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What's New?

Cutting-edge map features, increased design flexibility, and the tools you need to drive prospective customers to your InCom Real Estate Website.

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New Features

Google Street View

Our **industry-leading** Google Maps-powered Property Search now includes a Street View option. Your website visitors will be able to navigate your properties with a 360-degree panoramic view of the surrounding areas.

Proven to be a **hugely effective tool**, Street View gives your clients a more personal look at their potential neighbourhoods.

Point-of-Interest Plotter

We've made it easier than ever for your clients to pinpoint properties that are closest to the services and businesses they're looking for. This update allows users to select from a list of desirable amenities including schools, shopping centers, and restaurants and see them mapped in relation to any current listing. Now more than ever, our Property Search caters directly to the **wants and needs of your customers**.

To experience these new features for yourself:

1. Click on "More Details" or "View Details" for any listing (either through the listings database or property search). You'll be taken to a listing page with photos, details, and room information.
2. Under the "Map" section, select "Street View" from the menu along the top of the image to see an interactive panorama of the area.
3. To experiment with our Point-of-Interest Plotter, click any of the tags (schools, banks, etc.) to see nearby locations plotted on the map. (*Note: Some website themes will require that you click the "Neighbourhood" link on the map image to access this feature.)

Expanded Design Features

Take control of the unique look and feel of your InCom Real Estate Website. Our new "Theme Manager" control panel option allows you to modify the existing layout, set-up, and color schemes of your site with **more customizability** available than ever before.

To view these new design options:

1. Log in to your website and select "Theme Manager" from your Control Panel to view available templates.
2. To experiment with color options, select the "Theme Customization" tab.
3. To upload a custom logo, select the "Advanced Settings" tab. (*Note: This option is only available on select website themes.)

Advice From the Experts: Social Media

Internet users are now spending more time on Facebook than Google, so there's never been a more important time to increase your social media presence. Use your InCom Real Estate Website in tandem with Facebook to create a buzz and boost your leads.

Update.

Last month, we introduced our **Social Media Integration Tool**, a quick and easy way for you to spread your content across the internet and increase your website traffic. By visiting your property listings and clicking the Facebook icon, you'll be able to share and showcase your listings with Facebook directly. Keep your network involved by featuring new listings, hot properties, and testimonials.

Monitor.

With our **Visitor Traffic Reports** option, located in your Control Panel, you can see exactly where your leads are coming from. It's an effortless way for you to keep track of which Facebook updates are driving the most customers to your InCom Real Estate Website.

Network.

Visibility is everything. The more friends and followers you have on Facebook, the more people that see your name and website every time you update. Specialized Facebook Groups are an excellent way to identify potential customers and business connections. Be an active participant; make sure to explore and comment on other people's pages.

Advanced Support - FREE Comprehensive Training

FREE Training Sessions are held monthly at the InCom Real Estate head office. Sessions include:

- Live demonstrations on how to edit and navigate your website.
- Expert insight on search engine optimization and web visibility.
- Tips for effectively utilizing lead-generation features.
- How to promote and market your website to increase traffic and leads

Space is limited, so email learning@incomrealestate.com today to sign up.