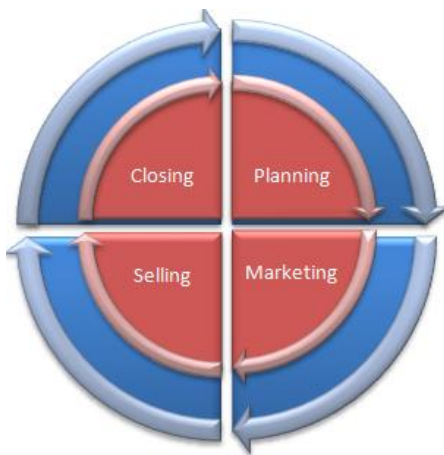


## Addicted to Developers

### I. How to think about SellWell ?

Despite occasional positioning confusion we must clarify one thing: **we are not a real estate agency.** We are selling you access to a community of real estate professionals and their **connections** to the rest of the market. You want this because it gives you higher quality market targeting data and gets you access to stronger relationships that other professionals have with your **potential buyers**. Yes, you will sell faster with fewer resources (once you prime the community with knowledge about your projects).

**It's the network effect at work !**



This is the **typical transaction cycle**. The reddish inner circle represents the RoREN community of professionals. The bluish larger circle represents the real estate market in general. **The work we do for you is part of the Marketing quadrant.** Note that we are not marketing on your behalf to the entire world. That would be wasteful. We are helping you market yourself to the community we built. This community in turn will take your message to the rest of the world. **You get much better targeting for a lot less effort.**

When it comes to Selling, SellWell can automate a lot of your tasks. Think of it as the SABRE of the real estate market. SABRE is the reservations system used by the travel industry (airlines, railways, hotels, and travel agents). They have a similar problem to the one you have: in real time, they answer questions about availability and publish the status of each unit back into the market to their Sales Partners (the travel agents in this case). Here's a relevant quote from SABRE's [history](#):

*"[...] the airline's system for booking flights was entirely manual [...] a team of eight operators would sort through a rotating file with cards for every flight. When a seat was booked, the operators would place a mark on the side of the card, and knew visually whether it was full. [...] the entire end-to-end task of looking for a flight, reserving a seat and then writing up the ticket could take up to three hours in some cases and 90 minutes on average"*

The quote is from 1960, but it sounds awfully familiar to Sales people's job, doesn't it? They use Excel not paper, but the whole thing is just as manual. We like this people. We want to make their job easier so they can either go home earlier or take care of more clients in a day and get a bonus. **We can automate and reduce the time spent by Developers, in general, on mundane manual tasks.**





## Addicted to Developers

### II. What do you get with SellWell?

#### 1) Access to SellWell trading platform

- You can list detailed information (over 100 characteristics) about all your units
- Upload images and marketing materials

#### 2) Direct marketing campaign for your projects

- Creative work
- Mailed to all members + more than 1000 real estate agents in our CRM database

#### 3) Create a Sales Partner folder

- Creative work
- Distributed to all SellWell Agent so they are better organized when they visit their clients to sell your developments

#### 4) Create “Property Sheet” flyers, one for each listed unit in your Projects

- Creative work
- High-quality digital printing with several copies per SellWell Agent so they are equipped with proper marketing materials when they visit their clients

#### 5) Organize Workshops - present your Projects directly to SellWell agents

- Invitation sent to all SellWell Agents
- Logistics
- Presentation
- Business Networking and Sales Partner filtering
- Post-event survey

#### 6) Organize construction site tours

- Invitation sent to all SellWell Agents
- Transportation cost
- Logistics
- Business Networking and Sales Partner filtering

#### 7) Invest in New Media marketing

- Blog about events to raise awareness among the real estate professionals
- Great results, significant traffic; **Net result:** a handful of super-excited **SellWell Agents** ready to start promoting your Projects + a recipe for filtering from the big amorphous mass of real estate professionals those that are mature and committed enough to be selected as your Sales Partners.

For more information please take a look at the portfolio of creative work we produced for Adama: <http://www.roren.ro/SellWell/MaterialeAdama.pdf> (5,5MB PDF) and read the blog entries at <http://blog.roren.ro/category/workshop>. **Ask yourselves how much would you have had to pay your branding, marketing, PR, and event planning vendors to make all this happen.** Start analyzing our offer with that number.





## Addicted to Developers

### III. How can you make SellWell work for you?

#### 1) Mind your presentation content.

Your workshop will target sales people and real estate brokers not home buyers. Appropriate content is a shorter presentation focused on your sales techniques and not your company profile.

#### 2) Prepare marketing collateral suitable for the field.

We believe it's difficult for a non-industry-specific marketing vendor to understand the depths of a client's business so well that the materials they create are useful in such specific situations as empowering Sales Partners. We attempted to mitigate the situation by designing a "Property Sheet". If you want your Sales Partners to win in the field we must work together to send them to battle trained and full-handed.

#### 3) Provide accurate property data.

It's important you realize that what gets entered and published in the SellWell trading platform is what SellWell Members will promote. Any inaccuracies will make their way in front of your potential buyers. Inaccuracies, particularly in price and usable area reflect very negatively on both your and our image.

#### 4) Strategic involvement.

Don't have time to enter unit data? Let us tap into whatever system you use as CRM and/or ERP. Don't have CRM/ ERP/ project management software? Let us recommend something and build an integration package for you. Strategic involvement is crucial because we are innovating in real time on some of the problems we're running into. We are creating solutions to these operational challenges that will save you time compared to what you are doing right now.

### IV. Don't forget!

- It's not about the money, it's about commitment. For our product to work it must be seeded with knowledge. **The RoREN team specializes in software, management consulting, marketing, and real estate law.** We prospect the market to find you real estate professionals who will then help you market, sell and close.
- The work we do for you (described in Section II) is motivated by our need to show that the product does bring the promised added value. Even in the „jungle-like” Romanian market, real estate professionals do collaborate.

