

A BETTER WAY TO RUN YOUR BROKERAGE BUSINESS

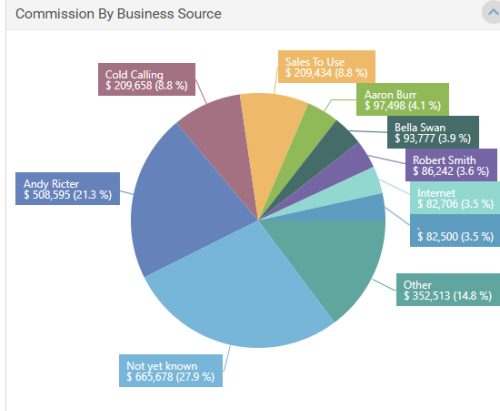
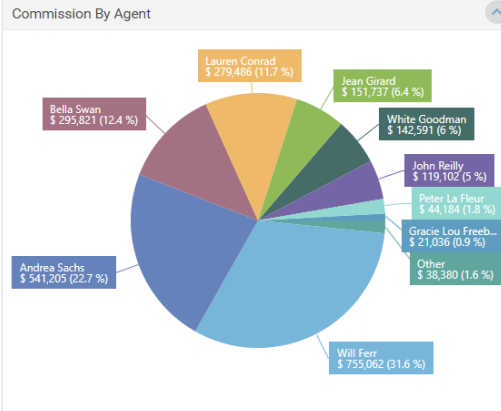
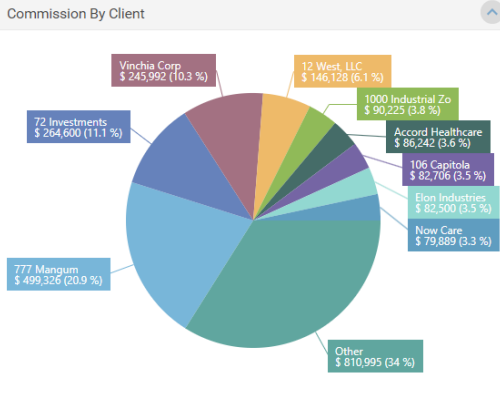
MANAGEMENT PIPELINE ACCOUNTING MARKET RESOURCES MY DATA ADMINISTRATION

REGION Select Regions Raleigh/Durham

SUMMARY
 PRODUCTION
 CASHFLOW
 REVENUE
 FIRM METRICS
 GOALS
 EXPENSES
 REPORTS
 APPROVALS

METRICS Net Select Teams Select Agents

From: 1/1/2024 To: 12/31/2024 Chance: 0% 50% 100% Closed < 30 Days 30 - 90 Days 90+ Days FILTER



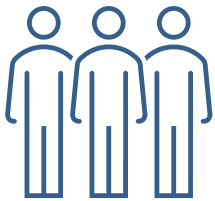
An affordable solution for a brokerage firm's real-time data repository, storing your most critical data for easy access by role.

YOU OWN THE DATA AND IT IS BACKED UP DAILY

- Transaction Workflow
- Commission Automation
- Agent Expense Tracking
- Listing Management
- Email Notifications
- Calendar Reminders
- Leases & Sales
- Manage Firm Documents
- Financials & Cash Flow
- Prospect & Contacts
- Invoicing Creation & Tracking
- Market & Comp Data

More than 60+ office implementations, improving upon operational best practices.

PLATFORM HIGHLIGHTS



AGENTS

- Pipeline tracking with cash flow visibility and forecasting
- Prospect management with Outlook / Gmail integration
- Automated workflow, practice management, and analysis
- Automated Critical Date reminders and email notifications



ADMIN

- Custom access levels for each admin team member
- Agent transaction support: listings, transactions, files, & more
- View team calendars to assist with renewals and follow-ups
- Facilitate prospect management for agents



ACCOUNTING

- Transaction and payment management
- Billing reminders and notifications
- Commission reporting & invoice tracking
- Real-time financial analysis
- Agent & expense tracking

PLATFORM HIGHLIGHTS

MANAGEMENT



Financial forecasting with real-time P&L reports
Detailed analysis with Firm Metrics, Cash Flow Management,
Production Overview & Goal Tracking
Company management controls and YoY analysis
Flexible financial reporting & reminders

EMAIL & CALENDAR INTEGRATIONS



Add new prospects and clients
Create notes for prospects and clients
Drag and drop files directly from the email into transactions
Get transactional detail without needing to open a browser
Create follow-up dates to appear in your calendar
Automated Calendar reminder for leases, sales and listings

SCHEDULE A FREE DEMO TODAY

sales@realcoreapps.com | (919) 568-1800

www.realcoreapps.com

TESTIMONIALS



JARED CAUFFIELD
Associate Broker

WESTERN RETAIL ADVISORS
Phoenix, AZ

"Realcore has been instrumental in helping me track my deals and stay on top of them until they close. It provides me with a user-friendly platform that allows me to efficiently manage all aspects of my transactions. With Realcore, I can easily access important information and organize documents, which ultimately leads to smoother and more successful deals. I highly recommend Realcore to any broker looking for a better way to manage their brokerage business."

