



TheGenie.ai

2. The **A B C's** Market Share growth with TitleGenie

Provide Title Reps a Biz Dev platform to open more doors and close more deals

- **A**ttract Great Agents - Genie patented analytics produce irresistible conversation starters
- **B**uild Trust - Bring value by being an INTEGRATED KEY PLAYER on listing team
- **C**lose Deals - Earn title orders before listings hit the MLS



Agent Attraction

“Teach an agent 1 thing they don’t know about themselves, you will get in the door... every time”

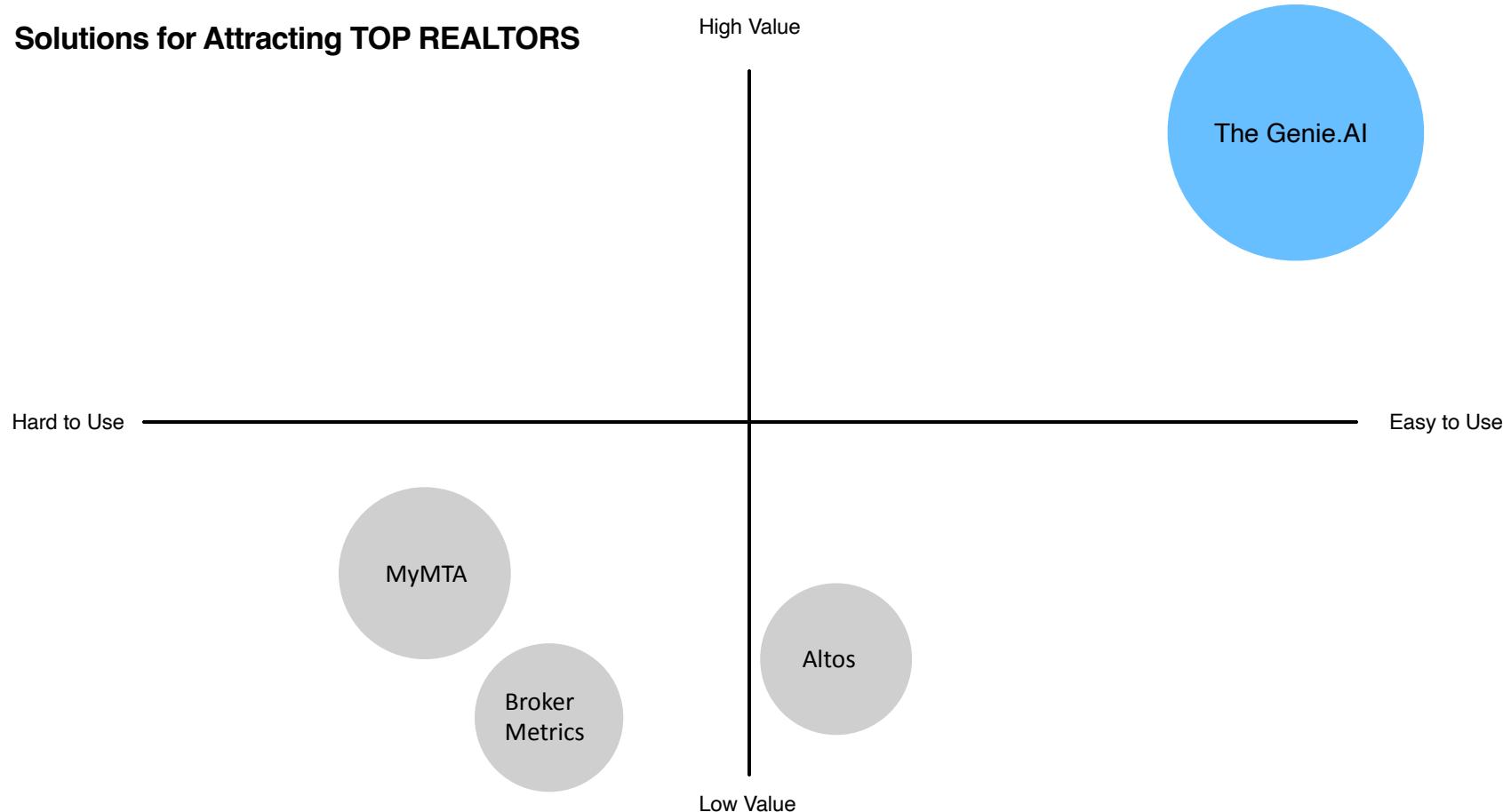
- **Agent Scorecard** - Select agents based on potential title revenue
- **Patented Farm Analyzer** - Uncover “pockets of listing opportunities”
- **Share KNOWLEDGE** competitors don’t have

Typical inferior options:

Broker Metrics, Altos Research, MyMTA



Solutions for Attracting TOP REALTORS



AskPaisley



TheGenie.ai

3. Build Trust with Agents

“Knowledge is NOT regulated, empower your reps with VALUABLE KNOWLEDGE to build lasting trust.”

