



*The Home Field*  
**ADVANTEDGE**



**Marketing**



**Technology**



**Support**



**Education**

*A collection of the best business tools, services & agent support  
...Only NP Dodge Can Offer!*



Better Tools for Marketing.  
A BIGGER ADVANTAGE in the marketplace.



## Marketing

**Property Photography** Capture the eyes of the buyers with beautiful HDR photos from our exclusive property photographers. Great rates, professional photography, simple downloading of images and direct billing to your NP Dodge account make this service very easy to use.

**Unlimited Virtual Tours via Property Panorama** Your listing has a free virtual tour created to showcase the home with custom digital photographic technology featuring full motion, music and personalized text. Your virtual tour is linked to a host of real estate websites taking your listing global.

**Agent Websites** Available immediately is your free fully-responsive agent site. This lead generation site is customizable and offers the same functionality and MLS download speeds of npdodge.com, the top local real estate website.

**Property Websites** All properties listed by you receive an Individual Property Website – a Dodge difference not found anywhere else in the market. The one page design offers large photography, easy access to photos, property information, neighborhood details and more.

**Direct Mail** Looking for the “next level” of contact marketing? We have two programs for you. Customers for Life offers customizable postcards and newsletters for property, communication and personal advertising. From Your Friends relationship marketing is a monthly postcard program offering outstanding free and discounted offers to local restaurants, businesses and sporting events.

**Agent Branded App** Available for iOS and Android, you can promote your personalized app through a custom URL or QR code. In just a few simple steps, homebuyers can search for their next homes with you at the forefront of their home buying experience.

**Newspaper Advertising** Metro Omaha conventional associates receive one open house line ad each week in the Omaha World-Herald. Great advertising programs are available in surrounding communities to help you target specific markets for your listings.

**Leading Real Estate Companies of the World®** We are a local member of a network. World’s Finest Real Estate Firm. This network includes the world’s market leading independent residential brokerages in over 565 firms and 130,000 associates, that dominates in more markets across the U.S. NP Dodge listings reach over 565 real estate companies in over 70 countries through our affiliation.

**Luxury Portfolio International®** Because of our powerful local brand, NP Dodge was selected to represent Luxury Portfolio International® - a “by-invitation” global, luxury real estate network. Luxury Portfolio is the largest luxury network in the world. It markets luxury homes to the affluent consumer with a sophisticated mix of online and offline media to position homes to receive maximum exposure. Our listings begin at \$750,000.

**Cloud CMA** Compelling presentations that provide you with attractive and effective, branded marketing material are available for every listing and selling occasion.

**Bus Bench Program** If you are looking for a highly visible, low cost personal promotion campaign, the NP Dodge Bus Bench Program may be your answer. Seeing your smiling face throughout the city or targeted area can keep you in front of more potential buyers and sellers at every turn.

**Cole Directory** Wondering who to send your direct mail to? The Cole Directory includes cross reference listings of names, phone numbers, and addresses for residential and business addresses in the area. Check it out at npdoffice.com.

**Text Requests** We know consumers expect quick online responses. All website inquiries are sent to you not only in the form of an email but text message as well.

**Custom Listing Flyers** With just a few simple clicks, you can create quality listing flyers. We have integrated MLS data with the same look as our other marketing pieces to provide you a sharp looking flyer for you to use on npdoffice.com

**Buyer and Seller Presentation Guides** NP Dodge Buyer and Seller Presentation Guides are available on [npdoffice.com](http://npdoffice.com). Print the entire guide or just a few pages.

**Digital Advertising** To maximize a property’s launch, nearly 3,000 targeted ads are presented to local home buyers through popular websites, mobile apps and social media.

**Agent Icon** Provides an instant imaging system and a suite of social media tools to ensure agents are viewed as icons in their communities. The tools include daily social media images, videos, articles and training. Many of our agents utilize this tool to create and leverage their brands on social media.

