

Brochure

Paragon Connect

ICE Paragon Connect

MLS in motion



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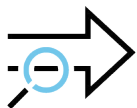
Choose Paragon Connect



Anytime. Anywhere. Your device.

Paragon Connect is built for today's on-the-go real estate agents and their mobile-savvy clients. It delivers a consistent, full-feature experience no matter which device an agent uses – smartphone, laptop, tablet or desktop. Whether on the go, at a desk or anywhere in between, agents can deliver faster, better service to clients.

Agents will enjoy the same simple and intuitive screens they already know and use in Paragon and will be able to access Paragon Connect's complete features and capabilities seamlessly across their on-site and mobile devices.



On-the-go functionality

Provides easy on-the-go access with a consistent, seamless experience.



Responsive design

Adjusts screen layout to the size of the device being used.



Mobile magic

Enables agents to take their phone, tablet or laptop anywhere so they can get just as much done on the move as they do in the office.

Flexible search options to help agents get the right results



No on-the-go platform is complete if it can't search for the latest and most up-to-date listing information anytime, anywhere. Paragon Connect delivers search functionality in spades, and provides agents with powerful search tools, so they can find their client's dream listing no matter where they are.

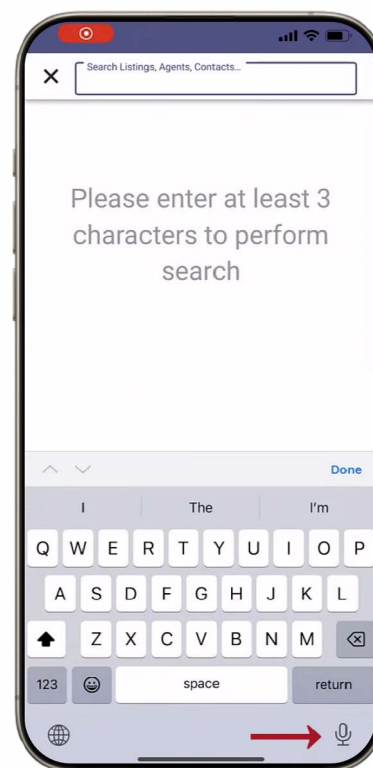
Paragon Connect gives agents three ways to search for listings, anywhere, anytime:

Near me search

Near Me search displays listings based on the agent's physical location. Agents can zoom in on the listing map to show a client what's available in their preferred neighborhood, or zoom out to get the bigger picture of a town or city. The search can also further modified by adding criteria.

Key features

- Search around the agent's exact location
- Use any address to locate nearby listings
- Filter results while panning or zooming on the map
- Add search criteria to further narrow results
- Save searches
- Set up notifications
- Speech-to-text for voice-enabled quick input



Detailed search

Using detailed search, agents can look for listings that meet a client's exact criteria. For instance, a property with three bedrooms, 2.5 baths, with a pool, double oven appliance, wood floors and around \$500,000.

