



CLOUD CMA



BROKER INFORMATION PACKET



Cloud CMA is a product of W&R Studios
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ABOUT OUR COMPANY

Founded in 2008, W&R Studios is a privately held web software company located in Huntington Beach, California. W&R Studios (<http://wr-studios.com>) creates focused, but simple web-based software solutions. By providing a “less is more” approach to software design, elegant user interfaces, and using the latest in agile programming, W&R Studios software applications are at the same time powerful, yet accessible to everyone.

Current products of W&R Studios include Dwellicious, a social bookmarking site for real estate and Cloud CMA. Co-founders, Dan Woolley and Greg Robertson, have over 15 years experience each developing and marketing software solutions.

WHAT IS CLOUD CMA?



As the saying goes, “You never get a second chance to make a good first impression.” So why are most agents still using the MLS to create reports/handouts for their clients? Let’s face it, the MLS is great for storing, distributing, sorting and searching data. But the actual reports it prints? Not so much.

On MLS printouts the text and photos are too small, and there is no real way of personalizing or branding the reports. Plus, everyone uses the MLS. So do you really want to look like everyone else?

Despite its name Cloud CMA actually creates more than just CMAs. Cloud CMA has report sets for both buyers and sellers. These reports include a Comparative Market Analysis (CMA), Buyer Tour, Property Reports and Flyers.



BRANDED AND PERSONALIZED REPORTS

Several highly personalized custom report “Themes” are included that will help differentiate your agents from using standard MLS reports. All reports are rendered as PDF files.

As an option, brokers also have the ability to create a custom theme. Pricing is available upon request.

BLENDING DATA

Cloud CMA will augment MLS data with other real estate data found on the web via real estate APIs. This data includes, but is not limited to: Neighborhood photos (Google s Panoramio), Zestimates (Zillow), WalkScore (Front Seat), Neighborhood and School Information (Zillow), local business ratings (Yelp) and Mortgage Quotes (Zillow Mortgage Market Place). Cloud CMA subscribers have the ability to select what type of data they want to include or exclude in each of their respective reports.



SAMPLE CLOUD CMA REPORTS

You can see sample Cloud CMA reports and a Custom Cloud CMA report at <http://CloudCMA.com/brokers>.

CREATE AND SEND REPORTS FROM ANYWHERE.

Cloud CMA offers real estate professionals a unique method of creating and distributing reports. Once subscribers have created and properly setup their Cloud

CMA account, they will be able to e-mail ML numbers, or in some cases a property address as a method of creating a report.



As an example, if a Cloud CMA subscriber has a request from one of their clients for a property report, the Cloud CMA subscriber would simply e-mail “property@CloudCMA.com“. In the Subject Line of the report, the Cloud CMA subscriber would enter the name of their client, which would appear on the cover page of the report. The ML number/property address would be entered in the Body of the e-mail. Cloud CMA servers would verify their account, grab the MLS information, and render a PDF with the subscriber s default marketing pages (cover page, resume, etc). Then, the Cloud CMA subscriber receives (via e-mail) the report ready for review. This would all happen in minutes.

This same method could be used for creating a CMA (cma@CloudCMA.com), or a Buyer Tour (tour@CloudCMA.com). If the Cloud CMA user chooses not to review the report, they could include their client s e-mail address in the “CC:” field of their e-mail to CloudCMA.com.

BRIDGING THE GAP BETWEEN PRINTED REPORT AND THE WEB.



Every Cloud CMA report created includes a QR code. QR codes, or “Quick Response” Codes, are a matrix-based barcode which can be read by QR scanners loaded onto mobile phones with a camera and Internet access.

By having a QR code on every Cloud CMA report, you can now bridge the gap between the printed report and the web. By scanning a QR code, the printed report is automatically loaded onto their smartphone or computer. Cloud CMA reports are rendered as a PDF. The advantage to this is that links within the reports are now clickable. So, if you want to visit the agent’s website, or find out more information on local restaurants on Yelp, the information you need is just a click away.



