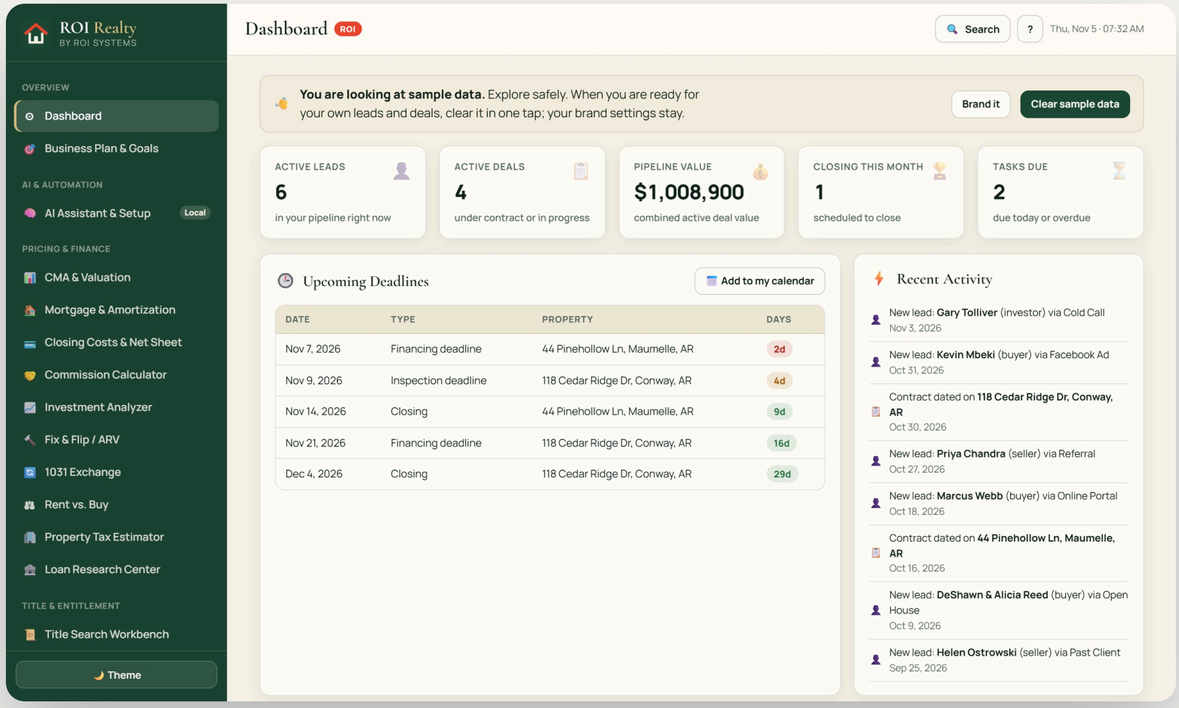
ROI Realty

BY ROI SYSTEMS · MADE BY HARRISON HOLT · LICENSED TO WEB MASTERS LLC · CONWAY, ARKANSAS

Run the whole brokerage from one app.

