

**2020**  
PARAGON CONNECT

**WELCOME**  
TO THE FUTURE

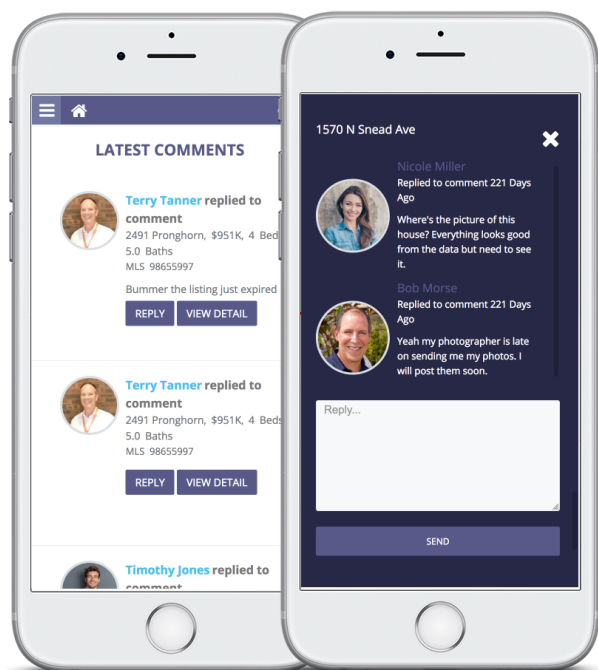
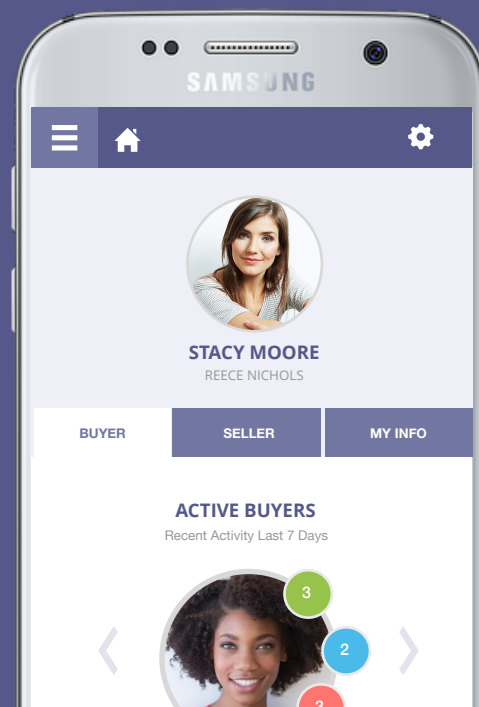


BLACK  KNIGHT®

# Introducing PARAGON CONNECT

Paragon Connect leverages responsive design technology and principles to help make it faster, more intuitive, and accessible.

FOR AGENTS



Access on a smart phone, tablet, or even a desktop computer.

## Introduction

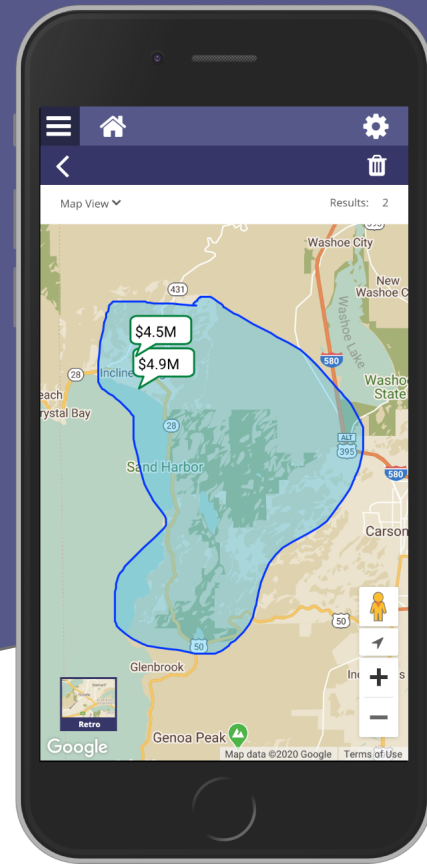
Black Knight is hard at work creating and rolling out the next generation of Paragon Applications. We launched Collaboration Center 2 years ago and have steadily added great features and functionality to rave reviews. This year we're bringing out the next greatly anticipated product, Paragon Connect. This application leverages responsive design technology and principles to help make it faster, more intuitive, and accessible.