CLLOUD CMA KEY PRODUCT DIFFERENTIATORS

1. Cloud CMA is web-based, so there is nothing to install. Your agents can use Cloud CMA from any computer (PC or Mac) at their home or office.
2. Speed. Cloud CMA reports are so EASY to create your agents won't hesitate to create them for every client meeting, to make a great first Impression.
3. Cloud CMA works with e-mail. Even with a smartphone your agents can create and send reports from ANYWHERE.
4. Cloud CMA reports are UNIQUE. Instead of just the address and the number of beds and baths, Cloud CMA reports also include information like the top 10 rated restaurants closest to the listing.
5. Unlike print outs from the MLS, where the text and photos are too small, reports from Cloud CMA are branded to your brokerage and make you and your agents LOOK AWESOME.



THE CLOUD CMA BROKER DASHBOARD

(See next page for example)

As part of our Broker Licensing Program brokers will have access to a full Administration dashboard with business metrics that include:

- Number/list of active users
- Number of listings used
- Number of reports created
- Report type distribution (%)
- View actual reports being created
- See when reports are being created
- Easily manage and support agents
- Track (and monetize) your agents report activity.

GETTING STARTED:

Broker Licensing Program

The Cloud CMA Broker Licensing Program was created for brokers who wish to license Cloud CMA to multiple agents within their brokerage.

The program has the following requirements:

- Minimum of a 12-month commitment.
- Licensing costs are based upon a per user basis.
- A small set up fee.
- Invoice is paid directly from broker.

To receive a free quote please contact:

Greg Robertson

greg@wrstudios.com

714.240.3895

Cloud CMA Broker Dashboard

Users deleted/created	
today	0 / 8
yesterday	0 / 4
this week	0 / 8
last week	0 / 74
this month	0 / 110
last month	-3 / 296
total	-7 / 1,718
currently active	1,708

Users creating reports each month	
Feb 2012	10
Mar 2012	18
Apr 2012	651
May 2012	735
Jun 2012	713
Jul 2012	398

[Download report](#)

Reports created	
today	51
yesterday	56
past week	476
past month	1,691
total	6,508

Report types	
CMA	3,942 54%
Tour	1,152 18%
Property	810 12%
Flyer	970 15%
Document	32 0%

Report languages	
English	6,508 100%
Spanish	1 0%

Recently published reports	
annie.n@...@cma	less than 20 seconds
...@cma	3 minutes
...@cma	9 minutes
angier@...@cma	11 minutes
jeff.s@...@cma	15 minutes
jblason@...@cma	38 minutes
harry.b@...@cma	41 minutes
chris.hudana@...@cma	44 minutes
dygore@...@cma	about 1 hour
marly.comrad@...@cma	about 1 hour
sandra.rothbucher@...@cma	about 1 hour
ed@...@cma	about 1 hour
skipp@...@cma	about 1 hour
laura.r@...@cma	about 1 hour
lynn@...@cma	about 1 hour
lval@...@cma	about 2 hours
mg@...@cma	about 2 hours
teresa@...@cma	about 2 hours
teresa.dooly@...@cma	about 2 hours
sand@...@cma	about 2 hours
harold.p@...@cma	about 2 hours
sarc@...@cma	about 3 hours
wick@...@cma	about 3 hours
MyRealtor@...@cma	about 3 hours
catina@...@cma	about 3 hours

How many reports are being created? When?

View the actual reports my agents are creating.

What types of reports are being created?

Which agents are creating the most reports?