Key features

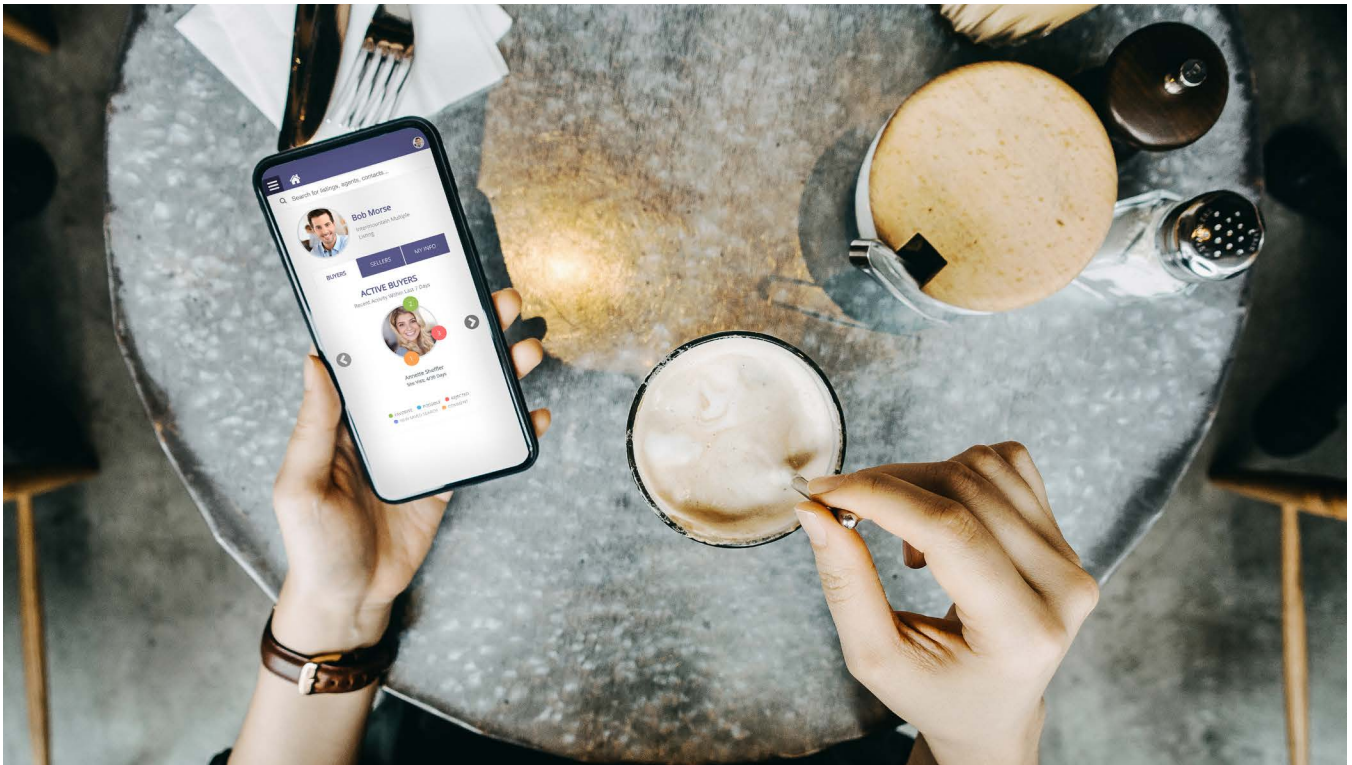
- Search by class or multi-class
- Display map results as a best fit
- Auto-complete forms or expand to view more options
- Save searches
- Set up notifications
- Speech-to-text for voice-enabled quick input
- Customizable search forms and folders
- Quick find to find the field you want to search on

Power search

Agents can find information within Paragon Connect quickly with Power Search. Power Search lets an agent find listings, contacts, addresses, agents info and more. This feature includes easy mobile access and auto-complete capability, helping agents search for information by entering as few as three characters.

Key features

- Quickly search with as few as three characters
- Find listings, contacts, agents, phone numbers and more
- Speech-to-text for voice-enabled quick input

