

# Lynx MLS Mapper™ White Paper

## *An Essential Realtor/Client Interaction Tool for Successful Real Estate Agents*

The reasons why the Lynx MLS Mapper™ surpasses all other IDX programs are many:

### **Strong tracking and marketing features:**

1. The innovative software bridges communication between you and the client! Lynx MLS Mapper™ allows agents to create a customized Shortlist Favorites tailored for a specific client, then email a simple link leading to complete and detailed property information for all the properties. Similarly, the client can compile a list of properties of interest, and email them to the agent, with just one click.
2. When a potential client uses the “Send Direct Link” feature, the Shortlist is automatically emailed to an agent, which allows you to track your potential client’s interests and needs. This type of information provide much more pertinent information, vital to closing a sale and more useful than generic emails.

### **Lynx MLS Mapper™ offers the most powerful mapping functions:**

1. The Lynx MLS Mapper™ accurately maps over 85% of the MLS listings. Compare to the competition, which only map about a third of the listings.
2. Zoom to parcel and view all parcel boundaries of properties for sale as well as the boundaries of the surrounding properties with a simple click. No other IDX vendor offers this!

### **The most interactive and integrated IDX program available:**

1. Property thumbnails are directly linked to the location markers on the map, so mousing over one highlights the other.
2. One easy click on the property thumbnail or the location marker opens the listing details, complete with a photo slideshow option.
3. Easy to integrate and implement into your existing website.

### **Slick, easy, attractive, and fun-to-use intelligent design:**

1. No vertical scrolling required! The Lynx MLS Mapper™ has an exclusive scroll-free design, keeping it simple, clean, and precise, retaining your clients interest for much longer than sites which require extensive scrolling and clicking to alternate screens.
2. Clever use of descriptive and color-coded icons, and large buttons for View Photos, Zoom to Parcel, Add to Shortlist, Send Direct Link, Contact Agent, and Print Listing (with your customized logo).
3. Drag and Drop property thumbnails directly to the Shortlist Favorites.
4. The fully integrated layout makes the Lynx MLS Mapper™ an intuitive program for even the most basic computer users. It is fun to navigate and explore, making people want to use it!

**Lynx MLS Mapper™ is an effective searching tool:**

1. Our clients tell us time and time again how fast, functional, and accurate our search results are compared to other IDX vendors.
  2. The property icons of search results are always located at the bottom right of the screen. You never lose your place during a search by clicking a “back to search results” button after viewing a property. There are no extra steps as in other IDX vendors’ programs.
  3. The “Save to Shortlist” feature on the Lynx MLS Mapper™ is functional and practical. The Shortlist is always located on the main screen, and there are no additional steps to access your Shortlist Favorites. Even when you leave the site and log back on, your Shortlist will be saved and located on the screen to view! These are pioneering features original to the Lynx MLS Mapper™ .
- **Cutting Edge Innovative Technology and Programming:**
    1. Lynx MLS Mapper™ offers a whole new paradigm when searching for real estate. The focus on the spatial component elegantly implemented by Lynx MLS Mapper™ mirrors the cardinal rules of real estate—location, location, location!

**Client Testimonials**

- Dave Leibson, Realtor and web designer, Real Choice Realty Pagosa Springs, Colorado *“So far I love it. I used it today to look up a listing. It took me under 10 sec. to search and find what I needed. I tripped out. If I had used any other program, regardless of how fluent it might have been to me, it would have took 45 sec + of my time. Bravo to you. It's cutting edge by far.”*
- Deniece Stacy, Employing Broker, Remax, Pagosa Springs, Colorado *“The web based maps are easy to use and provide valuable information for our customers and clients.”*
- Larry and Barb Walton, Broker Associates Jim Smith Realty, Pagosa Springs, Colorado *“That is one very nice tool!”*
- Chris Liverett, Broker Associate Jim Smith Realty, Pagosa Springs, Colorado *“The Lynx MLS Map is amazing!! I really like it!”*