



RealtyTrac  
Marketing Strategy Task

November 17, 2009

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## I. GENERAL OVERVIEW

Keystone Asset Management is proud to announce to our brokers and agents that we have recently partnered with RealtyTrac, the leading online marketplace for foreclosure, auction and bank-owned properties. This partnership will provide increased national exposure of our foreclosed property listings and offer our brokers and agents greater market visibility to the more than 3 million potential buyers across the country who visit RealtyTrac every month. The property, when listed, will be advertised on RealtyTrac's website [www.realtytrac.com](http://www.realtytrac.com) with your contact information for prospective buyers and their agents. Keystone Asset Management will charge a mandatory non-refundable fee of \$50, payable at the start of the listing period, for the marketing of this property through RealtyTrac. Monthly membership as well as an optional additional file fee of \$10 payable to RealtyTrac will be required for the marketing this property and receiving offers from prospective buyers.

When the property is moved to Marketing strategy a marketing strategy task will set. This task will need to be paid before the property is moved into the listed strategy. All tasks will be blocked until this task is completed. This is a PayPal driven task. It can be done by the following:

1. If you have a PayPal account you may use it
2. If you would like to create a PayPal account you may do so. PayPal verifies the account that you enter so this may delay the task completion.
3. A billing field will be available if you do not wish to create a PayPal account

PayPal is a very secure website and is one of the leaders in online payment transactions. To find out more about PayPal you may visit their website at [www.paypal.com](http://www.paypal.com)

## II. How it works

When listed, each of your properties will be posted on the RealtyTrac website ([www.realtytrac.com](http://www.realtytrac.com)), showcasing your property information and prompting potential buyers to preview the property and submit offers.

As part of this new partnership, Keystone requires a non-refundable marketing fee of \$50.00 payable at the acceptance of the initial listing agreement for each referred file. This fee will cover marketing activities, which will include a prominent “featured listing” of your property on RealtyTrac, and e-mailings to RealtyTrac’s database of 2.6 million homebuyers. Buyers will be encouraged to make offers on your properties, and these buyer leads will be filtered back to you through a RealtyTrac “featured agent.” If you wish to be listed as the “featured agent” for the property and get these leads directly, you can do so by paying an additional \$10 per property per month, and signing up for a RealtyTrac membership. We have negotiated a **special discount** subscription for Keystone agents - \$19.95 per month compared to the normal rate of \$59.95.

Over 8,000 agents and brokers are members of the RealtyTrac Agent Network, using the foreclosure data for BPO and short sales analysis, generating buyer leads and marketing their properties on the website. For additional information regarding RealtyTrac membership, please visit [www.realtytrac.com/agents](http://www.realtytrac.com/agents) or call 877-297-3441.

We’re sure that there may be some questions about this program, and we’ve tried to address a few of them in the list below:

- I already post my REOs on my own website. Why should I post them on RealtyTrac too?  
*RealtyTrac is the most popular site on the internet for foreclosure and bank-owned properties, with over 3 million unique monthly visitors. The majority of visitors to [www.realtytrac.com](http://www.realtytrac.com) are home buyers who want help from a real estate professional. There is no better place to expose your REOs to motivated buyers than RealtyTrac.*
- What does the \$50 posting fee cover?  
*The \$50 posting fee is for marketing the REO property you’ve been assigned on RealtyTrac. Your property will be prominently displayed as a Feature Property on the website, and automatically appear at the top of any REO searches done in your area. RealtyTrac will do dedicated e-mails featuring Keystone properties to its database of over 2.6 million e-mail subscribers, and will also feature our properties in advertising across its various websites.*
- What do I get for the \$19.95 monthly subscription fee to RealtyTrac?  
*In order to get buyer leads directly rather than through a member of the RealtyTrac Agent Network™ you need to subscribe to RealtyTrac. Your monthly fee of \$19.95 – **a discount of \$40.00 per month** – will give you access to the 1.8 million foreclosure and bank-owned properties in the national RealtyTrac database, analysis tools for property valuation, local market trend information and the ability to upload your other properties for free. Being a RealtyTrac member also qualifies you for discounts on other products and services and enables you to participate in other a la carte lead programs.*

- Do I have to subscribe to RealtyTrac or pay the \$10 monthly fee per property?  
*You do not have to subscribe to RealtyTrac or pay the \$10 monthly per property fee. Your properties will still be marketed and you will still receive leads through members of the RealtyTrac Agent Network. By paying the monthly fee and subscribing, you get the chance to handle both the listing and buyer's side of the deal and also get the membership benefits described above.*
  
