


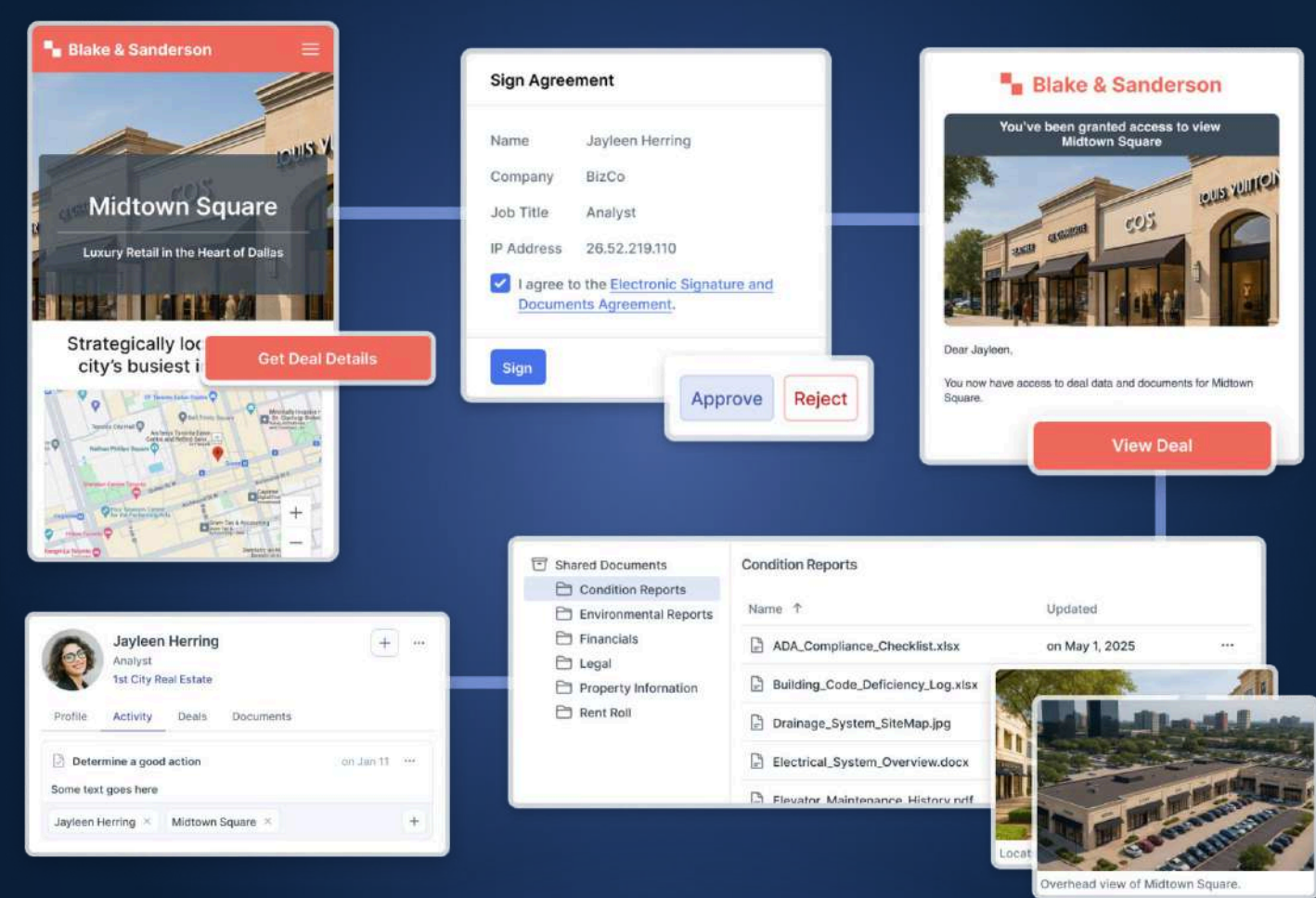
Market Smarter. Close Faster

Origin’s Deal Marketing tools help brokers create a seamless, high-impact buyer experience —without relying on disconnected systems or manual processes. Whether you’re marketing an asset for sale or financing, Origin enables you to launch polished listings, manage confidentiality workflows, and track buyer engagement—all from one platform.