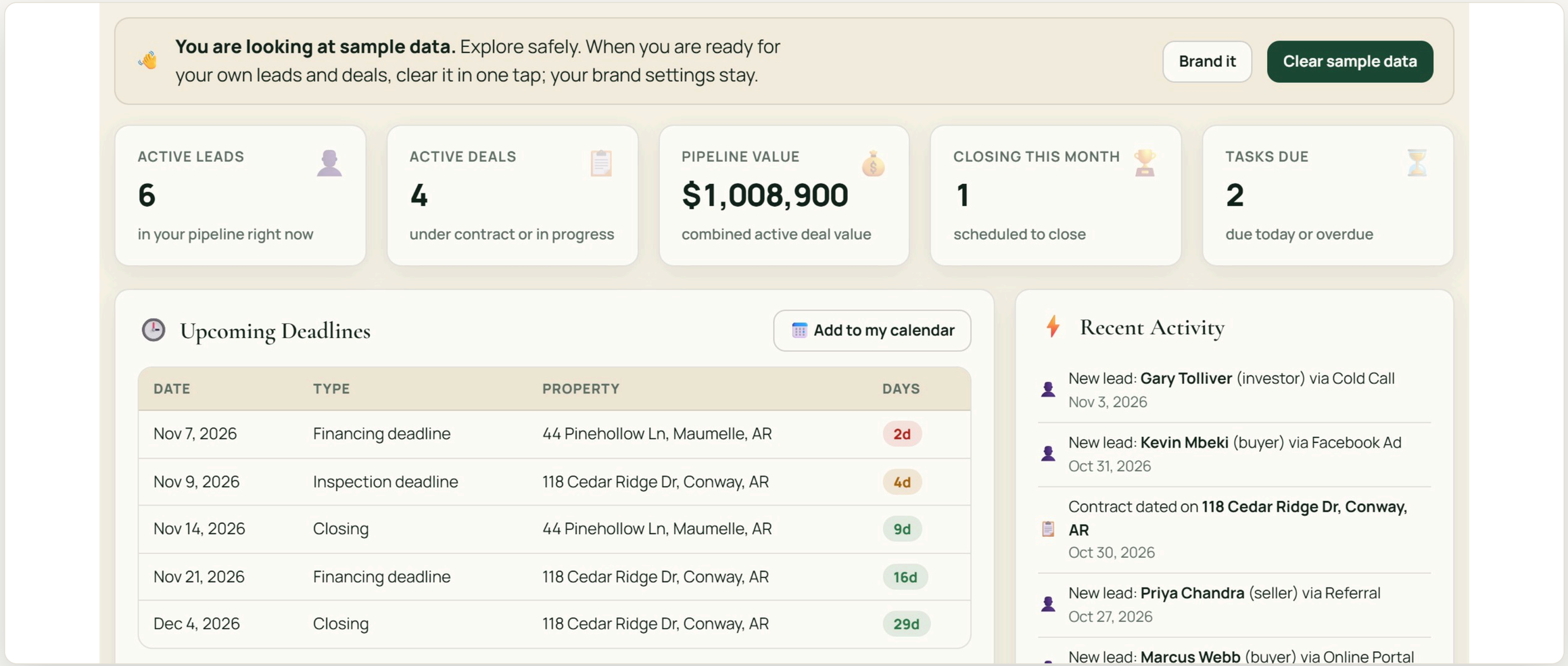
Leads, deals, showings, offers, 12 pricing tools, documents and the back office, for your whole business, on your own devices. It works offline.