Paragon Connect is a new core design concept for us to develop from and realize our vision for a modern, mobile, and responsive interface that reimagines the commonly used Paragon functionality and workflows. We invite you to check it out and familiarize yourself so you're ready to take advantage the moment new features are added.

HIGH LEVEL

# Features

Take a peek at some of the features and functions that set Paragon Connect apart.



## Paragon Connect



### AGENT ONLY

Paragon Connect is an agent tool to work with and manage Paragon data. It works in conjunction with Collaboration Center and other third party integrations.



### SAME DATABASE

Utilizes the same data from Paragon. Any changes made to Paragon Connect will also show up in Paragon and vice versa.



### 100% RESPONSIVE

Whether you're on-the-go or in the office, Paragon Connect's responsive design ensures it displays right-sized for your device.



### DEVICE OPTIMIZED

Optimizes visuals based on the size of your resolution, enabling you to have access to even more features and functions based on the device you are using.



### DATA ANALYTICS

Captures data from actual buyers, so sellers can view how many buyers are in the Paragon ecosystem. Provides comps within a specified radius, site traffic and level of interest, which could lead to price adjustments.



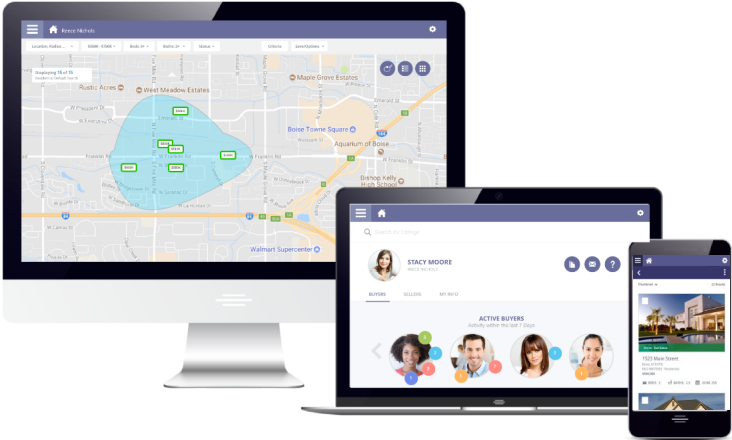
### CLIENT CENTRIC

Provides you with details about how often seller sites are viewed, which listings buyers like, and greater insight into buyer and seller activity.



# Paragon Connect

Just a small highlight of features



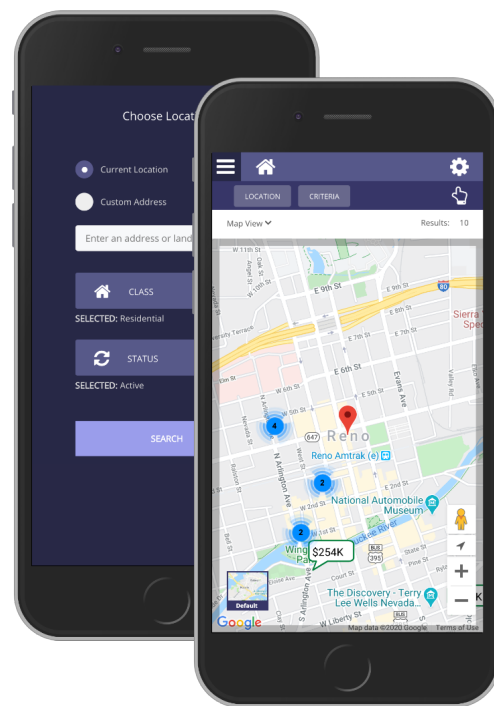
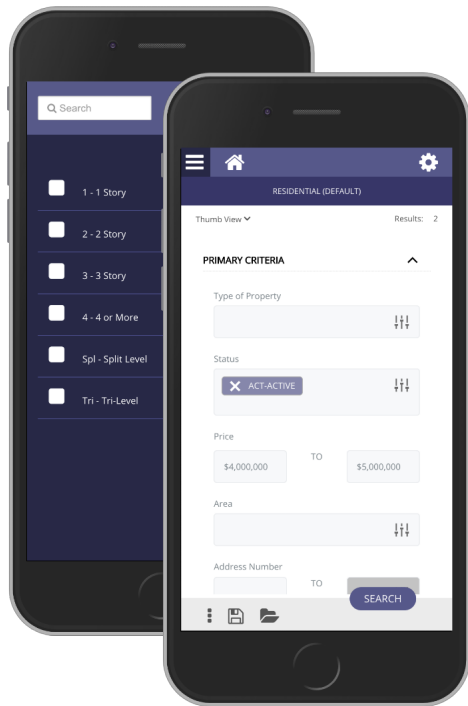
## FEATURES AND FUNCTIONS

