

YOUR 2021 YEAR IN REVIEW



 **Jessica**
Agent

Hi Jessica,
How do you want to grow your business today?



MLS# 21812993
13421 Nicollet Ave
Hudsonville, MN 55415

 VIDEO READY

Create listing ad



MLS# 1254392929
61 Ketch Harbour St.
Langhorne, PA 19047

 VIDEO READY

Create listing ad



MLS# 37454392929
18 Jefferson St.
Dover, NH 03820

Create listing ad



Jessica Burman
Buying or selling a home? Amanda has the experience, tools, and know-how.

Promote yourself and market to your sphere
Starting at \$99/month, stay top-of-mind across the web and reach 8-12k views per month.

Set-up now

[VIEW LISTINGS](#)



In 2021, Lone Wolf had the opportunity to provide an even larger selection of products to support brokers and owners and their teams as they

OPERATE | TRANSACT | PROMOTE

These tools are part of Lone Wolf's mission to create a complete experience for brokers at every level, from building a brokerage from the ground up to supporting multi-office firms looking to scale up.

Lone Wolf: How We've Grown



December 8, 2020 W+R Studios

We brought on the makers of Cloud Agent Suite to create an unprecedented tech suite for real estate agents and brokers with winning Cloud CMA reports, text listing alerts, smart MLS search, lead gen, and more.

May 11, 2021 LionDesk & HomeSpotter

LionDesk's intelligent CRM software gives brokerages the tools to engage and nurture relationships by consolidating communication channels and AI-enabled lead follow-up into one smart system. HomeSpotter brought Boost, Connect, and Spacio to provide agents with automated digital marketing for listings and open houses, a modern MLS mobile app, and an online client collaboration platform.

August 4, 2021 Terradatum

Terradatum joined us, bringing market analysis, competitive business intelligence, video marketing, and more. This includes BrokerMetrics®, which aggregates data from MLS partners, providing real-time analysis on market share, growth, and dynamics, plus pricing analysis, and beyond.

August 25, 2021 Propertybase

Our final acquisition of the year that brings it all together—Propertybase—the leading global provider of real estate websites, CRM, and lead generation software, serving 4,500 businesses and 250,000 users in over 80 countries.

WHEW, WHAT A YEAR!

BROKER CLOUD

In a digital era, consumers expect a better experience from agents and brokers. One that is:

Complete.

Connected.

Simple.



PROMOTE

Take control of your pipeline with digital marketing, lead gen, interactive listing presentations, and CRM tools that help your brokerage stand out.

TRANSACTION

Deliver a modern and completely connected digital transaction experience from the moment a listing hits the MLS to close and beyond.

OPERATE

Put the power to improve profitability in your hands with premier data analytics solutions from real-time metrics, back office, recruiting and more.



OPERATE

NEW SOLUTIONS TO HELP YOU OPERATE

RECRUIT

The simple solution to better recruiting.

Name	Fit Score	Sales Volume (\$)	Avg Deal Size (\$)	# of Sides	YoY Vol. Trend	Years Licensed	Location	Recruit Status
Noah Brandwein	79	7.15M	340.5k	21	2.8 ↑	1+ yrs	9000L, 9000S, 9000S	Actively Recruiting
Bill Hawkins & Partners Real Estate								
Leon Francis Ware & Partners Real Estate	50	4.518M	265.7k	17	275.5 ↑	1+ yrs	9000L, 9000S, 9000S	Actively Recruiting
Jeffrey Dryer Ronald Edmond & Partners Real Estate	70	5.136M	302.1k	17	248.6 ↑	1+ yrs	9000L, 9000L, 90010	Not Interested

HIGHLIGHTS

The simple solution to better recruiting.

Rather than manually scrolling, use tech to intelligently build lists of agents who best fit your brokerage and your bottom line—so your firm can reach its goals for growth.

Fit Scores

Recruit crunches 30+ metrics to assign a Fit Score to help you highlight the agents that are the best for your team.

Tasks, tags, and notes

See a summary for all agents, or individual tasks/tags/notes for each agent.

Recruit status

Assignable statuses for each agent to track your interest in them.

Search profiles

Create unique search profiles based on your selected agents in your brokerage.

[Click here](#) to learn more.

NEW SOLUTIONS TO HELP YOU OPERATE

BROKERMETRICS®

Recruit, retain, and know your market.



