



formerly the  
HP Real Estate Marketing Assistant



## Win more listings, move more property & save more time with dynamic marketing designs to help market yourself and your properties more effectively

### What's Included

- ✓ 450 templates for Microsoft Word
- ✓ 45+ templates for Microsoft Excel
- ✓ 60+ templates for Microsoft PowerPoint
- ✓ Built-in PDF Creator
- ✓ Convert PDFs to Word
- ✓ Automatic Profiles
- ✓ Photo Editor with unique photo sockets
- ✓ Add embellishments
- ✓ Color Theme Manager
- ✓ Mail Merge
- ✓ Import mailing & property lists from several different source types
- ✓ Insert property data and images directly from your MLS
- ✓ Create multiple users/profiles
- ✓ CMA creation wizard
- ✓ Listing presentations
- ✓ Home marketing brochures
- ✓ Instantly upload finished documents to a professional online printer -- Save 20% on your first order!

## Real Estate Marketing Assistant 2

Put a powerful, comprehensive set of real estate marketing tools at your fingertips with Real Estate Marketing Assistant 2, formerly the HP Real Estate Marketing Assistant. This simple-to-use application makes it easy and inexpensive to publish your own flyers, brochures, postcards, envelopes, business cards, newsletters, fax forms and much more.



### Simple ▶ Fast ▶ Professional

- ▶ Simple steps guide you from start to finish
- ▶ Auto Save feature so you don't lose your work.
- ▶ Works even when you don't have internet connectivity -- not a web-based product
- ▶ Not subscription software, you only pay once!
- ▶ Photo Editor streamlines design creation
- ▶ Quickly create mailing lists
- ▶ CMA Wizard helps create dynamic, easy to read CMA reports
- ▶ Insert contact information automatically
- ▶ Download property information directly from participating MLS's
- ▶ 550+ templates help you create professionally designed looking flyers, home marketing brochures, postcards, newsletters, CMAs & much more

### Create compelling marketing materials in minutes

#### Produce extraordinary marketing designs in 3 easy steps:

1. Select a template and your personal profile is automatically applied to the document. You have 550+ professionally-designed templates to choose from to create professionally designed marketing materials.
2. Select the photo files of the property from your desktop computer, scanner, digital camera or MLS. Insert the image(s) into your template. Then, edit your text just like you would a Microsoft Office document.
3. Print your finished document on any home or office printer or publish it as a PDF to send through email or post onto your website.

It's really amazingly simple to create dynamic & effective real estate marketing flyers, brochures & more.

# A powerful & simple sales tool for real estate marketing professionals



► Newsletters ► Home marketing brochures ► Flyers ► Postcards ► Calendars ► Business Cards ► Stationery ► Much more!

**Be more effective with marketing materials that sell using the simple tools in the Real Estate Marketing Assistant 2.**

QUICKLY AND EASILY CREATE PROFESSIONAL LOOKING MARKETING MATERIALS FOR YOUR REAL ESTATE BUSINESS. CREATE THOUSANDS OF REAL ESTATE MARKETING DESIGNS. KEEP YOUR MARKETING MATERIALS UPDATED WITHOUT HAVING TO START FROM SCRATCH EVERY TIME. EACH TOOL WAS SPECIFICALLY ENGINEERED WITH THE REAL ESTATE MARKETER IN MIND, GIVING YOU EXACTLY WHAT YOU NEED TO CREATE A COMPELLING SET OF MARKETING MATERIALS – WIN MORE LISTINGS, MOVE MORE PROPERTY & SAVE MORE TIME WITH DYNAMIC MARKETING DESIGNS.

For bulk sales or distribution opportunities contact:

**Steve Allen**  
Business Director  
steve@RealEstateMarketAssistant.com  
800.568.2252 ext. 77

KMT Software  
50 Mount Vernon Street  
Cambridge, MA 02140 US

800.568.2252  
617.945.5385  
www.RealEstateMarketAssistant.com

### 550+ Microsoft Office Fully Customizable Templates

Includes an extensive library of 550+ time-saving templates for Microsoft Office designed for the unique needs of real estate professionals. Specifically, you get 450 Microsoft Word templates, 45+ Microsoft Excel templates and 60+ Microsoft PowerPoint templates. By customizing your real estate marketing template with photos, logos, colors & more, you can create thousands of unique and distinctive designs in minutes. Stop distributing the same old designs. Create something fresh, updated and extraordinary and stay competitive by looking more polished with great looking marketing designs.

### PDF Creator

Create PDFs from any Microsoft Word, Excel, and PowerPoint file with the built-in PDF Creator. Then, print it, email it, post it to the web or send it to any professional printer. Using PDFs ensure your clients receive a polished document every time.

### PDF Roundtrip™: Convert PDFs to Word

PDF Roundtrip takes you from PDF to Word in one easy step. PDF Roundtrip converts any PDF into an editable Microsoft Word document. When finished, simply use the built-in PDF Creator to republish your document as a PDF. It will save time and reduce errors when you want to make simple changes without having to recreate the entire document from scratch.

### Automatic Profiles

Enter your name, contact information, agent photo, company logo, personal signature, and real estate designations when you set up the software and it will auto-insert your profile information on all of your future documents. A time-saver that's also very cool!

### Photo Editor

Insert images and pictures from your computer, camera or scanner directly into your documents. The built-in Photo Editor also allows you to crop, resize, rotate and adjust the image to fit perfectly into the different Photo Sockets of your template design.

### Color Theme Manager

Create custom color themes using your company's colors or try a festive seasonal color set. The Color Manager, Theme Manager & Color Picker give you the power to select the colors you want from any logo, document or website.

### Mail Merge

Add personalized content to your marketing documents. Automatically add your contacts' addresses on mailers, postcards and more. You can directly import this information from Microsoft Outlook, CSV files, QuickBooks, ACT! and Peachtree and more.

### Import Contacts & Mailing Lists

Import your contacts and mailing lists from Outlook, ACT!, CSV files, QuickBooks, Peachtree, and more.

### Retrieve Key Information from your MLS

Easily import your property information directly from you participating MLS. This insures accuracy of information and saves you time.

### Create Multiple Users

Now, you or your assistant can load multiple unique profiles on one account for easy differentiation and ease of use.

### CMA Creation Wizard

Step-by-step guide to help you produce comparative market analyses with great visual designs and easy to compare rows and columns. Use the import feature to download all of the subject and comparable properties information directly from your participating MLS.

### Listing Presentations

Create professionally designed listing presentations that will help you save time, win listings, & close more deals

### Home Marketing Brochures

Design detailed, room-by-room home marketing brochures created to help the Buyer's agent know more about your listings and help sell your property. Simple, Powerful, Effective.

### Upload Completed Designs to a Professional Printing Service

Instantly upload finished documents to a professional online printer using our built-in print button -- Save 20% off already discounted pricing on your first order!

SYSTEM REQUIREMENTS	
Operating system compatibility	Windows XP Professional, Windows XP Home, and Windows Vista (32-Bit English Versions Only)
Microsoft Office compatibility	Office XP, Office 2003, and Office 2007 (English Versions Only)
RAM	256 MB required (512 MB recommended)