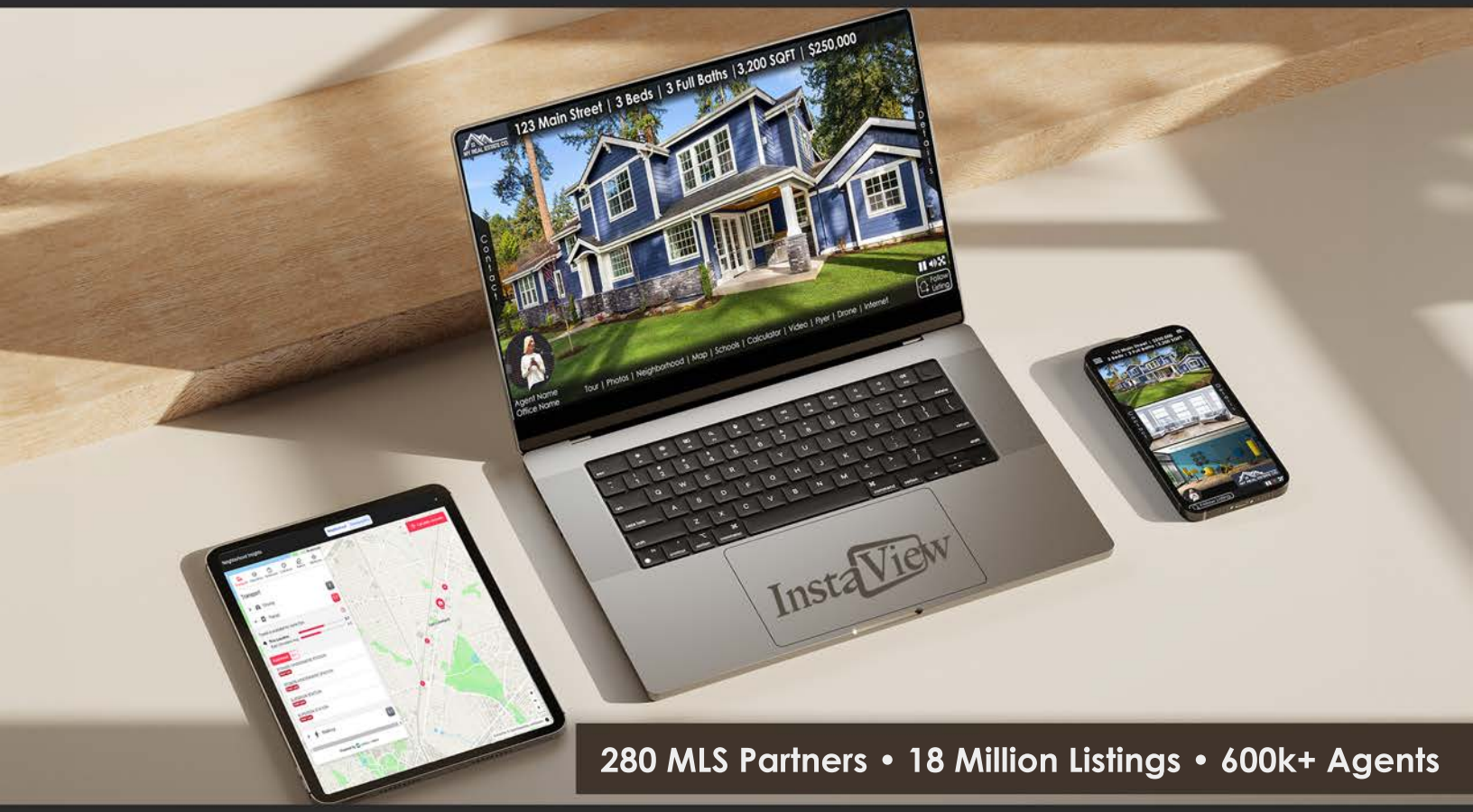
Property Panorama

Automated Digital Marketing and Advertising



280 MLS Partners • 18 Million Listings • 600k+ Agents

Available Add Ons

Automated Digital Advertising

Local Data & Demographics

InstaView

Virtual Tours and Digital Marketing

Products

- Branded and Unbranded Virtual Tours for every listing
- Flyers and Postcards with Dozens of Available Templates
- Digital Portfolios providing custom Agent Landing Pages
- MP4 Listing Videos that can be downloaded, shared, or uploaded to YouTube

Features

- Automatically created, updated, and attached to the MLS to save Agents time and money
- Fullscreen and fully responsive so your marketing looks great on every device
- One URL Solution - Easily attach all of your additional media content directly to the tour
- PLUS! Custom Themes, Music, Voiceovers, Up-to-date Statistics, Lead Capture, Follow This Listing, Social Media Syndication, and MORE!

View Sample

Questions? Contact Property Panorama
440-290-2200 • Support@PropertyPanorama.com

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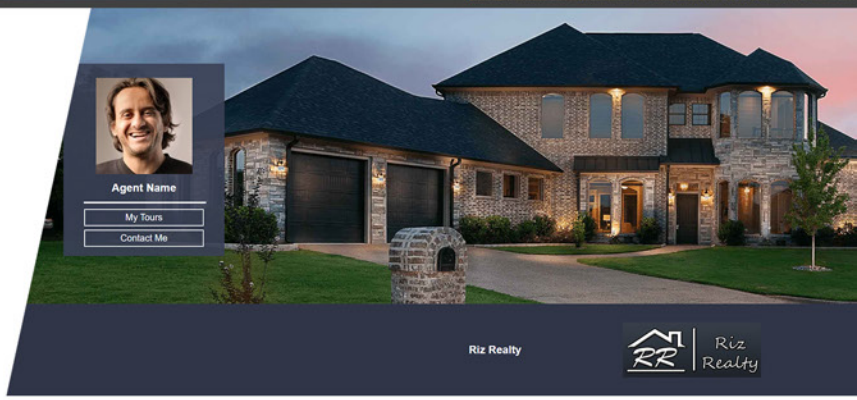
InstaView

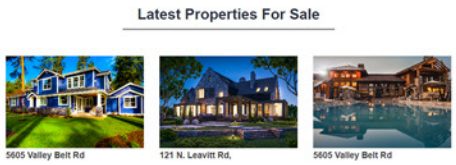
Digital Portfolio

Your Branding. Your Listings. Your Page.