HIGHLIGHTS

Recruit + coach

Proficiency Metrics provides the agent production reports you need to recruit a team that fits your culture. Reports can also be used to track and coach your team's performance.

Competitive analysis

Market Share is a 3-in-1 search tool that provides market insights to evaluate the collective market share of your office(s) and your competitors.

Grow your business

Market Growth allows you to compare growth rates of market areas of interest and determine which areas have the best potential for a new office.

Educate agents and clients

Market Dynamics visually demonstrates the economic forces affecting your market with pricing data and listing/sales activity to keep agents informed and help them educate their clients.

Price with confidence

Pricing Analysis generates reports on which price points drove timely sales. Use this to help clients determine the ideal price for their property and avoid overpricing mishaps.

[Click here](#) to learn more.

TRANSACT



NEW SOLUTIONS TO HELP YOU TRANSACT

AUTHENTISIGN *(all new!)*

Empower your agents to get more deals.



HIGHLIGHTS

Simple, clear interface

All the necessary tools are in one place, and an intuitive interface to drag, drop, delete, and rotate pages.

4-step signings

Agree to terms of service, click to sign, set their signature, and sign. The end.

Faster speed

The new framework increases performance. Plus, with active sync to Transactions (TransactionDesk Edition), contact info only needs to be entered once!

New insights and signer feedback

Quickly correct rejected signatures and get insights as to why a signature was rejected. Signers can now also provide feedback after a completed transaction.

Convert letters into PDFs

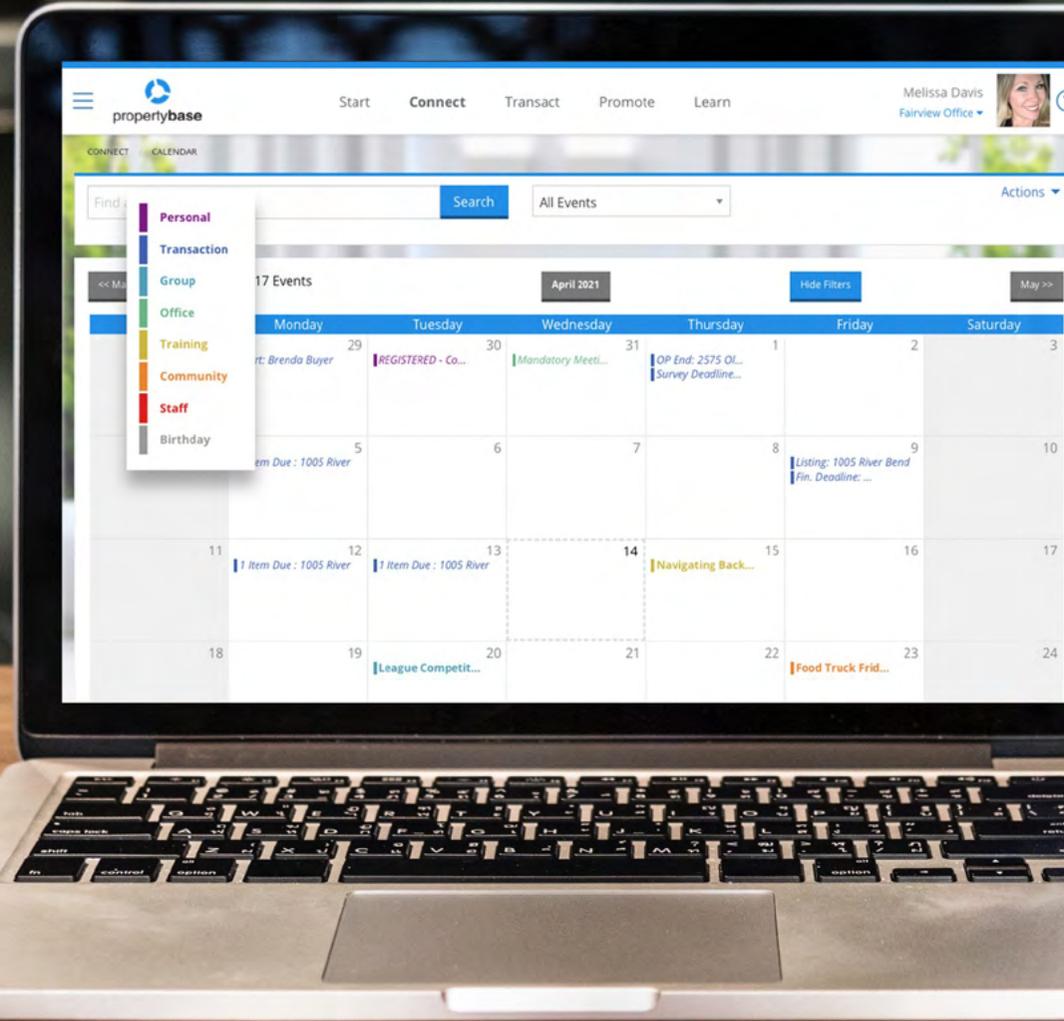
Users can now send PDFs of listing letters, transaction letters, and agent letters.