Paragon Connect is more than a way to access data on the go. It is a feature rich application offering commonly used workflows and functionality. Work where you want, how you want, when you want.

- |                          |                           |                                |
|--------------------------|---------------------------|--------------------------------|
| Track Buyer Activity     | Mobile Responsive Reports | Find My Location Search        |
| Seller Statistics        | Power Search              | Device Optimized               |
| Create Tasks             | Property History          | View and Add Comments          |
| Create Notes             | Third Party Integrations  | Enable Sell Side Notifications |
| Full Map Search          | Community Reports         | Change Theme Colors            |
| Default Search Templates | Google Street View        | Email Responsive Reports       |

# Property Search

Let's review the two primary search functions used to locate listings within Paragon Connect



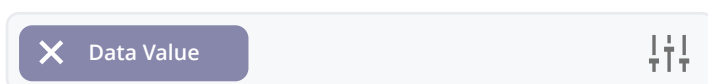
## Search Form Method

Traditional search form used to locate listings based on prospective buyer search criteria. Example: Client is interested in a 3 bedroom, 2.5 bath house, priced around \$500k. Using form search, agent would enter criteria to locate listings based on client's desired criteria.

### Key Features

- Search by Class
- Map results displayed as a best fit
- Auto complete forms or expand to view more options
- Advanced search features, include, exclude, etc.
- Save search
- Setup Notifications

Field Label



Advance: **Equals**

## Location Based

The location based search, is used to locate listings based on your current location or a specific address. The map acts as a filter and will refresh results based on any zooming or panning around the map. You can also further filter results by adding any search criteria

### Key Features

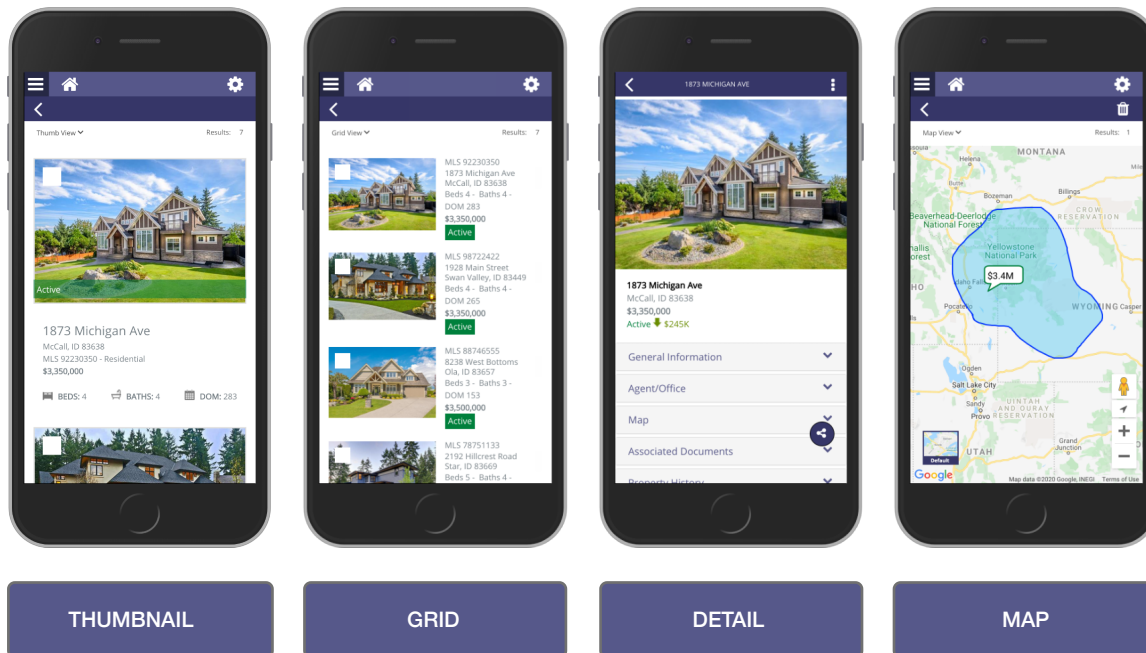
- Search around your exact location
- Use any custom address to locate listings
- Map filters results as you pan or zoom
- Can add search criteria to further narrow results
- Save Search
- Setup Notifications



Indicates your location or custom address entered into location based search.