**LoLo** A gift of the month program that allows you to create a meaningful monthly touch point with your contacts. LoLo helps infuse money back into our local economy using an outflow system to offer gifts for your contacts.



Putting technology to work for our agents.  
**ONLINE. ON DEMAND. ON THE SPOT.**



## Technology

**npdodge.com** Leading the industry with a fully-responsive website, NP Dodge makes searching and sharing properties easy. With personalized experience, enhanced navigation and neighborhood data, home valuations, real-time alerts and more, we continue to stay on the cutting edge of real estate technology.

**NP Dodge App** Available in the Apple App Store for iPhone and iPad and Google Play for Android devices, the app makes finding a home easier than ever before. With the fastest MLS updates, you'll be the first to see new listings. The journey, perimeter and scope searches are the latest technology and easy to use.

**Forms Online** NP Dodge associates enjoy the ability to create, edit, save and email every real estate form needed to finalize the real estate transaction with ZipForms.

**Trendgraphix™** This intuitive system takes our local MLS data and transforms it into powerful business-building data. It is 100% web-based and provides visually driven, high demand, current content for you in seconds. The marketer's premiere "statistical resource" for real estate professionals. When you are competing for a listing or helping your buyer make a more informed buying decision, Trendgraphix™ takes MLS information and quantifies and evaluates our local market well beyond basic MLS programs.

**Zipforms & DocuSign** These tools allow you to securely sign and manage documents online from any device. You can eliminate printing, faxing, scanning, overnighting and driving around town to get documents signed.

**Showing Feedback Request** If you use CSS, a feedback form is sent to the buyer's agent at 5pm on the day the showing was scheduled for their feedback. One request goes to the listing agent and one to the buyer's agent.

**Consumer Behavior Summary** When you receive an npdodge.com or your agent site inquiry, the email sent includes a Consumer Behavior Summary. It tells you specific properties this person viewed, how many times, if the properties were saved to their favorites, etc. These details are great to know prior to contacting the person.

**npdoffice.com** Enjoy a complete virtual office online, 24/7/365. "Everything real estate" is available online for you... forms, flyers, training, links and more to keep you ahead of your toughest competitor.

**ShowingTime** You can be out finding new business while other agents are "burning daylight" fielding phone calls from co-op agents that want to show their listings. ShowingTime does all that for you. You can easily manage and control the entire process online 24/7.

**CRM** Our customer relationship management system is easy to use and free. It is a must have tool for staying in contact with your clients, friends, and REALTORS in the area. The CRM offers standalone, auto pilot and series eCards as well as newsletters and eStationary. You can organize, track and categorize your contacts to best assist you with your targeting efforts.

**My Event App** Forget about the paper and pen. With My Event App on your iPad, you have the latest technology for finding out who is visiting your open house or special events. You can create as many questions as you like plus customize your screen's background. Questions can be free form, yes/no, or multiple choice. Best part of My Event App is that you can sync it directly to your CRM.

**Pocket CRM App** Newest application in the line of agent tools supports our robust CRM. Your app's functionality includes tasks, events, contacts, and push notifications. New features coming soon are activity tracking, pick up leads, campaign statistics, and send eCards.

**Closing Concierge** Offered by TitleCore National, the simple web-based transaction management program allows you to submit and review documents and access up-to-the-minute information on transactions from contact-to-closing.

**Internet e-Lead Generation** Our Client Services Department works with a selected team of agents from each sales office. These agents are assigned internet leads from npdodge.com. Ask about our exclusive Net Team - a team designed to give leads to agents to help them build their businesses.

**LotsOmaha.com** Metro's e-resource for "everything new construction"! You can search and experience a wealth of information including the location and details of NP Dodge subdivisions, aerial photographs, covenants, SID statements available lots, lists, checklists and more.

