

Welcome to Paragon Collaboration Center

FREE Class
July 18, 2019
9:00 am - 11:00 am
SAR Classroom
Register Online or email
denise@spokanerealtor.com

Effective communication is essential for real estate professionals.

In our digitally driven society, that often means email. Whether automatically sent based on a search or hand-crafted, they all compete with the sea of emails

Introduce them to



sent to clients from retailers, friends, and other services.

Rather than compete for their inbox, bring your clients to you, and give them more value and convenience than an email ever could.

Collaboration Center

The difference is you!



BUYER EXPERIENCE

Your Clients can view real-time MLS listings and maintain an ongoing dialogue with you about their favorites.



SELLER EXPERIENCE

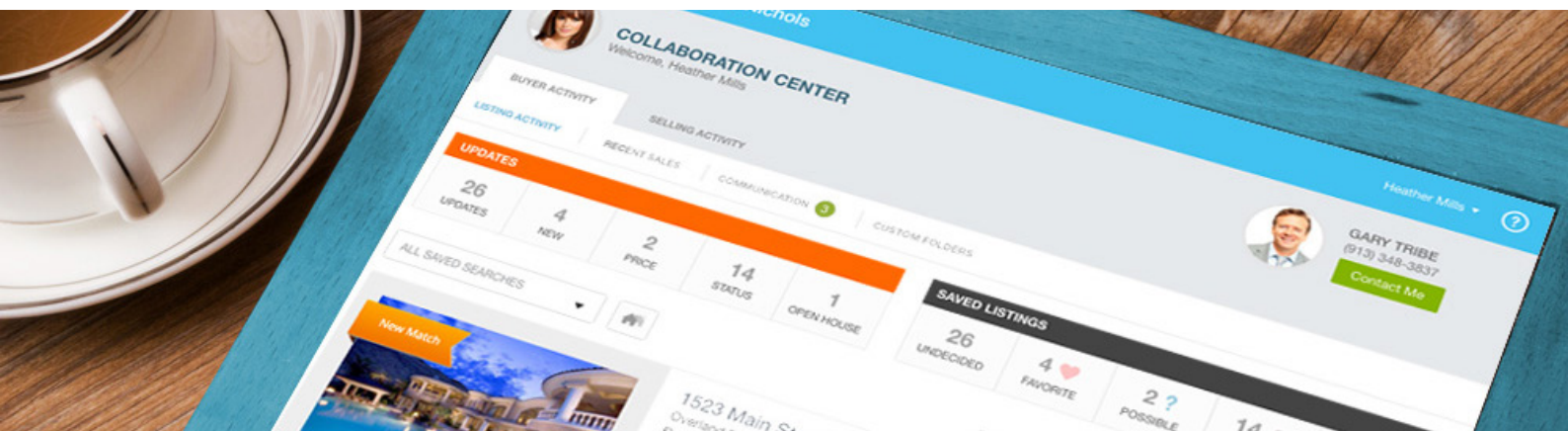
Sellers can see the performance and activities for their listing and the market competition.



SEAMLESS CONTACT MANAGEMENT

Same contact buying and selling? They use the same easy-to-navigate portal for both.

Collaboration Center allows your clients to interact with their search results, marking them as favorites, possible, or rejected, create their own categorizations and leave important comments for you. If enabled, they can even create their own searches. The best part is that you can keep track of everything your client does conveniently through notifications within Paragon, and the all new Paragon Connect!



Buyers

You are the trusted expert, not a third-party site. Collaboration Center brings you, the real time MLS listings and your clients together where you can work together, stay organized, and avoid the sea of emails, links, and bookmarks.

Each client gets a Collaboration Center site, which will be populated with the results of searches you (or if you allow, they) have setup.

With the real-time listings in hand, your clients can mark them as favorite, possible, or rejected and leave comments tied to the listing.

Collaboration Center engages them in the Paragon ecosystem with you at the helm!



IDENTIFY LISTINGS

Paragon automatically sends listings to your buyer's site based on the search criteria you select. You can also add individual listings.



COMMUNICATE

Communication is made easy with Collab Center. Your customers can even request a showing right from the listing view!



SEARCH LISTINGS

If you allow it, your Clients can make their own searches. You can see what they are searching, giving you further insight to their preferences.

Sellers

Home sellers are relying on you to help them make decisions and is designed to help you keep your sellers informed. Their Collaboration Center site lets them track views, see prospective buyer interest, and social activity around their property. It can be used to engage them about important decisions they need to make and be setup to deliver reports to your clients.



TRACK VIEWS

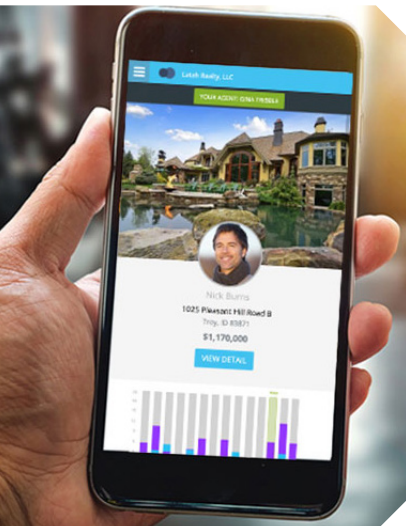
View how many times a listing was viewed by a Real Estate Agent or a prospective buyer.

VIEW COMPETITION

Find listings comparable to the sellers home within a few miles of the listing.

EMAIL REPORTS

Email a daily or weekly summary report of all traffic and interactions with the sellers listing.



Agent

For you, the agent portal brings it all together. Your buyer and seller activity is collated together in one place for easy access, letting you view updates at a glance. Collaboration Center is also tied into Paragon's Contact Activity Widget, giving you quick access to your clients' activity!

Even better, Collaboration Center is designed to integrate with new features in Paragon Connect. To get the most out of future updates, you'll want to get your clients started in Collaboration Center today!