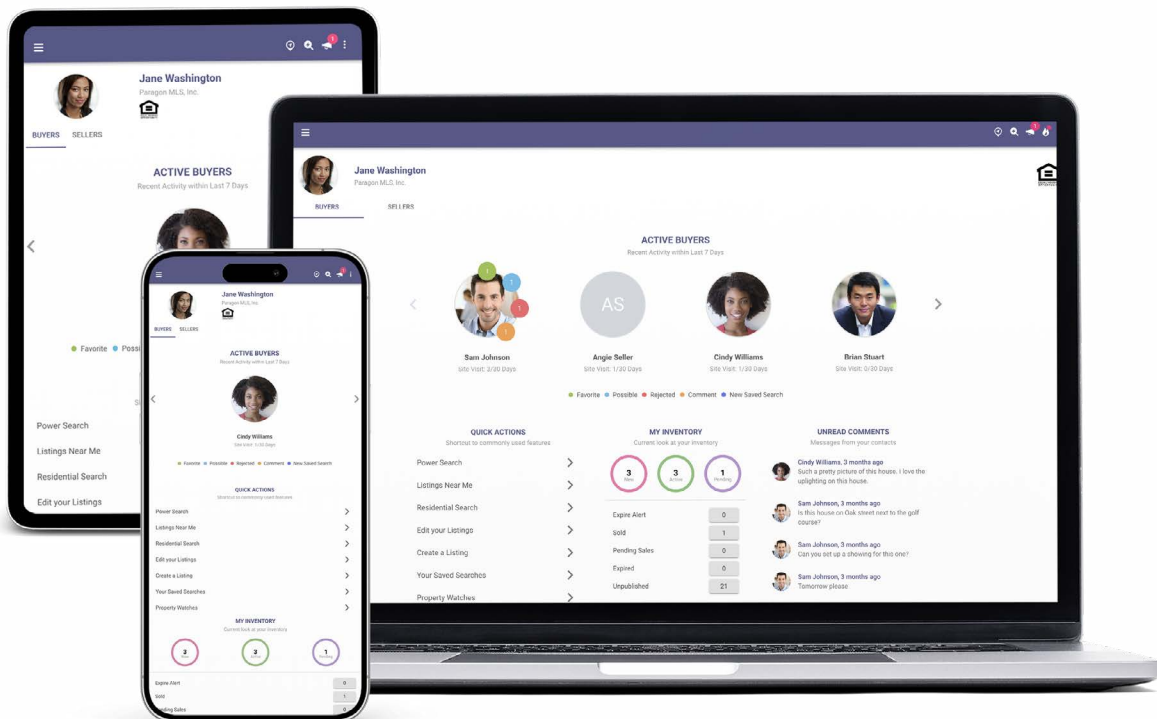


The Paragon Connect dashboard

Simple navigation makes it easy to work from anywhere.

Everyone in the real estate world – from buyers to sellers to agents – expects fast, responsive service. Paragon Connect offers intuitive navigation and a simple communication dashboard so agents can respond to their clients instantly, helping keep buyers and sellers in the loop without wasting time trying to figure out complex screens and menus. Paragon Connect even displays unread messages and comments in Collaboration Center, so agents can easily see when clients are reaching out.

Paragon Connect also lets agents search and view current listings right on the home page, as well as quickly apply updates to listings that are about to expire. By presenting timely information in a prominent place, this powerful dashboard helps agents find their next opportunity whenever they open Paragon Connect.



Extensive data assets in the app and via reports

Property data

ICE is a leading provider of property intelligence, which helps deliver high-quality leads to agents. Our public property records database provides nationwide coverage on:

- Over 155,000,000 property parcels (99.99% of all the U.S.) across more than 3,100 counties
- More than 600 million ownership, sales, assessment and mortgage records on residential and commercial properties
- Over 240 data fields per record, including mortgage and finance information, property characteristics and demographic data
- Historical data for 830m+ real estate transactions

Listing and tax data

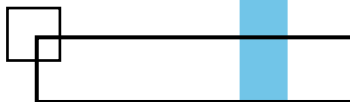
Paragon Connect combines both listing data and public records data into one report. The report also contains property history, AVMs, mortgage calculator, buyer-demand score, videos, 3D/VR models, community reports and the ability to send listing information to third-party integrators.

Mortgage calculator

Every report in Paragon Connect has a mortgage calculator so agents can quickly estimate a client's monthly mortgage payments. The mortgage calculator provides the ability to choose or adjust the loan term and interest rate, down payment amount and property purchase price.