[Click here](#) to learn more.

NEW SOLUTIONS TO HELP YOU TRANSACT

BACKAGENT

Complete transaction management + modern intranet.



HIGHLIGHTS

Simplified transactions

Get tasks done in less time with less effort.

Central dashboard

Increase peer-to-peer communication, share documents, and more.

Print center

The IBX-enabled print center keeps all promo materials in one place and allows agents to easily create and send print materials to leads and clients.

One ecosystem

Improve productivity by keeping transaction management, compliance, and office intranet in one place.

[Click here](#) to learn more.

NEW SOLUTIONS TO HELP YOU TRANSACT

DIGITAL TITLE ORDERS

Title orders made simple.



HIGHLIGHTS

Speedy title orders

In only one click! (If cancellations are needed, they also only take one click.)

Automated status tracking

Agents will always have full visibility on title orders every step of the process.

In-product chat

All conversations take place directly within Transactions, keeping all the content in one place.

Security

All documents are secure and protected.

[Click here](#) to learn more.

...the life you're proud of.
...ou are not. I hope you have
...e to sta

NEW SOLUTIONS TO HELP YOU TRANSACT

DIGITAL HOME WARRANTY

Order a home warranty with just one click.



HIGHLIGHTS

Easy provider selection

Agent can select their desired warranty provider from right within the transaction.

Customize warranties

Agent can choose the type of warranty package and make add-ons or upgrades.

Digital submissions

Execute home warranty orders with a single click.

Secure in Transactions

All completed home warranty orders are automatically uploaded to Transactions.

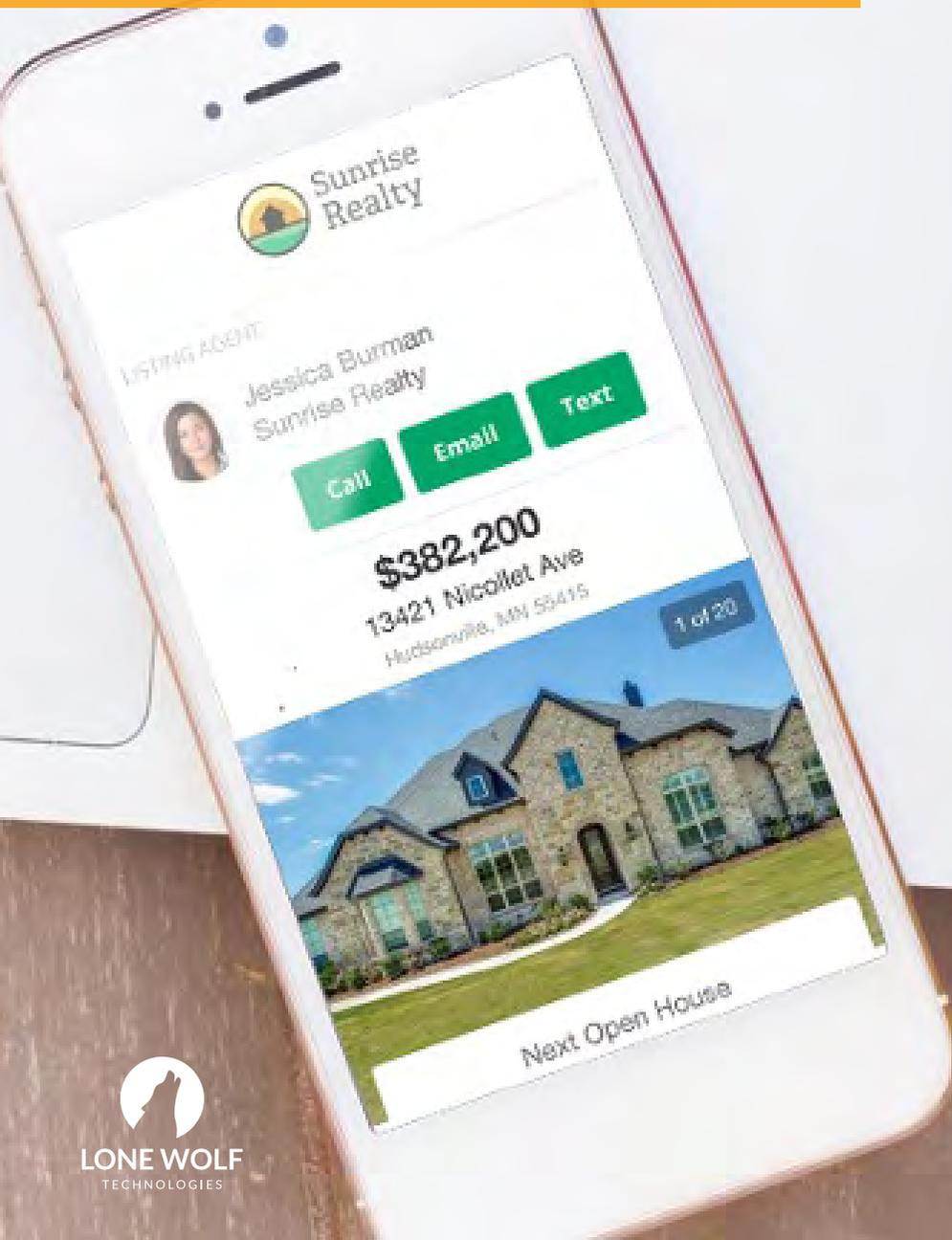
[Click here](#) to learn more.