 See how Origin can help you market your deals

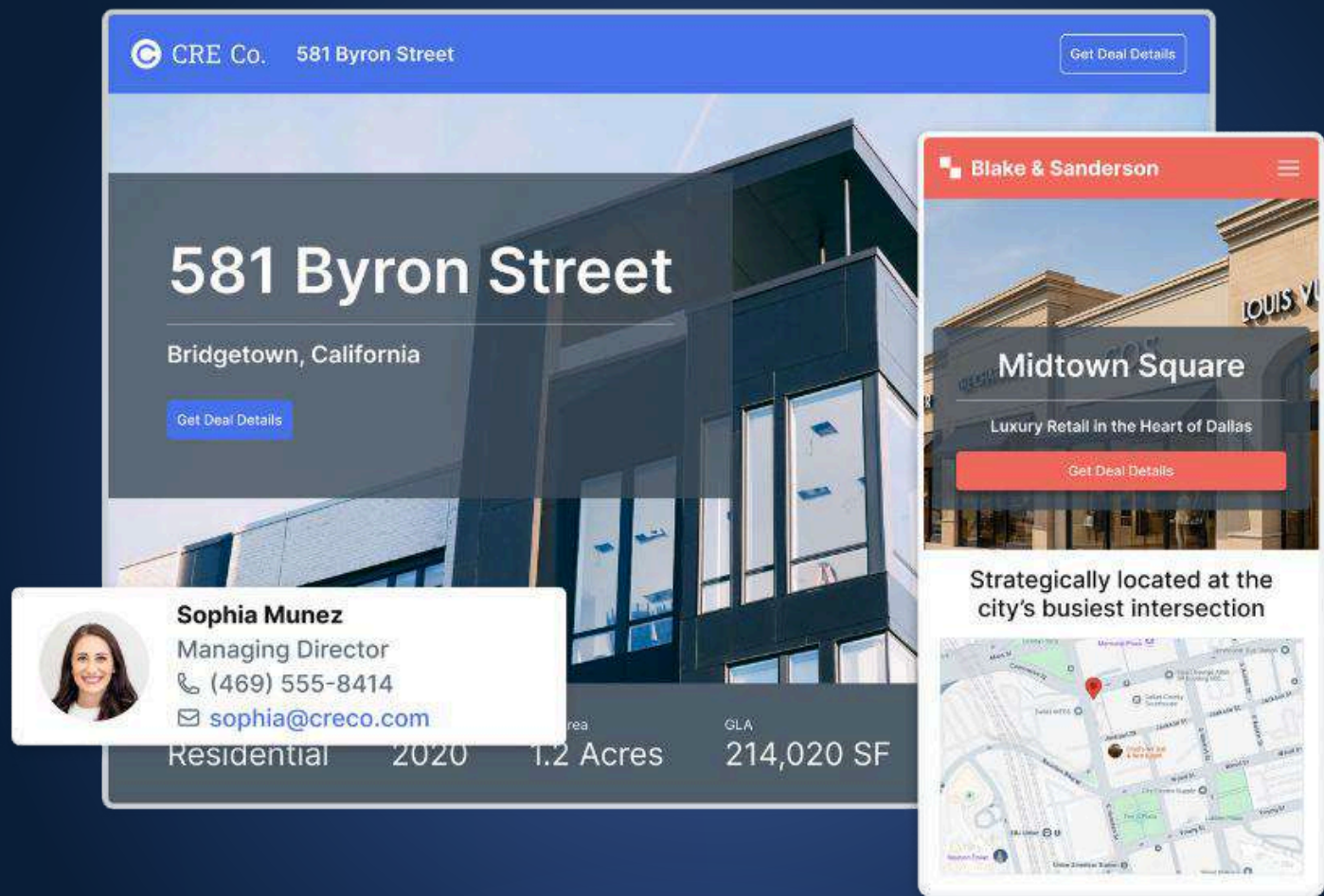
Market Listings More Efficiently

Whether you’re marketing a property for sale or for financing, Deal Marketing allows you to centralize, streamline, and track the entire deal marketing process—directly from Origin.