Flexibility and function with report views

Paragon Connect offers five different report views: thumbnail, spreadsheet, detail, analytics, and map. The thumbnail and spreadsheet view allows you to see the results the way you want to view it. The detail report, which contains a variety of tools, analytics and more, can be easily customized by the MLS administrative team. Finally, the map view enables agents to view listings on a map.



Unparalleled data and reporting tools



Quick and easy competitive market analyses with EasyCMA

EasyCMA lets agents generate an accurate, highly professional competitive market analysis (CMA) in as little as 30 seconds. Once an address is entered, the solution will automatically generate a CMA report that:

- Prepopulates the subject property data
- Finds 5 - 10 comparables
- Applies price adjustments
- Suggests a listing price

While EasyCMA does much of the work, the tool still gives agent flexibility and control when it comes to comparables, price adjustments and value estimates.

Property Watch

Provides alerts about changes to properties that agents have added to their watch list. Alerts are sent directly to agents via email and through Paragon Connect in-app messages when any of the following changes occur on the selected properties:

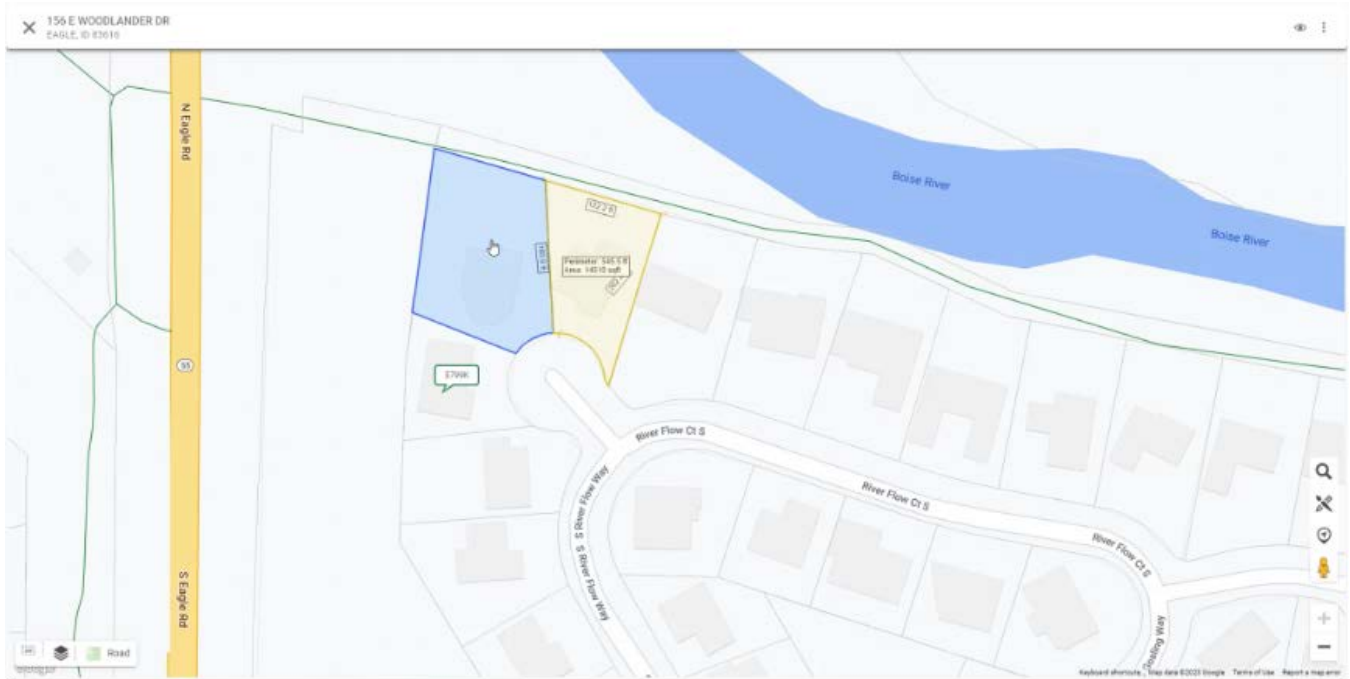
- Foreclosures
- ARM resets
- Ownership
- Tax delinquencies
- New loans
- And more

Interactive parcels

Using Paragon Connect's interactive parcels*, an agent can virtually walk the block to gather even more information about a property than ever before. Agents can access public records data, view AVMs from ICE, RPR and Zillow, and see the Propensity to List score.