KARL LANDRENEAU
Director of Commercial Sales & Leasing

NAI LATTER & BLUM
New Orleans, LA

"Realcore has been instrumental in organizing & streamlining our information and processes throughout our 6 commercial offices. Their understanding of the business and superior support staff make the platform more than just another data management program."



NAILatter & Blum



LEVROSE
COMMERCIAL REAL ESTATE

JON ROSENBERG
Designated Broker/Managing Partner/Co-Founder

LEVROSE CRE
Scottsdale, AZ

"The more I have been using Realcore, the more I am realizing how important it is to managing our transactions, goals and firm. As the brokers continue to use it, it is helping them in organizing their deal flow and team collaboration. Great tool for any brokerage that knows the importance of having all the transaction data in one place."

TESTIMONIALS



KATIE WEEKS

Associate Broker & Transaction Manager

WESTERN RETAIL ADVISORS

Phoenix, AZ

"Realcore is an integral part of our brokerage's ability to track deals from proposal to payment. It helps us to stay organized and on top of existing deals and is a great reference for past deals. It is designed to be extremely intuitive, even for a beginner. Realcore Support is always quick to assist and very friendly in the event an issue arises. They are also very receptive to feedback to continuously work on improving their product to meet the needs of the ever-changing brokerage community.

Realcore is the guiding light to help our brokerage stay on track and in compliance with all of the requirements to satisfy the real estate department, which we take very seriously."

TINA PAPPAS

President

NAI PUGET SOUND PROPERTIES

Bellevue, WA

"I can't say enough good things about Realcore and their exceptional software tailored for commercial real estate deals. Their platform is a game-changer, streamlining our processes and providing invaluable insights into our transactions. What truly sets Realcore apart is their outstanding customer service. Whenever we've had questions or needed assistance, their team has been incredibly responsive, knowledgeable, and dedicated to ensuring our success. Their commitment to client satisfaction is truly commendable."



TESTIMONIALS



JENNIFER WERSAL
Business Manager

WORTH COMMERCIAL REAL ESTATE
Fort Worth, TX

"Realcore removes a significant portion of human error from the commercial transaction process for us by providing a reliable tool for commission calculations and commission schedules. We are spending more time prioritizing, evaluating and projecting our work and significantly less time double and triple checking complicated spreadsheets. Because everything for a transaction is compiled in one place, checking status, history and renewal information is easier than ever. The built-in renewal reminders based on new transactions is also extremely helpful so that nothing falls through the cracks as a lease expiration date approaches. We look forward to realizing the long-term benefits of using Realcore for years to come!"

COLLEEN MURPHEY
Director of Finance & Administration

PHOENIX COMMERCIAL ADVISORS
Phoenix, AZ

"We are fairly new to Realcore but already see the value in using this program. It is easy to use and if help is needed, they are extremely responsive. The program allows me to get a broad view of all of our information, yet easily drill down to get specific details. Using Realcore has definitely made my job much easier!"



JOHN KERR
SVP Brokerage

YORK PROPERTIES
Raleigh, NC

"Realcore enables independent, boutique companies like York Properties to provide the same level of services, for example information sharing and retention as well as client organization, as any of the large international commercial real estate companies such as CBRE, JLL."

TRANSACTION PROCESS

A BETTER WAY TO RUN YOUR BROKERAGE BUSINESS

1

PRE-TRANSACTION

PROSPECTS

Add, edit, categorize, filter, and follow up

LISTINGS

Add, edit, track prospects, follow up, and manage files

LEASE RENEWALS

Add, edit, and follow up, and manage files

CLIENTS

Add, edit, and follow up

OR

ENTER NEW DEAL
DETAILS

2

WORK TRANSACTION

Manage deal information
adding files or notes and
follow up dates

Utilize the Plug-ins to copy
emails, files and contacts

On Execution, finalize transaction
details and mark
"Ready to close"
to notify administrators

Administrators review and
verify deal, then close.

TRANSACTION CLOSED

3

AUTOMATION

Immediate generation of
deal sheet, recaps, accounting
detail, and invoices.

Initiate agent approval process
and send notification via email.

Deal file is created with an
abstract capturing all details,
notes, critical dates, and files.

Agent calendars are updated
with critical deal dates and the
comps database is updated.

Invoices added to billing

4

ACCOUNTING

Track approvals and
access invoices on the
Billing dashboard

Track progress, receive
payments, and adjust dates as
needed on the
Outstanding Invoices page.

Auto calculate commissions and
deduct expenses.

Firm/Agents have real time
updates throughout the process
for a clear picture of cash flow.

PROCESS COMPLETE