Works offline · **One key, every agent** · **No auto-renew**



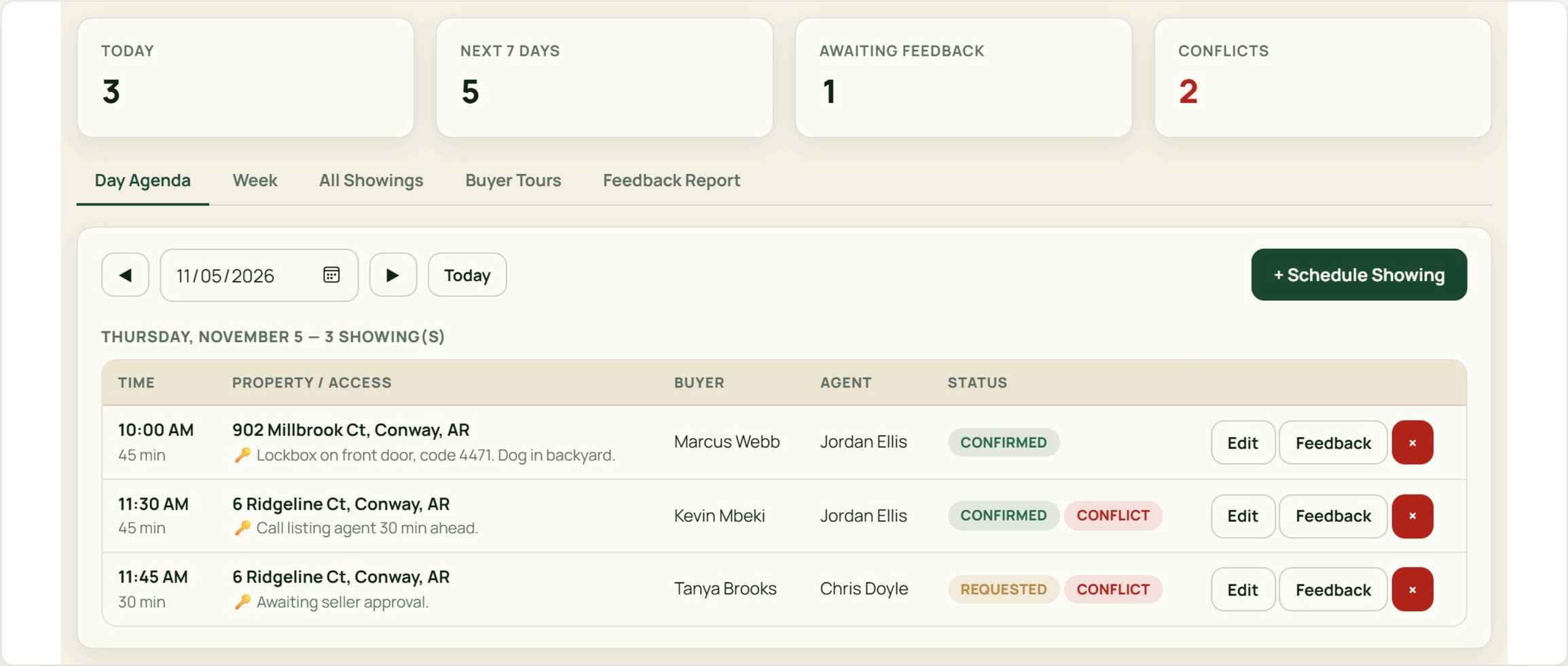
Every deadline, counting down

Inspection, financing and closing dates count down on the dashboard. One tap on Add to my calendar saves them to your phone's calendar with a reminder the day before.



