

# Explanation of our Information Badge for Real Estate

The Intelligent QR Code System

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**We break down the Information Badge into it's components and the viewer may follow along and duplicate the results using their own smartphone.**

www.Query-Point.com

Keyword for app users:

# DeSoto

## Zoom Realty

Central QR:



"What's Nearby?":

Learn More:

Location Based  
Property QR.  
Refresh &  
Re-Use;  
Not Re-Scan



**We have four badges.  
This is the “Property”  
Badge.  
It may be used on any  
type of real estate  
related transaction, to  
promote a property.  
Sales, leasing, either  
residential or  
commercial, it  
operates the same  
way.**

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This is a fixed range service. It uses a 1200 ft. radius, a 2400 ft “Umbrella” beneath which the app and the location based QR “What’s Nearby?” widget may operate.

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**We have separate badges for Government Services, and Historical Markers.**

**They operate in the same way and, because the focus is on an exact location, they also have range of operation of 1200 feet.**

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Keyword for app users:

# Home Enhancements

Central QR:



What's Nearby:

Location  
Based QR  
Refresh,  
Re-Use;  
Not Re-Scan



Learn More:



A “Brand” badge may promote a business within a range of one-half mile from a store front, to an area wide service of up to a 75 mile radius.



**The Badge  
components:  
The Keyword for the  
app.**



**The Central QR**



**The "What's  
Nearby?", Location  
based QR**

**The Learn More QR**



Learn More:



Learn More  
takes you [HERE](#)  
Scan the QR  
and you will  
find info links,  
video, etc,  
including access  
to each of the  
four location  
'Widgets'.

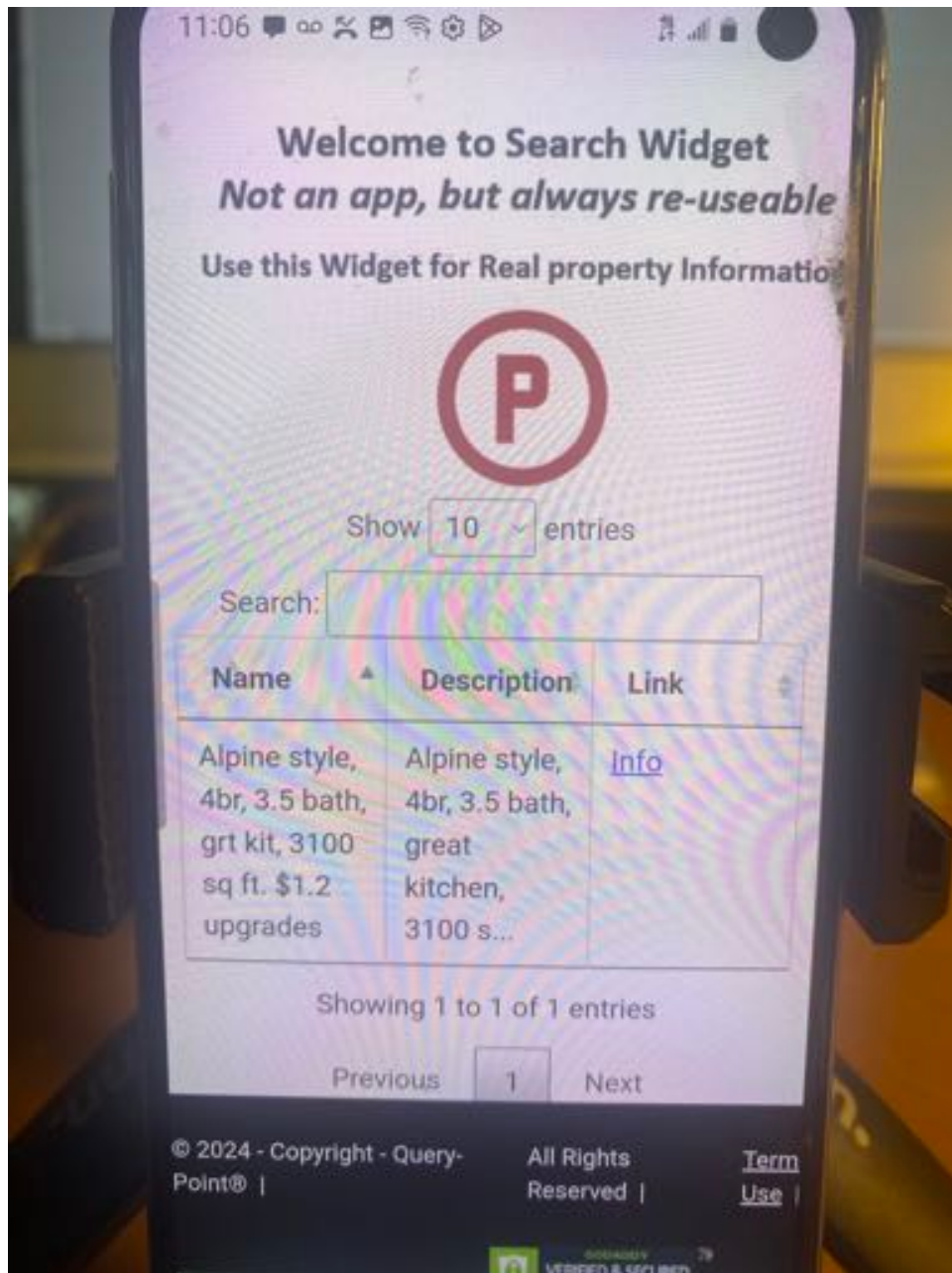


**“What’s Nearby?”:**

**Location Based  
Property QR.  
Refresh &  
Re-Use;  
Not Re-Scan**



**If you scan the Location QR (or [Click Here](#)) you now have the ‘Widget’ on your smart phone. It will ask you for permission to look around,**



And, when granted, opens a searchable directory of every property that you, the viewer, is within range of.

This is a simple webpage that may be bookmarked and used as often as needed. Results will change based upon your, the viewers, location.



**The Central QR (in this case a Subscription QR) takes viewers directly to your information. This innovation allows an agent to use one sign for all of their listings, because this opens a list to all of their listings. This works anywhere. Scan or Click [Here](#)**

**DeSoto**  
**Zoom Realty**

**The app responds to the “keyword” seen here. Typically it is the name of the agent and of the company.**

# DeSoto

## Zoom Realty

**The app is available for both iOS and Android. It is free to download.**

**It offers the most precise response to a request for information followed by, in most cases, the “What’s Nearby?” request.**



**No matter how a viewer comes to the agent's site, they will have access to the full information provided by the agent.**



Together, these components make up our Intelligent QR Code system.

It can be a cost effective method of promoting your listings by broadening your reach. It may also enhance neighborhood awareness of who you are as an agent.

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**10 locations is  
\$8 per month.**

**There is a free 30  
day trial.**



# Query-Point.com

## Questions or Assistance? Please reach out:

### info@query-point.com



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