

REDX

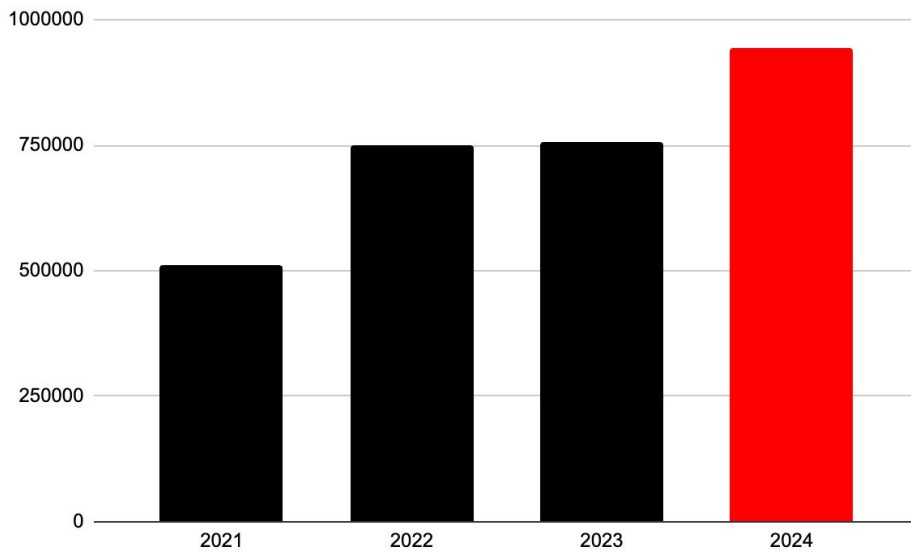
LIVE TRAINING

Greatest Opportunity of 2025

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Inventory has increased since 2021

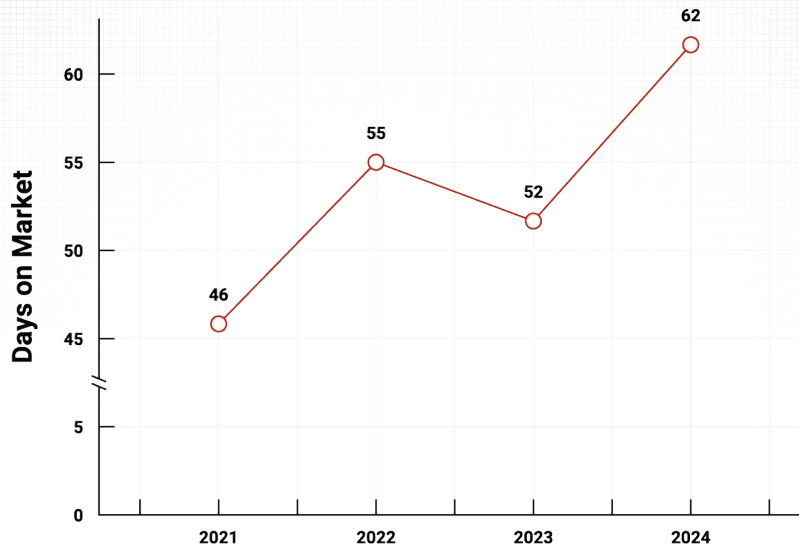


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Inventory has increased - there is more supply being added onto the market