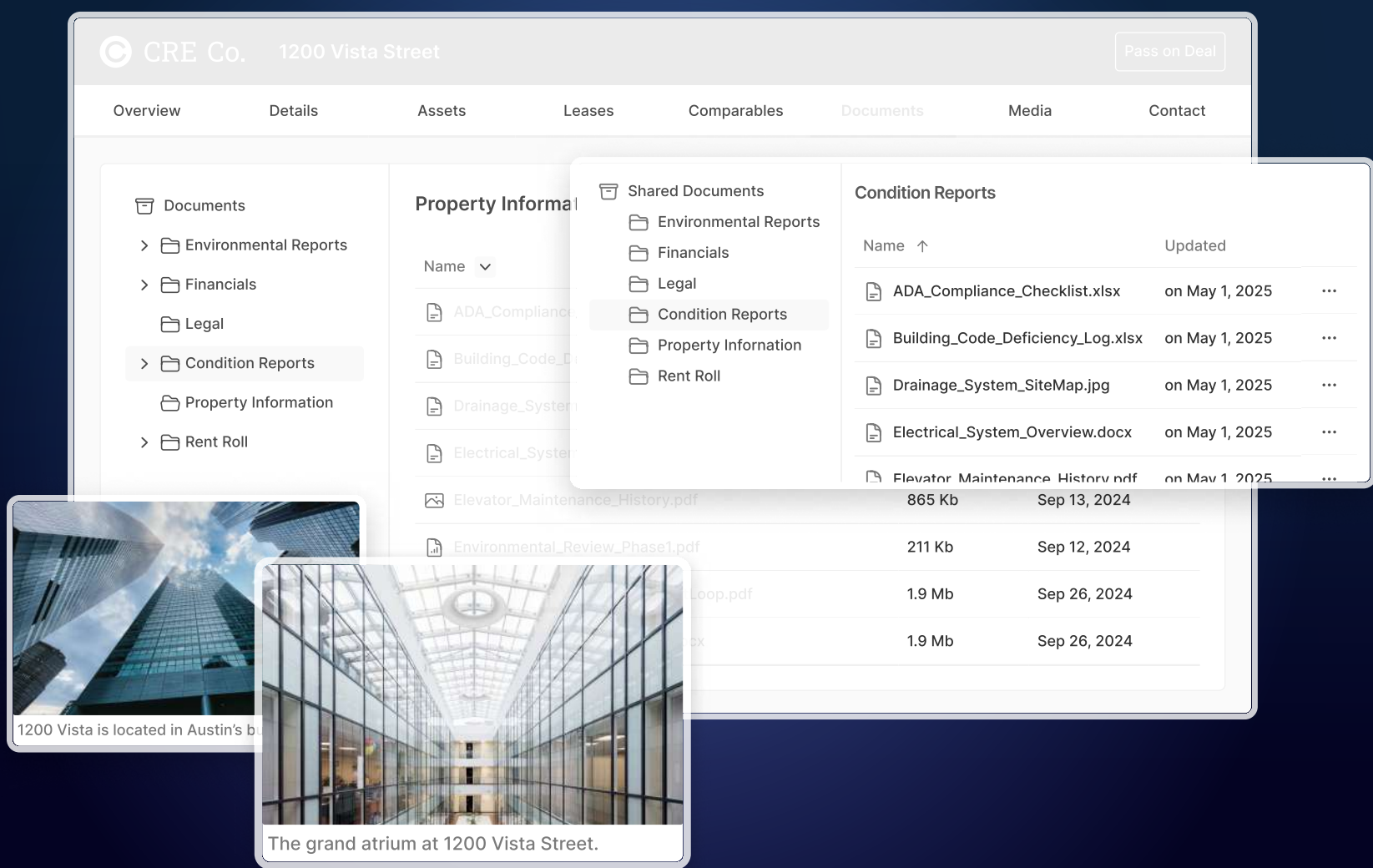
Create a Digital Deal Site in Minutes

Build polished, mobile-friendly flyers within the platform. Highlight key data points, images, maps, and contact details, then drive engagement with built-in calls to action like “Sign a CA” or “Learn More.” No external design tools, formatting headaches, or off-platform sharing required.