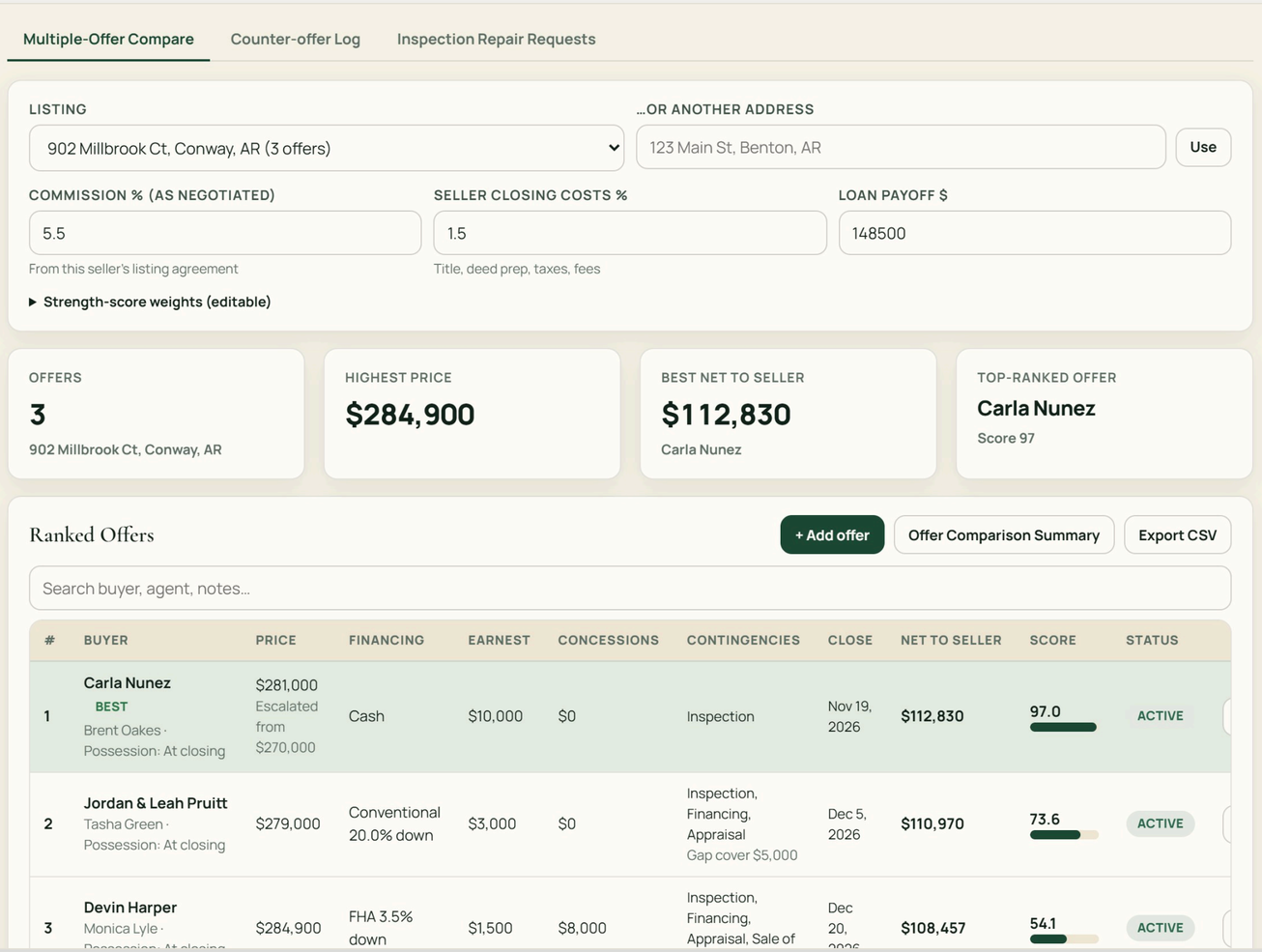
Showings without the double booking

Today, the next 7 days, feedback still owed and conflicts, on one screen. Double bookings get flagged, buyer feedback is logged, and tour sheets print.



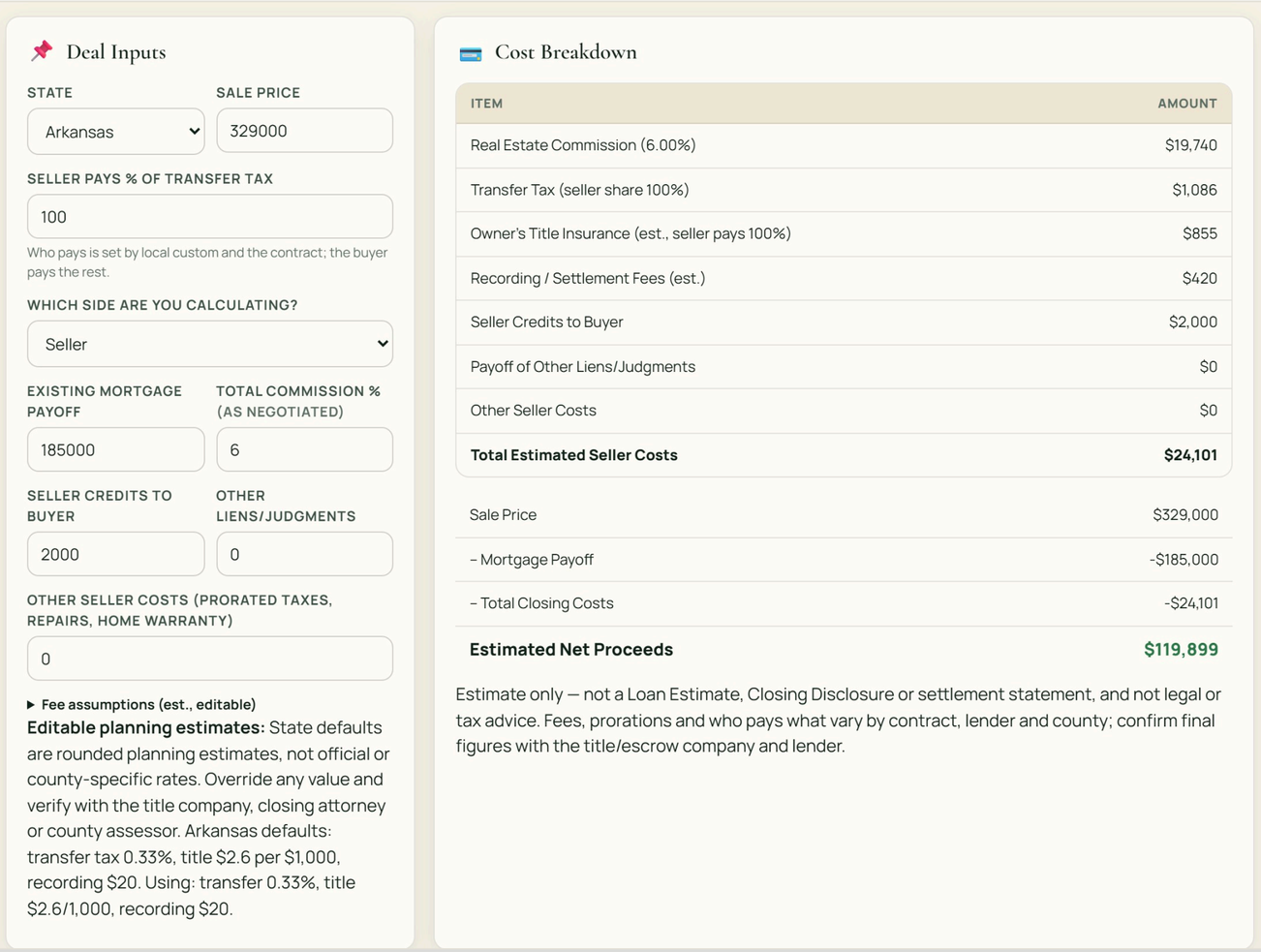
Offers side by side, escalation worked out

