

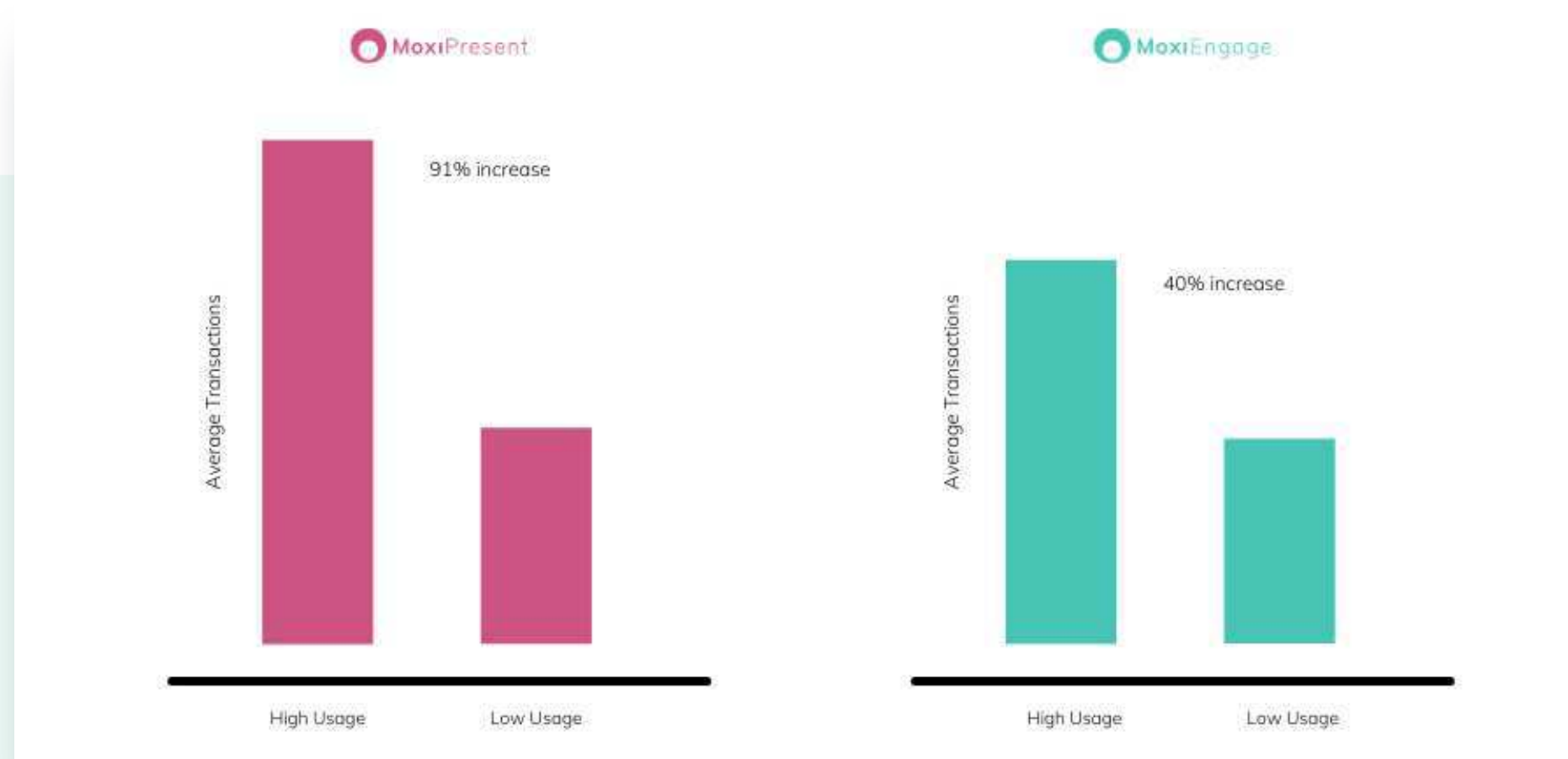
Union Street Media and MoxiWorks Power Strategic Growth for Barrett Sotheby's International Realty

A strong partnership between Union Street Media and MoxiWorks, built on unparalleled service, industry leading expertise, and a holistic business growth strategy, fuels a highly successful year for Barrett Sotheby's International Realty, one of Massachusetts' most distinguished real estate brokerages.

Best in Class from Lead to Close

Barrett Sotheby's International Realty had already been working with Union Street Media on their website and digital marketing strategy for several years when in 2019, they approached the Union Street Media team with an ambitious goal: build a seamless system that would ensure their leads would get to the right agents, with industry leading tools to nurture them, and they could close more business. Union Street Media recommended they talk to best in class technology providers MoxiWorks and Brytecore, and the Barrett Sotheby's International Realty team loved what they saw.

