

A square graphic with a white border on a dark blue background. It features four stylized icons in the corners: a blue speech bubble (top-left), a green house with a dollar sign (top-right), a red house with a dollar sign (bottom-left), and a blue house with a dollar sign (bottom-right). Each icon has a cluster of white dots next to it. In the center, the text "Cloud Agent Suite" is written in white, with a cloud icon to its left. Below this, the text "All tools Free" is written in white, with "Free" underlined in green. Below that, "until 2019." is written in white.

Cloud Agent Suite

All tools Free
until 2019.

MLS Media Kit



Thank You

At W+R Studios, we appreciate your partnership and thank you in advance for getting the word out about our upcoming campaign. This promotion starts October 1st and will run through November 30th.

As you know, our goal is to help agents look awesome in front of their clients. With an extended trial and exclusive MFRMLS discount (should they choose to continue their subscription), there's never been a better time to try the award-winning Cloud Agent Suite.

In this Media Kit you will find:

- Your cobranded landing page and campaign details
- A Press Release
- Suggested Marketing Schedule
- Promotional Copy
- Helpful Resources
- and more!

We understand that you know your audience best, so feel free to rework any copy provided to better suit your membership.

Your cobranded landing page and campaign details

Your Unique URL will pre-select your MLS and pre-fill your promo code:

- fall.cloudagentsuite.com/mfrmls

Promo Code:

- Your code is “mfrmls” and will give your members the extended trial period as well as an exclusive discount should they choose to keep their Cloud Agent Suite subscription past the free trial.

Pricing:

- Cloud CMA - free as a member benefit
- Cloud Streams - \$30/mo w/ promo code, regular \$35
- Cloud MLX - \$30/mo w/ promo code, regular \$35
- Cloud Attract - \$99/mo w/ promo code, regular \$149

Signup Instructions:

- Visit cloudagentsuite.com

Press Release

W+R Studios Announces Cloud Agent Suite Will be Free to try Until the End of 2018

This special promotion, beginning October 1st includes free access and an extended trial to Cloud Streams, Cloud MLX, Cloud Attract and the new Cloud CMA.

Huntington Beach, CA (October 1, 2018) - Privately held software company, W+R Studios, announced today a nationwide campaign to offer their popular Cloud Agent Suite free to all real estate agents through the end of 2018. Beginning October 1st, agents can get up to 3 months of free service of real estate's most popular tools.

The Cloud Agent Suite includes the new Cloud CMA, Cloud Streams, Cloud MLX, and Cloud Attract. Cloud CMA helps agents generate awesome reports designed to win more listings. Cloud Streams is a listing alert tool built to send alerts faster than any portal. Award winning Cloud MLX is a modern MLS front-end that allows agents to search the MLS similar to how you search Google. And last but not least, Cloud Attract creates lead generating landing pages in seconds that agents can share with their sphere of influence to generate leads.

"We've had an exciting year," stated W+R Studios' co-founder Greg Robertson. "And we wanted to finish it off with something big, so we thought why not let everyone try ALL our products free" continued Mr. Robertson.

"Many of our customers already get access to Cloud CMA as part of their MLS membership but, we wanted to make it super easy for them to try all other products and see how well they all work together as part of the full Cloud Agent Suite."

Cloud CMA recently got a big update so as part of this promotion, all agents can experience the new Cloud CMA interface, reports and brand new features. The updated design will feel new, yet familiar and the new report designs help agents close more business.

"This might be the one thing I'm most excited about. Currently we only have a handful of markets using the new Cloud CMA. This will be the first time ever everyone in the country will have access to the new Cloud CMA" concluded Mr. Robertson.

To find out more, visit cloudagentsuite.com.

Product availability depends on MLS participation. The cost of the Cloud Agent Suite will be \$99 per month (no contracts) after the free trial promotion ends. Agents can cancel or change their level of service at anytime.

About W+R Studios

Founded in 2008, W+R Studios is a privately held web software company located in Huntington Beach, California. The company focuses on creating the next generation of web-based software solutions for the real estate industry. 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. Co-founders Dan Woolley and Greg Robertson have over 26 years of experience each developing and marketing real estate software solutions.