# Report Views

Lets take a look at the available views and reports available inside of Paragon Connect

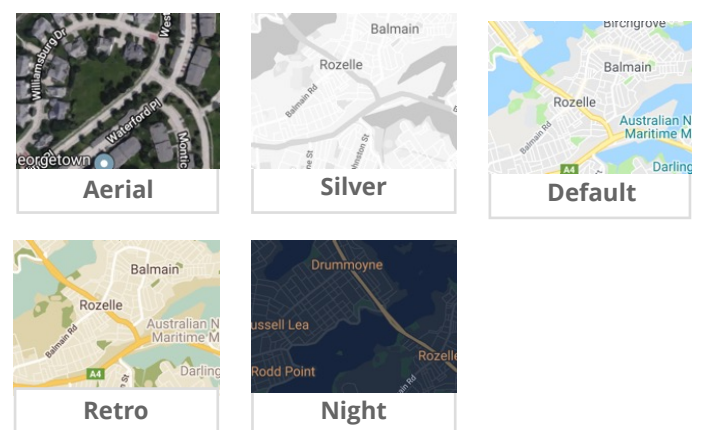


## Available Reports

Paragon Connect comes equipped with four different report types. You have a thumbnail view, grid view, map view, and a detail view. The thumbnail report and grid view will load 20 listings by default and lazy load additional listings as you scroll down. The detail view's property information is completely customizable per MLS. You can create as many sections as you want and add any fields to these sections. The map view utilizes Google Maps and Street View.

## Map Types

There are a variety of map types available within the mapping view of Paragon Connect. Just like most systems, the report has a standard default map and an aerial map. But in addition to those defaults, the mapping application has a night mode, silver mode, and a retro mode. The silver mode is great for overlaying layers on top of the map. Makes it easier to view and interact with these layers. The night mode is great for those who burn the late night oil. The map types are sticky and remain selected while in your current session.



# Detail Report

The detail report provides administrative staff control over how the fields are displayed

## Customizing Report

The detail report in Paragon Connect contains more than just listing fields. It contains a variety of tools, reports, analytics, and more. The report is customizable by the MLS. The application allows the MLS to create sections and add fields to them. The layout of how these fields are displayed is also customizable. Fields can be displayed in a single column or two columns. The system also allows you to format paragraphs of text and provides a special layout for features. The customization of this report is extremely simple and can be updated at any time by the MLS administrative team.

## Report Features

- Photo gallery
- Map and Street Map of listing
- Embed Videos
- Full MLS listings
- Public Data
- Property History
- AVMs
- Mortgage Calculator
- Community Reports

1837 Manhattan Ave  
Boise City, Idaho 62338  
Active

**\$700,000**  
Current List Price

MLS Number: 3827383  
Bedrooms: 4  
Bathrooms: 2  
Days on Market: 72 days  
Square Feet: 4,290 ft  
Propensity Score: 4/5

Property temperature level: 8/10

12 buyers in Paragon are looking for a property like this!

General			
Price per Acre	\$205	County	Valley
Price per SQFT	\$258.29	Age	11 - 20 Years
Property Excluded	Seller's personal items	Type	Single Family
Bedroom 3 Level	Upper	Land Size	Sm Lot 5999 SF
App Below Grade Unfin	2400	#Acres	0.120
Year Built	2004	Legal Description	Tamarack Resort P.U.D. Phase 1
Sale/Rent	For Sale	Property Included	Refrigerator, washer/dryer, stove,

### One Column

Label	Data

### Two Column

Label	Data	Label	Data

### Features

Label	Data	Label	Data

### Description

Label

Data

# Buyer Activity

Track your buyers preferences and activity

## Buyer Side Activity

Paragon Connect really focuses in on what your prospective buyers are doing. How many listings did they mark as favorite, possible, or rejected? Did they create any new searches on the Collaboration Center site? Did they send any comments? All of this is tracked on the main dashboard of Paragon Connect and within each contact. The dashboard tracks the activity performed within the last 7 days.