Key features

- Shows parcel, dimensions and overall square footage
- Displays full public records data on property
- Includes a propensity-to-list score
- Shows estimated loan to value and equity
- Includes AVMs
- Provides mortgage history



When an agent adds a Property Watch, the parcel changes from yellow to blue. *Currently available for U.S. customers only

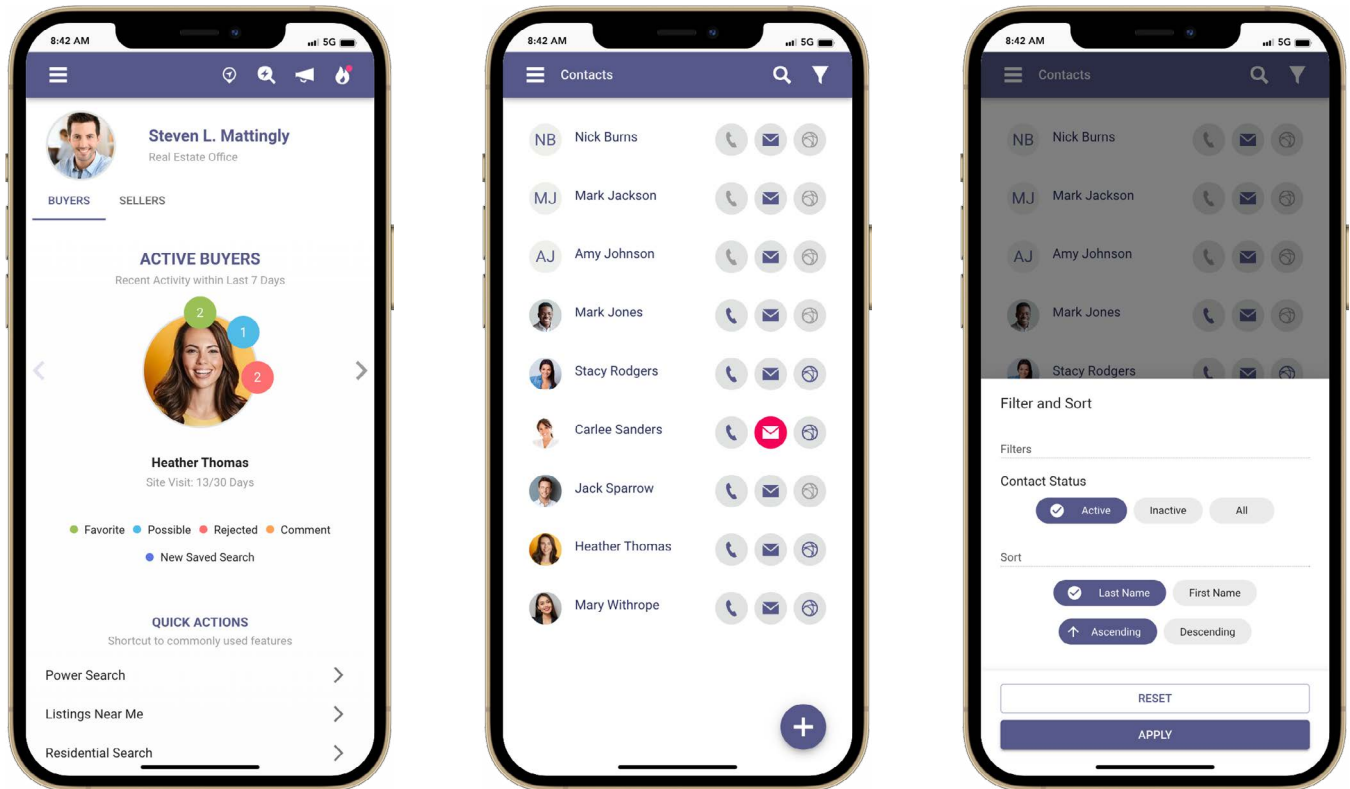
Property scores: propensity to list

Paragon Connect helps agents gauge how likely is it that a subject property will be listed. The Propensity to List score uses a proprietary algorithm that leverages sales history, loan-to-value ratio, estimated equity, owner occupied, foreclosure activity and neighborhood trends to assign a score that reflects the probability a property will be listed. Properties are given scores ranging from low, medium, high, very high to listed. When used together with Property Watch, the Propensity to List score can make it easy for agents to discover potential sellers.

Contact management to amplify an agent's reach

