



CLOUD CHANNEL

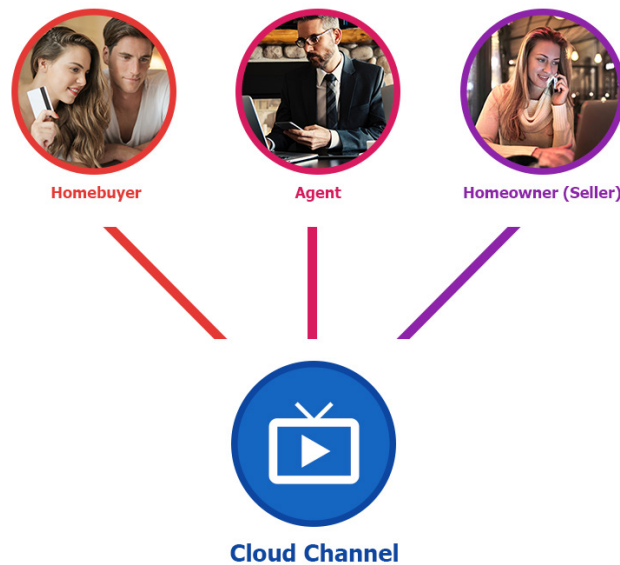
collaborative media communication service for the real estate market

Cloud Channel is a media collaboration and communication service that provides a private forum for real estate agencies and agents to elevate the engagement with their customers about properties. Cloud Channels allows one-on-one interaction between a homebuyer and his agent to create a fun and stress free home buying experience. A homebuyer can ask any questions or request detailed photos or videos in Cloud Channel. The agent or homeowner can capture the requested media either with a mobile device or a professional camera then upload it to Cloud Channel. Agents and homeowners can also upload additional virtual tour videos, aside from the ones posted in property listing websites, to provide homebuyers more information.

Features

- Complete media workflow and management solution
- Affordable, monthly SAAS-based subscription
- Agents can invite home owners and home buyers to use Cloud Channel
- Upload videos or images of properties and share with prospective customers
- Capture content on a mobile device and upload from the field / Use professional cameras to create a private YouTube
- Elevate collaborative media-based communication between agents, homeowners, and homebuyers
- Organize media into channels and control who can access that channel
- Built-in Analytics can be used by agencies/agents to further improve client engagement

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Homebuyer

A homebuyer can view media about a property, request additional videos or images, and communicate with his agent in a private setting in Cloud Channel.

Agent

A real estate agent can communicate with homebuyers and homeowners and upload requested media by homebuyers. An agent or agency will have access to the analytics in Cloud Channel that can be used to improve client engagements and help predict client behaviors. An agent can create multiple channels (based on clients or properties) and assign the appropriate clients to the channels.

Homeowner (Seller)

A homeowner can upload images or videos, taken on mobile devices or professional cameras, that are requested by a homebuyer. He can also communicate with his agent in Cloud Channel.