New users

Download users

Name	Email	City/State	Reports	Created	
Shar Penfold	spenfold@	Los Angeles, CA	0	Mon Jul 16, 03:32PM MST	Delete Login as
Corinna Bemasko	corinna.bemasko@	Santa Barbara, CA	0	Mon Jul 16,	Delete Login as
Kimberly Schmidt	kschmidt_realtor@	San Diego,			Delete Login as
Sharon Betts	sharon.betts@	Tucson, AZ			Delete Login as
Joan Philpott	joanphilpott@	Scottsdale, AZ	1	Mon Jul 16, 11:59AM MST	Delete Login as
Steve Katz	skatz@c	Studio City, CA	1	Mon Jul 16, 11:59AM MST	Delete Login as
Vahan Sarolians	sarolians@	Los Angeles, CA	1	Mon Jul 16, 11:56AM MST	Delete Login as
Kirsten Wolfe	kirsten.wolfe@	Monticito, CA	0	Mon Jul 16, 09:57AM MST	Delete Login as
J		Laguna Niguel, CA	0	Sun Jul 15, 09:31PM MST	Delete Login as
F		Newport Beach, CA	1	Sun Jul 15, 05:48PM MST	Delete Login as
Samith Vuong	samith.vuong@	El Cajon, CA	3	Sun Jul 15, 04:30PM MST	Delete Login as
Jeff McMahon	jeff.mcmahon@		0	Sun Jul 15, 09:20AM MST	Delete Login as
Thomas Magazeno	thomas.magazeno@		1	Fri Jul 13, 05:06PM MST	Delete Login as
Maureen Stimson	maureen.stimson@		3	Fri Jul 13, 04:57PM MST	Delete Login as
John Bogers	john.bogers@	Tucson, AZ	0	Fri Jul 13,	Delete Login

Easily manage and support agent access.

Easily communicate with agents.

Track (and monetize) your agent's report activity.

Features and Benefits

	Cloud CMA	Toolkit CMA
Web based.	X	X
Creates CMAs, buyer tours, property reports and flyers.	X	X
Works with your MLS.	X	X
Create and view CMAs on your iPad.	X	
Blend MLS data with Yelp, Walk Score, Zillow, Education.com and Google.	X	
Create and add custom pages on your own.	X	
Ability to create all reports by sending email.	X	
Create reports in Spanish.	X	
Named "Must Use Cloud Based Technologies for REALTORS®" by Inman News.	X	

CLLOUD CMA CUSTOMER TESTIMONIALS

“I thought maybe they’re kidding, but with the Cloud CMA, I think we went from a Yugo to a nice Ferrari, instantly!”

“I used Cloud CMA 2 generate a report and sent the link auto-generated, through FB! Needless to say, the prospect was amazed.”

“In less than 15 yrs we went from the Middle Ages “blue screen” Landmark to the aptly named “Cloud CMA.” Thx!” – **Charles**

“I think this Cloud CMA is a great tool. I’m really enjoying this!” – **Trudy Holmes**

“Love this product!” – **Lynn McGrath**

“I did two Cloud CMAs my first time out. To say I am not computer savvy is putting it mildly. I have to admit this was very easy to navigate and when I clicked to “view” report, I was thrilled! I am having them spiral bound today and taking them to my clients!!!” – **Debra Smethurst, TNG Real Estate Consultants**

“Cloud CMA is the best Market Analysis available in our marketplace. They are also very receptive to agent needs. Two times I have asked for changes and they have emailed me back immediately. I love them!” – **Allison Van Wig**

“As a successful agent with a keen eye on simplifying our business processes, I look for tools that can assist with enhancing each client interaction. When I came across Cloud CMA, I knew this was one of those tools. The system is easy to use, visually appealing and works great on the iPad! We are often approached by companies with the “greatest” virtual this or the “next gen” that, but Cloud CMA is absolutely the greatest and next gen CMA tool there is. As a former Productivity Coach for the Keller Williams Beverly Hills Market Center, I can say with absolute conviction, that CloudCMA should be in every agent’s toolbox.”

