



Marketing Solutions You Can Trust

800.517.2094

Multi-Media Advertising via Mobile Technology

- ✓ Enhance Your Brand
- ✓ Strengthen Your Competitive Edge
- ✓ Win More Listings-Sell More Homes

Retrieve Detailed Information!

Using the mobile site, consumers are able to refine their search results and get detailed information directly on their mobile devices



Press the listing for more details



Browse Photos & More!

When viewing detailed information, consumers have access to additional photos, maps, and many other features



Direct Connect to the Agent!



The mobile site gives the consumer easy and direct ways to contact the Listing Agent



Press the Agents Telephone Link to call the Agent



Mobile Access from Print



The mobile technology combined with print advertising gives the consumer seamless access to detailed listing and Agent contact information through the Interactive Text Request capability. Combined with a print product, consumers can easily browse the print advertisement and retrieve detailed information in the palm of your hand



DIGITAL POWERED PRINT!



Integrated with the Mobile site is the Interactive Text Request capability to view the detailed listing and Agent Information direct from printed material on your smart phone.

The listings in any print advertisement contain the unique Mobile-id with a short-code for Interactive Text Request by the consumer

SINGLE FAMILY

Text: A#AMAGMS
To: 64842

Union 4BR 4.2BA \$599,800
The floor plan has 9"10" ceilings, owners retreat upstairs, formal living and dining areas with arches entries off foyer. It includes an art niche at base of stairs, large open kitchen with butlers pantry and granite countertops.

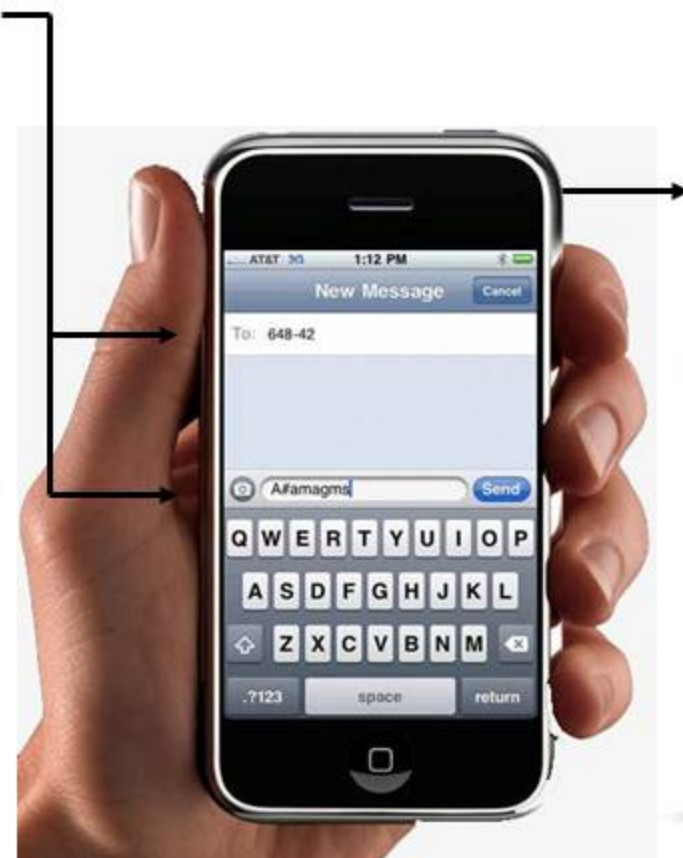
Jane Ashcraft-West (859) 630-2222
ML#: 379280 (859) 372-6000

- Unique mobile-id per listing auto-assigned by Adapproval-Lite during the data import process
- Pre-defined short-code used to connect to the listing details

PRINT-to-MOBILE



Combined with print advertising, consumers can send a text message to 64842 with the unique mobile-id and immediately receive detailed Listing and Agent Information, including a direct link to the detailed page on the mobile site



INFORMATION IN YOUR HANDS!

The detailed response text enables the consumer to get detailed listing information or even direct connect to the listing Agent.



Press the hyperlink to view details and more



Press the phone link to connect to the Agent

Use the Mobile-ID!



The auto-generated Mobile-ID's can be used in many places by the Agent and broker on any advertising medium preferred. Within *Adapproval-Lite*, proof your ad then send an XML file to your desired print publication.

YARD SIGNS

Home For Sale
Text: A#AMAGMS to 64842
to receive detailed listing info
Buyer Agents Welcome
Call Your phone number here

W.A.S. Find your home in the local RealEstate.com! It's for a fee but you get what you need. Call today, call toll free 800.950.6332 or visit www.WAS.com

NEWSPAPERS

A grid of real estate listings from a newspaper, featuring various property photos and text descriptions. The grid is organized into rows and columns, with each listing including a photo of the property and a brief text description. The listings are titled 'FEATURED HOME' and include details such as '4 Bedrooms 3 Bath', '2,800 square feet', and 'Desert & Mountain Views'. The grid is titled 'NEWSPAPERS' at the top.

