

# REAL ESTATE



**Seamless content delivery and value-add extras that help close deals and drive ROI**

**Today's real estate organizations face a three-fold challenge:**

- They must serve increasingly complex networks of agents and brokers across borders and time zones
- They need learning content in multiple formats and customizable marketing materials with quick turnaround times
- And they must deliver all of the above in a way that drives ROI

Gilmore Global is the one consultative partner that can help meet all three challenges head-on. We integrate custom learning and marketing solutions into larger ecosystems to seamlessly facilitate secure engagement across existing real estate networks.

And because we're so seasoned in helping customers migrate from paper-based to digital content, we can also optimize processes, automate workflow, and integrate supply chains. The result? Our real estate partners empower brokers and agents, reduce costs, increase efficiencies, and drive that all-important ROI.

## **We deliver learning to 50,000 Berkshire Hathaway HomeServices network agents and brokers**

Through the Learn Center Gilmore Global manages the learning journey for some 50,000 Berkshire Hathaway HomeServices network agents and brokers located around the world. This robust Learning Management System promotes, tracks, and aggregates the learning journey for users throughout their career with Berkshire Hathaway HomeServices. The platform utilizes the latest learning delivery technologies to provide a Netflix-like scrollable learning interface.

## **NEW augmented reality options immediately bring print materials to life**

Gilmore Global is among the first to bridge the gap between the print and digital worlds with new augmented reality options offered seamlessly in our print-on-demand process:

- QR codes are printed onto business cards, just listed/sold postcards, and other materials
- Prospects use their phone camera to scan the code and immediately experience the digital content desired by the agent or broker — there's no app required
- Content possibilities include a video tour of a property, a pop-up MLS listing, an agent video bio, and more

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## A global printing network there when you need it

Because print is sometimes necessary or preferred, Gilmore Global maintains significant print production facilities in North American and internationally for creation of learning guides, instructor workbooks, and learning support material for ILT, VILT, and self-paced learning sessions. As well, our digital book delivery platform is available to help phase out the use of paper while still enabling tools such as content authoring, note taking, highlighting, and sharing.

## Gilmore Global's two key advantages for the real estate industry

### Efficient learning content delivery

- Timely printed materials for agent/broker training delivered through our global supply chain
- Access to unlimited digital content within a subscription-based platform
- Automated notifications when new content is available to support learning outcomes
- HRIS, CRM and Zoom system integration to manage user access to learning

### Personalized marketing materials customized ordering

- Web-based ordering of printed and digital materials including just listed cards, just sold cards, business cards, flyers, newsletters, brochures, etc.
- Customizing functionality lets users easily enter variable attributes for both printed products and digital versions
- User-customized digital materials delivered to a mailing list or GeoPost location
- Print-on-demand technology that drives down cost and improves distribution efficiency
- Augmented Reality print tools that drive user and content engagement

For more information on our NEW Augmented Reality Print Technology, scan the QR Code.