PROMOTE

NEW SOLUTIONS TO HELP YOU PROMOTE

BOOST

Automate your social marketing strategy + generate leads.



HIGHLIGHTS

Nextdoor

Boost is the only gateway to Nextdoor's local audience. Give your agents access to a rapidly growing social platform of leads.

Brand positioning

Position your team as local experts by promoting them (and your business) through stylish branded ads.

Targeted leads

Geo-target homeowners where you do business across top websites like Facebook, Google, Nextdoor, and more.

Ease of use

Boost's high-performing templates allow agents to create attractive, high-visibility ads in moments.

Automation

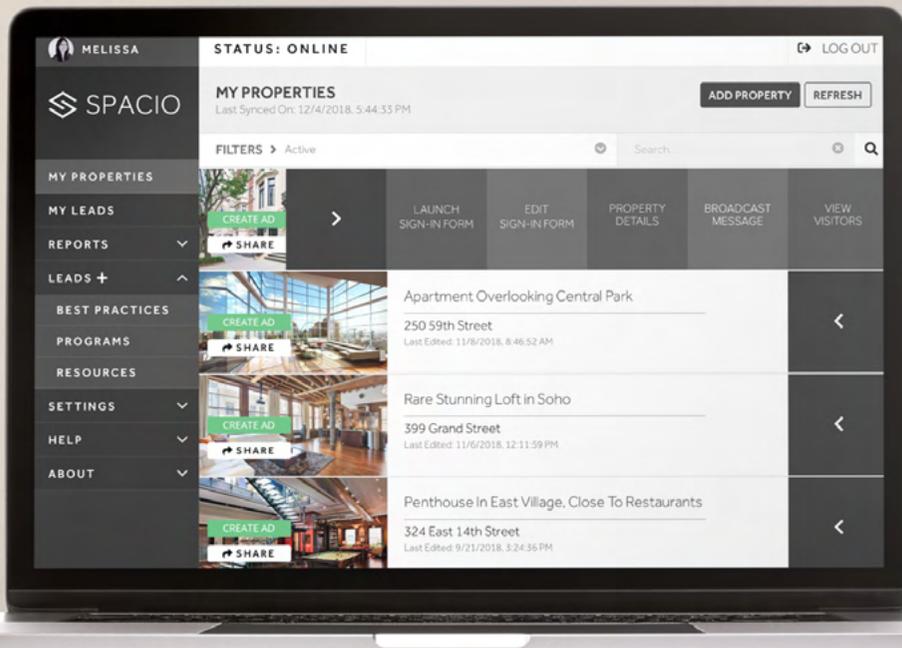
Boost pulls listing details directly from the MLS, allowing agents to build an ad with just a few clicks.

[Click here](#) to learn more.