FLYERS

Just Listed

123 Reisman Drive
Gorgeous Desert Retreat

- 4 Bedrooms 3 Bath
- 2,800 square feet
- Desert & Mountain Views
- Exclusive Gated Community

Text: A#AMAGMS to 64842
for more detailed listing

Reisman Group
RE/MAX Central
10220 W. Charleston Blvd., #3
Las Vegas, NV 89135
Phone: (702) 255-5597
Fax: (702) 255-5588
Email: info@reisman.com



77we.com using Adapproval-Lite, the premier advertising management technology in the Real Estate industry, seamlessly combines Mobile and Internet advertising with the original mobile product...print. The power and reach of broker and Agent multi-media advertising is strengthened at reduced cost by automating the advertising process and helping Agents and brokers achieve a single point-of-entry for all advertising needs!

Marketing Solutions You Can Trust



77we.com and the Adapproval-Lite technology provides a Multi-media Advertising Solution for Real Estate brokers that will:

- **Improve brokers abilities to Recruit & Retain Top Producing Agents**
- **Empower Agents to compete more effectively to win more listings & sell more homes**
- **Strengthen Agents & brokers Mobile, Internet and print Advertising**
- **Extend the reach of their advertising dollars**
- **Appeal to a greater number of buyers and sellers**

Marketing Solutions You Can Trust



Adapproval-Lite's automation advantages enable Agents, brokers and offices to streamline the complete advertising process eliminating the time it takes Agents and brokers to gather, coordinate, and deliver listing information to MOBILE, INTERNET and PRINT publishers.

Our automation enables Agents and brokers to use the hours they've saved to service clients, win listings, and sell homes.

Agents and brokers are able to provide the highest-quality, most up-to-date multimedia advertising products.



Adapproval-Lite begins with a fully automated MLS Import (RETS-feed) populating broker, Agent and listing information which eliminates the need to re-key or convey information to advertising publishers and Internet providers.

Adapproval-Lite generates and assigns to each listing a unique mobile-id that is used by consumers to retrieve detailed listing and Agent contact information directly from their smartphone, using the Interactive Text Request capability.

Adapproval-Lite's automated listing delivery process enables Agents and brokers to provide digital delivery of content to online and print providers, enabling the unique mobile-id to be advertised and made available to the consumer.

77We.com's advertising platform powered by **Adapproval-Lite** provides a multimedia suite that includes a branded .com public website, a mobile-enabled website, interactive text request capability and the ability to deliver listing content to online and print media providers of your choice in XML format.

INTERNET Search & Results



The 77WE.com provided Internet site provides a search and display engine enabling consumers to retrieve detailed listing & Agent contact information

Easily Find Agents Listings & Contact Information

The screenshot shows the search interface with the following elements:

- Navigation tabs: Home, Residential, Multi-Family, Lease, Lot, Farm, Realtor Search, Portfolio
- Search filters: Find a Home, City, State or Zip, Price Range, Bedrooms, Baths, No Preference, SEARCH
- Featured Homes: Three small images of properties.
- Featured Links: A link to "Click Here to View Our Current Issue" with a "virtually search and flip through pages" description.
- Logos for "HOME Source MAGAZINE" and "NewMark Insurance Services LLC".

The screenshot shows the search results page with the following elements:

- Header: "HOME Source MAGAZINE" and "WELCOME Please Come In" sign.
- Navigation tabs: Home, Residential, Multi-Family, Lease, Lot, Farm, Realtor Search, Portfolio
- Summary: Showing 1-15 of 2,143 Listings Found. Previous Set, New Search, Next Set.
- Listings:

 - \$4,900,000** 4705 Island Cove, Austin, 78731
Beds: 3 Baths: 3 Full, 2 Half
House
MLS #: 9706613
Beckoning to an era of Hollywood glamour where luxury and style were essential to living a life well lived, we invite you to relive that experience and explore the magic that awaits you at 4705 Island Cove, appropriately named "Hollywood Hills of Texas".
18 Photos | Store Information | William E. Wood and Associates REALTORS® | (512) 796-1876
 - \$4,800,000** 19700 Anjel Bay, Spicewood, 78668
Beds: 7 Baths: 5 Full, 4 Half
House
MLS #: 6596474
Fabulous 13.5+ acre peninsula estate on deep water side of Lake Travis. Almost 12,000 sq ft of exquisite living areas including 2 separate guest quarters, 8 car garages & 2 car porte cochere. Outdoor living areas complete with pool & spa, fireplace & multipl...
18 Photos | Store Information | William E. Wood and Associates REALTORS® | Dee Shultz | (512) 338-1833
 - \$5,000,000** 803 Westlake, West Lake Hills, 78746
House
MLS #: 9293613
Prime for development. House on property, value in land only. Multiple building sites, some views of city. Great location!!
8 Photos | Store Information | William E. Wood and Associates REALTORS® | Sandra Mann | (512) 486-9680
 - \$3,950,000** 15208 Rainbow Cms, Austin, 78734
Beds: 6 Baths: 5 Full, 1 Half
House
MLS #: 3833423
8 Photos | Store Information | William E. Wood and Associates REALTORS® | Terrie Keyes | (512) 432-3663

- Logos for "NewMark Insurance Services LLC" and "William E. Wood and Associates REALTORS®".