Suggested Marketing Schedule

Week 1 (October 1)

- Send Cloud Agent Suite Email 1
- Share Social content 1

Week 2 (October 8)

- Send Cloud CMA Activation Email
- Share Social content 2

Week 3 (October 15)

- Send Cloud Attract Email
- Share Social content 3

Week 4 (October 22)

- Send Cloud CMA Email
- Share Social content 4

Week 5 (October 29)

- Send Cloud MLX Email
- Share Social content 5

Week 6 (November 5)

- Send Cloud Streams
- Share Social content 6

Week 7 (November 12)

- Send Cloud Agent Suite Email 2
- Share Social content 7

Week 8 (November 19)

- Send Cloud Agent Suite Email 3
- Share Social content 8

To get the most out of your email efforts, always be testing! If you can, A/B test subject lines on a small portion of your list to see which performs best before sending to the rest. We've included multiple subject lines for each email provided.

If your email service provider allows personalization, we recommend starting each email with Hi [recipients name]. If your service does not allow this, remove the "[name]" portion of the provided copy.

You can also resend emails to the portion of your list that didn't open them. Segment your "non-openers" and send the same email with a new subject line the following week.

And on social media, don't forget to tag us! @CloudAgentSuite on [Facebook](#), [Instagram](#) and [Twitter](#).

Promotional Copy

Social Media Content

#1 - Cloud Agent Suite

We're super excited to share that the Cloud Agent Suite has a deal that lets everyone try all their tools - Cloud CMA, Cloud Streams, Cloud MLX, and Cloud Attract - FREE until 2019! That's 3 months to see why agents nationwide are WINNING with the Cloud Agent Suite. fall.cloudagentsuite.com/mfrmls

#2 - Activation

Did you know? All MFRMLS members get FREE access to the industry's leading report tool, Cloud CMA! Start writing more offers and winning more listings and activate your account today!
fall.cloudagentsuite.com/mfrmls

#3 - Cloud Attract

Need more leads? Then give Cloud Attract a try! Easily generate your OWN leads with targeted landing pages that automatically respond for you. Plus Cloud Attract, along with the rest of the Cloud Agent Suite, is FREE UNTIL 2019. fall.cloudagentsuite.com/mfrmls

#4 - Cloud CMA

Have you heard? The industry's leading report tool, Cloud CMA, just got a HUGE update. And even better, you can try the new Cloud CMA along with the entire Cloud Agent Suite FREE until 2019.
fall.cloudagentsuite.com/mfrmls

#5 - Cloud MLX

What if you could search for listings on the MLS just like you search Google? Well, you can! With Cloud MLX. Plus, you can try the award-winning Cloud MLX along with the rest of the Cloud Agent Suite FREE until 2019. fall.cloudagentsuite.com/mfrmls

#6 - Cloud Streams

Want to get your clients off Zillow? Then you need Cloud Streams! Alerts sent from Cloud Streams not only look good, but they are the fastest in the industry - faster than Zillow, Trulia, and Redfin. Get to new listings first and try Cloud Streams and the rest of the Cloud Agent Suite, FREE until 2019.
fall.cloudagentsuite.com/mfrmls

#7 - Cloud Agent Suite

It's a fact. 2019 is just a few months away. So why not use the next few months to plan your 2019? Well, the Cloud Agent Suite team is offering all MFRMLS members the chance to try their award-winning Cloud Agent Suite FREE until 2019! fall.cloudagentsuite.com/mfrmls

#8 - Cloud Agent Suite

We're super excited to share that the team over at Cloud Agent Suite is offering all MFRMLS members the chance to try out all their tools - Cloud CMA, Cloud Streams, Cloud MLX, and Cloud Attract - FREE until 2019! fall.cloudagentsuite.com/mfrmls

Promotional Copy

Cloud Agent Suite Email 1

Subject lines:

Get the Cloud Agent Suite FREE until 2019!
Free until 2019
Best deal of the year for Cloud Agent Suite

Email Body:

Hi [name],

We have something super exciting to share.

Our friends over at Cloud Agent Suite are offering all **MFRMLS** members a super sweet deal!