Every offer ranked by net to the seller and strength. Escalation clauses are worked against the highest competing offer, never above the cap. Sample data shown.



Proprietary mathematics: 12 pricing tools

CMA, mortgage, closing costs and the seller net sheet, commissions, investment, fix and flip, 1031, rent vs. buy, property tax and loans. Every result is an estimate you can edit.



Deal Inputs

STATE: Arkansas

SALE PRICE: 329000

SELLER PAYS % OF TRANSFER TAX: 100

Who pays is set by local custom and the contract; the buyer pays the rest.

WHICH SIDE ARE YOU CALCULATING?: Seller

EXISTING MORTGAGE PAYOFF: 185000

TOTAL COMMISSION % (AS NEGOTIATED): 6

SELLER CREDITS TO BUYER: 2000

OTHER LIENS/JUDGMENTS: 0

OTHER SELLER COSTS (PRORATED TAXES, REPAIRS, HOME WARRANTY): 0

▸ Fee assumptions (est., editable)

Editable planning estimates: State defaults are rounded planning estimates, not official or county-specific rates. Override any value and verify with the title company, closing attorney or county assessor. Arkansas defaults: transfer tax 0.33%, title $2.6 per $1,000, recording $20. Using: transfer 0.33%, title $2.6/1,000, recording $20.