**Covenants, SID Statements & HUD1 Forms Online** Have you ever tried to find the covenants after hours or connect with the listing agent to get a copy of the SID Statement that won't return phone calls, or sort through your files at the end of the year to send your recent home buyers their HUD1 form for their income purposes? You can get them all at titlecorenational.com.

**Personal NP Dodge Email Address** Whenever you can connect your name with a name like NP Dodge in all your e-business, you have the power of a high profile company matched with all of your web-based business activities.



Professional development. Personal growth.  
**POWERFUL RESULTS.**



## Support/Benefits

**Builder Services** NP Dodge Builder Services develops land for new home subdivisions. Builder Services also maintains a residential lot inventory for our NP Dodge new home builders and sales associates representing those builders.

**New Construction Services** Looking to represent a new home builder? This NP Dodge division focuses exclusively on builder/agent relationships. Matching you with a builder and matching a builder with you, is just a part of this unique agent benefit. It can help you launch and support your new construction endeavor.

**Service Networks™** NP Dodge has a network of preferred vendors and service providers that are designed to keep our associates at the center of the real estate transaction. It is simple and available on npdodge.com whenever your clients need it. *You too can use the network!*

**Global Relocation** With the power of our NP Dodge Relocation Department and NEI Global... global, national and local moves can be easy money in your pocket. It's simple to send or receive a referral and get a check that would be virtually the equivalent to finding the buyer or seller yourself.

**2-10 Home Buyers Warranty®** NP Dodge offers this home warranty for our clients. Sellers coverage is provided during the listing period with a seller's commitment to purchase buyer's coverage at time of closing. Complimentary coverage begins upon notification, of seller's commitment to buy buyer's coverage. This home warranty coverage will continue for a period of one year or until the home sale closes, whichever occurs first.

**In-House Mortgage Loan Officers** Enjoy the convenience, ease of communications PLUS competitive mortgage rates for both you and your buyers. Your office has direct access to its very own Cobalt Mortgage Loan Officer. It's great to know that someone is just down the hall to keep it all together for you.

**In-House Title and Escrow Service** Digitizing all the paperwork, keeping you informed every step of the way and keeping things legal is all under the same roof. TitleCore National is just one more reason why NP Dodge makes almost every real estate transaction look easy.

**Deferred Compensation Plan** Through our NP Dodge Insurance Division, you have the option to defer specified amounts of your annual earnings into a tax deferred account. A great benefit that is just one more way you can earn more and keep more at NP Dodge.

**Legal Support** Going well beyond words free legal counsel is available for you! NP Dodge maintains top real estate attorneys on retainer to assist you with your legal questions... both for your protection and a legal reference for your buyers and sellers.

**In-House Insurance** You will have more insurance options open to you and your clients than other agents in our market. Dodge Partners Insurance provides business insurance, employee benefits, personal insurance and financial services in Nebraska, Iowa and throughout the United States.

**DodgeCares** Helping to provide food, shelter and comfort for the homeless, displaced, and abused in eastern Nebraska and western Iowa. DodgeCares is a 501(c)(3) exempt charitable organization. DodgeCares collects and distributes tax deductible contributions from NP Dodge sales associates, employees and the general public.

**Safety First** NP Dodge has made the investment to install keyfob entry systems on our metro-area branch office doors. Our offices are never left unlocked after hours. At NP Dodge, the safety of our associates, employees and clients is always a top priority.

**Office Administrative Staff** Each NP Dodge associate enjoys having the personnel and support that can make day-to-day tasks easier. The faster and easier our trained staff can make your business run, the faster and easier it will be for you to find more buyers and sellers. Remember, weekend staff is always available with a simple email to weekendadmin@npdodge.com.

**Resources beyond Residential** NP Dodge is the only "FULL RESOURCE" real estate company in our market. If you ever need the services of a commercial department for your client or you are working with an investor and you want the support of a property management division, only NP Dodge offers the resources in both categories. With this benefit, you will never have to pass up the opportunity to earn a commission at NP Dodge.