From now until 2019 you can try all Cloud Agent Suite tools - Cloud CMA, Cloud Streams, Cloud MLX, and Cloud Attract - **completely FREE!**

With the Cloud Agent Suite you can:

- Search the MLS for listings just like you search **Google**
- Deliver **interactive** listing presentations from your tablet, iPad or Apple TV
- Get your clients to new listings first with the **fastest** listing alerts in the industry
- Create targeted landing pages to get **more leads** from your own sphere of influence
- Get the brand **NEW Cloud CMA**
- And more!

Sign up today and get up to 3 months to see why over 400,000 agents nationwide are using the award-winning Cloud Agent Suite.

[Get your free account](#)

“When asked to prioritize one capability that will be most important to marketing in the future, 33% of marketers answered: “personalization.” – Adage

Promotional Copy

Cloud CMA Activation Email

Subject lines:

Meet your new member benefit
Activate your new member benefit
Activate Cloud CMA free

Email Body:

Hi [name],

Have you heard? All MFRMLS members get Cloud CMA as a FREE benefit!

Cloud CMA - Presentations that sell.

Write more offers and win more listings with the leading report tool in the industry. With Cloud CMA you can easily create CMAs, Buyer Tours, Property Reports, and Flyers. Every report is branded to you and are full of big, beautiful photos that your clients will love.

PLUS, Cloud CMA just got a huge update with a new look, new modern reports, and the ability to add off-market listings to your reports!

[Activate free benefit](#)

P.S. In addition to your member benefit, you can also try the rest of the Cloud Agent Suite - Cloud Streams, Cloud MLX, and Cloud Attract - completely FREE until 2019!

*“People SAY they prefer HTML emails,
but plain-text emails actually get **higher**
open rates.”*

Promotional Copy

Cloud Attract Email

Subject lines:

What's a lead really worth?
Still paying for leads?
DIY Lead Gen

Email Body:

Hi [name],

Did you know that a single lead from Zillow can up to \$220? That's crazy! Especially when studies show that a majority of a real estate agent's business comes from people they already know.

By working their own sphere of influence, Cloud Agent Suite subscribers have cumulatively generated over 450,000 leads with targeted landing pages like the ones you get with Cloud Attract.

With Cloud Attract you can:

1. Generate beautiful landing pages in seconds to target sellers or buyers.
2. Easily share your landing page on social media.
3. Instantly deliver a Cloud CMA report for sellers or Cloud Streams listing alerts for buyers.

Stop paying top dollar for leads and start generating your own with Cloud Attract!

Cloud Attract is the premium product in the Cloud Agent Suite which includes Cloud CMA, Cloud Streams and Cloud MLX. And lucky for you, all of them are free until the end of the year!

[Get Cloud Attract FREE](#)

“Click-throughs are 100.95% higher in segmented email campaigns than non-segmented campaigns.”

Promotional Copy

Cloud CMA Email

Subject lines:

Have you seen the NEW Cloud CMA?
Cloud CMA is brand new!
Cloud CMA's big update

Email Body:

Hi [Name],

We're super excited to share that the leading report tool, Cloud CMA, just got a HUGE update!

First, the overall look and feel has been updated so that it strikes the perfect balance between modern and familiar.

New reports have been added with a modern aesthetic as well. The Design team at Cloud CMA spent hours carefully making improvements to the layout, text, and themes.

With the new Cloud CMA you can add off-market listings, deliver listing presentations from your Apple TV, and so much more!

Plus, from now until 2019 you can try the new Cloud CMA, and the rest of the Cloud Agent Suite, completely FREE!

[Get the NEW Cloud CMA](#)

*“The average open rate for
businesses in the Real Estate industry is
20% - the cross-industry average? 21%.”*

Promotional Copy

Cloud MLX Email

Subject lines:

What if you could search the MLS like Google?
Search the MLS like Google
A mobile MLS experience

Email Body:

Hi [Name],

As a real estate agent, you're busy and constantly on the go.

So when you need to find something on the MLS, sorting through drop-downs and checklists can be a pain, right? And don't even think about doing this from a mobile device!

Lucky for you, the team at Cloud Agent Suite got to thinking - *what if you could search the MLS just like Google?*

Introducing Cloud MLX.

With Cloud MLX you just search like you think. Begin typing and Cloud MLX takes over. No more tiny checkboxes, and endless drop-down menus. In fact, the more you use Cloud MLX the smarter it gets. Best of all Cloud MLX seamlessly works with Cloud CMA and Cloud Streams.