### ACTIVE BUYERS

Recent Activity Within Last 7 Days

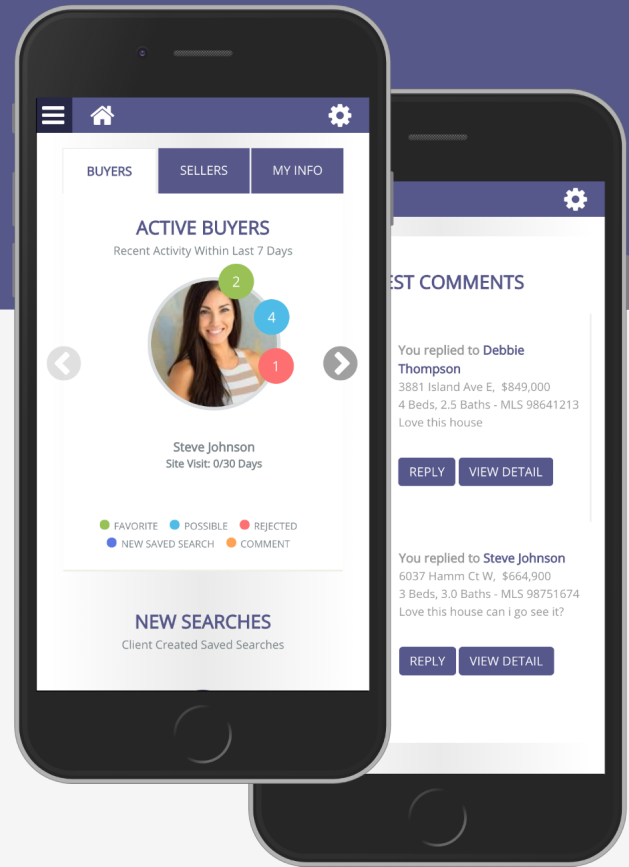


- Marked as a favorite
- Marked as a possible
- Marked as rejected
- Created new custom search
- Created a new comment

20

### Number of Visits

Number of times buyer visited Collaboration Center site within the last 30 days



## Track Activity

Not only are you interested in the listings a client may or may not be interested in, there is also some other activity that is of importance. How many new searches did the client create, how many tasks are upcoming in the next 7 days. Are there any searches about to expired? I can also see any of the latest comments created by any of my prospective buyers.

NEW SEARCHES

5

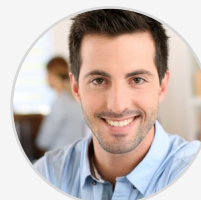
UPCOMING TASKS

2

SEARCH EXPIRING

1

### Sample Comment



You replied to **Steve Johnson**  
24 North Ave Montvale, \$639,000  
3 Beds, 2 Baths

Pool looks a little small. But it looks refreshing. Can we setup a showing?

REPLY

VIEW DETAIL



# Seller Activity

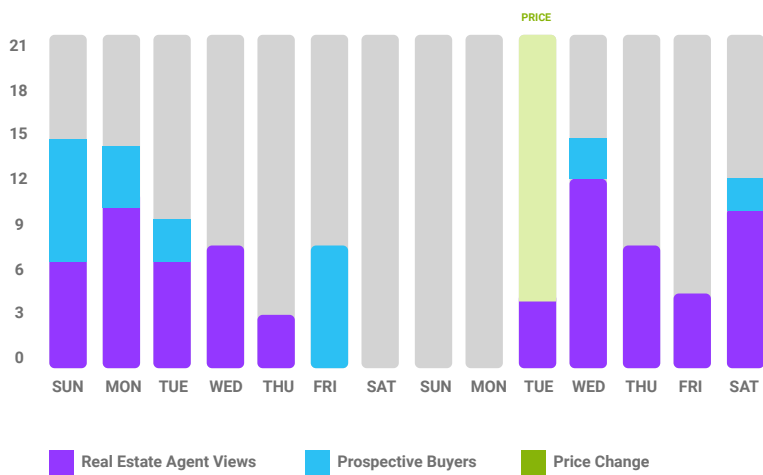
Gather more intel on how your sellers listing is performing in the market

## Sell Side Activity

As an agent, you can now gain more insight into how many times the listing has been viewed, how many people have marked it as a favorite, possible, or rejected, and even how often it's appeared in searches. We take all of the buyer preferences and feed them into the sell side of Paragon Connect.