Cost Breakdown

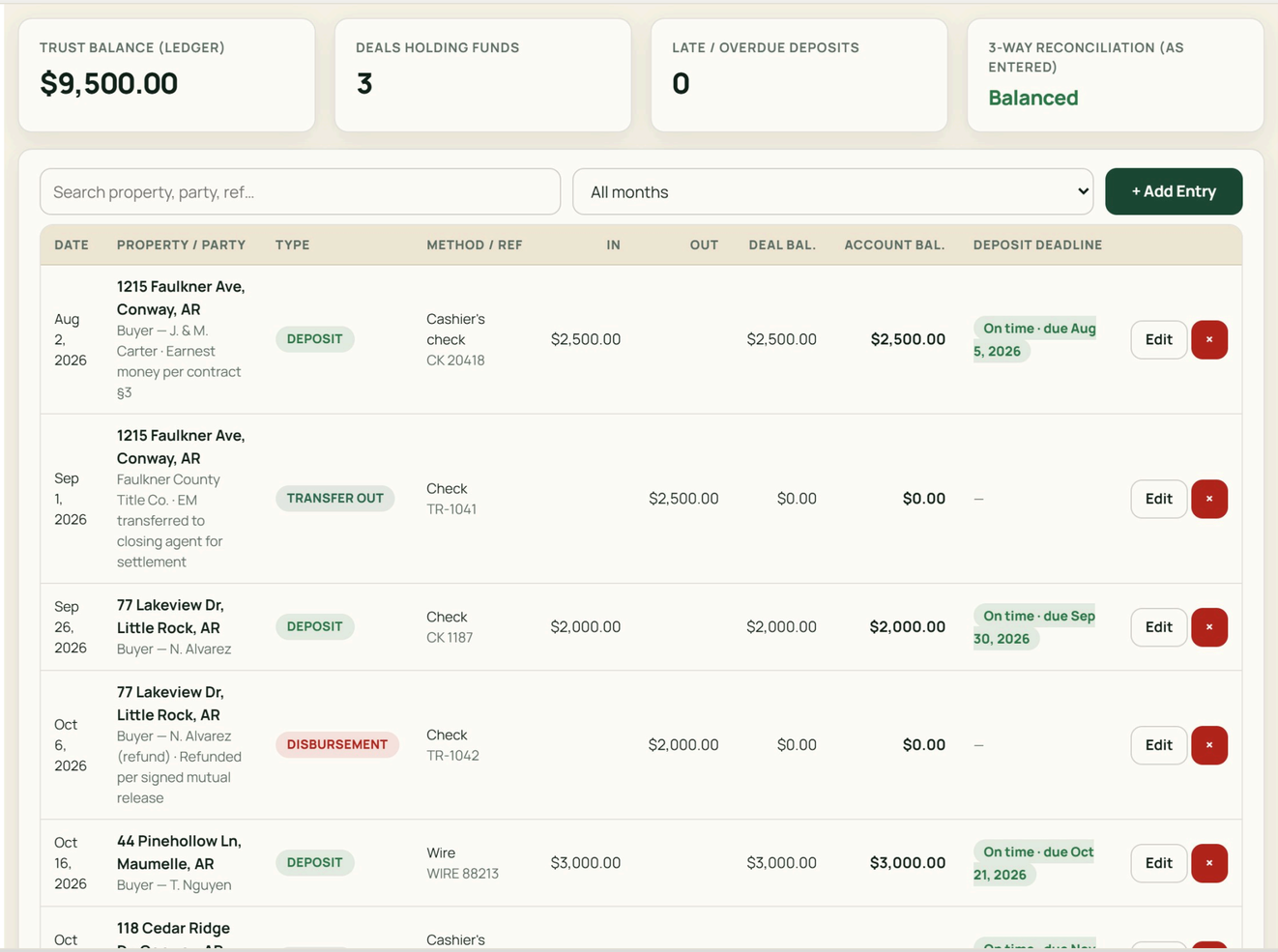
ITEM	AMOUNT
Real Estate Commission (6.00%)	$19,740
Transfer Tax (seller share 100%)	$1,086
Owner's Title Insurance (est., seller pays 100%)	$855
Recording / Settlement Fees (est.)	$420
Seller Credits to Buyer	$2,000
Payoff of Other Liens/Judgments	$0
Other Seller Costs	$0
Total Estimated Seller Costs	**$24,101**

Sale Price	$329,000
– Mortgage Payoff	-$185,000
– Total Closing Costs	-$24,101
Estimated Net Proceeds	**$119,899**

Estimate only — not a Loan Estimate, Closing Disclosure or settlement statement, and not legal or tax advice. Fees, prorations and who pays what vary by contract, lender and county; confirm final figures with the title/escrow company and lender.

