Platforms Supported

Android 1.5 or greater	Native application
BlackBerry 4.0 or greater	Native application
Java CLDC 1.1 MIDP 2.0	Native application
Palm OS 5.4	Native application
Symbian S60 3rd Edition	Native application
Windows Mobile 5.0 or greater	Native application
iPhone/iPod Touch 2.0 or greater	Native application
'feature phones with internet access'	web 'lite' version

Video Demonstrations

Overview of Boopsie for Real Estate: http://www.youtube.com/watch?v=FL_dxetcF54
Agent tied to Client demonstration: http://www.youtube.com/watch?v=Tb8-g4yApdo
Generic Agent Application:
    iPhone: http://www.youtube.com/watch?v=pJby4WuCy_Y
    Windows Mobile: http://www.youtube.com/watch?v=MBRjxBlVZdo
    BlackBerry: http://www.youtube.com/watch?v=8Wq-IwJGbV4

Key Differentiators

Boopsie for Real Estate has several key differentiators that make the application much more functional and *usable* for the real estate professional.

1) Boopsie's patent pending Smart Prefix search allows instantaneous search by searching after each character is typed. Average search time latency on Verizon's network is roughly 100ms - which is the approximate latency of the network. However, the average *throughput* (the time it takes to actually do a search vs. transfer the data over the network) is approximately 17ms. This allows Agents and Customers to easily search hundreds of thousands of listings in a fraction of the time it takes other applications to even get past the criteria selection screen. It takes two clicks, including the click to start the application, to see properties for sale nearby. Typing something as simple as "5be 4ba pool" shows all 5 bedroom, 4 bathroom homes with a pool; continue typing by entering "5be 4ba pool CDM" - shows all in Corona Del Mar (CDM is the 'area' code for Corona Del Mar). No need to select from drop downs, combo boxes or other criteria.

2) Boopsie for Real Estate 'ties' the agent directly to their client base. The Agent subscribes to the service and may then invite Customers via their mobile phone or website to download the application. The Customer application offers a 'public' view into the MLS data. The top of the home screen on the Customer application displays the Agent's information and contact data - thus making it clear who the Customer is working with. As the Customer searches thru the MLS listings, they may mark any property as 'like' or 'dislike'. These

marks automatically show up on the Agent's handset under the Agent's Customer detail - providing for seemless communication between the Customer and Agent.   Below is a visual representation of the connection between the Agent and their Customers.
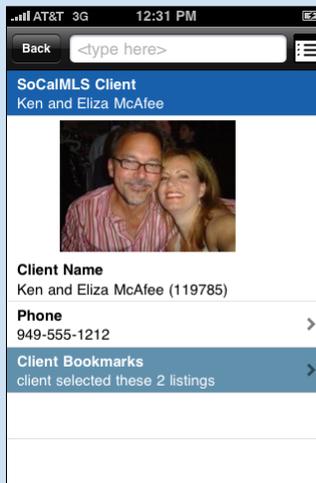

Agent Home Screen - selecting Invite Your Clients goes to the Invite Customer screen ->
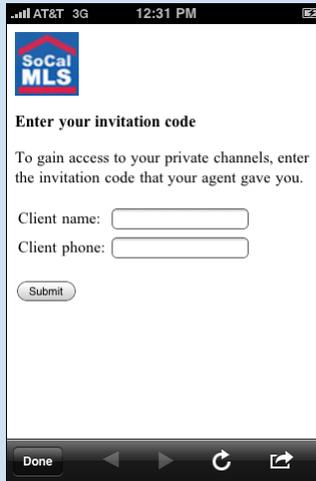
Invite Customer - entering the name and phone number automatically generates a SMS invite message to the customer.
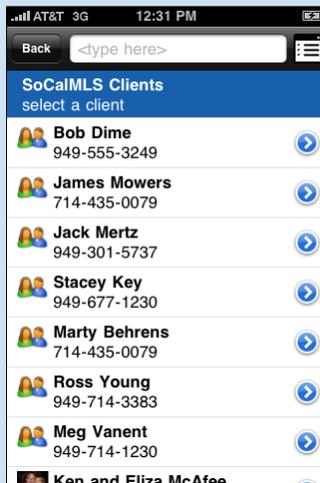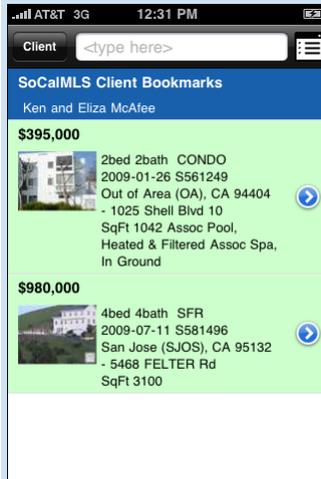