Paragon Connect's built-in Contact Manager helps your agents deliver a white-glove experience with nothing more than a client's contact information. Once a buyer or seller's contact information is uploaded into the system, Contact Manager can deliver automatic alerts for listing activity, help the agent communicate directly with clients, and monitor the clients' activity. With contact manager, agents can easily:

- Add and edit contacts and their searches
- Email, text and socially share information to contacts
- Set up buyer and seller alerts
- Observe contact activity
- View seller reports
- Deliver recommendations
- Archive listings



Connecting with buyers and sellers is easy

The Collaboration Center in Paragon Connect brings real-time communication to agents and their clients. Using personalized, interactive real estate portals, parties can connect via email, text and social media to deliver quick access and updates to listings.

Buyer collaboration

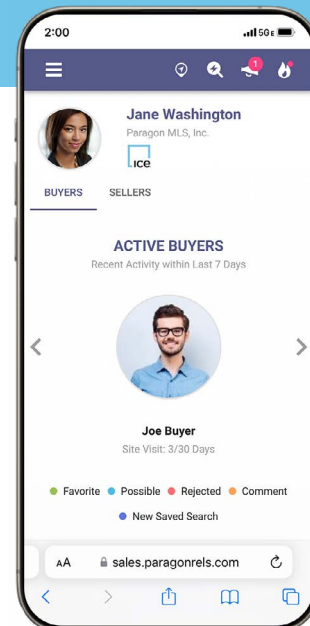
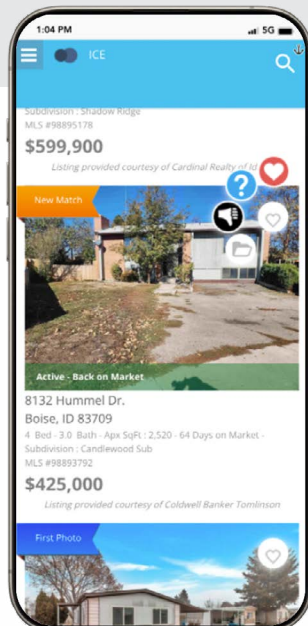
Buyers can use their personalized Collaboration Center portal to search for properties, review listings, request showings and more with:

- Real-time communication
- Side-by-side home comparisons
- Personalized folders
- Extensive neighborhood data
- Tour scheduling
- Buyer created searches
- Property marking capabilities