Effortlessly Share Deal Docs

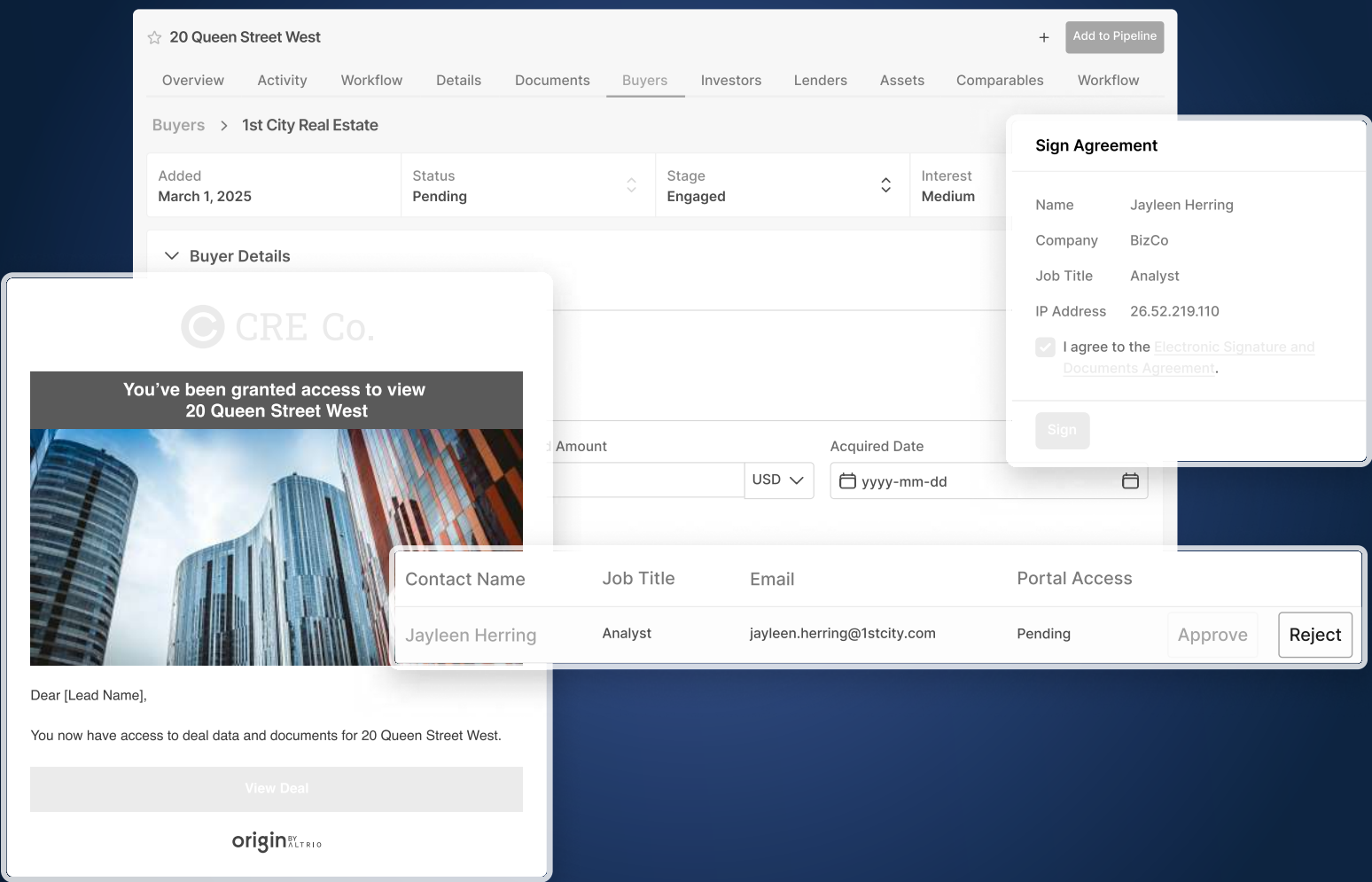
Because Origin already centralizes documents on each deal, setting up a data room is as simple as selecting which materials to share. With just a few clicks, you can create a clean, organized data room, giving prospects everything they need to evaluate the opportunity faster.



