

# NewZips

## Developing an Easy-to-Use Platform that Generates Cost-Effective Seller Leads for Realtors

After seeing first hand that homeowners who want to know the value of their homes are excellent prospects for real estate agents, this client envisioned a better system for capturing and following up on these leads. Metrix Systems brought his vision to life, completing ground-up development of a platform that lets Realtors easily create and manage their own home valuation websites—complete with managed ad campaigns and automated follow-ups.

### Client:

NewZips is a home valuation website platform that makes it easy for real estate agents to capture and follow up on high-quality leads of potential home sellers in their areas.

### Challenge:

In 2013 NewZips' CEO, Victor Poladian, who is also a Realtor, saw that one of the best ways to get new real estate listings for his own agency was by purchasing leads from an online home valuation company. In his experience, homeowners who want to know the value of their homes had proven to be excellent prospects. However, at \$70 to \$80 per lead, his lead acquisition fees were both unpredictable and high.

NewZips grew out of Victor's conviction that there must be a better—and less expensive—way to get these leads. Instead of paying for each lead, Victor wanted to be able to affordably generate them himself. Envisioning a platform where a real estate agent could click a few buttons to quickly set up their own home valuation website and then use a fully managed Google AdWords program to drive homeowners there, he started sketching and outlining his ideas.



### How it Works?

#### Home valuation websites designed to capture seller leads and win more listings.

Provide sellers with the number one piece of information they want to know right before they decide to sell their home: Their HOME'S VALUE.



**PROMOTE** your NewZips seller site yourself for free through blogging, email signatures, farming postcards, and all social media platforms. Also advertise with Facebook, targeting specific zip codes, demographics and/or setup a Google ppc campaign. If you have a managed plan you set up a monthly ppc budget and we'll do all the Facebook and Google ppc management for you.



**SETUP** your account in less than 10 min. You can choose between the regular plan for \$99 where you promote and market your new home valuation site yourself, or the managed plan for \$299 where we promote and market your home valuation site for you. Each plan includes all the features listed below.



**FOLLOW UP** with each lead that comes in as you are notified instantly via Email/Text. Once you've received the lead inquiry, connect with the seller and use this opportunity to be the expert and win the listing. You can also stay in contact with the seller through our CRM/Email drip campaigns which help you convert and win the listings.

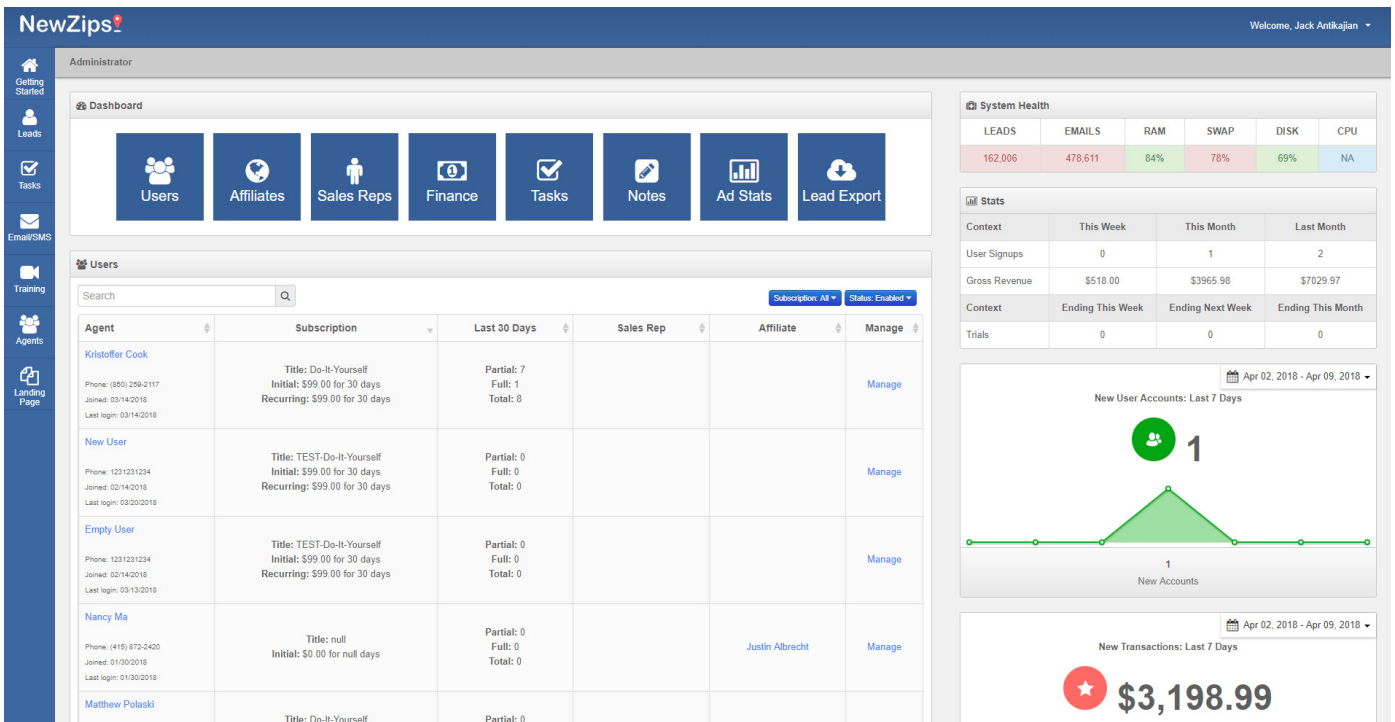
### Seller Website Features



- ✓ A variety of templates designed to convert
- ✓ Mobile friendly responsive designs
- ✓ Instant lead notifications via Email/Text
- ✓ 2 different landing page layouts
- ✓ Select from different Call-To-Actions
- ✓ Co-brand with your lender
- ✓ Use your own domain or sub-domain
- ✓ Customization that doesn't kill conversion
- ✓ Access to master class forum (coming soon)
- ✓ Unlimited on-going support