### Listing Views

The following chart below shows the number of times your listings have been viewed by Real Estate Agents and prospective buyers.



### Prospective Buyer Activity

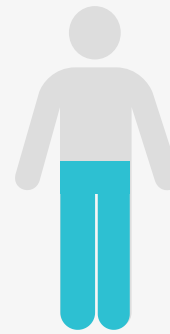
The following statistics provide you with insight into how prospective buyers are categorizing your listing as part of their home buying process.



2

### Real Estate Agent Recommendations

The number of agents that have recommended your listings to their prospective buyers.



### Real Estate Agent Views

The number of Real Estate Agents that have viewed details of your listing

VS



### Prospective Buyer Views

The number of prospective buyers that have viewed details of your listing

4

### VIEWS FROM EMAIL

Real Estate Agent(s) that have viewed your listing via an email

5

### FACEBOOK VIEWS

Prospective buyers who shared your listing to Facebook

15

### CONSUMER COMMENTS

Prospective buyers who have made comments on your listing

18

### AGENT COMMENTS

Real Estate Agents who have made comments on your listing

Snap a Photo

# Add Listing Photos

User your mobile device to add listing photos

## Snap your Own Photos

Enjoy the freedom of being able to use your smart phone to capture and upload photos to your listings. Snap a portrait or a landscape photo, or just go through your phone and select the photos you want to upload.

### Key Features

- 100+ photos allowed to be uploaded Use your
- Smart phone to capture photos
- Browse through your photo library to upload photos
- Add a label to each photo
- Add a photo description to each photo



## Enhance your Photos

With Paragon Connect you have the luxury to crop, flip, rotate, color correct your photos. In addition you can add photo elements like shapes, icons, text, arrows and more to highlight areas of a photo that might be of importance to the agent or consumer.

### Key Features

- Crop, flip, rotate photos
- Add a shape from the provided library
- Add an icon from the provided library
- Place custom text on your listing photos
- Free hand draw on the photo
- Add labels
- Delete one or more photos