Average days on market is going up

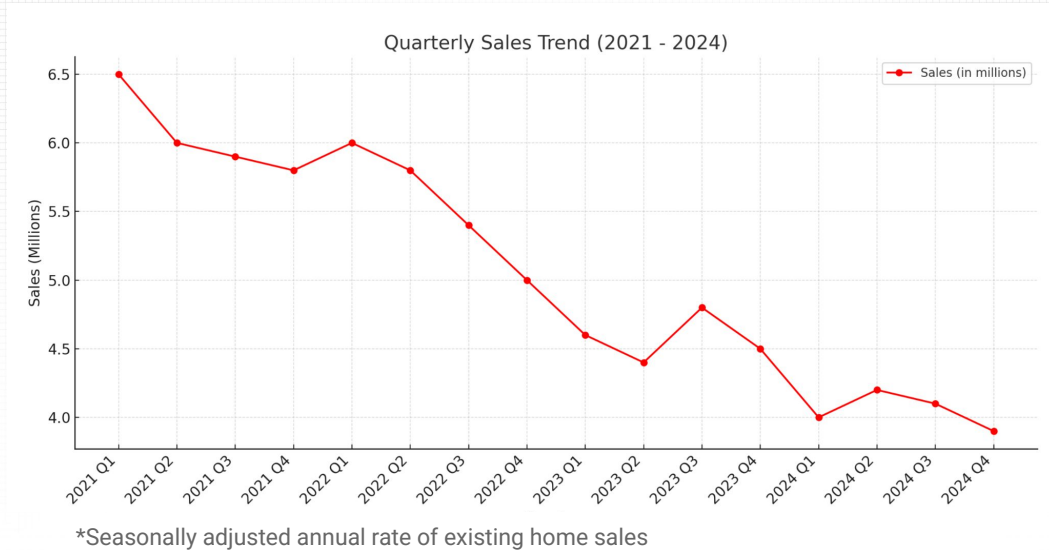


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When we see more homes on the market, days on market follows closely after

Existing Home Sales Are Down



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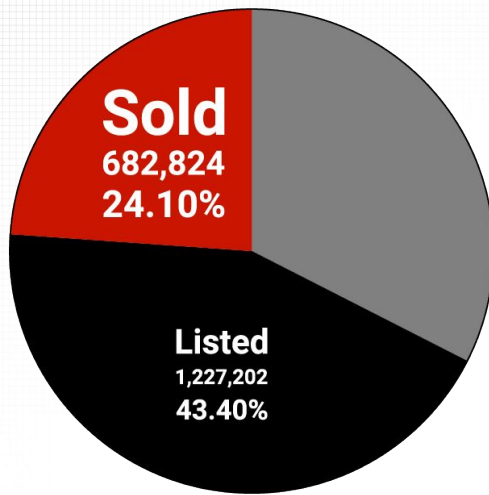
With people having really favorable interest rates, people who are in existing homes are simply not moving - they do not want to have to give up that rate.

More Inventory + Increase DOM + Lower Sales

=

EXPIRED LISTINGS

Expired/Canceled/Withdrawn Listing Sales



Averages Days To List - 47

Average Days to Sale - 29

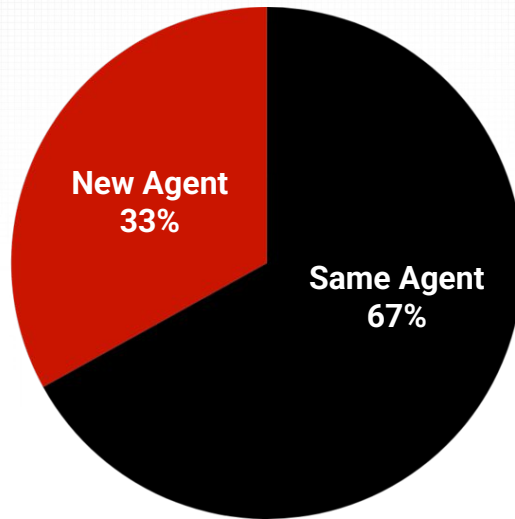
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Total Unique Properties: 2,828,593

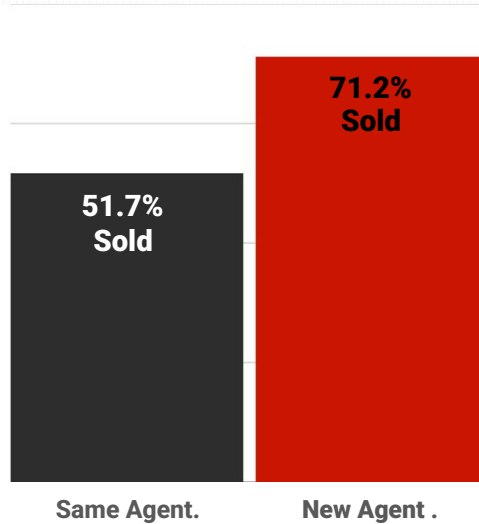
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Your SOI has a 3-5% list rate over 12 months, similar to the national turnover, or list rate. Compare the list rate of that with Expires.