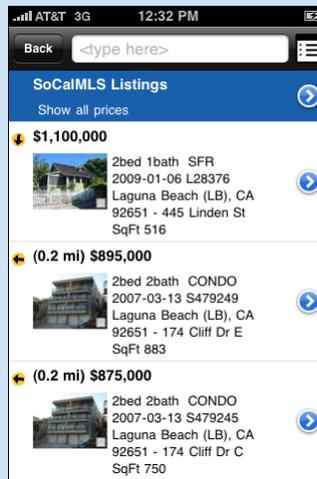Agent Customer List - after adding Customers, they will show up in the Agent's Client list.

Customer Detail - clicking on a client will show the detail page and any Bookmarks the client has made.

February 2010

Customer 'Like' list (Client Bookmarks) - selecting the Bookmarks link in the Customer Detail shows the homes that the Customer marked on their mobile device.

General Listings using GPS - 2 clicks, including starting the application, shows listings nearby.

3) Customizable platform. The native client on all handsets is a 'lite' rendering and input engine. All channels and other features are driven from the server infrastructure. Therefore, upgrades can be made without modifying any client code - completely from the server side. For example, once Foreclosures became popular, Boopsie was able to add a Foreclosures channel to already deployed clients by adding it on the server - it immediately became visible on the clients. This also allows for a great degree of customization based on the deploying MLS. Boopsie for Real Estate allows for easy modification of search fields tailored to the deploying MLS.

Features

- Customer connected to Agent thru SMS invitation
- Boopsie's patent pending Mobile Find® search engine
- Smart Prefix search
- Service hosted on Amazon EC2 - nothing required from the MLS except a RETS feed and member list (to verify access).
- Customizable icon, splash screen, watermark
- Search by price, bedrooms, baths, area, city, state, zip, MLS # - virtually any MLS field
- GPS aware on devices that have GPS - or 'location' aware on non-GPS devices (this feature allows you to specify an address, city, zip, MLS#, etc. and use that property as a 'search center' showing you homes nearby.
- Easy to generate comps based on Closed, Backup, Pending, Leased data - pick a property of interest, then go to the 'Closed, etc.' channel and all activity nearby the chosen propety will appear.
- Embedded Maps on iPhone, Android. Uses Google Maps on BlackBerry, J2ME, Palm OS, Symbian S60 and Windows Mobile. Also compatible with BlackBerry Maps on BlackBerry.
- Directions on Map
- Open Houses, Agent List, Office List

- Complete MLS displayed (private fields to Agent, public fields to Customer)

Comments

No system out there is as fast to use as Boopsie for Real Estate. Our co-founders have a history of starting successful companies based on search and high-speed scalable platform architectures.

There are several 'lead generation' mobile systems in the market. With respect to lead generation, Boopsie is not a core consumer play. Many services out there today seek to "empower" consumers directly at the expense of a strong relationship with an agent. While Boopsie has enormous utility for consumers, Boopsie is a tool to strengthen the agent/client relationship. We believe that agent-directed use of Boopsie is critical to an overall quality experience. Agents access MLS data thousands of times a year. They already know how and where to look for specific information, and providing them a tool to do just that – in a fast, efficient manner on their mobile device – is what Boopsie is about. We did not design Boopsie to be a big consumer play to pull agents into the mix and just find blind leads. We designed it to be a super effective tool for agents themselves as well as to share with their clients.

Boopsie, Inc.
http://www.boopsie.com
email: realestate@boopsie.com
tel: 650-241-3300