Filter



Shape



Icon



Text



Draw

# Calculators

Financial calculators to finesse budgets

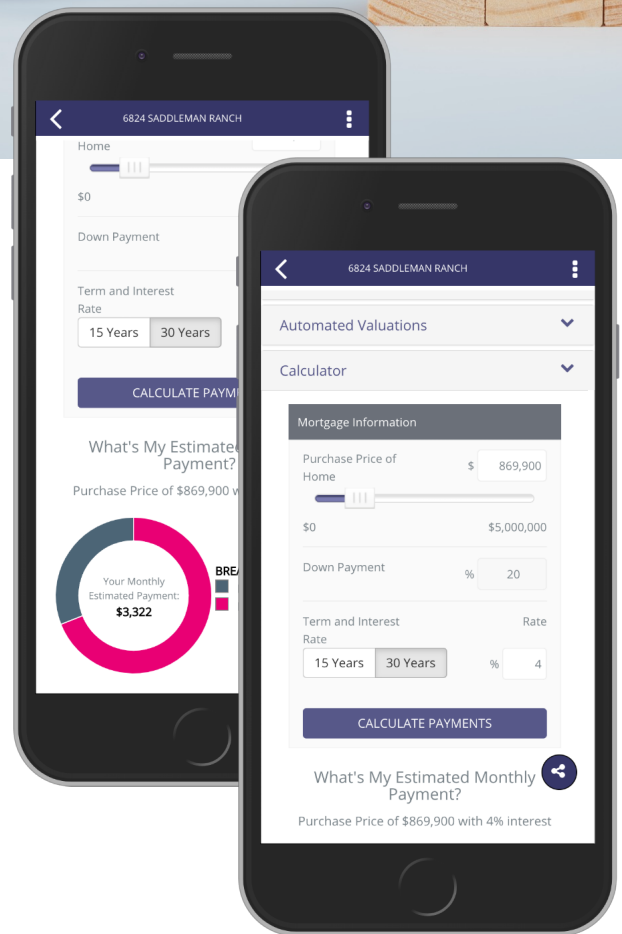


## Mortgage Calculator

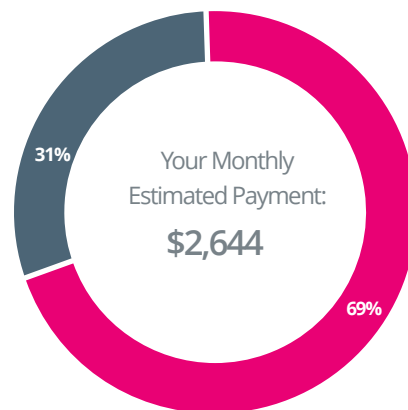
On every detail report in Paragon Connect you will find a mortgage calculator. This allows the agent to quickly calculate monthly mortgage payments. The Agent can choose and adjust the term and interest rate, along with the purchase price of the home and down payment amount.

### Key Features

- Enter purchase price of home
- Down payment amount
- Terms - 15 or 30yr
- Interest rate
- Calculates estimated monthly payments
- Breaks down total by principal and interest



Mortgage Information	
Purchase Price of Home	\$ 699,000
Down Payment	% 20%
Terms and Interest Rate	Rate
15 Years 30 years	% 4.00
<b>CALCULATE PAYMENT</b>	



### Breakdown Payment

- Principal
- Interest

Your CRM

# Contact Manager

Add/Edit and manage your contacts

## Contact Manager

Access your vast variety of contacts on your phone. Missing a contact? Quickly add or import to your contacts to your contact list. Setup an auto notifications using our collaboration center tools and functions. Track their buyer and selling information directly from their contact profile.

### Key Features

- Add/Edit/import contacts
- Email or text your contacts
- Setup Buyer and Seller notifications
- Create notes/tasks
- View history of contact activity
- Review current and past comments
- Opt in/out compliant



## Working with Buyers

Once you have created or imported a contact, you can associate a saved search to this contact. The contact would then be setup on with a Collaboration site where he/she will be able to review listings, mark them as a favorite, possible, rejected, add comments, request showings, create their owns searches and more. All of the buyer's activity is tracked within Paragon Connect. See sample comment from buyer in Paragon Connect below.



### You replied to **Stacy Anderson**

1278 Basch Way S, \$875,000  
4 Beds, 3.5 Baths - MLS 3849383  
Can do! How's tomorrow afternoon...

REPLY

VIEW DETAIL

## Working with Sellers

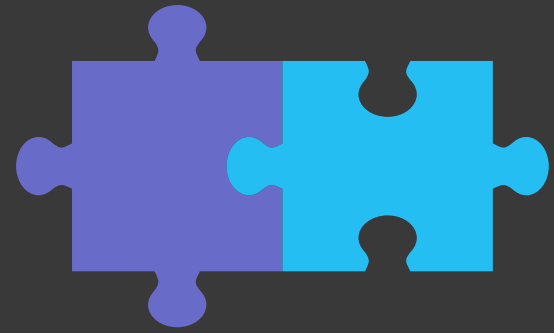
Most sellers can only see how well their house fits in the market by the number of showings schedule. However, with the Paragon Connect we can paint a larger picture. As an agent, you can see the number of prospective buyers that have viewed the listing, marked it as a favorite, possible, or rejected. You can tell you how many agents have recommended it, saved it in a search or added a comment about it. Below is a sample from the sell side of Paragon Connect.



# Completing the Puzzle

## OUR ECOSYSTEM

Changing how consumers and agents interact through the buying and selling process. Utilizing the power of Collaboration Center and Paragon Connect, agents can be confident in their business decisions by exposing their clients to the most reliable source of data and technology.



## HOW IT WORKS



CC

### COLLABORATION CENTER Buyer Side

A buyer will use the Collaboration Center application to organize listings into favorites, possible, and rejected. This helps the agent concentrate only on the listings the buyer is interested in.



CC

### COLLABORATION CENTER Seller Side

As buyers categorize listings, sellers are informed that prospective buyers have marked their listing as a favorite, possible, rejected. Allows to seller to confirm price of listings and level of interest.



