



# CLOUD CMA POWER PACK

## F.A.Q.

### ***What is the Cloud CMA Power Pack?***

The Power Pack gives agents more choices when creating and presenting Cloud CMA reports for their clients. These choices include the following enhancements:

1. **Covers.** Since, first impressions are important, we've created 50 different magazine style covers for Cloud CMA reports. The photographs, composition, and layout add a new level of polish and professionalism to reports.
2. **New Content.** We hired Blanche Evans, award winning real estate industry writer, to write 25 new articles relevant to today's market. These new articles can be added to Cloud CMA reports depending on the type of sale and client.
3. **Illustrations.** Sometimes words just aren't good enough. When the right copy is merged with the right image, magic happens. Readers obtain a deeper level of understanding of the information being presented. So to enhance your client communications we reached out to an artist who created over 50 new real estate illustrations to complement our new and existing content.
4. **"One-Click" Reports.** Our "one-click" reports, pull everything together and make creating reports even easier. We identified many common types of buyer and seller situations, curated the right content, page order, MLS data and gave them unique names for easy "one-click" access. You also have the ability to create your own "one-click" reports.

### ***How much does the Power Pack cost?***

All agents will be able to try the Power Pack free for 30 days. At the end of the 30 day free trial period they will be charged a one time fee of \$149.

### ***How does the 30 day free trial work?***

During the sign up process Cloud CMA subscribers will be asked to enter their credit card information (if we do not already have their credit card information on file). If they choose to keep the Power Pack they don't have to do anything, their credit card will be charged, a one time fee of \$149, at the end of the 30 day trial period. If they choose not to keep the Power Pack they can cancel at any time during the 30 day free trial period and will not be charged anything.

***What happens to reports they created using Power Pack pages if they decide to cancel the Power Pack during the free trial period?***

Reports created with Power Pack covers and pages will be saved and can be used but not modified.

***Will agents be able to see examples of the new Covers & Illustrations?***

Yes. You will be able to preview many of the new covers, content and illustrations (in a short video) on the Cloud CMA Power Pack landing page before they buy.

***How will agents purchase the Power Pack?***

They will be directed to a special landing page that will have information about the Power Pack and a signup button.

***Can agents buy the Power Pack if they are part of an office/broker that uses a Cloud CMA Custom Theme?***

No. Agents who use a Cloud CMA Custom Theme will not be eligible to purchase the Power Pack.

***Does Cloud CMA do free enhancements to the product?***

Yes. We will always be enhancing and adding new features to Cloud CMA. The Power Pack is a specific feature set for agents who want to further differentiate themselves from their competition.

***What if a Cloud CMA paying subscriber cancels their subscription or leaves the MLS, do they get a refund for the Power Pack?***

No. Power Pack subscribers get a 30-day money back guarantee. Beyond that time period, no refunds.

***If you have any further questions regarding the Cloud CMA 2013 Power Pack please don't hesitate to contact us directly. Please contact Greg Robertson at [greg@wrstudios.com](mailto:greg@wrstudios.com) or 855-977-8834 ext 701.***