Percentage of homeowners that relisted with a new agent:



Sales Results of relisting



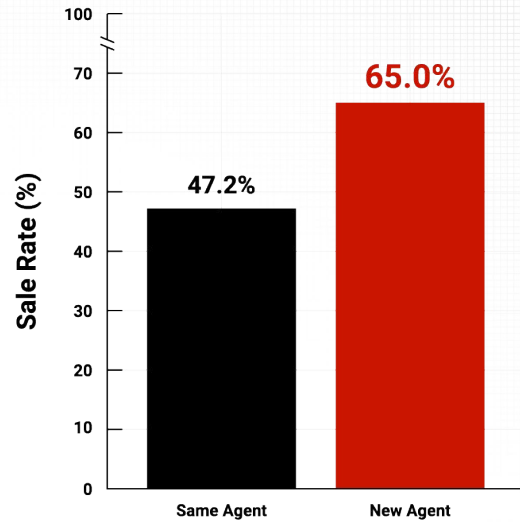
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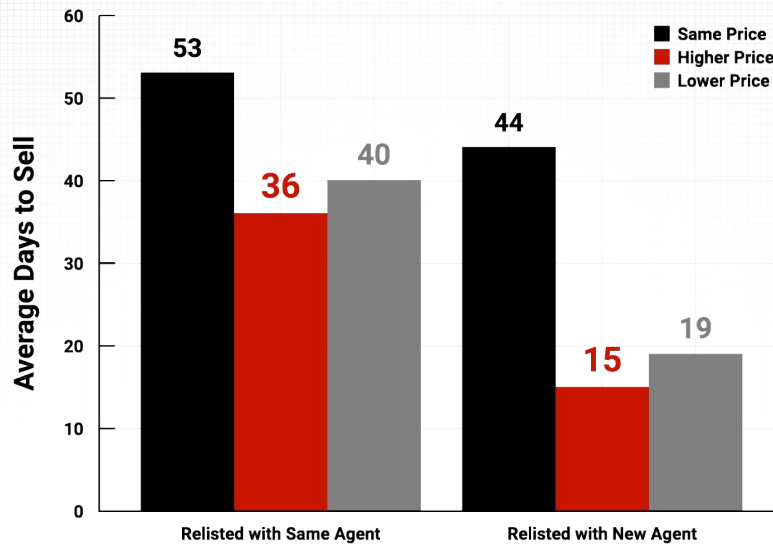
What agents need to know, is that the chance of a home selling with a new agent is significantly higher! New agents have different networks and market the properties differently.

There is a
38% increase
in probability of selling with a
NEW agent

Sale Rate by Agent Change



Average days to sell by agent



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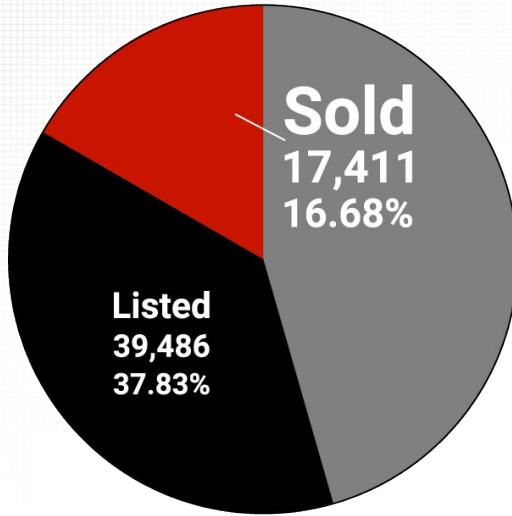
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The probability of selling with a new agent is true regardless of pricing strategy. Not only is it more likely to sell, it will do so in half the time.

Average DOM to sell **with same agent is 46 days**

Average DOM to sell **with new agent is 23 days**

For Sale By Owner (FSBOS) Sales



Averages Days To List - 44

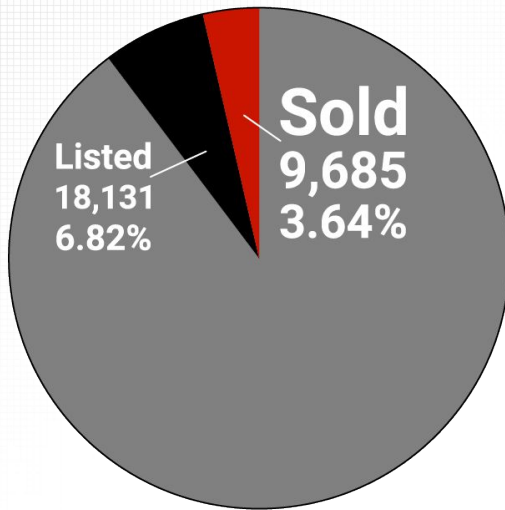
Average Days to Sale - 56

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Total Unique Properties: 104,370