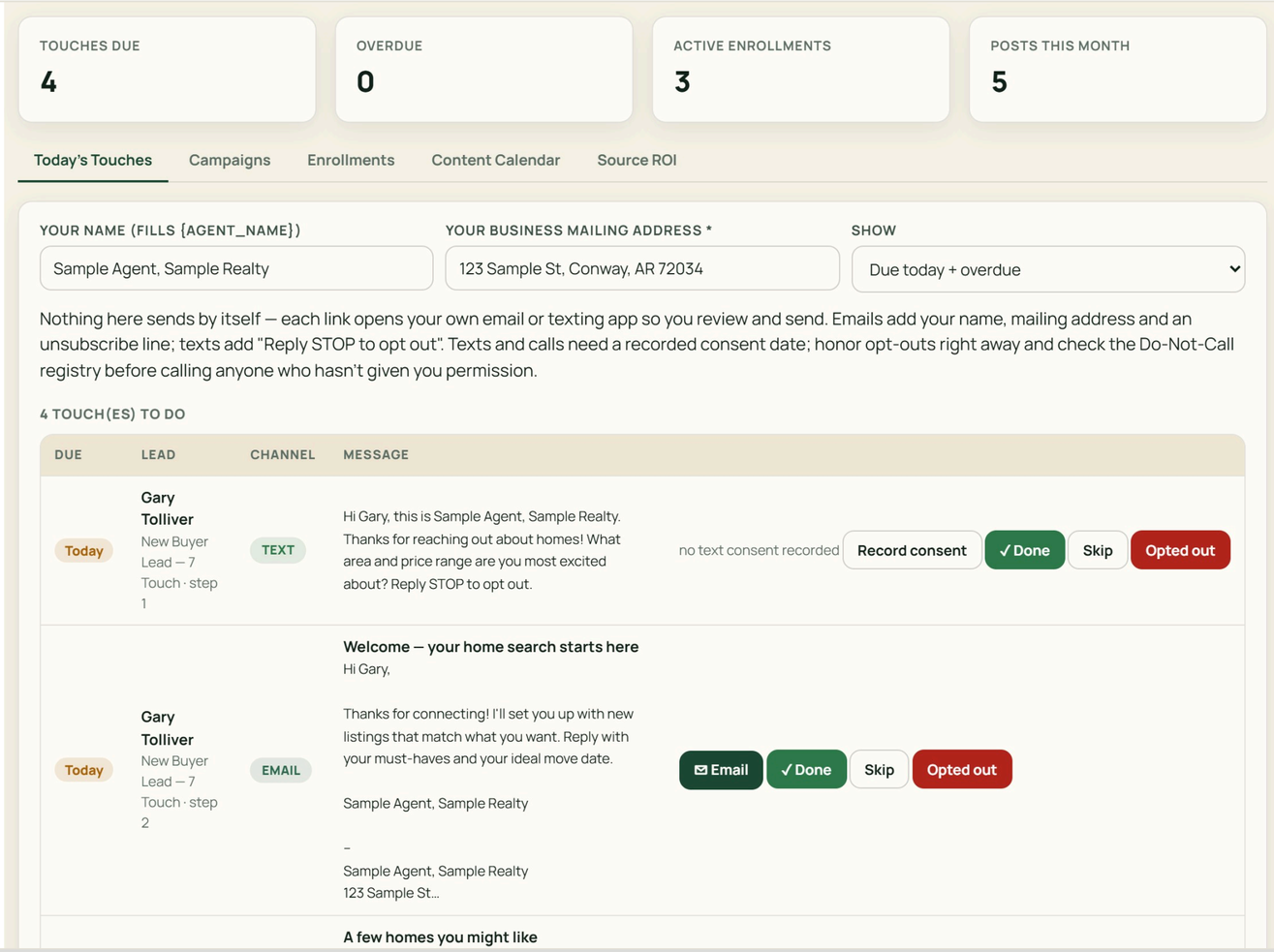
Back office and a trust ledger

Commission plans and caps, CDAs, and an escrow and trust ledger with per-deal balances, deposit deadlines and a three-way reconciliation. It won't overdraw a client.