NEW SOLUTIONS TO HELP YOU PROMOTE

SPACIO

Capture high-quality open house leads and close more deals.



HIGHLIGHTS

Streamlined lead capture

Digitally collect open house visitor info with lead-gen forms designed for virtual and in-person events.

Automatic follow up

Emails are automated post-event, so there is 100% follow up with every lead.

Real-time reporting

Make data-driven decisions on marketing and sales strategies.

Verified consumer insights

Gain powerful social insights on verified contacts in real time to build lead relationships.

Leading integrations

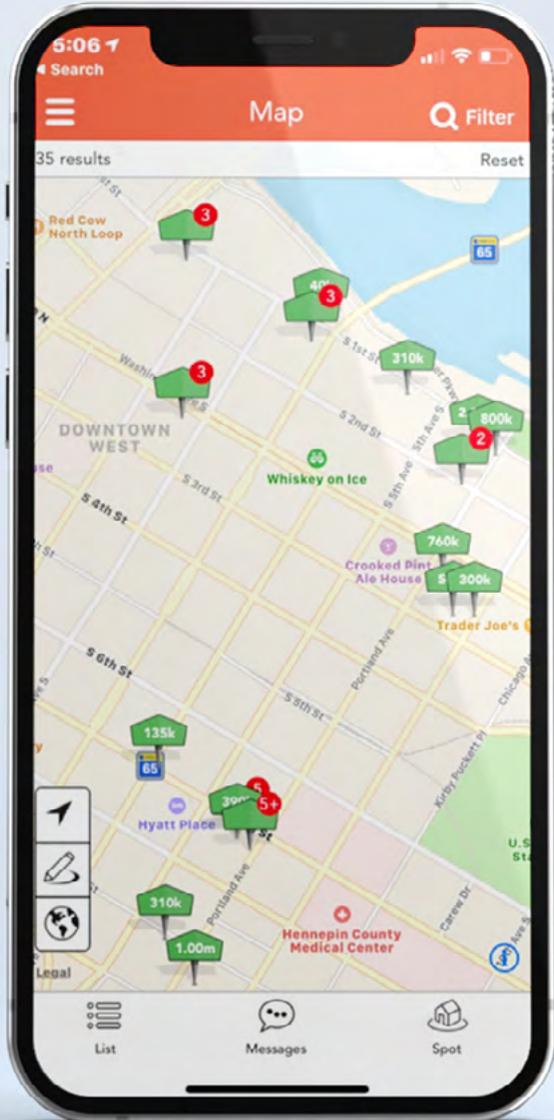
Spacio integrates with a variety of industry CRMs and marketing solutions for further lead nurturing.

[Click here](#) to learn more.

NEW SOLUTIONS TO HELP YOU PROMOTE

CONNECT

Empower agents with effortless connection.



HIGHLIGHTS

Personalized app

Help agents impress their leads with a stylish, personalized home search app.

Modern platform

The app is easy for leads and clients to navigate and browse.

Lead management

Gives agent a mobile option to manage their leads in one place.

Easy integration

Connect links with third-party industry platforms for lead management across the board.

Smart search

Users will appreciate the industry's leading search functions and smart filter features for community highlights.

[Click here](#) to learn more.

NEW SOLUTIONS TO HELP YOU PROMOTE

PROPERTYBASE GO

Flexible CRM + website and marketing tools.



HIGHLIGHTS

Leading website builder + CRM combo

Accelerate your lead flow and lead management with the winning website builder + CRM combination.

Drip and text campaigns

Connect with leads and clients where they are with automated drip and text campaigns.

Stay connected

Propertybase Go is partnered with 300+ MLSs so you can promote/manage listings with integrated marketing tools.

Website analytics

Reports deliver insights on what matters to your leads: page visits, favorites, and saved searches.

