



Builder Direct

# The Future of Real Estate



**FOUR  
MILLION**  
PAGE VIEWS PER MONTH

WE'VE BEEN  
'ROUND  
A WHILE  
**18**  
YEARS



**75**  
**THOUSAND+**  
SELLERS



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# Where Builders & Buyers Meet



## Builder Direct Helps You Talk To More Qualified Buyers.

We showcase all relevant information about your properties to buyers, making it easy for them to consider your property or development.

In today's wired world, most buyers would rather review all the property particulars prior to contacting anyone. Providing easy and open access to your complete project details will not only save buyers time but also great frustration. This means only interested buyers contact you - saving you time and energy.

That's far more efficient than the cat and mouse game agents play, don't you agree?

Fewer people involved in the process, more information, equals more qualified buyers.

## Over 80% Of Buyers Begin Their Property Search On The Internet. How Are They Finding Yours?

With Builder Direct, we provide you with everything you need to market your properties more effectively to a wider audience, help get your brand noticed, drive traffic to your existing website, keep your negotiations on track and close the deal. Builder Direct is not a one size fits all solution. Instead we'll customize a package to meet your unique specifications. That way, you only pay for what you need without ever paying commission.



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# PGPro

You're not alone! With the help of a PropertyGuys.com Professional (PGPro), you benefit from the tools and knowledge for each step of the sales process. We take the photos, write the description and create a virtual online experience that attracts more face-to-face showings. We will help you build a custom marketing plan that leaves nothing about your property sale to chance.



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# PGTools

With your listing Dashboard, you can see real time traffic, viewing summaries, email messages, and advertise open houses. More importantly, you can access buyer traffic patterns so you can tweak your listing as needed. You can also easily promote your property through social media.



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# Builder Direct Pro Services



## ExposurePro

A proven way to attract even more buyers by marketing on PropertyGuys.com and other websites simultaneously to a wider audience gives you all the exposure you'll ever need to get it sold. In addition, our famous round signs and other tools drive buyers to your listing. We make it easy for agents to bring you their buyers.



## ContactPro

Your ContactPro is there for you. ContactPro will handle all incoming calls, provide buyers and real estate agents with listing details and book appointment requests in the available showing blocks that you set up.



## LegalPro

From the moment you list until you have a signed offer, you have access to legal advice from a real estate lawyer, we call them our LegalPros. You can also refer your buyers to your LegalPro, so they feel completely comfortable purchasing your house.



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# Get Noticed

Make no mistake - PropertyGuys.com is all about getting noticed. And in real estate, that's almost as important as the houses you build. We've become pretty darn good at it, hopefully as good as you are at what you do. Why do you think that our brand stands out so well?

Truth is, we're simply in tune with what today's buyers and sellers are looking for - no magic, no mirrors.

Our catchy advertising and direct marketing campaigns work hard to hit the mark when you join our Builder Direct team. Our marketing, social media and branding experts help you build your brand, improve your buyer traffic and most importantly increase your sales.



## LET US HELP

We can help you with your renderings, floor plans, area maps, site maps, project signage, identity packages and any other type of print materials you might need. We offer a wide variety of design services covering everything from simple pocket folders to more complex direct mail pieces.

**With our help, you will have the best presentation materials in the business.**

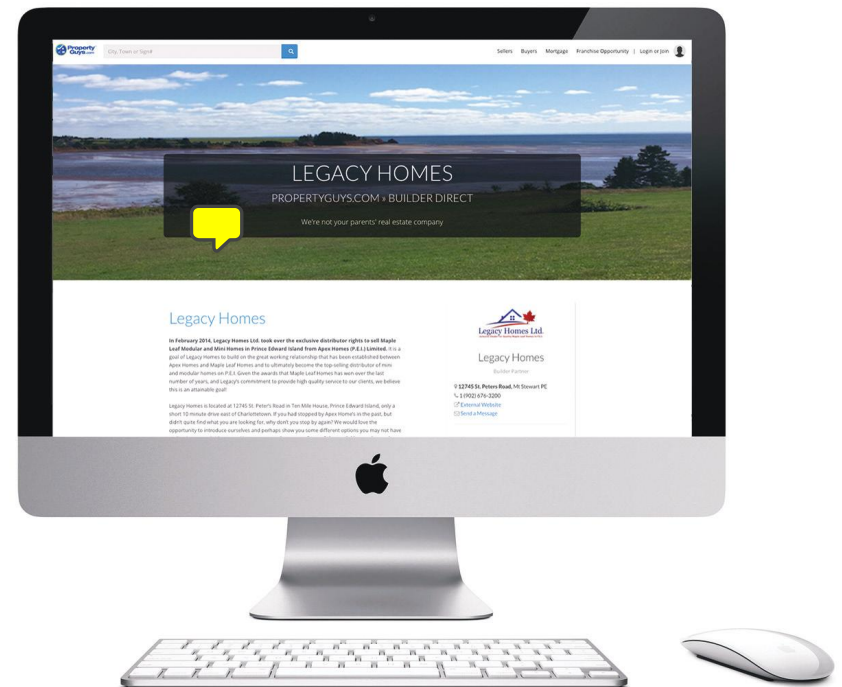


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# Your Builder Direct Custom Webpage

1. Drive traffic to your own website
2. High resolution photos
3. Share on social media platforms
4. Upload video
5. Include your own logo and branding
6. Your own custom profile
7. Downloadable PDF's for floor plans & specs
8. Mapping features
9. Showcase all your listings
10. Responsive design



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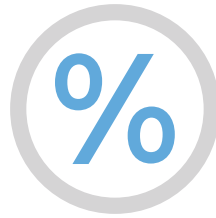
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# List Now. Pay Later...



NO PAYMENTS  
FOR 6 MONTHS



NO INTEREST  
FOR 6 MONTHS\*



INSTANT  
APPROVAL

Pay nothing upfront and enjoy all of the benefits of PropertyGuys.com without breaking the bank. Many of our customers who use this program choose to pay their package once their property has sold.

**CONTACT YOUR LOCAL PGPRO AT 403-675-7283 FOR MORE DETAILS**



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We  
believe  
in standing out  
from the  
crowd.



Do you?

Contact your local office today to get started.

**403-675-7283**



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