Control Access

Without the Headache

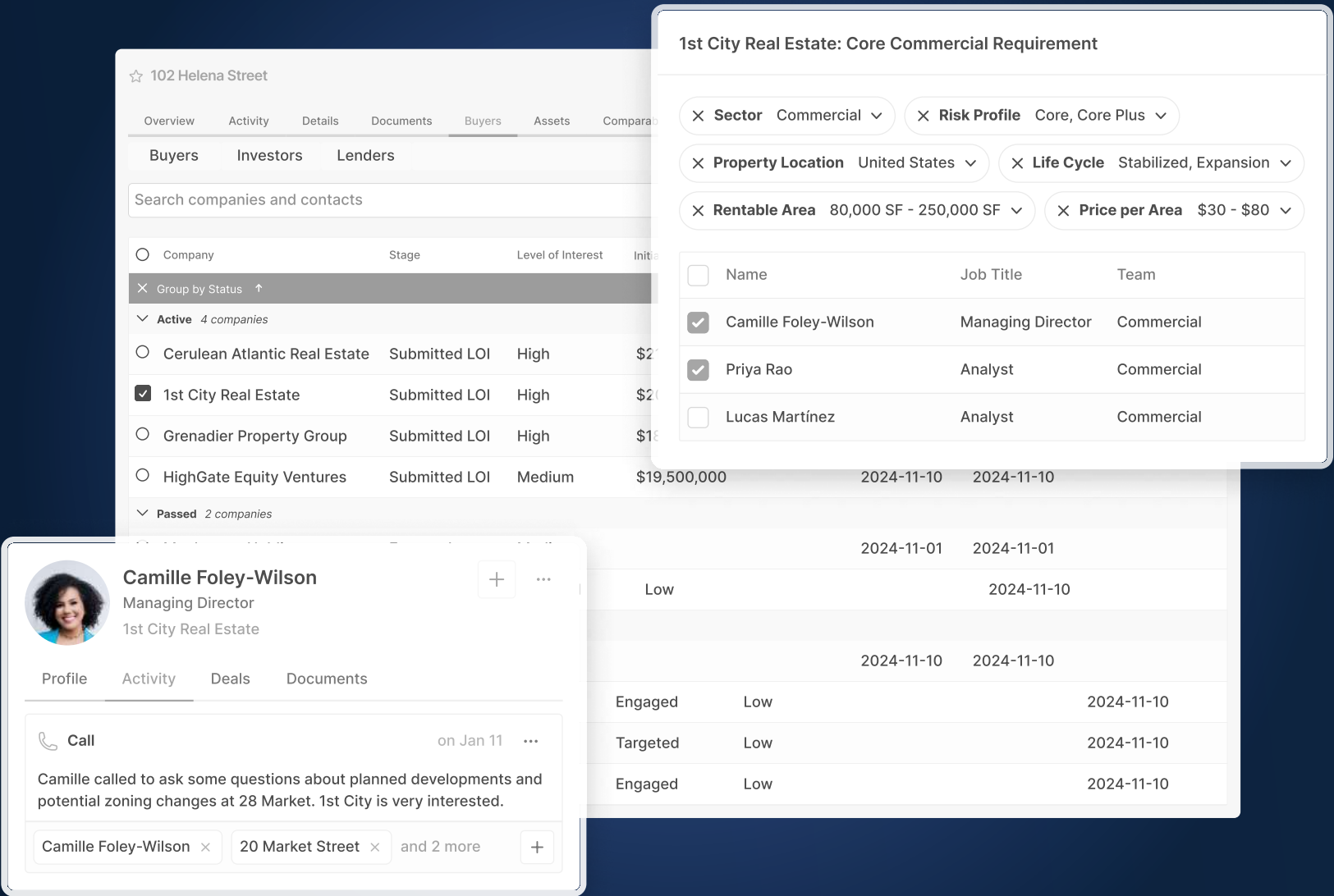
Origin manages the entire workflow behind each Confidentiality Agreement (CA)—from digital CA execution to approval and data room access. Use your firm’s approved templates, receive notifications when CAs are signed, and grant access to sensitive materials. If a prospect passes on the deal, their access is automatically revoked —no manual updates required. And because CA activity is tied to the deal, contact, and counterparty records, access stays perfectly in sync.



Track Engagement and

Inform Future Outreach

Every interaction is logged in your CRM. As prospects sign (or pass on) deals, Origin updates counterparty records, surfaces past engagement history, and refines buyer or lender requirements —so future outreach is better targeted and more likely to convert.