Over a year later, the Barrett SIR team is seeing a lot of success with their full suite of agent tools, which include Brytecore's lead routing services, and MoxiWorks' MoxiEngage, MoxiPresent, MoxiWebsites, MoxiTalent, and Promote tools. Having a dedicated e-leads team and internal adoption of MoxiWorks' customer relationship management platform, listing presentations, agent websites, and other tools, have helped their agents be more efficient and effective - spending more time fostering real and genuine relationships with their clients, which in our increasingly virtual world is more important than ever. In 2020, Barrett SIR agents who were fully using MoxiPresent and MoxiEngage and their capabilities did 91% and 40% more transactions, respectively, than their SIR peers who did not.



A lot has happened in the real estate industry and the Barrett SIR team is confident they have the right technology in place to help their agents thrive and continue to provide the white glove service their buyers and sellers deserve and for which Barrett Sotheby's International Realty is known locally and globally.

An Award Winning Digital Presence

Over the course of their partnership, Union Street Media has been there for the Barrett SIR team every step of the way, guiding the process of integrating their website and backend technology systems, adapting as new opportunities arose, and bringing recommendations to their regular check-ins.



“ Union Street Media is a true partner in every sense of the word. I don't have to worry about anything. From my website to my marketing to making sure things work on the backend, Union Street Media just takes care of it. ”

Laurie Cadigan

Owner and CEO of Barrett Sotheby's International Realty

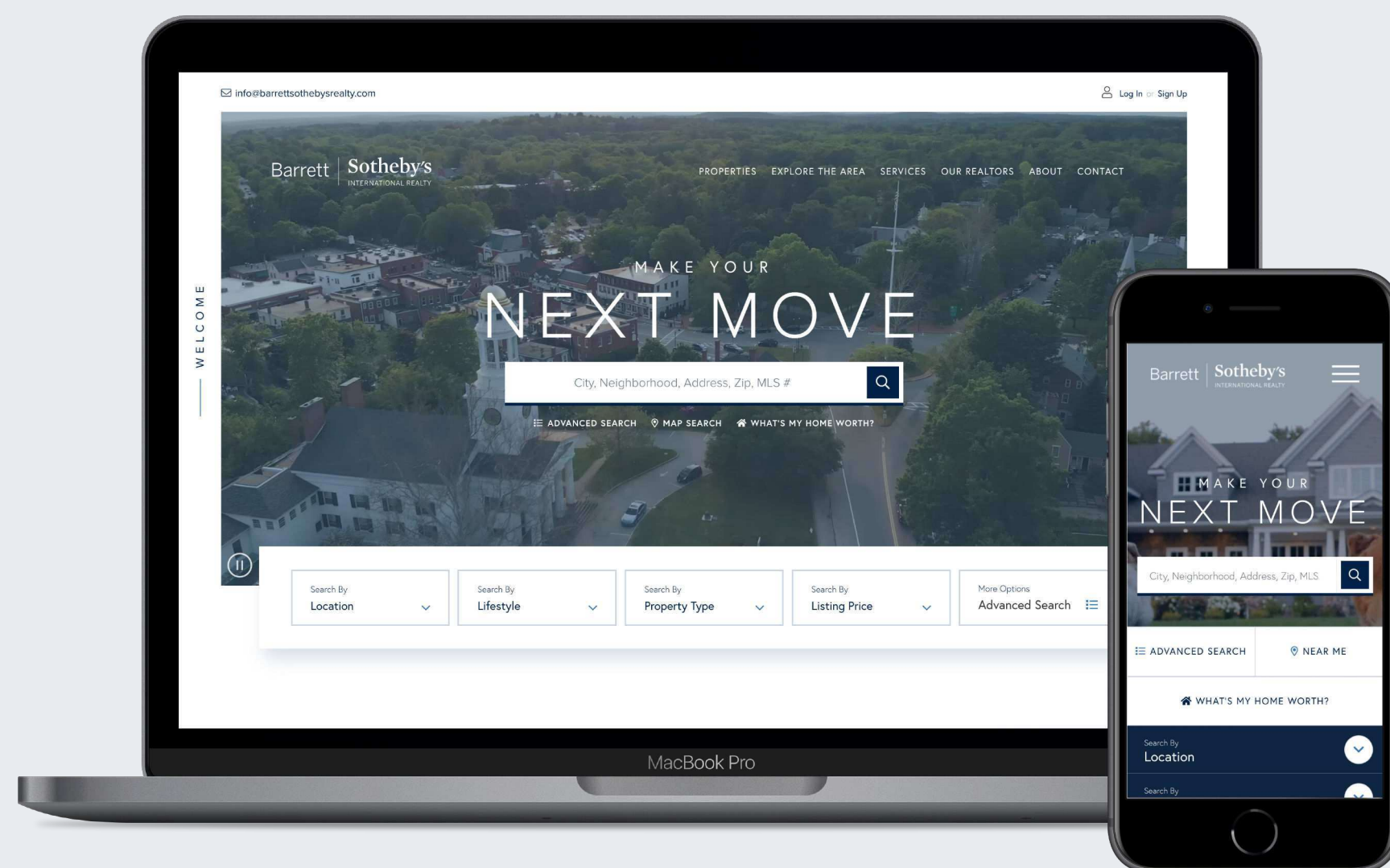
One of those recommendations was to revisit the experience their customers have with them online. So, after getting their agents up and running on their new platform, the Barrett SIR team worked with Union Street Media to design and launch a brand new website, supported by a robust digital marketing strategy including search engine optimization, paid search advertising, Facebook and Instagram advertising, display advertising on popular websites, and retargeting of past visitors, clients, and leads. Through the new website and expanded digital strategy, they developed new ways to showcase their communities, exclusive listings, and local knowledge online. They elevated how they talk about their services, including their award winning relocation services, and they took a visual first approach to the website aesthetics, focusing heavily on video and property display while also ensuring the site met the team's high performance standards. The result is a beauty to behold. And industry leaders agreed. In October 2020, REAL Trends awarded the new <https://barrettsothebysrealty.com/> Best Design as part of the 2020 Website Rankings.