- **Refer and Recommend Paisley** - Marketing Assistant AI
- **Offer KNOWLEDGE** on competition & growth strategies
- **PRE LISTING** Knowledge - Solutions to help agent earn the listing

Companies who think they are Competition:

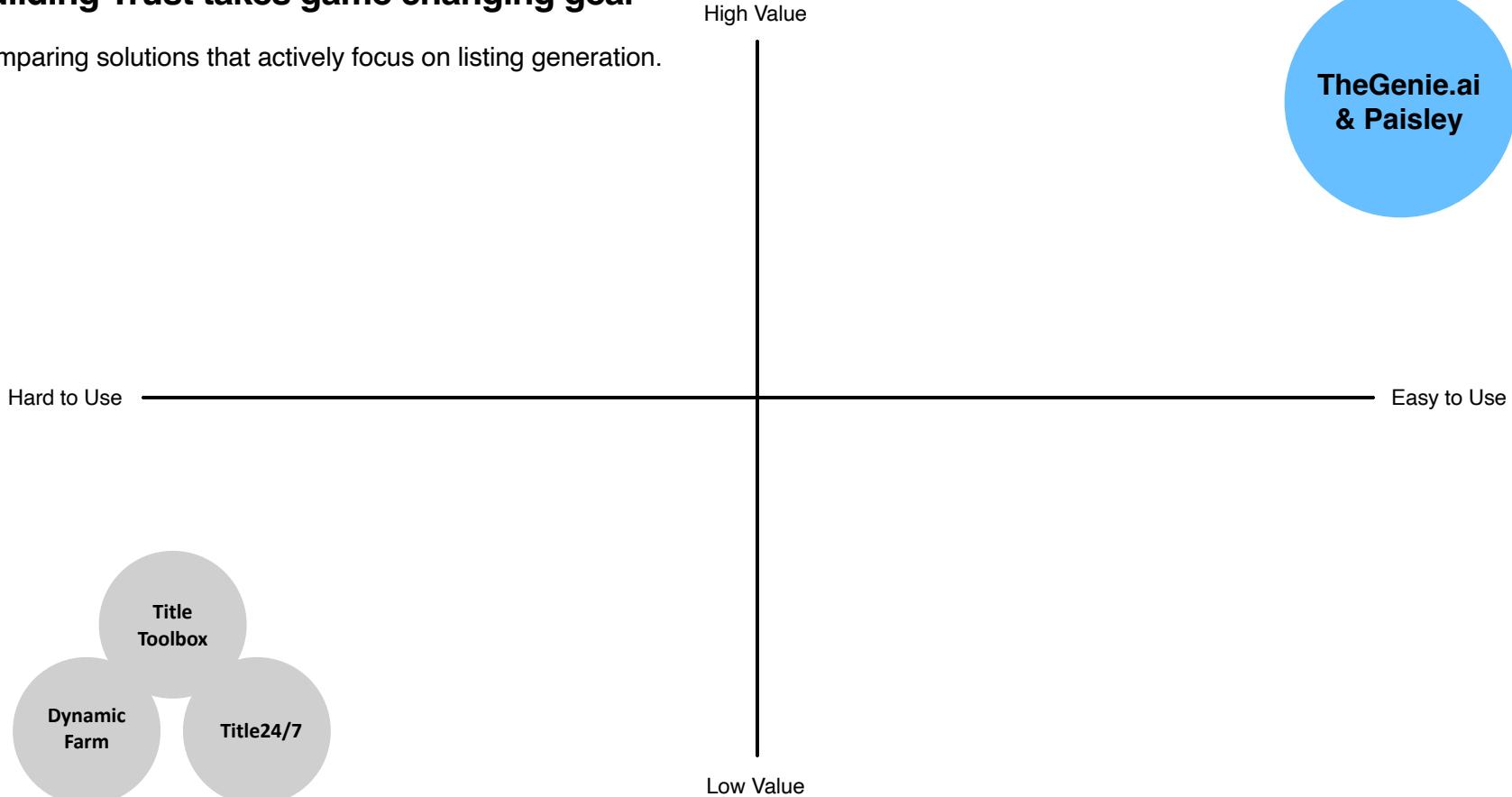
Title Toolbox, Title24/7, Dynamic Farm

A screenshot of the Paisley AI platform interface on a tablet. The top navigation bar includes a profile picture of Gary Gold, a search bar with the placeholder "What would you like to do?", and a message "Currently using Gary Gold as a DE". The main menu on the left side of the screen lists various features: Start, Ask Paisley, Refer a friend, Admin, Areas, Property, Engagement Center, Listing Command, Optimized Audiences, Marketing News, and Marketing Hub. To the right of the menu, there are several cards with different service offerings:

- General Intelligence**: Have questions outside of Real Estate?
- Listing Focused**: Need help creating that new Facebook ad for your Just Listed? Want to add a blog post in seconds about your closing? Paisley can help with everything!
- Pre-Listing Focused**: Need to come up with the perfect MLS Description? Craft one in under a minute. Paisley assists with all your pre-listing needs.
- Business & Branding**: Trying to figure out the perfect bio represents YOU? Check our Agent Wizard and craft the perfect paragraph.
- Engagement Focused**: Paisley will help you create an engagement plan.

Building Trust takes game changing gear

Comparing solutions that actively focus on listing generation.

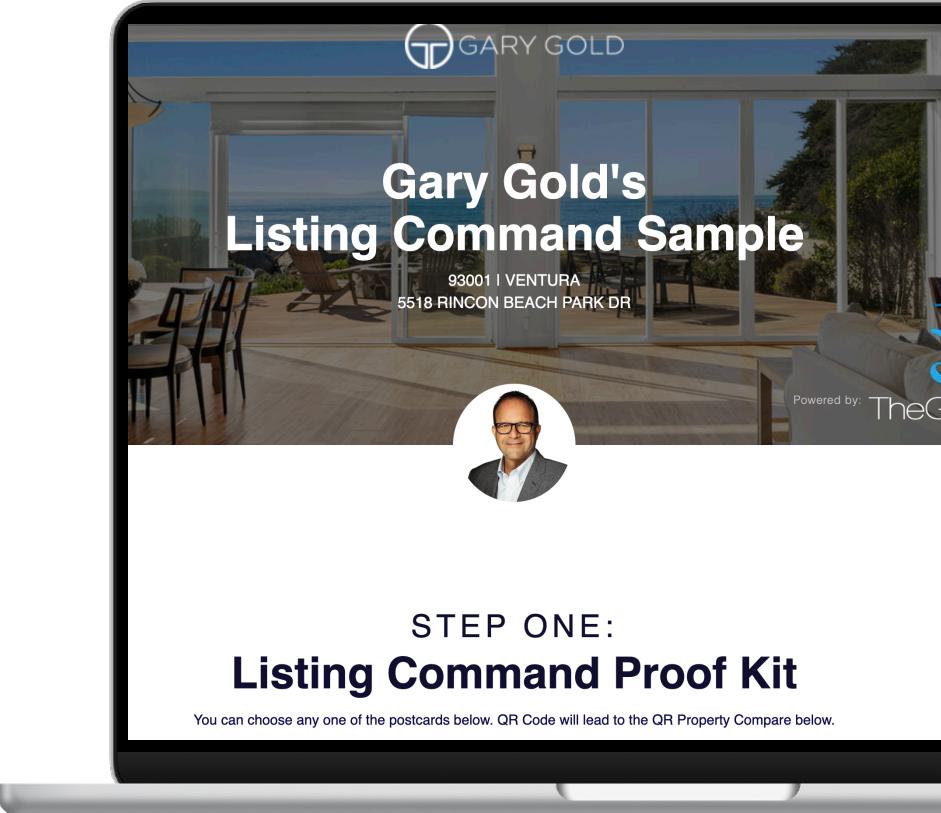


Close for more Title Orders

“Being integrated into the listing workflow gets our reps the title order before the listing hits MLS”

- Trust translates to Partnerships - Value is irresistible
- Be in the CENTER of every LISTING - as partner in the workflow
- Earn the Title Order BEFORE listing is entered into MLS

Competition: Other Title Companies



GARY GOLD

Gary Gold's
Listing Command Sample

93001 I VENTURA
5518 RINCON BEACH PARK DR

Powered by: TheC

STEP ONE:
Listing Command Proof Kit

You can choose any one of the postcards below. QR Code will lead to the QR Property Compare below.