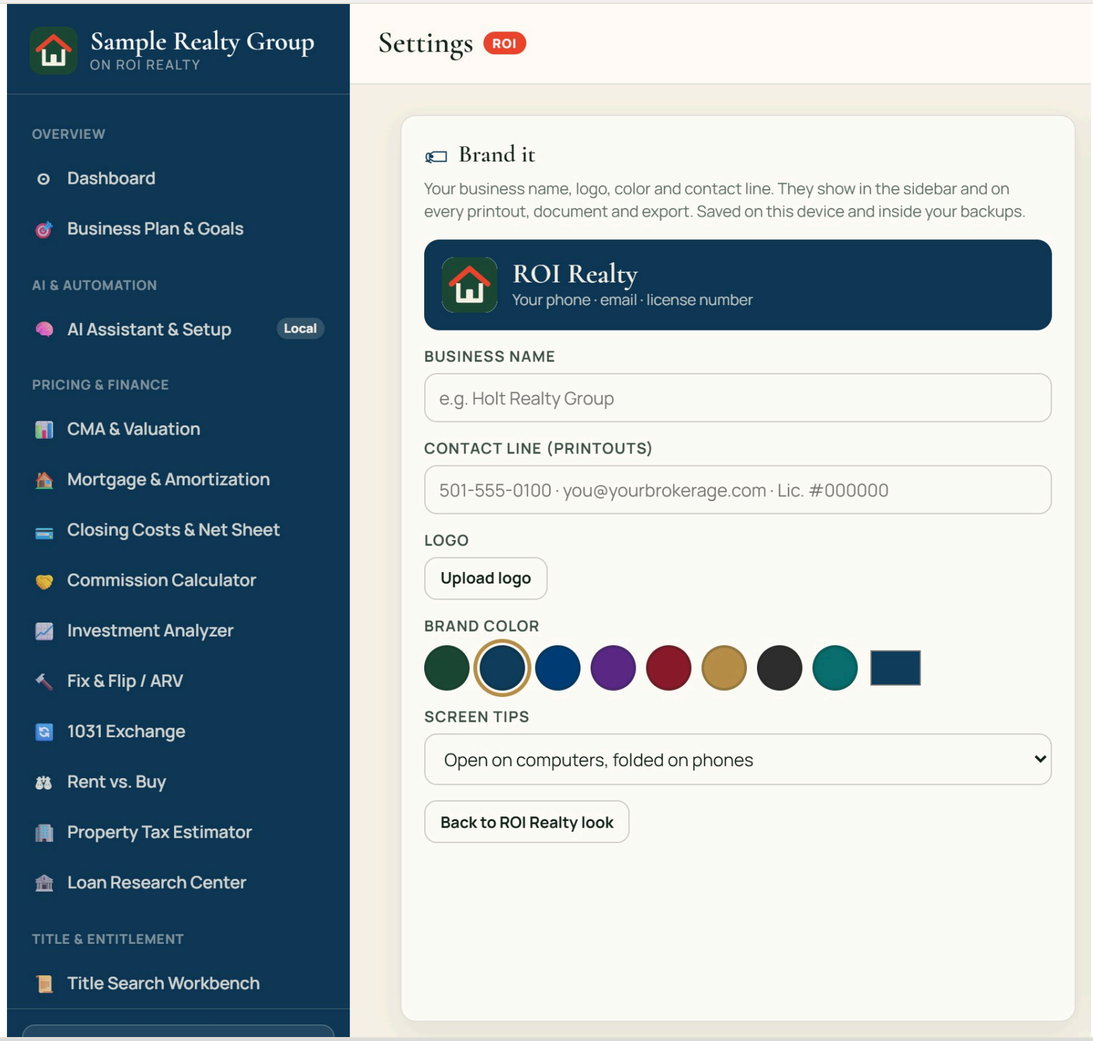
Guardrails built in

Campaign texts and calls only go to leads with a recorded consent date, and nothing sends by itself. Listing copy gets a Fair Housing wording check.



Your name on it, not ours

Brand it: your business name, logo, color and contact line, in the sidebar and on every printout, document and export.



AN HONEST COMPARISON

Where it isn’t the right fit (yet)

	ROI Realty today	Not in it yet
Your data	Lives on your device, works offline, optional passphrase lock, backup to a file	Team sync: one shared pipeline across agents and devices
Leads	Leads CRM with consent dates and do-not-contact	Lead import from Zillow, Realtor.com or your website
Messages	Campaign touches open your own email or texting app to review and send	Calling and texting from inside the app
Paperwork	Document drafts and per-deal checklists for broker review	E-signature or an MLS feed

The big team CRMs do those better today. If you need them now, that’s the honest answer.

ROI Realty

The honest price

$100 / 30 days

Or $1,000 for a full year. One key covers every agent and device at your business. One payment, no auto-renew, and a free 7-day demo first. Or take the smallest step: text me one listing, the address and list price, and I'll send back a seller net sheet with your business at the top.

web.arroweyesystems.com/demo/RRL/

or call or text Harrison · (501) 817-9500

P.S. I come by the Conway part honestly: my grandfather, Walter Dunaway, was Conway's mayor for 13 years.