



OptNow® Real Estate Corporation, a Massachusetts licensed real estate brokerage company, has developed an innovative and dynamic lead generation and retention product proven to be an industry game-changer.

OptNow's® proprietary "*Opt® System*" is a simple but powerful proprietary¹ technology which allows Agents, Firms, and Non-Value Added Lead Generators to provide compensation or other goods and services up front for the future *Option* to a property listing. Licensed Partners are supported by the System's backroom software and operations, the result of years of technological and capital investment.

An analogy to explain how this System works is to compare and contrast the Opt® System with LendingTree® (LT). LT provides a value proposition to consumers in exchange for using its agents, after the transaction is completed. LT then receives between 25% and 35% of the commission from the Agent and their Firm. OptNow® gives an Agent, Firm, or even a Non-Value Added Lead Generator like LendingTree® the ability to provide the consumer something of value before the transaction is even considered.

OptNow® can provide The National Association of Realtors® (NAR) with this legally protected and proprietary Opt® System technology, whereby its Realtor® members can individually become "Value-Added Lead Generators" on their own, improving their transactions, customer relationships, loyalty, and communications. Agents who have used the Opt® System increased productivity resulting in a 3X improvement in repeat business, creating more satisfied and loyal customers on both buyer and seller sides, while delivering a mechanism for them to track and predict future business and develop retirement income.

OptNow® can deliver an Opt® License (on an Exclusive or Non-Exclusive basis) to the NAR and/or its Members for this proven technology. The Opt® System can help the NAR deliver a new member benefit which will generate additional revenue for itself, Realtors and Brokerage Firms by attracting new members, retaining existing members, and giving them a tool to compete on their own against non-value added lead generators. The NAR could elect to sub-license the rights to its members, generating program revenue as well.

Consumers have freely signed OptListing® Agreements requiring them to use Designated OptNow® Agents, Firms or even just the Agent of their choice when selling their homes in exchange for compensation which has included cash or gift cards. However, what many of these consumers have valued the most is current and accurate information regarding their property and their specific market. In the NAR model, consumers would agree to use a Realtor® of their choice. The Agent who facilitated the OptListing® receives a referral fee, even if they do not list or can't sell the property. This provides the right incentive for the Agent to stay connected with their customers, elevating the relationship to that of a trusted advisor rather than just a transaction-based service and increasing the likelihood that the Agent gets the listing at time of sale.

The Opt® System has delivered proven benefits to both Agents and Brokerage Firms by:

- Providing an answer to the Non-Value Added Lead Generator
- Making ALL homeowners instant active prospects
- Including a marketing program with more direct “touches” for the Agent
- Creating an opportunity to talk in advance with potential FSBOs
- Generating new leads, longer listing periods and increased geographic reach
- Creating referral income from properties they did not list, couldn’t sell and/or from out-of-state, even if they are retired but still licensed
- Growing and measuring agent’s market share and penetration while helping predict future transaction volume
- Incentivizing / motivating new agents with instant success, while they learn and grow their practice

In addition, OptNow® was inspired by constant customer requests and focus groups to build a referral program and software that analytically aggregates data from multiple sources and determines the best agents for each buyer, seller and property. The NAR would be pleased to learn that 99% of all referrals from this program were directed to Realtors®!

The NAR may be interested to know that OptNow® is currently in discussions with Buffini and Company to be its scalable delivery system to the Agents and Brokerage Firms, handling distribution, training and coaching. In addition Opt-Licenses are currently in use in other industries outside of Real Estate Brokerage.

The OptNow Team looks forward to further discussions with the NAR regarding this unique and powerful System.

ⁱ Patent #7,440,926 and patents pending