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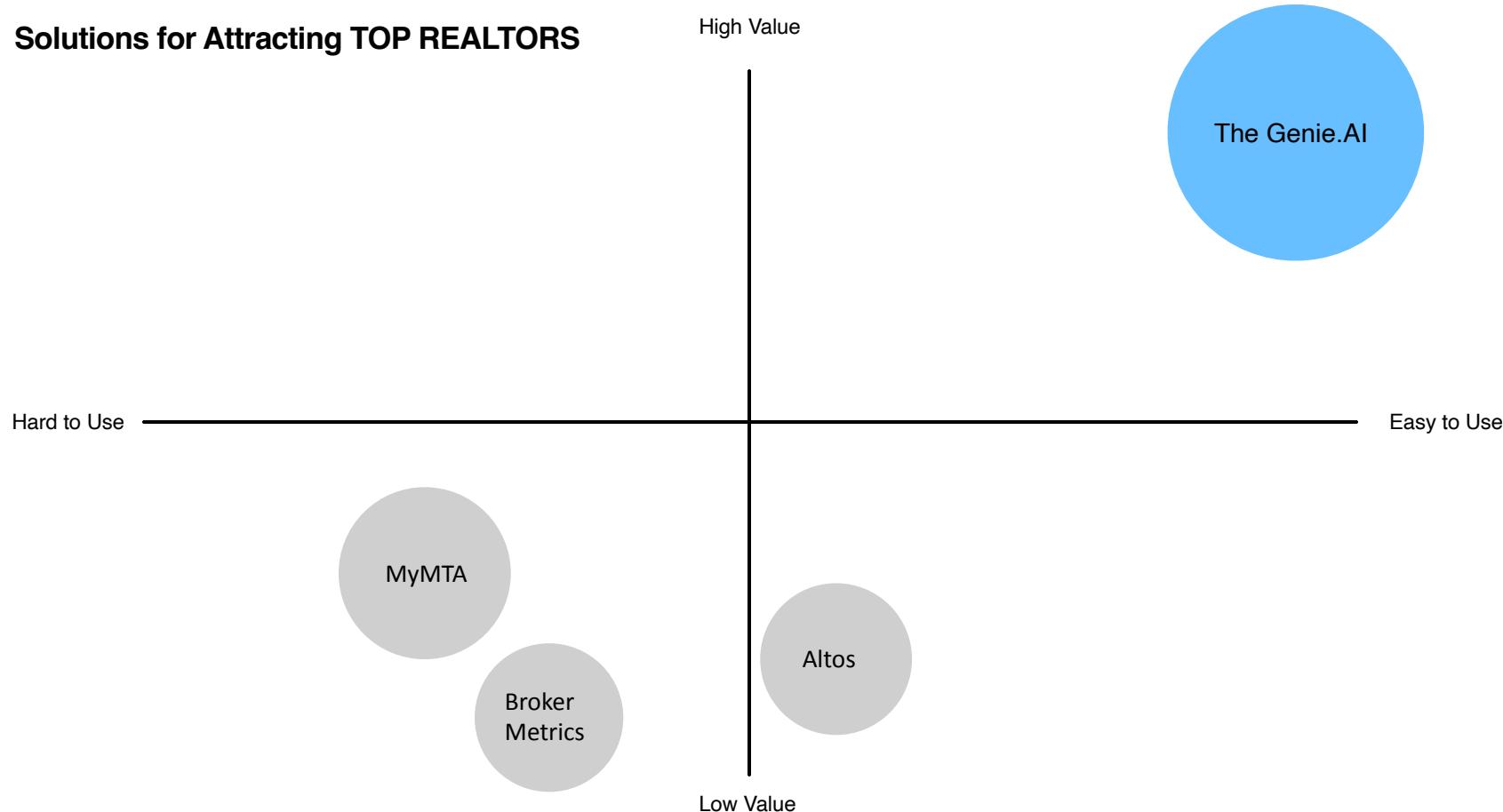
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Solutions for Attracting TOP REALTORS



Lower transaction volume

Higher title rep competition among the few winning realtors

F1 Vision

Newer Realtors are less subscribed to the ‘relationship based’ model. Title business is transactional.

Many Realtors don’t close any deals. Title reps struggle to get conversations started with the few that do.