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Vacant Rentals Sales



Averages Days To List - 61

Average Days to Sale - 44

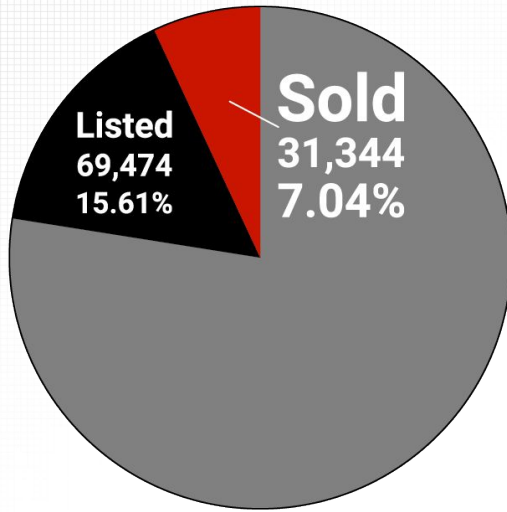
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Total Unique Properties: 266,001

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6% of FRBOs list with agent
Average 51 Days before listing

Pre-foreclosure Sales



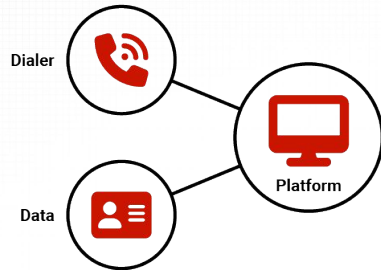
Averages Days To List - 86

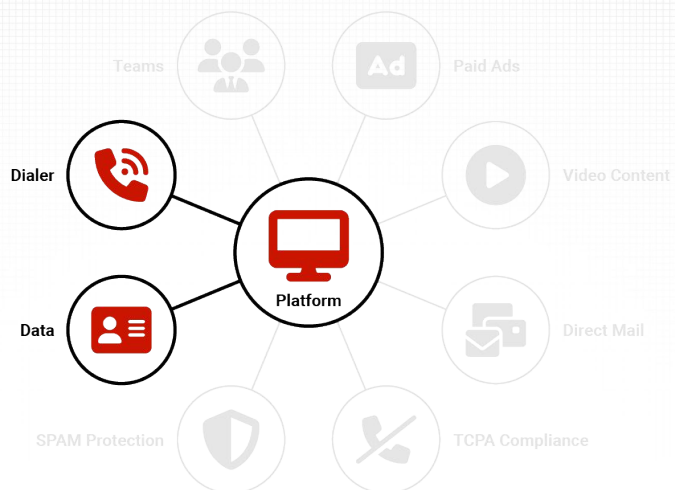
Average Days to Sale - 50

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Total Unique Properties: 445,175