*"The Metrix Systems team did a really good job of bringing my story boards to life. They gave me exactly what I wanted, and they did it in less than two-and-a-half months. The entire process was a piece of cake!"*

- Victor Poladian, CEO



## Solution:

Once Victor had a clear idea of what he wanted to create he interviewed four development companies...and chose Metrix Systems. "I went with Metrix Systems because the initial meeting went so smoothly," Victor explains. "I felt they understood where I was coming from. Plus, they said that the timing was great. They were about to finish a few projects, and would have some time to focus exclusively on NewZips."

Victor was asked to create some story boards illustrating what he wanted, and then the team reconvened for a one-day meeting. "They took my detailed story boards and examples and ran with it," Victor recalls. "The Metrix Systems team did a really good job of bringing my story boards to life. They gave me exactly what I wanted, and they did it in less than two-and-a-half months. The entire process was a piece of cake!"

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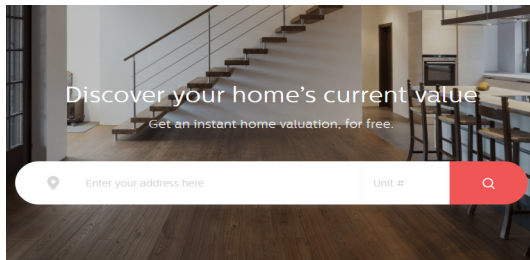
## Result:

Metrix Systems built the entire NewZips.com platform from the ground up. As Victor discovered, when Metrix Systems commits to a project, their involvement continues far beyond the initial launch.

"When we launched the Beta site," Victor notes, "we brought on 50 agents and got a lot of support tickets about things we hadn't thought of. The Metrix Systems team came through, quickly addressing each one."

This support is ongoing, as Metrix Systems continues to address support tickets and help roll out new features over time. For new features, Victor says, "I'll sketch out what I'm looking for and they'll take my idea, simplify it, make it even better than how I explained it, and make it work."

## Some of the features of NewZips that participants appreciate most

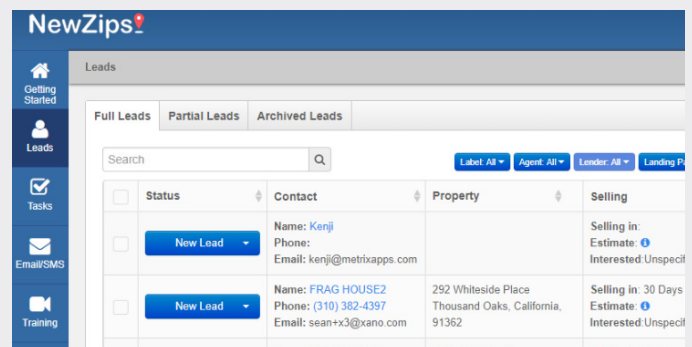


### Multiple option for easy landing page customization

- No programming skills necessary
- Ability to co-brand your site with a lender

### A Robust CRM system backend

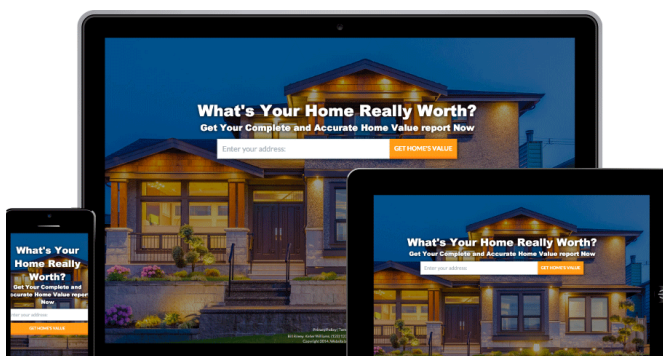
- Agents can login and manage their account
- Multiple agents can be linked with one account



Full Leads									
Partial Leads									
Archived Leads									
Search									
Label: All Agent: All Lender: All Landing Page: All Status: All Payment: All Date: All Time									
Status	Contact	Property	Selling	Agent	Lender	Source	Date	Manage	
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### Immediate lead notifications

- Automatic autoresponders to generated leads
- Customizable drip email campaigns



### Technology:

Xano development platform (PHP7)

### Services:

Software development, product development, support & maintenance

### Timeframe:

2013 - ongoing

### About Metrix Systems:

Metrix Systems is a combination of expert developers and seasoned entrepreneurs who know what it takes to get a project launched successfully. Our objective is to empower clientele with the best custom development team. Patrons benefit from our ability to provide bringing high efficiency with fast execution, all while utilizing the most adaptable and versatile software to tackle achieve their goals.

At Metrix Systems we take custom web development very seriously. That is why we have developed Xano, our very own custom development framework. Xano is built on the latest technology, while keeping in mind the importance of providing scalability & flexibility that today's businesses demand.

Our long list of development projects includes systems such as internet of things (IoT), CRM, CMS, ERP, e-commerce, live streaming, social technology and much more.