Seller collaboration

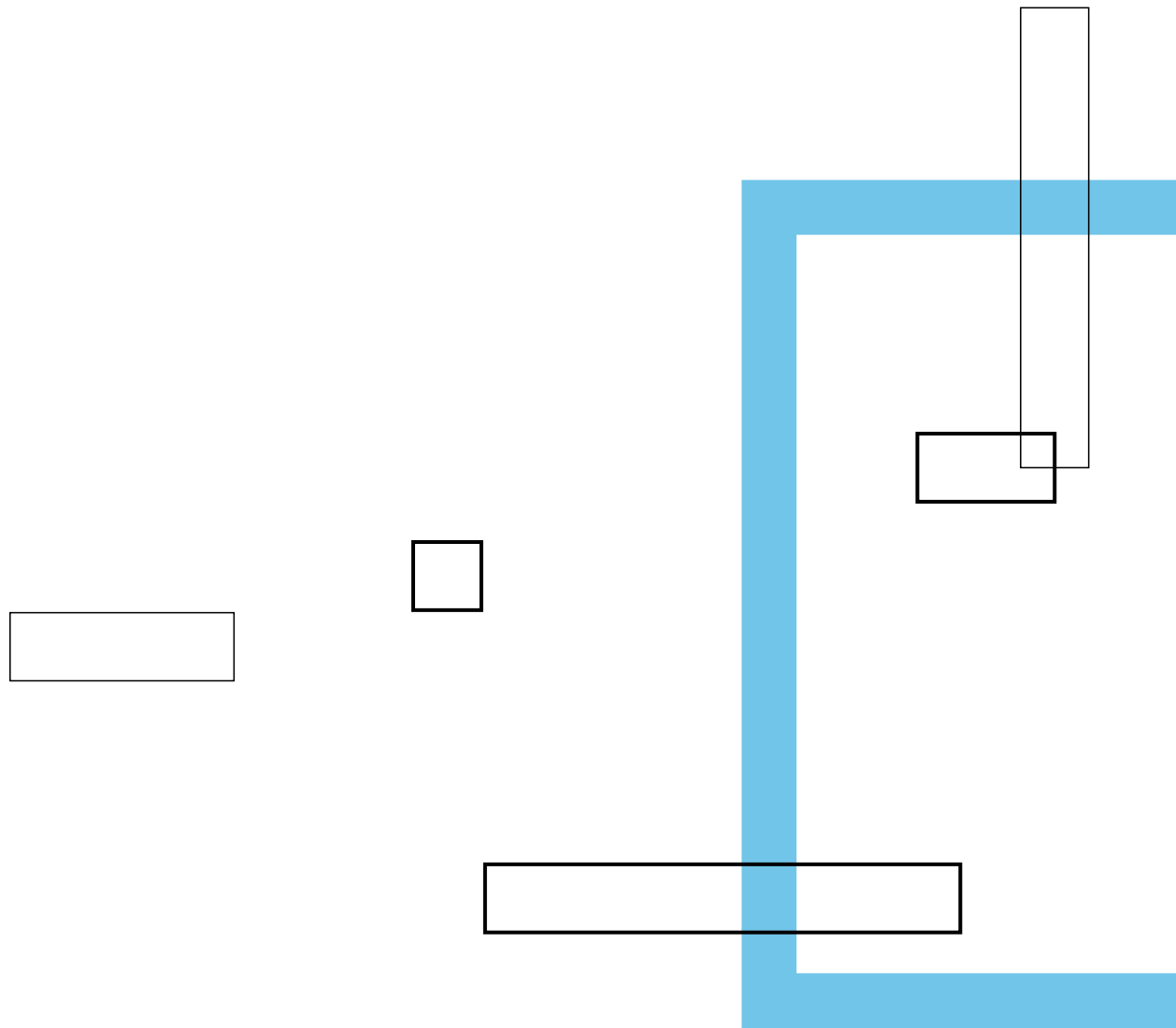
The Collaboration Center also includes seller-personalized portals so agents can stay in constant communication with about listing activity. Sellers get the transparency, information and communication they want with:

- Activity notifications to seller
- Agent recommendations
- Buyer-search matches
- Social views
- Broker tours and open houses
- Views of competing properties



Summary

Paragon Connect delivers a mobile-first MLS system that enables real estate agents to say “yes, I can, wherever I am.” Agents benefit from the same look, feel and experience whether using a desktop, smartphone, laptop or tablet, helping them work faster and more effectively while providing an exceptional buyer and seller experience. If you have any questions about this next-generation MLS system, contact us today.



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