Propertybase Mobile

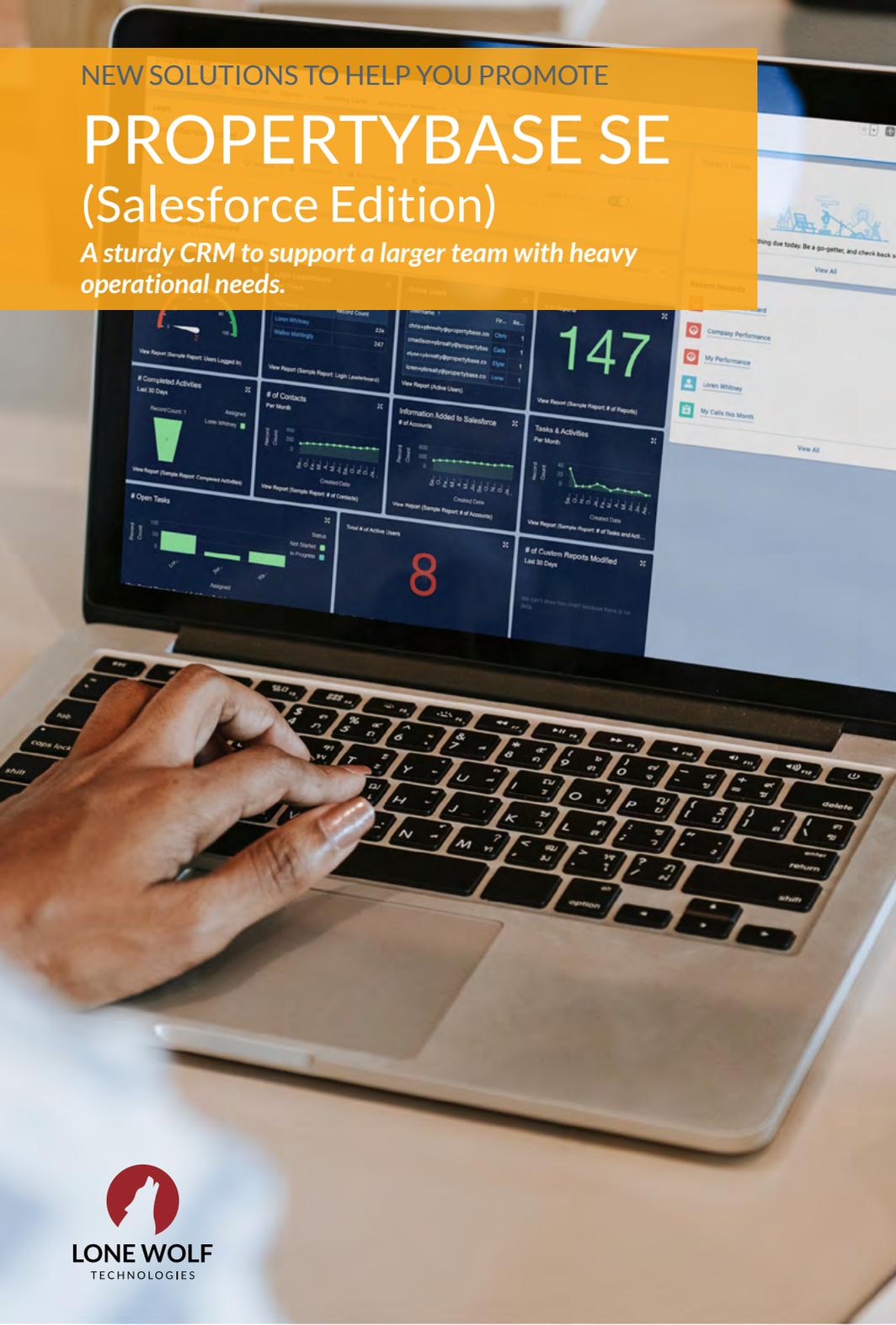
Manage contacts, communications, and more from your mobile device.

[Click here](#) to learn more.

NEW SOLUTIONS TO HELP YOU PROMOTE

PROPERTYBASE SE (Salesforce Edition)

A sturdy CRM to support a larger team with heavy operational needs.