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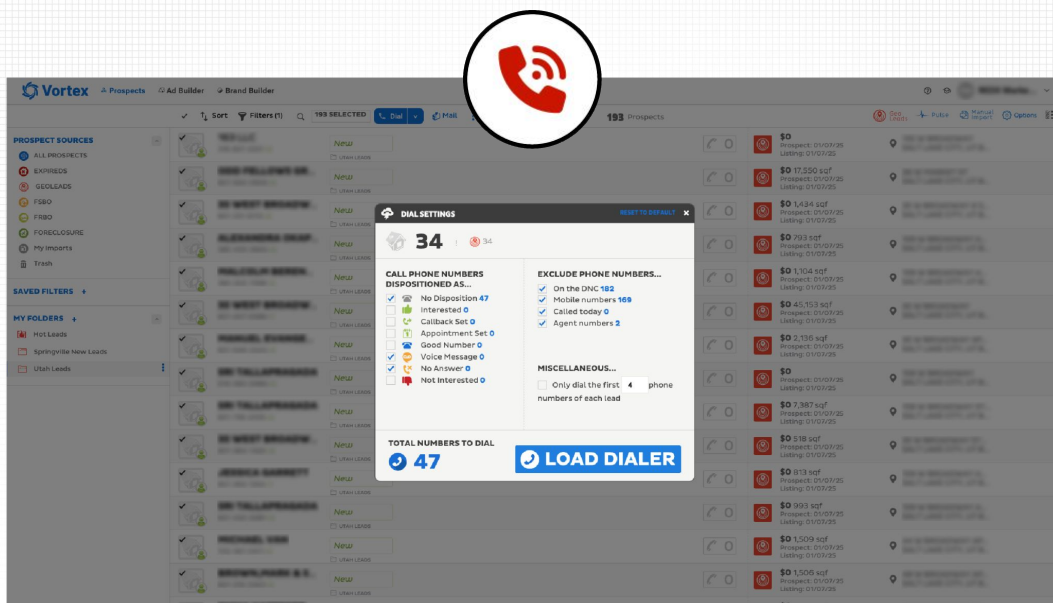
The screenshot displays the REDX application interface. On the left, a sidebar contains contact management tools: 'Add to Folder', 'New', 'Name(s)' (with 'CEDRIC ADJA' listed), 'Add Name', 'Phone Number(s)' (with five masked numbers and icons for call, email, and location), 'Add Number', 'Email(s)' (with one masked email and icons for call, email, and location), and 'Add Email'. The main area on the right is titled 'Property Details' and features a red circle highlighting a user profile icon at the top. Below this, property information is shown: '42 Days on Market', 'MLS ID', '4006 Square Feet', '0.13* Lot Size', 'single family Property Type', '3 Bath', '4 Bed', '2018* Year Built', and a price of '\$751,200'. A navigation bar includes 'Activity Log & Notes', 'Tax & Details', 'Market Insights', and 'Data Insights'. The 'Data Insights' section is expanded, showing 'Home & Building Insights' and 'Financial Insights'. The 'Home & Building Insights' table lists details like Lot Number (152), Subdivision (PROVIDENCE AT WATERS EDGE), Property Type (Single Family Residence), Bedrooms (4), Bathrooms (2), Square Footage (2635), Lot Size (5924 sq ft), Year Built (2018), Structure Description (A-FRAME), Exterior Description 1 (STUCCO), Exterior Description 2 (UNKNOWN), Construction Description (UNKNOWN), Construction Quality (7), and Basement Square Feet (1371). The 'Financial Insights' table lists Household Income (\$50,000-\$74,999), Estimated Mortgage Debt (\$232,363), Estimated Equity (\$518,837), Wealth Score (\$150,000 - \$249,999), Estimated Market Home Value (\$500,000 - \$749,999), Marital Status (Married), Length of Residence (5), and Education Level (Completed College). A 'Lifestyle Insights' section is also visible. The bottom left corner contains the copyright notice: 'Copyright © 2022 REDX LLC. All Rights Reserved.' The bottom right corner features the 'REDX' logo.

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Of course you need the great data. Not just phone numbers and contact information

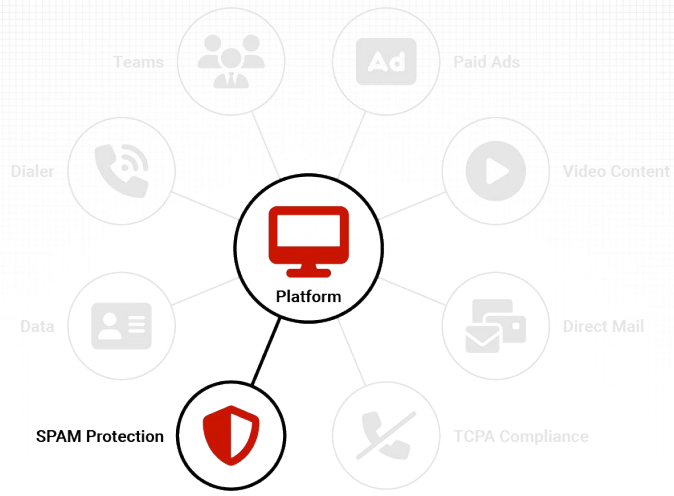
- Property information
- Building information
- Financial information
- Home equity and debt information
- Market information about the zip code where the property is located



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You need dialing technology that helps you be efficient while helping you to remain TCPA compliance.