“ We are so honored. We knew what we had created with Union Street Media was light years ahead of where we were before, but to be recognized as being light years ahead of others too was really special. ”

Laurie Cadigan

Owner and CEO of Barrett Sotheby's International Realty





Good to Grow

Never ones to rest on their laurels, shortly after the Barrett SIR team launched their new website and digital marketing strategy with Union Street Media, and less than a year after building a new best-in-class system for their agents with MoxiWorks, they announced the acquisition of a neighboring Sotheby's firm - Waterfield Sotheby's International Realty officially joined Barrett Sotheby's International Realty in October 2020, the same month REAL Trends awarded them one of the best website designs in the world. Waterfield SIR is one of multiple strategic acquisitions Cadigan has made in the greater Boston area, and having best-in-class technology has always been important to the agents and leadership joining her team.

Barrett Sotheby's International Realty - and Laurie Cadigan's leadership - have received wide acclaim from their agents, their clients, the companies they've acquired, and industry leaders. Cadigan is a visionary who long ago realized the importance of embracing digital and of owning her own leads. In addition to the recognition they've received, their marketing performance has exceeded all expectations. Since launching their new website two months ago, they've attracted more than 100,000 new visitors, 32% more than the same time last year. And in the last eighteen months, since embarking on their mission to deliver best-in-class solutions to their agents, as well as elevate the online presence they're providing their clients, their growth has been even bigger. Leads have increased 257%. They've expanded into new markets. And they're eagerly looking ahead to the coming year, poised to be their best ever. Best of all, they are completely lead independent, having reinvested what they were spending on portals and pay-per-lead platforms back into their own technology and digital marketing. As Cadigan puts it, "having partners like Union Street Media and MoxiWorks has allowed me to focus on growing the business. What we've been able to achieve together is phenomenal. I trust them completely."

About Union Street Media

Union Street Media is the top real estate digital marketing company, providing award winning websites and custom digital marketing solutions that drive more business for brokerages, agents, and teams. Union Street Media's digital strategies are focused on helping their clients achieve lead independence - driving high quality leads at a low cost, directly through their website, so they don't have to rely on pay-per-lead platforms and third-party portals. Founded in 1999, Union Street Media's innovative solutions are backed by personalized guidance and white glove service, with customer satisfaction among the highest of any tech firm. Learn more at <https://unionstreetmedia.com/>.

About MoxiWorks

MoxiWorks is a comprehensive open platform system for large residential real estate brokerages that serves over 260 brokerages and 340,000 agents nationwide that account for more than 13% of the transactions in the U.S. MoxiWorks' customer retention over the past seven years stands proudly at 96%. Their integrated tools are centered on sphere methodology that increases agents' repeat and referral business by 54%, while lowering overall technology, training, and support costs for the brokerage. The open platform known as the MoxiCloud has tools from more than 50 partners that integrate to create unique brokerage solutions. Learn more at <https://moxiworks.com/>.