HIGHLIGHTS

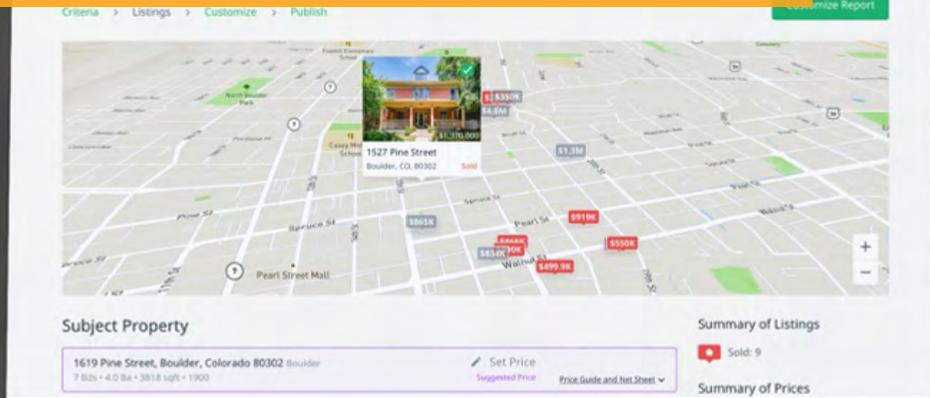
- Open-system design** Provides flexibility and scalability that grows with your business.
- Personas** Admins, agents, manager, and broker. Each persona has access to only what each role needs, all with customizable dashboards.
- Marketing hub** Manage emails, drip campaigns, print marketing, and more in one spot.
- 360° view** Explore clients, web activity, and messaging to determine engagement and beyond.
- Salesforce 1** This brings the power of Propertybase SE directly to your mobile device.

[Click here](#) to learn more.

NEW SOLUTIONS TO HELP YOU PROMOTE

CLOUD CMA FOR BROKERS

Empower your agents to win more deals.



HIGHLIGHTS

Beautiful reports

This enables agents to create attractive CMA reports, Buyer Tours, Property Reports, and Flyers in a few clicks, with data straight from the MLS.

Virtual listing presentations

Help your agents go digital with interactive listing presentations—in person or remote.

Custom brokerage branding

Create cohesive listing presentations that all agents on your team use to deliver a unified, impressive brand experience for their buyers and sellers.

Homebeat automated CMAs

Homebeat allows agents to send automated CMAs to homeowners to stay top of mind and to nurture their relationships.

Two-way Transactions integration

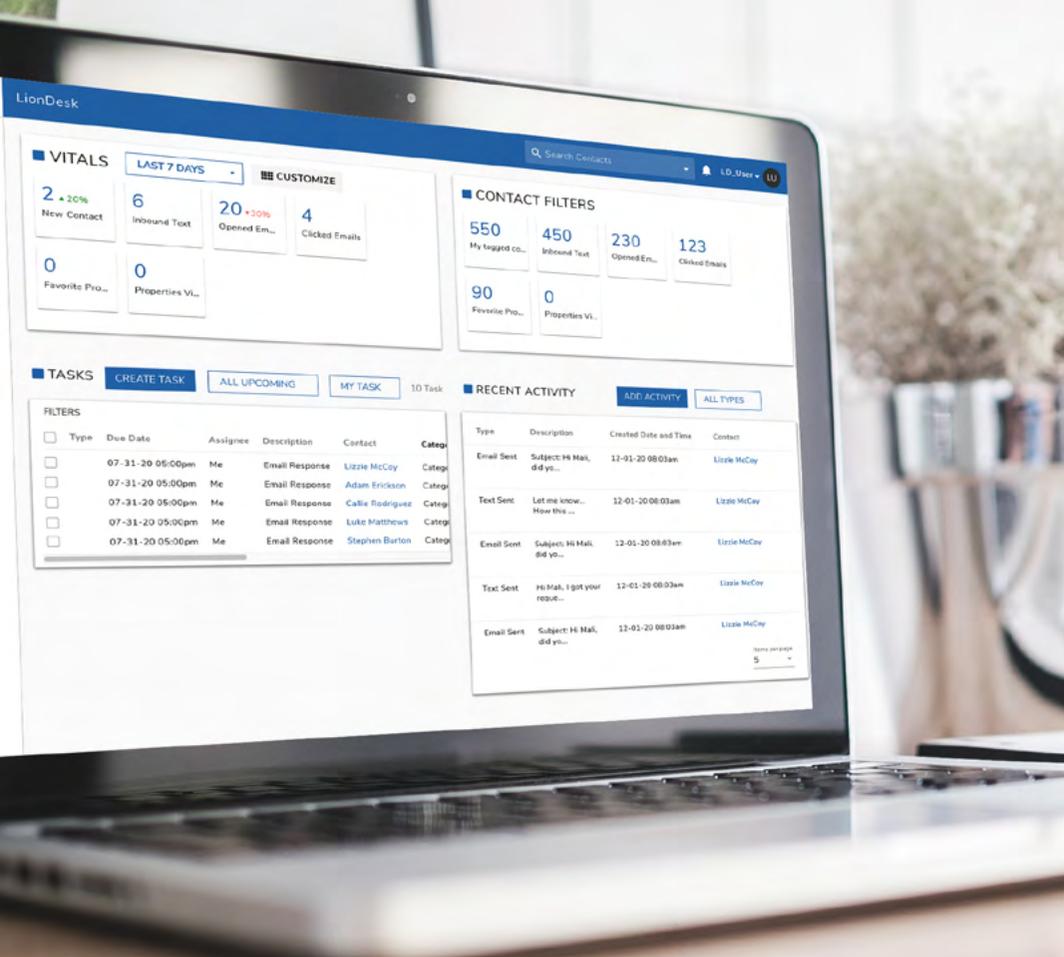
Integrating Cloud CMA + Transactions enables brokers and agents to instantly launch a transaction from their listing or buyer's presentation, and at any point during or after the sale. This saves the agent significant time and hassle!