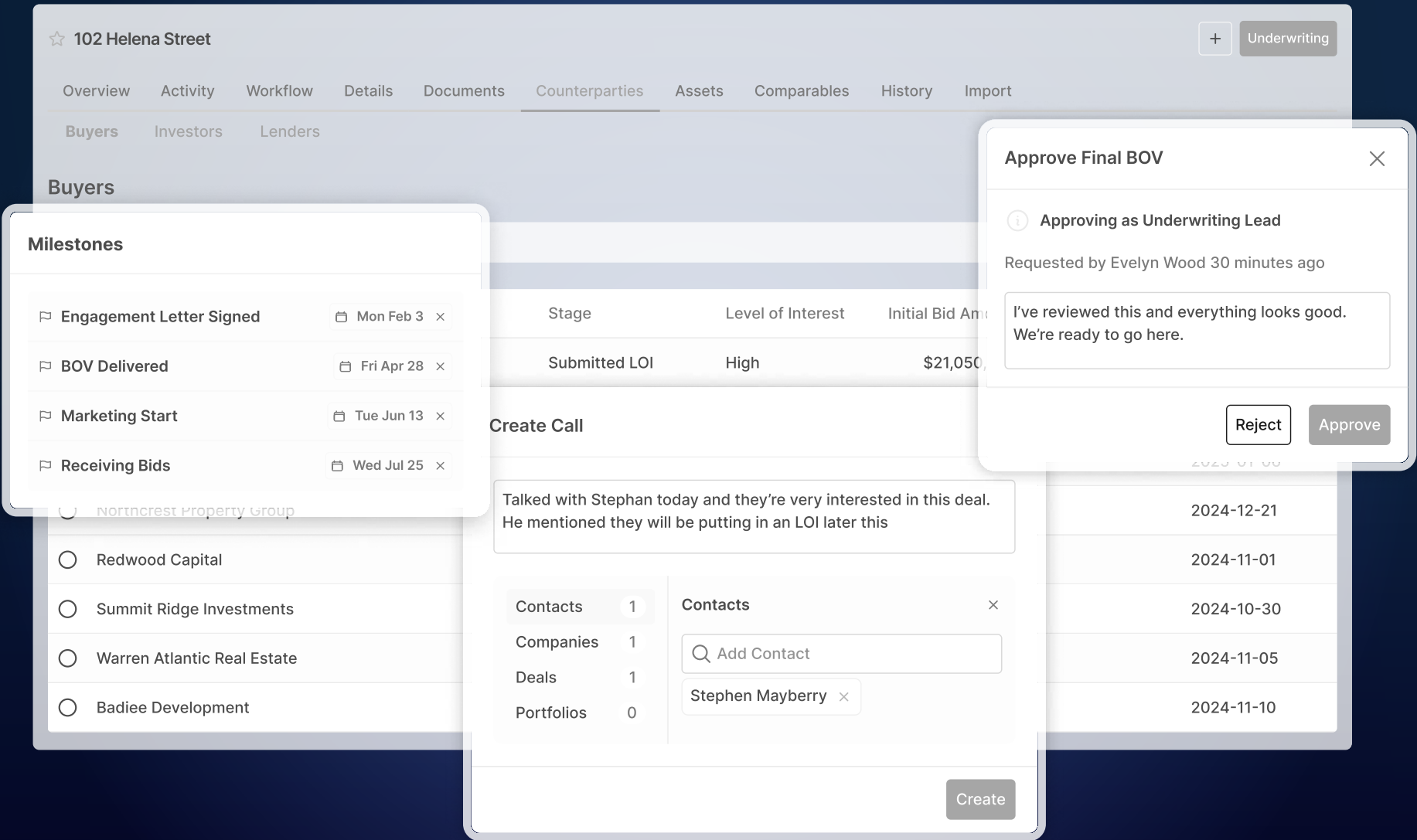


Streamline the

Experience for You and

Your Prospects

Prospects access your listings through a centralized portal that keeps everything organized and top of mind. Every deal you’ve shared with them is in one place—no more hunting through inboxes. They can filter opportunities by region, property type, or other criteria—making it easier to revisit, evaluate, and follow up on the deals that matter most, so you generate more qualified interest, faster.



Relevant Features

1. Build customizable digital deal landing pages within minutes
2. Launch data rooms with a few clicks - no external tools needed
3. Manage CA execution and access permissions automatically
4. Track buyer and lender activity and sync insights to CRM records
5. Share listings through a centralized portal for easy access and follow-up



Origin empowers you to provide a level of client service that sets you apart.

With faster data processing, comprehensive activity tracking, and clear buyer & lender activity reporting, you can stay organized, proactive, and responsive—ensuring no detail slips through the cracks.