Spam Protection

Seats Used: 1/1 [Get More Protection](#) [Update Caller ID](#)

Caller ID Information

Caller ID (ex. Business Name)

Tyler Fenn

Call Purpose

Real Estate

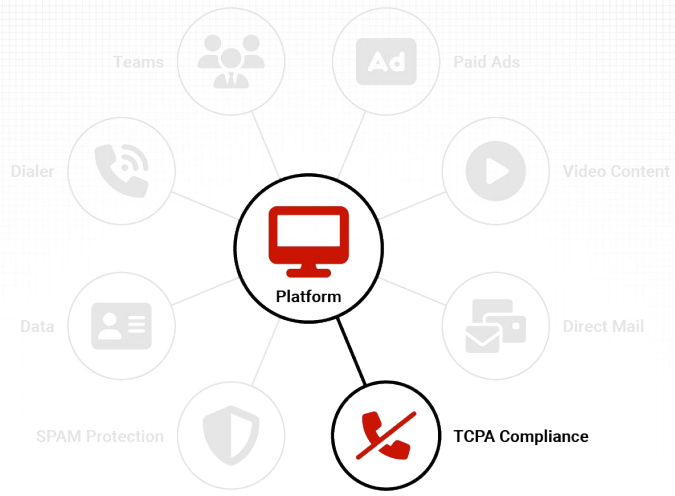
Protected Numbers

Number	Status	AT&T	T-Mobile	Verizon	
 (385) 350-8671	 Healthy				

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A dialer that monitors your phone numbers for spam flags.





XXXXXXXXXXXX
XXXXXXXXXXXX
XXXXXXXXXXXX

+ Add to Folder

New

Name(s)

+ Add Name

Phone Number(s)

M * XXX-XXX-XXXX



DNC



M * XXX-XXX-XXXX



M * XXX-XXX-XXXX



M * XXX-XXX-XXXX

DNC



+ Add Number



RESET TO DEFAULT X

CALL PHONE NUMBERS DISPOSITIONED AS...

- ☒ No Disposition 9
- ☐ Interested 0
- ☐ Callback
- ☐ Appointment
- ☐ Good Number
- ☒ Voice Mail
- ☒ No Answer
- ☐ Not Interested

EXCLUDE PHONE NUMBERS...

- ☐ On the DNC 38
- ☒ Mobile numbers 49
- ☒ Called today 0

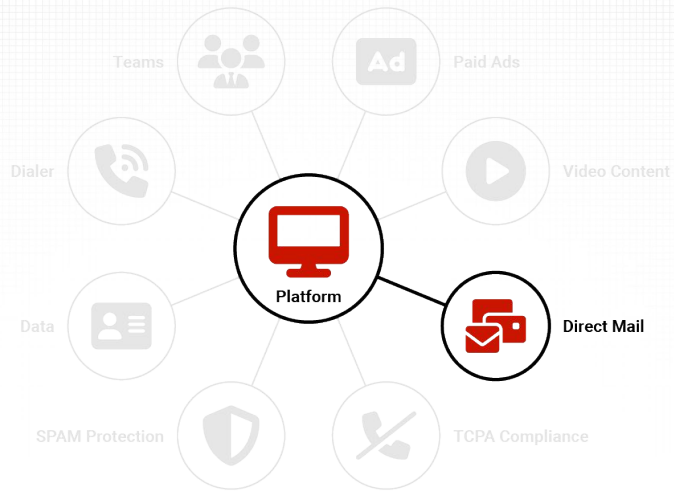
You are responsible for your own compliance. Only call numbers on the DNC if you have the appropriate consent or established business relationship. Are you sure you want to turn off the filter?

NO YES

TOTAL NUMBERS TO DIAL

9

LOAD DIALER



ProspectsAd BuilderBrand Builder



🗨️🔗👤Curtis Fenn

← List View

Mailing List

1 Contact

HECTOR RIVERO
1418 E 1200 S
SPRINGVILLE, UT 84663

✕

Postcards

New

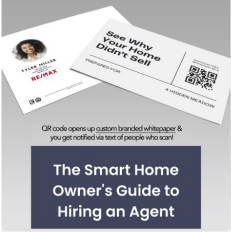
DIY Mailers

DIY Labels

Choose a style of card you wish to send below.