[Click here](#) to learn more.

NEW SOLUTIONS TO HELP YOU PROMOTE

LIONDESK

Keep your brokerage and agents on the same—digital—page.



HIGHLIGHTS

Agent activity

Monitor each agent's activity: emails and texts sent, calls made, leads assigned, and more.

Trend comparison

Compare trends over the past week, month, or year to find agents with the biggest change in productivity.

AI lead follow-up

Utilize AI to help agents have real conversations with their leads via text, so they can effortlessly nurture leads.

Targeted landing pages

Pre-built templates allow agents to build custom landing pages in minutes to attract leads and amplify their business.

3rd-party lead imports

Collect lead info from integrated lead sources, contact them via their preferred method, and nurture relationships through web, print, communications, and more.

[Click here](#) to learn more.

REAL ESTATE MARKET OUTLOOK IN 2022

From a real estate perspective, experts look to the last 2-3 years of industry activity to predict what 2022 may look like.

Continuing COVID impact

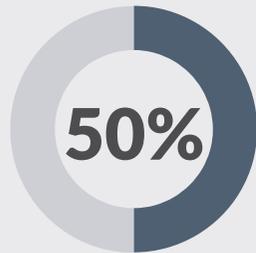
The pandemic is an excellent example of how the industry changed drastically to adapt to new conditions and managed to thrive in the face of it. This will assuredly continue in 2022.

Staying up-to-speed on customer trends + adapting to those needs

More than 45 million millennials will plan to buy their first homes in 2022, according to the 2022 Housing Forecast from Realtor.com. With this market, comes the natural, high demand for brokers to offer their agents top tech tools to speed up and simplify real estate transactions.

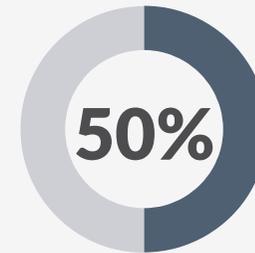
Expected number of transactions

According to a recent RISMedia survey, 22% of brokers expect transactions to increase in Q1 2022, while 43% expect transactions to remain flat.



OF BROKERS

believe that maintaining sufficient inventory, housing affordability, and competition from nontraditional market participants (i.e. iBuyers) will continue to be the biggest challenges to the industry in 2022 and beyond.



OF FIRMS

expect competition from nontraditional market participants to increase.

2021 National Association of Realtors® Profile of Real Estate Firms

THE BOTTOM LINE

The housing market will change in 2022 and preparing your business and team for this change is inevitable.

Are you utilizing the right services and tools to promote your business, manage transactions, and conduct operational tasks effectively?

WE CAN HELP.

LONE WOLF: YOUR COMPLETE REAL ESTATE SOLUTION IN 2022

ONE INNOVATIVE + UNIFIED SOLUTION

While 2021 has been a year of tremendous growth across our products and teams,

2022 IS THE YEAR WE WILL BRING IT ALL TOGETHER AND BECOME ONE.

We are building a unified and simplified end-to-end digital workflow system, so brokers and agents can conduct all their business in one place and across every step of the real estate transaction process. One place, one login. Period.

CUSTOM BROKERAGE SERVICES

WOLFwatch

Focus on running your brokerage, while our team of real estate accounting professionals ensures your bookkeeping and more is accurate and up to date.

Custom Reporting

Get curated reports of the data relevant to your business, from metrics on market performance to agent movement, recruiting, and more.

Training + Support

For both new and experienced Lone Wolf software users, we offer basic product training, custom training, and consulting services so you can get the most out of your systems.





LONE WOLF
TECHNOLOGIES

lwolf.com