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## Six Sensational Advantages to Listing Clients

Provided By

The Davis Driver Group's RCD9 System

“RCD” stands for Residential Community Development; the “9” stands for the nine groups of people in the industry who benefit from this System. The foundation of the RCD9 System is a combination Property Profile and Transaction/Listing History, complemented by visual tools (photography, maps, floor plans, etc.) and an integrated Contact Relationship Management module) that have all been taken a step beyond their typical manifestation on the MLS or in stand-alone CRM systems. As a result, the RCD9 System gives The Davis Driver Group and our Listing Clients instant market insights that would otherwise be next to impossible, or at least prohibitively time consuming, to prepare, and helps us work very efficiently doing all the things that need to be done in the course of executing our listing responsibilities. At this level of discussion, the RCD9 System is a variation on the MLS (available to all Realtors). The MLS is a marvelous tool for general real estate, but is highly inadequate for the work we do in a gated, private club community environment because it doesn't track certain crucial bits and pieces of information that are needed constantly. The RCD9 System allows us to track this information, use it to maximum effect, and present it professionally. It is updated virtually constantly with information from the MLS, as well as information from our own observations on certain crucial property characteristics. Every Realtor has the same access to the MLS, but no one else other than The Davis Driver Group has the use of this System and the wealth of detailed knowledge on Desert Mountain properties that has been amassed by virtue of Davis Driver having focused virtually 100% on Desert Mountain for over twenty-five years and collecting the knowledge that has resulted from those years of work in this System.

The Seven Sensational Advantages the RCD9 System provides to our listing clients are:

1. Starting off with a very well-grounded list price, enhancing our chances of creating competitive bidding upon the listing first hitting the market.
2. Having our clients be more informed and more regularly informed about our activity and their competition (essentially in real time) than they would using any other brokerage.

3. Automatically taking care of many notifications and follow-ups, making sure that they are done.
4. When these many notifications and follow-ups are done automatically by the RCD9 System, it frees up our time to spend on coming up with creative strategies to sell our listings.
5. It has Listing Client Websites where our listing clients can go on a 24/7 basis to not only see whatever we have done on their behalf, but also to access a plethora of market reports on the Desert Mountain Village where their property is located, and also on the Desert Mountain real estate market overall.
6. Allowing The Davis Driver Group to do more, and better targeted marketing of our listings through the outbound marketing capability of the RCD9 System's on-board marketing module.