Each 88c 6x9 postcard has a call to action linked to a QR code to download a pre-built personalized white paper for your prospect to read. When the QR code is scanned, you will be notified by text message. First class postage included. Most cards are delivered within eight calendar days but it can take up to two weeks.

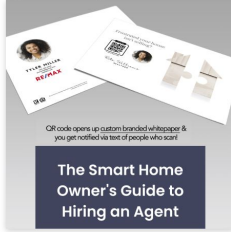
Expired Mailer - Design 1



QR code opens up custom branded whitepaper & you get notified via text of people who scan!

The Smart Home Owner's Guide to Hiring an Agent

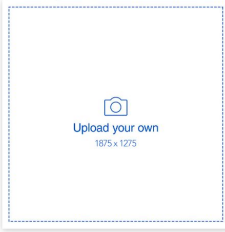
Expired Mailer - Design 2



QR code opens up custom branded whitepaper & you get notified via text of people who scan!

The Smart Home Owner's Guide to Hiring an Agent

Custom Image

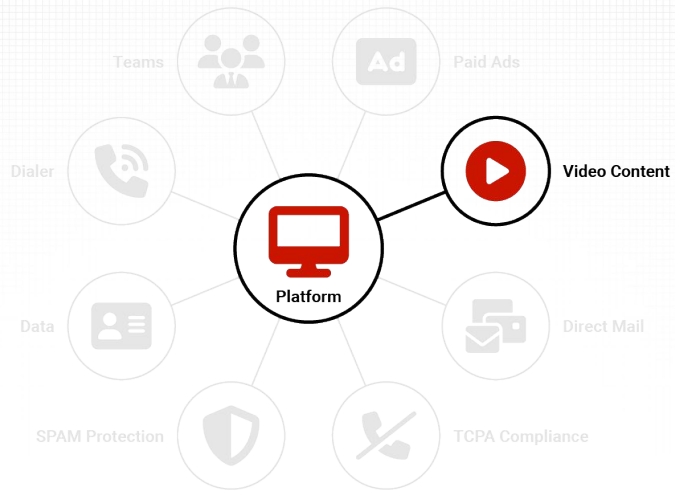


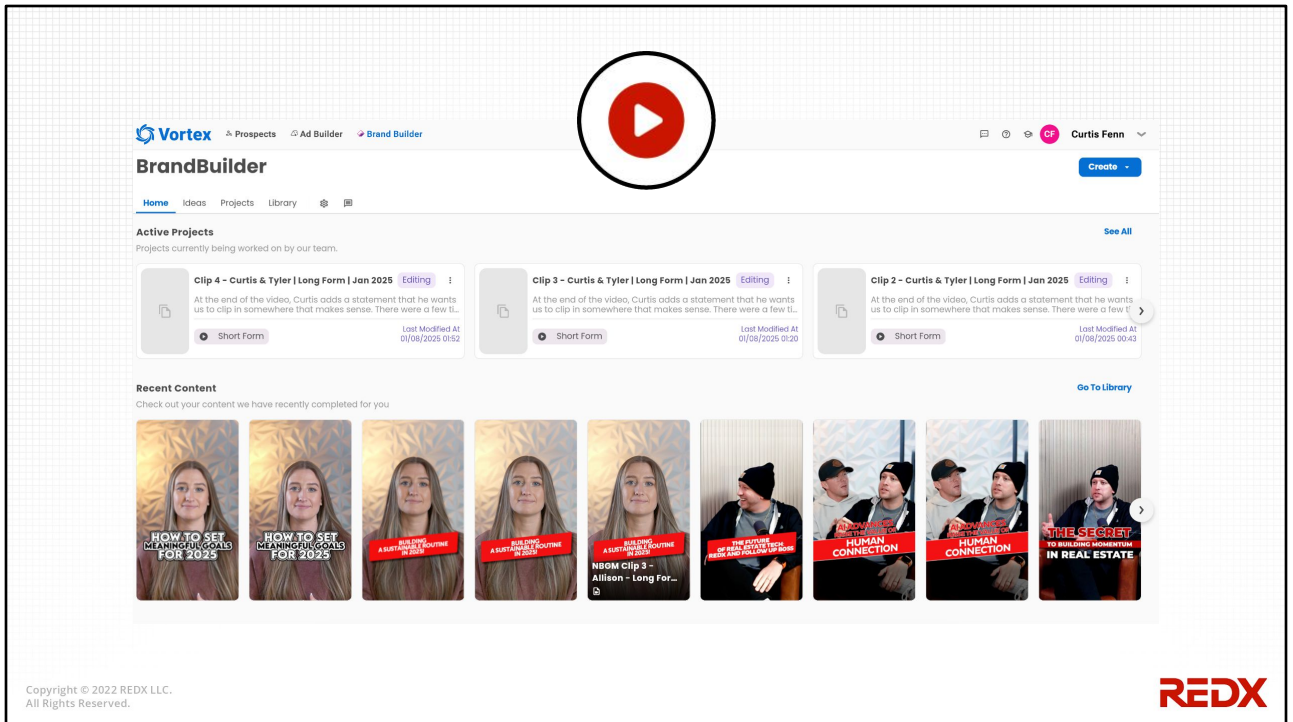
Upload your own
1875 x 1275

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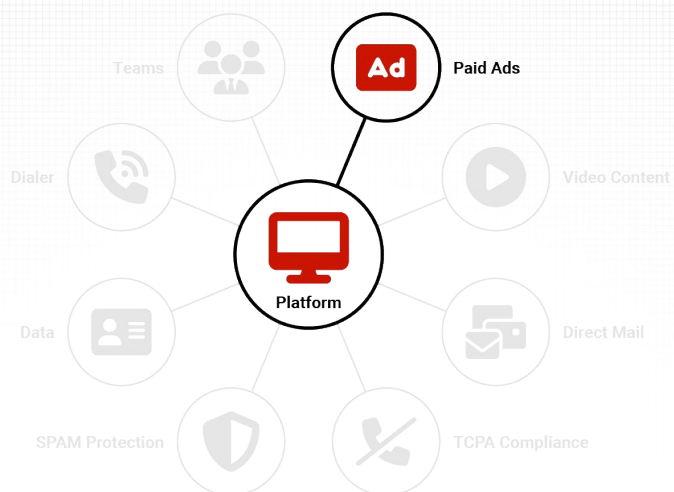


You need a platform with mailers and pre-made content that is known to convert, or the ability to upload custom marketing materials agents are getting from ListingLeads.com!





Uses AI to help you craft the right script for a social media video, a teleprompter or even video editing capabilities



The screenshot displays the REDX social media advertising dashboard. At the top, a red circle highlights the 'Ad' logo. The main interface is divided into several sections:

- Audience:** A section titled 'Audience' with the instruction 'Select who you would like to target with your ads. You can only run your ads to one of the following options.' It includes two primary targeting methods:
 - Vortex Data:** 'Target specific individuals using data from Vortex. Ideal for reaching high-intent leads directly.'
 - Facebook Location Targeting:** 'Reach people within a specific area using Facebook's location targeting. Great for broad reach in your chosen neighborhoods.'
- Who would you like to see your ad?:** A section showing 'Audience size: 0*' and a note '*Audience size must be 1000+ to post your ad.' Below this is a 'Prospects' section with 'Saved Filters' and a list of filters:
 - ☐ Select all
 - ☐ Individual (58119)
 - ☐ 21 Day Expires UT county (227)
 - ☐ New Expires (15)
 - ☐ EXPIREDS (31458)
 - ☐ GEOLeads (17992)
 - ☐ FSBO (337)
- AD PREVIEW:** A section showing a preview of the ad. It features a post from 'The Lance Group Real Estate' with a house image and the text: 'Are you frustrated that your home came off the market without selling? Well, you're not alone... but if this is the case we need to talk. Homes are still selling, yours can, too! Click below to connect.' Below the image is a 'Contact us' button and social media interaction icons (Like, Comment, Share).
- Facebook Feed:** A dropdown menu at the bottom of the preview section.
- Settings:** A section on the right with tabs for 'All Platforms', 'Facebook', and 'Instagram'. It includes fields for 'Choose Video/Image', 'Ad Message', 'Website Link', 'Link Headline', and 'Call to Action'.

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In 2025, you need to have a platform that helps to you prospect on social media.

Upload and create custom audiences, create ads and target the data you have on the platform.