INTERNET Results & Detailed Listing Information



Buyers and sellers can retrieve enhanced listing & Agent information along with the ability to make direct contact with the Agent via the telephone, email or lead generation form



Home Residential Multi-Family Lease Lot Farm Realtor Search Portfolio

Showing 1-15 of 2,143 Listings Found
Previous Set [New Search](#) Next Set

Create Portfolio

\$6,900,000 4705 Island, Austin, 78731

Bed(s): 3 Bath(s): 3 Full, 2 Half
House
MLS #: 9796613

Returning to an era of Hollywood glamour where luxury and style were essential to living a life well lived, we invite you to relive that experience and explore the magic that awaits you at 4705 Island Cove, appropriately named "Hollywood Hills of Texas".

16 Photos [View Information](#)

\$6,800,000 19700 Angel Bay, Spicewood, 78669

Bed(s): 7 Bath(s): 6 Full, 4 Half
House
MLS #: 6596474

Fabulous 13.5+ acre peninsula estate on deep water side of Lake Travis. Almost 12,000 sq ft of exquisite living areas including 2 separate guest quarters, 9 car garages & 2 car porte cochere. Outdoor living areas complete with pool & spa, fireplace & multiple covered terraces.

16 Photos [View Information](#)

\$5,000,000 803 Westlake, West Lake Hills, 78746

House
MLS #: 9293613

Prime for development. House on property, value in land only. Multiple building sites, some views of city. Great location!

8 Photos [View Information](#)

\$3,950,000 11200 Rainbow One, Austin, 78734

Bed(s): 6 Bath(s): 5 Full, 1 Half
House
MLS #: 3833423

Terra Hayes
(512) 831-0803



Click the photo or more information

then view the additional information

← Previous [Return to List](#) Next → [New Search](#)

\$6,800,000

19700 Angel Bay
Spicewood, TX 78669

Bedrooms: 7
Full Bathrooms: 6
Half Bathrooms: 4
House
MLS #: 6596474
[View Map](#)

16 Photos [View Photos](#)

Listed By

William E. Wood
Real Estate

See Info
(512) 330-8831
Schedule

Contact Us

See Info
Call
(512) 330-8831
or
Email for more details
[Agent Name](#)
[Lead Name](#)
[Your Email Address](#)
Tel:
City:
TX 78734
Comments

Description:

Fabulous 13.5+ acre peninsula estate on deep water side of Lake Travis. Almost 12,000 sq ft of exquisite living areas including 2 separate guest quarters, 9 car garages & 2 car porte cochere. Outdoor living areas complete with pool & spa, fireplace & multiple covered terraces. Designed using Feng Shui principles to enhance the beauty & energy of this extraordinary home.

Features:

- Property Type: House
- Square Feet: 11,925
- School District: Lake Travis ISD
- # Main Level Beds: 3
- Pool: Negative Edge In-Ground Pool
- Trees: Large (Over 40 Ft) Medium (20 Ft - 40 Ft) Moderate
- Parking: 2 Car Carport
- Bedrooms: 7
- Subdivision: Coves On Lake Travis Ph 01 Sec A
- A/C: Central Air
- # Fireplaces: 5
- Stories: 2
- Acre(s): 13.56
- Bath: 6 Full, 4 Half
- Water Front: Lake
- Heat: Central Heat
- # Garages: 9
- Fence: See Agent
- Gated Community: Yes

Directions:

Hwy 71 to Right on Bee Creek Rd. 5.4 miles to Right on Thurman Bend. 3.3 miles to Right on Moonlight Bay to GATE. 0.3 miles to Left on Angel Bay Drive. Home at end of cul-de-sac.

Contact Information:

See Info
Phone: (512) 330-8831
Email: [w.wood@newmark.com](#)
John St. Real Estate

Calculator:

Listing Price: \$6,800,000
Down Payment: \$1,360,000
Annual Interest Rate: 6.25
Annual Term: 30
Estimated Payment: \$33,601.23
[Calculate](#)

Note: These are estimates only.

Enter William E. Wood's Contact Information
Phone: (512) 448-4111

NewMark Insurance Services LLC
Auto Home Life Business
The NewMark Group is a member of the NewMark Group of Companies.
1000 Westlake Drive, Suite 1000, West Lake Hills, TX 78746
www.newmark.com

INTERNET+MOBILE



The MOBILE site is a mobile-enabled version of the Internet site. It offers a combination of Mobile Search & Interactive Text Request capabilities that enables consumers to get detailed listing and Agent contact information on their mobile-devices.



Mobile Search & Browse!



The Mobile-enabled listings are available for public browsing by visiting mobile site from any internet ready smart phone



Select criteria and
press continue



Then browse your
search results





Marketing Solutions You Can Trust

CREATING DYNAMIC MARKETING SOLUTIONS



Automated Print & Digital Ad Management