



1. Capture Drive-By Buyers Instantly

Real estate agents are struggling with capturing the attention of drive-by property shoppers, costing them lost buyer inquiries and missed showings, because traditional yard signs only display a name and phone number and cannot deliver property details instantly.

Why this matters

- Buyers don't want to call immediately
- Many forget the property later
- Interest disappears within minutes

Query-Point benefit:

Turns the sign into an instant property info gateway.

2. Generate Leads 24/7 From Every Listing

Real estate agents are struggling with missing potential leads outside of open houses and business hours, costing them fewer buyer contacts, because traditional signs cannot capture inquiries automatically.

Why this matters

- Buyers drive by evenings and weekends
- Agents are often unavailable
- No way to capture interest

Query-Point benefit:

Your sign collects interest anytime.

3. Increase Seller Confidence in Marketing

Real estate agents are struggling with sellers questioning their marketing efforts, costing them future listings and referrals, because traditional signage appears passive and provides no measurable engagement.

Why this matters

- Sellers want visible marketing
- Low activity creates pressure
- Agents must justify their strategy

Query-Point benefit:

Shows sellers you're using interactive tech.

4. Convert Neighborhood Curiosity Into Listing Leads

Real estate agents are struggling with turning neighborhood curiosity into future listings, costing them seller opportunities, because traditional signs don't engage nearby homeowners.

Why this matters

Neighbors often ask:

- "What did it sell for?"
- "What's my home worth?"
- "Should I list too?"

Query-Point benefit:

Sign becomes a seller lead generator.

5. Maximize Marketing ROI on Every Listing

Real estate agents are struggling with spending thousands on listing marketing while their yard sign remains static, costing them missed high-intent buyers, because the sign cannot communicate the property.

Typical listing investment

- Photos: \$100–\$500
- Ads: hundreds to thousands
- Flyers, staging, time: 20–30+ hours

Yet the **yard sign does nothing but display a phone number.**

Query-Point benefit:

Turns the sign into a digital listing presentation and spreads out existing costs.

One-Sentence:

Real estate agents should use Query-Point because it turns their yard sign into a 24/7 lead generator that captures drive-by buyers and converts neighborhood interest into future listings.

Value Proposition: 15 Day free trial.

**\$8.99 per month for 10 listing
entrys/locations.**

Includes “About me”

**Includes option for co-promotion. (mortgage
company, etc)**

No long-term contract