- How will I get my leads?  
*Your leads will be e-mailed to you directly from RealtyTrac if you subscribe, or by members of the RealtyTrac Agent Network if you opt not to subscribe. Reports will also be available that detail the number of views, clicks and offers generated on each property.*
  
- How do properties get deactivated after they're sold?  
*Keystone will update the data on a daily basis, so as soon as you change the status of your property, updated information will be passed along to RealtyTrac.*

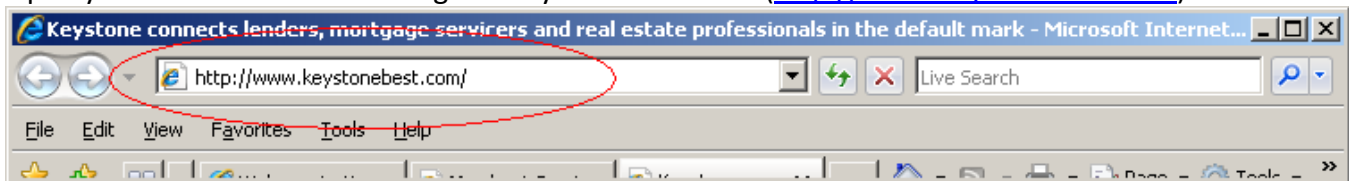
We at Keystone Asset Management are confident that our partnership with RealtyTrac will help our brokers and agents sell REO assets more quickly and profitably, and we look forward to a successful alliance.

**Please note that this program will officially launch on Monday, November 2, 2009.**

For additional questions you may contact our Vendor Administration Department via email at [vendoradmin@keystonebest.com](mailto:vendoradmin@keystonebest.com).

### III. Completing the task

Open your internet browser and go to Keystone’s website (<http://www.keystonebest.com>).



This will bring you to Keystone’s home page.

1. Click on “Agent Login”



2. Enter your username and password that Keystone has provided.
3. Click “Login” or press ENTER.

Home | Site Map | Contact Us | Broker Manual | Help

You are currently logged in as [steve fufal](#) with agent access privileges. You may log out by [clicking here](#)

- ABOUT US
- SERVICES
- CLIENT LOGIN
- AGENT LOGIN
  - Agent Work
  - Become A Keystone Agent
- VENDOR LOGIN
- PARTNERSHIPS
- INDUSTRY LINKS
- CONTACT US

### Agent Login

Username   
 Password

[having problems logging in?](#)



[Click here View our Broker Manual.](#)

April 18, 2008

Upon logging in you will be on the Property Valuations tab, select Real Estate Owned to be directed to the other screen. On this tab you will see your active properties.

*Real Estate Owned!*

Property  
Valuations >>

Changes have recently been made to the layout of this page. For any questions, please consult [this documentation](#).

[Click here](#) to edit your profile

[Click here](#) for PV Orders

[View Past Invoices](#)

Property Valuations
Real Estate Owned
Real Estate Owned Assigned

*How do I get started? Click on button below the "Tasks Due" label*

View Assigned Properties By Status:

	Property Address	City	State	Status	Asset Manager
Select an Action... ▼	6310 E. CREEK COURT	SUN VALLEY	NV	Listed	<a href="#">Leo Magee</a>
Select an Action... ▼	10755 ALEXITO STREET	LAS VEGAS	NV	Listed	<a href="#">Leo Magee</a>
Select an Action... ▼	000 Zero Lane	Zerosville	PA	Eviction	<a href="#">Jason Klementisz</a>
Select an Action... ▼	328 Harrison Avenue	Fort Lupton	CO	Listed	<a href="#">Jason Klementisz</a>
Select an Action... ▼	423 Carpenter Ln	Lansdale	PA	Listed	<a href="#">Andre Nichols</a>
Select an Action... ▼	1719 Pennsylvania Ave	Willow Street	PA	PreMarketing	<a href="#">Andre Nichols</a>
Select an Action... ▼	1719 Pennsylvania Ave	Willow Street	PA	Pending	<a href="#">Admin Admin</a>
Select an Action... ▼	Lot 5 Imperial Dr	Darlington	SC	PreMarketing	<a href="#">Leo Magee</a>

Displaying Records 1 to 8 of 31

- Select an Action...
- Add Document
  - Offers-OMS
  - Submit Bid
  - Submit Invoice
  - Tasks


Upon clicking "Select an Action" you will have options, to continue select "Tasks".

You will then come to the Marketing Strategies Payment screen

**Marketing Strategies Payment**

A fee for marketing strategy is required before more work can be completed on this REO.