**10 Branch Office Locations** NP Dodge associates have more offices in more metro locations and surrounding communities than any other company. Stop in, conduct your business and be treated like family.

**Unmatched Community Support** As a member of 13 Chambers of Commerce, NP Dodge invests time, effort, and financial support for the greater good of our market's residents. Since 1855, NP Dodge has and will continue to be a leader in community activities and economic development for the betterment of our communities.

## Education

**New Associate Education Program** At NP Dodge our new licensees are starting their careers for themselves, but not by themselves. Each month NP Dodge offers new agent training sessions that help new associates get off to a fast start. From our company’s history to our leading edge technology AND everything in between, each new associate has the opportunity to receive the best agent educational training and coaching in our marketplace!

**Associate Mentor/Coaching Program** Each new associate to NP Dodge will have the opportunity to work one-on-one with an Associate Mentor/Coach. NP Dodge broker managers have the ability to assign a personal mentor/coach to each new associate. This individual will be your “go to person” for most of your everyday business building and “hands on” real estate activities.

**Ninja Selling** is a user-friendly selling system designed to transform your business and your life. The Ninja Installation will give you the tools to achieve predictable results. Be an on-purpose REALTOR® instead of an on-accident REALTOR®.

**Brian Buffini Training** NP Dodge agents are offered the nationally recognized, 12 week dynamic training program that offers practical “how to’s”, effective dialogues and tips on customer relationship management.

**NP Dodge Success Guide** NP Dodge is the only company in our market to offer a complete real estate activity guide encompassing every aspect of income generation mindsets and methods to help you launch or re-launch your real estate career. Since it was created exclusively for NP Dodge, compiled from the best national real estate educators and customized to our local market, no other agents enjoy the benefit of our “best of the best” NP Dodge Success Guide!

**FREE CE Classes** All NP Dodge agents and employees can attend 2 FREE CE credit classes each year. They are offered every month.

**INSTITUTE 2.0 powered by LeadingRE** Online CE courses and certifications designed to help you learn, communicate and do business in entirely new ways. When you successfully complete courses in a certification series, you are awarded a Network designation, certificate and special recognition of your achievement within access.

**Online Technology Training Videos** You will have the benefit of training videos that you can access whenever you may need a step-by-step tutorial of all our strategic real estate tools.

**Paperwork Made Easy** We have complete tutorial guides for all the major real estate agreements and necessary closing documents. This helps you with your “fill in the blank” processing but also is a great tool for providing the professional language and legal rationales to explain each document to your most discerning client.

## Classroom

### New Agent Orientation & Monthly Sessions

**New Agent Orientation (Required)** A snapshot look at the history of NP Dodge, company programs, business philosophy, an introduction to our exclusive NP Dodge Marketing, Title, Relocation and Mortgage Services. This session also includes the access and review of NP Dodge Policy and Procedures and looks at Risk Management for real estate licensees.

### Monthly Launch Education Sessions

#### Day 1

- Introduction
- Business Plan
- 10 Week Activity Plan
- NPDOffice
- CRM/Agent Website & Social Media Sites
- Zip Forms, Docusign, Integration & Apps
- ShowingTime/Virtual Tours/Adwerx

#### Day 2

- Paragon and MLS Services
- Effective Open House Review

#### Day 3

- Networking
- Contacting Your Sphere of Influence
- Open House
- Neighborhood Farm
- For Sale By Owner (Sample letters)
- Expired Listing Program
- Targeted Canvassing
- Opportunity Time Incoming

#### Day 4

- Purchase Agreement & Buyer Packet Docs
- Buyer Interview
- Paragon Buyer Property Search
- Showing Property (Home Buyer’s Property Evaluation)
- Inspection Process
- Buyer Cost Sheets

#### Day 5

- Listing Contract & Seller Packet Docs
- CMA Preparation
- CMA Presentation
- Seller Cost Sheets