Powered by and included with InstaView, the Digital Portfolio provides modern landing pages for you, your business, and your listings.

Learn More





Features

- Match your brand and your vision with Customizable colors and Templates
- Designed to highlight you and your listings
- Introduce yourself with your own biography, testimonials, and links to your social media accounts
- Integrated lead capture
- Fully responsive so clients can view your website on every device
- Automatically Created and updated every hour to deliver consistent, professional marketing without the hassle

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Neighborhood Insights

Powered by LOCAL LOGIC

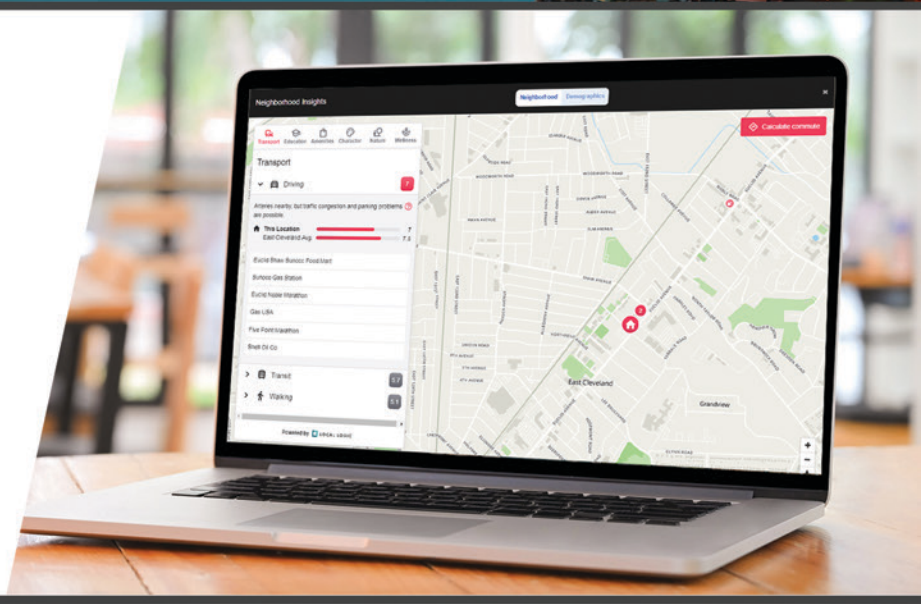
Detailed Local Data for All Your Listings

Local Content

Hyper-local insights for better home search experiences across 250M addresses in the US and Canada

- 18 Location Scores
- 20 Points of Interest Categories
- School Districts
- 36% Avg Increase in Conversions

View Sample



Local Demographics

Out-of-the-box demographic insights to increase user engagement & improve website performance

Robust Demographic Insights:

- Average income
- Employment
- Income Brackets
- Total Population
- Population by Age Group
- Owners Vs. Renters
- Type of Housing
- Household Composition
- Highest Level of Education
- Commute Mode
- Mother Tongue
- Spoken Languages

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Why ADtensify?

- Targeted advertising campaigns that promotes you to Buyers and Sellers
- Automatically target a 15 mile radius around your Office
- Rapidly increase your reach
- Consistently reach more new clients to generate more opportunities
- Impress with modern digital tools

Your Ads on the Most Popular Sites

Learn More

Agent Campaign Features

- Target multiple ZIP Codes, areas, and Cities at no extra cost
- Bring more Buyers and Sellers to your website
- Be the first Agent Buyers see when they start their home search
- Don't just compete, be the leader in your market
- Transparent Reporting delivered to you via email

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ADTENSIFY

Automated Listing Campaigns

Why ADtensify?

- Targeted advertising campaigns that promote your listing across the web
- Automatically target a 15 mile radius around the listing
- Rapidly increase interest in your listing
- Consistently reach more buyers to generate more opportunities
- Impress with modern digital tools

Your Ads on the Most Popular Sites

Listing Campaign Features

- Fully Automated Digital Ad Campaigns
- Advertise online where people spend the majority of their day
- Advanced Targeting delivers 3 to 5 times better visibility and engagement
- Desktop, Mobile, and Facebook Ads included with every campaign
- Ads are automatically updated to boost effectiveness and success
- Transparent Reporting delivered via email

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ADTENSIFY

Video Ads

Why Video Ads?

- Higher engagement than static ads
- Bring videos to life with dynamic motion and styling
- Better visibility with priority placement
- Videos get 12x more shares than images on Social Media
- Impress sellers and reach new buyers with modern advertising

Video Ad Features

- Placement on Facebook and Instagram
- Smart targeting to drive impressions and results faster
- Instantly convert 5 listing photos into sleek video ads
- Desktop and Mobile, included with every campaign
- Easy customization for images, text, and transitions
- Powerful analytics to track performance

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