– **Scott Tamkin, Associate Team Leader, KW Brentwood**

"I've been so delighted with Cloud CMA. It's like pushing the "easy button" but getting the top of the line model! The best part is the wow factor that the buyers and sellers feel. I have had so many positive comments on the detail and format of the reports. For my out of state buyers, it's a wonderful tool to see many property photos in one concise report. Clients are able to compare the homes and communities with easy to see data and summaries. I especially like being able to customize each report that goes out, without re-working the entire database. I've been so pleased to have a truly top notch report and summary to present to my clients – I take pride in being able to offer my clients the very best service and I feel that Cloud CMA helps me achieve my personal goal – "exceeding expectations!" – **Claudia Swartz**

"Whoa! I wasn't ready for this one and boy is it a doozy! You've heard the expression "time is money?" Well, this is a prime example. I can't tell you how many hours I've spent doing a CMA for a client in the middle of dinner time or some other busy moment in my life and it would take literally take 30 minutes or more depending on the specifics. I'll never forget Christmas Eve one year a client had to have a CMA before I wrote an offer and it has been a thorn in my side ever since. I had to remove myself from my family and friends and get to work. With that said, I recently attended the Cloud CMA class with my partner Annabeth, we were blown away! In short, we tried it out last week and voila we had a full CMA delivered to us in seconds! Yes, seconds! It's so much more than we ever expected."

– **April Watkins, Keller Williams Watkins + White**

"Cloud CMA is an amazing tool. I have been utilizing it since early 2010. I love that I can email the entire presentation a few hours ahead of my appointment with the sellers. I ask my sellers to review the photos of the sold, active and pending sales before I arrive. This strategy allows sellers to digest the information before I arrive and better prepares them for a discussion of how to price their home for sale. I think sellers appreciate the overall appearance and look of Cloud CMA. This program makes my listing presentation stand out from the crowd because I can use my iPad to go over the data without wasting a ton of paper. Also, sellers can keep a digital copy saved on their computer. Additionally, it is a great tool for sending a quick CMA for buyers to see what comps sold in a target area before writing an offer. I love CLOUD CMA." – **Jennifer Pollock, CRS, Keller Williams Realty**

I was introduced to Cloud CMA a few months ago at the C.A.R. Expo. The thought of an internet based software using local MLS information, Title information and additional Internet information for a CMA was not only intriguing but very cutting edge. After seeing a demonstration of the product, I decided to try the software and run it for 30 days to see if my team and I could save time and generate additional business. I am happy to say that we have saved time, generated additional business, and the accuracy of Cloud CMA is incredible. Cloud CMA allows us to also run CMA's in areas outside our niche market, thus helping us expand our listing area. Additionally, Buyers are shocked when they receive the Buyers Tour package produced by this software. Cloud CMA is my favorite New Tool for the year."

– Troy Sage, Keller Williams

As a successful agent with a keen eye on simplifying our business processes, I look for tools that can assist with enhancing each client interaction. When I came across Cloud CMA, I knew this was one of those tools. The system is easy to use, visually appealing and works great on the iPad! We are often approached by companies with the "greatest" virtual this or the "next gen" that, but Cloud CMA is absolutely the greatest and next gen CMA tool there is. As a former Productivity Coach for the Keller Williams Beverly Hills Market Center, I can say with absolute conviction, that CloudCMA should be in every agent's toolbox."

– Scott Tamkin, Associate Team Leader, KW Brentwood

"As someone who previously worked in the high tech industry, I've been constantly disappointed by the lack of useful innovation in the real estate industry. That is until now. Cloud CMA is truly one of the best, and most useful, technologies I've seen in the last 8 years! In the past, I've had to manually piece together (utilizing elements of other vendor's tools) my CMAs in order to insure that I provided my clients with the most detailed and thorough market analysis possible. This was a very time consuming and arduous process. Cloud CMA simplified and enhanced this process. Not only does it allow me to rapidly create a CMA, but it made it better and more accessible. My buyers agents also love the tool. The Buyer Tour and Property Profile features have saved them a great deal of time (better spent with clients) and enhances their professional image with prospective buyers. Again, this is one of the few tools in real estate that leverages the cloud and makes me more productive. Bravo Cloud CMA!"

– Tony Kelly, Keller Williams Realty, Portland Premiere