Sold - All Agent Listings



TOTAL SALES - 2
1-SFR
1-Condo



SALES VOLUME
\$ 7.88m



AVERAGE SALE PRICE
\$ 3.94m



MEDIAN SALE PRICE
\$ 3.94m



AVERAGE DOM
81



PERCENT SALE TO LIST
100.06%

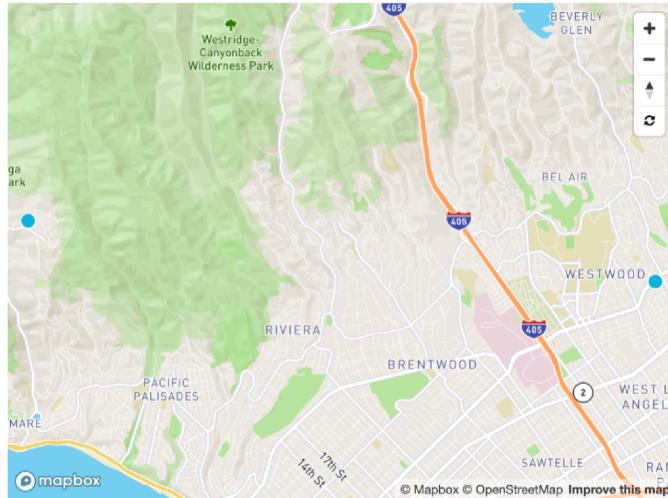


LOYALTY TO TITLE COMPANY
High



ESTIMATED TITLE FEES
\$ 10k

Active Inventory



Don't know which agents to target?

Let TitleGenie take care of it for you.

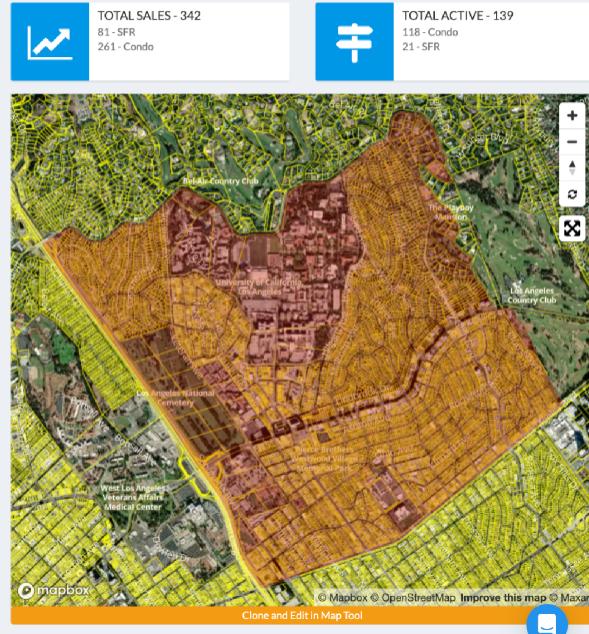
Overall Competition										
	Sides Competition		Volume Competition		Listing Competition					
Competition	Name	Active	List Side - Sold	Buy Side - Sold	Double Dip - Sold	List Volume	Buy Volume	Double Dip Volume	Total Agent Volume	
2.09%	Laurence Young	1	9	3	0	\$ 34.79m	\$ 8.97m	\$ 0	\$ 43.76m	
1.87%	Donald Heller	1	8	0	2	\$ 17.60m	\$ 0	\$ 9.90m	\$ 27.50m	
1.44%	Sally Forster Jones	0	5	0	1	\$ 36.59m	\$ 0	\$ 1.90m	\$ 38.49m	
1.43%	Tomer Fridman	1	3	0	2	\$ 15.41m	\$ 0	\$ 22.30m	\$ 37.71m	
1.26%	Mark K. Rogo	2	8	0	0	\$ 11.00m	\$ 0	\$ 0	\$ 11.00m	
1.23%	James Bremner	1	7	0	0	\$ 19.83m	\$ 0	\$ 0	\$ 19.83m	
1.01%	Chad Lund	3	4	0	1	\$ 6.04m	\$ 0	\$ 4.44m	\$ 10.48m	
0.88%	Joshua Altman	0	2	1	0	\$ 14.49m	\$ 19.50m	\$ 0	\$ 33.99m	
0.86%	Mazda Houghoughi	1	5	0	0	\$ 12.02m	\$ 0	\$ 0	\$ 12.02m	
0.80%	Jade Mills	1	2	0	1	\$ 7.38m	\$ 0	\$ 11.48m	\$ 18.86m	

Showing 1 to 10 of 628 entries

Ever wondered how you can bring value to your Realtors?

Title genie is the only platform that showcases realtors their competition data.

Westwood 🔧



Our Bread and Butter: DATA

TitleGenie lets you analyze areas like a stock pick, nailing down exact strategies you can recommend to agents