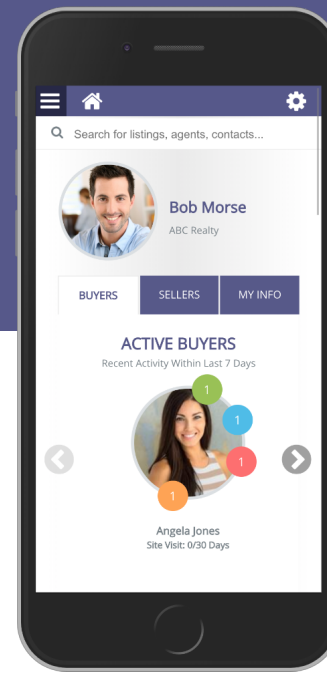
PC

### PARAGON CONNECT Agent Side

All of the data and activity from the Collaboration Center is fed into Paragon Connect. Now the agent will have the ability to make the best business decisions based on the information provided from these tools.

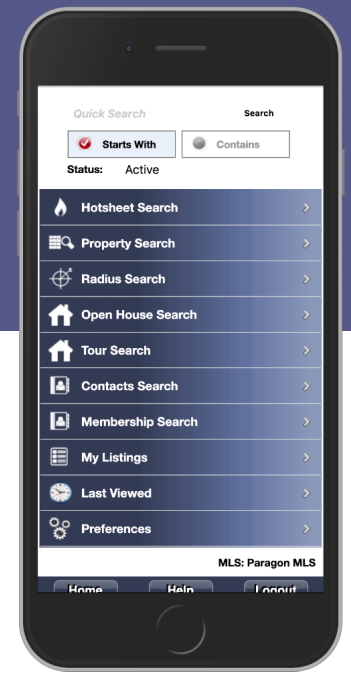
# COMPARISON

Below are all of the features found in Paragon Connect that are not available in Paragon Mobile.



Paragon Connect

VS



Paragon Mobile

## Beyond Paragon Mobile

Below is a table full of features found only in Paragon Connect. This list will continue to grow with each release.

Description	Paragon Mobile
<b>Dashboard</b>	
Power Search	Not Available
Buyer Activity	Not Available
Upcoming Tasks	Not Available
View New Searches Created by Clients	Not Available
View Searches about to expire	Not Available
Comment History	Not Available
Setup Sell Side Collaboration Center Site	Not Available
Sell Side - Weekly Report - Client	Not Available
Sell Side - Send Welcome Email	Not Available
<b>Listing Maintenance</b>	
Add/Edit Photos	Not Available
Enhance Photo	Not Available
Add shapes	Not Available
Add icons	Not Available
Add text	Not Available
Draw on image	Not Available
Add Photo Labels	Not Available
Add Photo Descriptions	Not Available
Delete images	Not Available
<b>Third Party Integrations</b>	
Cloud CMA	Not Available
Community Reports	Not Available
CRS Data	Not Available
Homesnap	Not Available
RatePlug	Not Available
ShowingTime	Not Available
RPR	Not Available
zipForm	Not Available
Realist	Not Available
ShowingTime MarketStats	Not Available
<b>Internal</b>	
Same Database as Paragon Online	Not Available
100% responsive	Not Available
Client Centric	Not Available
Help Site Link	Not Available

Description	Paragon Mobile
<b>Views and Reports</b>	
Thumbnail View	Not Available
Map View - multiple listings	Not Available
Location based search	Not Available
Retro Map	Not Available
Silver Map	Not Available
Night Map	Not Available
Finger Draw for custom shapes and filtering	Not Available
Text one or more listings	Not Available
Color code status configurable	Not Available
View 500 listings per search	Not Available
<b>Search</b>	
Sync Default search from Paragon	Not Available
Search on all your fields from Paragon	Not Available
Auto complete on lookups	Not Available
Advanced search options available	Not Available
Retains last search	Not Available
Option to revert back to default	Not Available
Save search to agent	Not Available
Save search to a contact	Not Available
Setup Buyer Collaboration Center Site	Not Available
View Criteria Summary	Not Available
Load saved search from Paragon or Paragon Connect	Not Available
<b>Detail Report</b>	
Access to all your fields from your MLS	Not Available
Property History	Not Available
Price Drop / Price Increase indicator	Not Available
AVMs	Not Available
<b>Contact</b>	
View sell side activity	Not Available
View Activity (Pos, Fav, Rej, Undecided)	Not Available
Create Tasks	Not Available
Create Notes	Not Available
<b>Customization</b>	
Choose Theme Colors	Not Available