Plus, how you use Cloud MLX on the web is exactly the same as how it works on your phone. No more "I'll get that to you when I get back to the office."

Cloud MLX, part of the Cloud Agent Suite, is FREE until the end of the year. Sign up today and experience a smarter MLS system.

[Get Cloud MLX FREE](#)

"Nearly 105 billion emails are sent each day; this number is expected to reach 246 billion before 2020."

Promotional Copy

Cloud Streams Email

Subject lines:

Get your clients off Zillow for good
Keep clients off the portals
Get to new listings first!

Email Body:

Hi [Name],

Love or hate it your clients are flocking to sites like Zillow and Redfin to find new listings.

Why? Because it's easy, accessible, the listings have good photos, and it's an experience they've become accustomed to when searching for things on the internet.

But unfortunately, along with those beautiful photos, other agent information is front and center and you know the data they're looking at isn't as accurate as what you can provide from the MLS.

So how do you get your clients off Zillow for good?!

Cloud Streams.

With Cloud Streams you can provide your clients with the same experience they get on Zillow, but with only YOUR contact info front and center. Plus, Cloud Streams' listing alerts are faster than any of the portals - including Zillow - so you can rest assured they will always see new listings first.

And luckily for you, from now until **2019 you can try Cloud Streams, and the rest of the Cloud Agent Suite, completely FREE!**

[Get Cloud Streams FREE](#)

*“Email is the **third most influential** source of information for B2B audiences, behind only colleague recommendations and industry-specific thought leaders.”*

Promotional Copy

Cloud Agent Suite Email 2

Subject lines:

Ready for 2019?
Get set for 2019
Get Cloud CMA free

Email Body:

Hi [Name],

The fall season is always a good time to reflect on your year and see what parts of your business are working, and identify the ones that aren't. If you struggled with winning listings or keeping your lead funnel full, now is also a good time to try out some new tools that can help solve some of those problems!

Which is why we want to let you know of a super awesome deal the team at Cloud Agent Suite has put together for all MFRMLS members.

From now until 2019 you can try all Cloud Agent Suite tools - Cloud CMA, Cloud Streams, Cloud MLX, and Cloud Attract - **absolutely FREE.**

Yes free.

Plus, you'll get the NEW version of Cloud CMA that has a new look and feel, modern reports, and even lets you put off-market listings into your CMAs!

Create your account today and get the most out of this once in a lifetime deal.

[Get the Suite FREE](#)

“73% of millennials identify email as their preferred means of business communication.”

Promotional Copy

Cloud Agent Suite Email 3

Subject lines:

Get more leads from your sphere like this
You already know your next lead
Work that SOI

Email Body:

Hi [Name],

Everyone knows that leads from your own sphere of influence are the best leads. But sometimes it can be hard to know exactly when people in your sphere are ready to sell their home.

So what if you had a way to tell the moment people in your sphere were ready to sell?

Meet, Cloud Attract.

With Cloud Attract you can create targeted landing pages in seconds that will automatically send a quick Cloud CMA report and home value range to leads who want to know what their home is worth.

Plus, our friends from Cloud Agent Suite are offering all Cloud Agent Suite tools - Cloud CMA, Cloud Streams, Cloud MLX and Cloud Attract - FREE until 2019, so you can have up to 3 months to see for yourself!

[Free until 2019](#)

*“Adding videos to your email can
increase click rates by 300 percent.
(Martech Advisor)”*

Helpful Resources

Cloud Agent Suite Learn Center:

- learn.cloudagentsuite.com
- Daily live webinars
- On demand video tutorials

Product Support:

- Monday through Friday 9am-5pm PT, Saturday 9am-12pm PT
- Phone (855.977.8834), email (support@cloudagentsuite.com), or visit support.cloudagentsuite.com

Marketing Contact:

- Frances Wiseman, Director of Marketing
- frances@wrstudios.com
- 855.977.8834 x 708

Thank You, Again

We appreciate your time reviewing these materials. Hopefully they come in handy and seamlessly fit into your marketing schedule.

We are always looking for ways to do more joint/partner marketing so please reach out and we'll be happy to brainstorm and come up with a plan!

- The entire Marketing team at W+R Studios