

July 2010



July 2010 Newsletter

New Features

FREE LISTING SYNDICATION



We know that syndication of your property listings is important for increasing online exposure of your seller's properties. With **FREE listing syndication**, we automatically advertise all your listings on Trulia and Zillow, two of the most popular real estate sites on the web. Trulia and Zillow are high traffic search sites, getting a combined 16 million buyers, sellers, landlords, renters, home owners and real estate professionals searching each month. We are always working to partner with new syndication sites to get the most exposure for your listings. We even take care of submitting your listings, so all you have to do is enjoy the benefits. We're getting your listings in front of more motivated homebuyers everyday with **FREE listing syndication!**

SOCIAL MEDIA INTEGRATION



Social Media Integration helps you advertise your property listings on the internet in a revolutionary way. This tool easily allows you and your visitors to **share property listings on 250+ social media sites like Facebook, Twitter and more.**

Social Media Integration spreads your website content across the web, by making it easy for visitors to bookmark/share information for any listing on your site, to their favorite social destinations in one simple click. This in turn **increases traffic back to your website** and most importantly, your property listings. Look for this new feature on every property detail page.

- Select 'view details' for any property.
- Under the listing's photos and map is the social media sharing tool.

- Click 'more' to see over 250 social media application options. (ie. Facebook, Twitter, etc.)
- Select the social media application to post the listing to.
- Listing is posted to your account after log in to social media site.

DAILY PROPERTY EMAIL ALERTS



Visitors can quickly and easily setup a **daily email alert service** for multiple property searches, that is delivered right to their inbox. This **lead tool also sends email updates** (sent to your email) to let you know what searches visitors have saved, along with the visitor's details.

- Ensure you are logged out of your website.
- Click on the 'find residential' or 'find commercial' search form.
- Input your search information, check off the 'save my search' box.
- Enter your email address into the required field.
- Select 'click to begin your search'.
- Your search is saved.
- You will now receive daily emails for your saved search criteria.

VISITOR ACCOUNT



Visitors can now register for an online account on your website, to get exclusive access to property bookmarking and daily property email alerts. With property bookmarking, visitors can easily keep track of their favorite properties while browsing through thousands of listings on your website. You can also setup visitor accounts for your buyers to jump start their property search with these great features.

- Ensure you are logged out of your website.
- Select 'register a new account' from the login box/login link.
- Complete the information fields.
- Select 'register'.