Line Item Description	Amount
Marketing Strategies(REO# 379)	\$50.00
<b>Total Amount: \$50.00</b>	


 The safer, easier way to pay

Click on the PayPal icon to proceed. This will load the PayPal account window.



The page below will load next. You may see one of two forms depending on if you have visited PayPal's website or not.

### Screen 1

**PayPal is the safer, easier way to pay** 

PayPal securely processes payments for Matt Hopkins's Test Store. Pay with PayPal in a couple of clicks.

- You can use your credit card without exposing your card number to the seller.
- You can speed through checkout without stopping to enter your card number or address.

Sign up for a PayPal account and [continue checkout](#).


Cancel and return to [Matt Hopkins's Test Store](#).

**Log in to PayPal**

Email

Password

Forgot [email address](#) or [password](#)?

[Site Feedback](#) 

PayPal. The safer, easier way to pay.  
 For more information, read our [User Agreement](#) and [Privacy Policy](#).

[Fees](#) | [Privacy](#) | [Security Center](#) | [Contact Us](#) | [User Agreement](#) PayPal, an eBay Company

Copyright © 1999 - 2009 PayPal. All rights reserved.  
[Information about FDIC pass-through insurance](#)

## Screen 2

# Keystone Asset Management, Inc.

Marketing Strategies (REO# 940974)

Total: \$50.00 USD





Pay with Credit Card or Log In



[Learn more](#) about PayPal - the safer, easier way to pay.  
**Enter your billing information**

Country:

Credit Card Number:

Payment Type:    

Expiration Date:  /  CSC:  [What's this?](#)

First Name:

Last Name:

Billing Address Line 1:

Billing Address Line 2:  (optional)

City:

State:

ZIP Code:

Home Telephone:  555-555-1234

Email:

Already have a PayPal account?

Please log in

Email:

Password:

Forgot [email address](#) or [password](#)?

PayPal. The safer, easier way to pay.  
For more information, read our [User Agreement](#) and [Privacy Policy](#).

You are able to sign in and use your current account to proceed or enter your payment information. If you would like to sign up with PayPal you may do so as well otherwise simply fill out the form on the left and you will be able to pay without signing up.

## Review your information



If the information below is correct, click **Continue**. You will confirm your payment on the next page.

[View PayPal policies](#) and your payment source rights.

Description	Unit Price	Quantity	Amount
Marketing Strateg... <a href="#">Details</a>	\$50.00	1	\$50.00
Item total:			\$50.00
<b>Total:</b>			<b>\$50.00 USD</b>

[Enter gift certificate, reward, or discount](#)

### Payment Method

Instant Transfer : Chase Manhattan Checking (Confirmed) xxxxxx0981  
 PayPal will use Visa XXXX-XXXX-XXXX-5022 to fund this transaction if your bank does not have enough funds.  
[Change](#)

Contact Information      buyer\_1252611844\_per@keystonebest.com

**Continue**

This screen will be before finalizing payment to confirm the information. If you would like to verify what the payment is for move your mouse cursor over Details to do so.

Description	Unit Price	Quantity	Amount
Marketing Strateg... <a href="#">Details</a>	\$50.00	1	\$50.00
Item total:			\$50.00
<b>Total:</b>			<b>\$50.00 USD</b>

[ard, or discount](#)

If you have gift certificates, rewards, or discounts you may redeem them by selecting that link.

Description	Unit Price	Quantity	Amount
Marketing Strateg... <a href="#">Details</a>	\$50.00	1	\$50.00
Item total:			\$50.00
<b>Total:</b>			<b>\$50.00 USD</b>

[Enter gift certificate, reward, or discount](#)

To change your method of payment select the change link.

Payment Method

Instant Transfer : Chase Manhattan Checking (Confirmed) xxxxxx0981

PayPal will use Visa XXXX-XXXX-XXXX-5022 to fund this transaction if your bank does not have enough funds.

[Change](#)

Otherwise click continue to move forward.

[Continue](#)

After clicking continue you will be taken to the Keystone website where you may proceed with accessing your tasks.

Thank you for your payment. You may now return to the [Agent Work](/status_mgt/ReoMainMenu.asp) page.

**Invoice Details**

Line Item Description	Amount
Marketing Strategies (REO# 379)	\$50.00
<b>Total Amount:</b>	<b>\$50.00</b>

**Payment Information**

Amount Paid: \$50.00  
PayPal Transaction ID: 9S6931573E8209616  
PayPal Approval Status: Completed