



For Agents

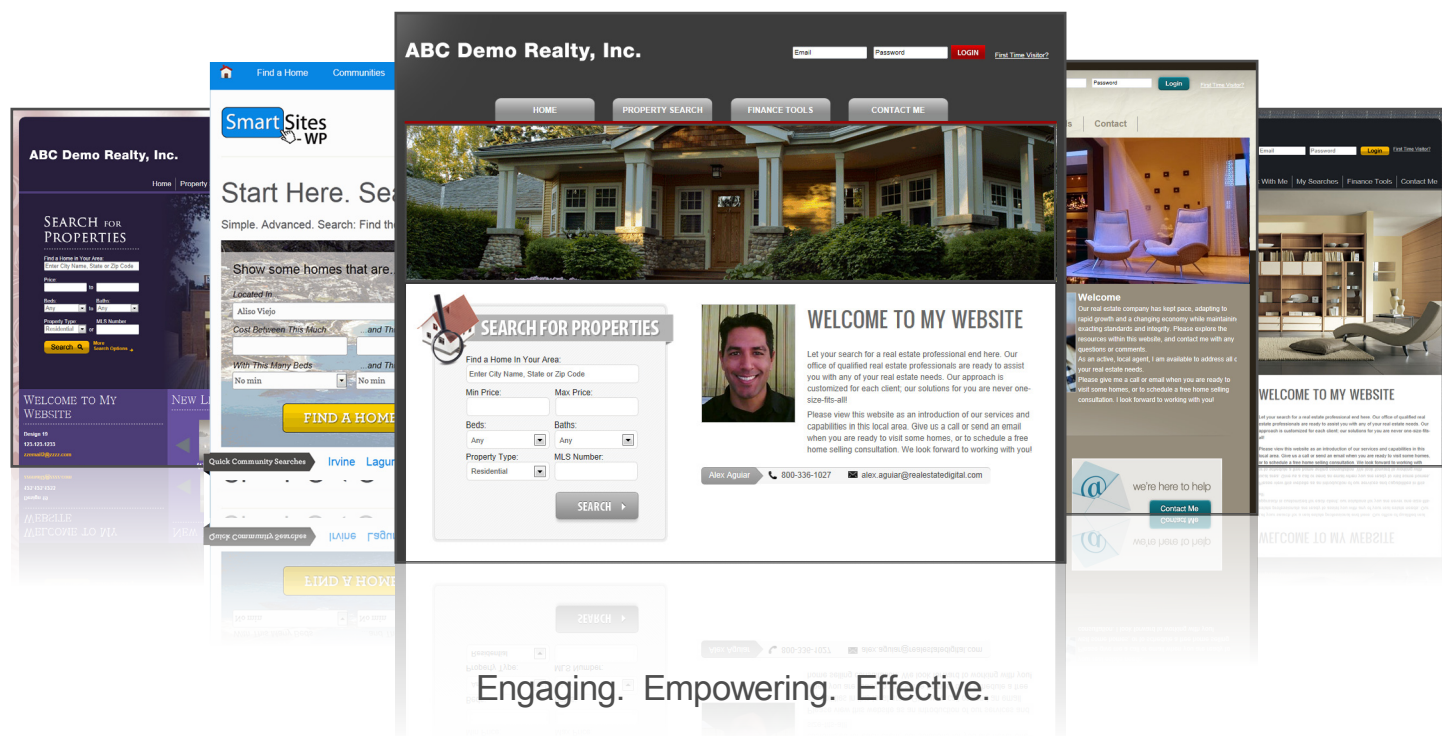
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Easy to Use.

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Today!**
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Work Smart. Spend Less. Get a Smart Site!:

- Fast & Easy IDX property search. Updated every 15 minutes. Your branding everywhere.
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- Social media integration with Facebook, Twitter, Google+ and RSS Feeds

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Engaging. Empowering. Effective.

Your Personalized SmartSite.

FEATURES	Gold	Platinum
Customized Website Design		
Professional Agent Branded Website - use with your own web address(domain name) Hosting and IDX services Included	•	•
Agent branded web page with IDX property search-use your own website address (domain name), basic support		
Admin control panel access to change your photo, upload your logo, and edit homepage content	•	•
Customize your website(add, edit, delete navigation tabs, pages, featured listings and more)	20	100
Toll-free Customer Support, Welcome Call for One-on-One Training	•	•
Property Listings		
Customizable Listing Carousel- Feature homes of a specific criteria on your home page or others	•	•
IDX systems automatically updates MLS listing data from CRMLS (virtually all branded to you)	•	•
Showcase listings in a specific city, community, neighborhood or zip code and more with jump searches	•	•
Up to 100 photos per listing can be added to your own listings		•
Personalized property description remarks can be added to your own listings		•
Virtual tour of properties (add your link)		•
Property Search		
Microsoft® Bing™ Virtual Map Search with Bird's Eye View	•	•
Points of Interest Icons (child care, banks, hospitals, and more)	•	•
School District, Subdivisions and Neighborhood property search	•	•
Customizable search criteria tailored to your local market	•	•
"Weighted" Listing Search Feature - your personal listing(s) will always appear first	•	•
Point-to-Point driving directions to listings and map this property	•	•
NEW! Integrated INRIX Drive Times to help home buyers assess properties with the actual drive time from home to work based on true traffic conditions		•
Neighborhood and School Data statistics available on every property (ZIP code-based)	•	•
Mortgage Calculator and Finance Tools: Powered by LeadFusion	•	•
Lead Generation/Client Relationship Manager (CRM)		
Contact, inquiry and lead management system fully integrated with Smart Desk CRM	•	•
Smart Desk CRM: a fully integrated contact and lead management and email marketing system	•	•
Built in Google Analytics Tracking Code integration	•	•
Increased lead capture with required visitor registration after a preset number of property searches	•	•
Personalized property recommendations to registered users based on their search criteria	•	•
Full visibility to registered user's activities	•	•
Sell My Home - communication feature that allows your sellers to access traffic report		•
Social Media Integration		
NEW! Social Media Icons: One click to share this properties to Facebook, LinkedIn, Google+ Pinterest and more	•	•
NEW! Widget Token Generator for embedding real estate widgets	•	•
Visitors can search and save bookmarked properties; receive email alerts on new listings	•	•
Customer Dashboard: visitors log in to access saved searches and properties	•	•
NEW! Mobile Optimized website: Search nearby properties, Open Houses & Full MLS Search Auto-detects mobile visitors	•	•
Marketing		
All My Listings link and Prior Sales link on home page (*depends on the MLS IDX availability)	•	•
Action Plan Manager: Create personalized drip email campaigns	•	•
Create Professional Listing Flyers: send out your "new listing" to agents in your region	•	•
Add Open House announcements and Real Estate Video Feed Widget (source: RIS Media)		•
CMA Listing Presentation and Buyer's Tour		•
Be the neighborhood expert with your own Community Website to generate traffic and awareness for your site		•
Smart CMA-CMA listing presentation and buyer's tour presentation		•
Community website - differentiate yourself from competitors with your local expertise		•