the classes after logging in to *RMLSweb* or Paragon.