Design Web Pages & Capture Leads

Notes:

1. Housekeeping Items
   a) Turn off Cell phones, etc.

2. MFRMLS Website
   a) Training Tab
   b) Show Rules and Regulations
   c) Tech Support Options
      i) Live Chat
      ii) Suggestions
      iii) Remote Support
      iv) FAQ's

3. Design Agent Web Page
   a) Web page design: Featured Property, Property Search, My Listings, My Office Listings, Buying/Selling, Tips for Success and lead capture.
   b) Featured listings
   c) Setting – Personalize – Website Management
      i) Change the site Style – background choices
      ii) Website Domain – changing your domain name, Search engine tools, redirect from existing sites (godaddy.com)
      iii) Manage your web pages
         (1) Tag line – Custom option
         (2) Featured properties
         (3) Sales pitch and sections … you can change the formatting/text, insert hyperlinks, spell check
         (4) Call Out option
         (5) Sections:
            (a) Featured property
            (b) Property Search
            (c) My Listings
            (d) My Office Listings
            (e) Buying/Selling
            (f) Tips for Success
            (g) Contact me
         (6) Preview website
      iv) Site Rules
      v) Client Webpage Options
      vi) Team Settings
      vii) My Profile
      viii) Manage your Images
      ix) Launch request more info or contact me and enter info so that they can see the lead when we go over lead capture

4. Lead Capture
   a) Today's summary – new leads
   b) Schedule – Tasks to see new leads from website

5. Client Manager
   a) Client Web Page – Client Gateway – Emailing a private link to the customer from the action.
   b) Preview Client Webpage link this is what the client receives. They can:
      i) Delete properties
      ii) Save properties
      iii) Favorite or a possibility and go to details screen to show where public and private notes are kept.
         (1) When completed, go back to the Client tab, if highlighted, you have not looked at that Feedback yet, if not highlighted, they have.

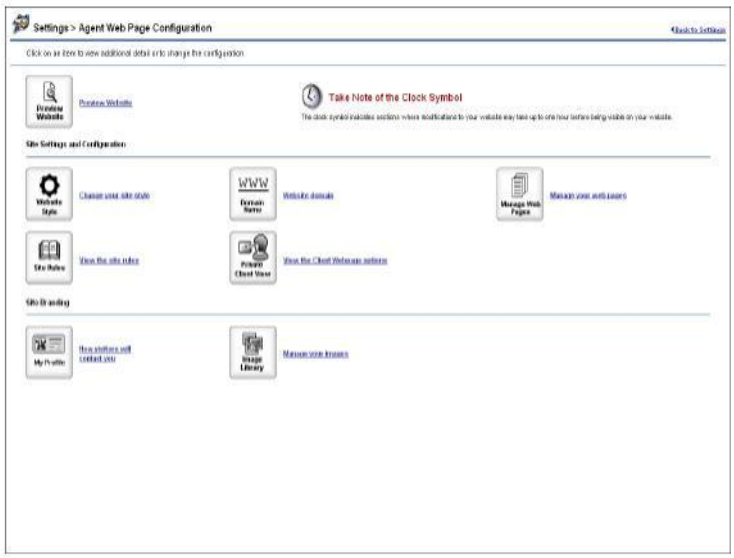
Notes:

Agent Website Configuration

MLX Professional enables you to easily set up and manage the appearance and content of your Web site using the built-in features and controls.

1. Click **Settings > Personalize > Agent Web Page Setup**.

   The Agent Web Page Configuration page opens.



NOTE! *The clock icon appears adjacent to some sections, indicating that any changes made there may take up to one hour before taking effect.*

2. From this page, you can perform all the different actions required to set up and customize your MLX Professional Agent Website.

Previewing Your Agent Website

To view your Agent Web Site as your clients would see it, and to see how new changes affect its appearance, you can preview your Web site at any time. This is particularly useful when you are updating the site.

NOTE! *A **Preview** button is located in the top and bottom corners of every page.*

- From the Configuration page, simply click the **Preview Website** link or button.

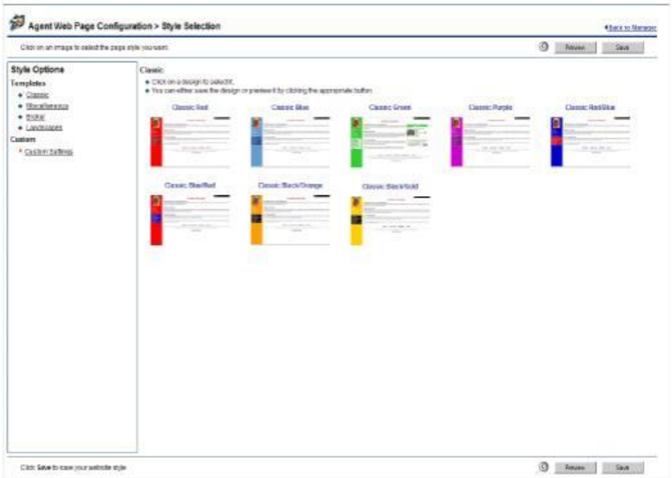
  The web site opens in a new browser window.

Changing Your Site Style

MLX Professional provides several attractive Web site templates to choose from. Keep your site looking fresh by changing the theme every once in awhile.

1. From the Agent Web Page Configuration page, click **Change your site style**.

The Style Selection page opens.



2. To browse a style category, click the category name in the **Style Templates** list on the left side of the page.

   The available templates appear on the right.

3. Click on a template to select it.

   A colored frame outlines a selected template.

4. Click the **Preview** button to view the template before you save it.
5. Click the **Custom Settings** link on the left side of the page to specify basic color selections for certain components, such as **Main Text Color**, **Heading Color**, etc.
6. If you're happy with the look of the selected template, click **Save**.

   NOTE! *This section has the clock icon in the top right corner, meaning that it may take up to one hour for your site style to take effect.*

   A message dialog box appears to confirm that your changes have been saved.

7. Click **OK**.

   You are returned to the Agent Web Page Configuration page.

View the Site Rules

MLX Professional automatically follows your MLS Board's rules and regulations regarding the display of online listing information. For example, regarding property searching on your site, the **Property Search** button may or may not be available.

1. From the Agent Web Page Configuration page, click **View the site rules**.

   The Site Rules page opens.

2. Read the information in the **Rules set by your MLS** section at the top of the page.
3. In the **Settings that you can override** section near the bottom of the page, select one or more of the check boxes to enable the site rules that you are allowed to override:
   - Show Property Address
   - Show Mortgage Calculator icon on Property Details page
   - Show other agents' Virtual Tours
   - Allow clients to view the Tasks section on Private Client View

4. Click **Save**.

   A message dialog box appears to confirm that your new site rules settings have been saved.

5. Click **OK**.

6. Click **Close**.

   You are returned to the Agent Web Page Configuration page.

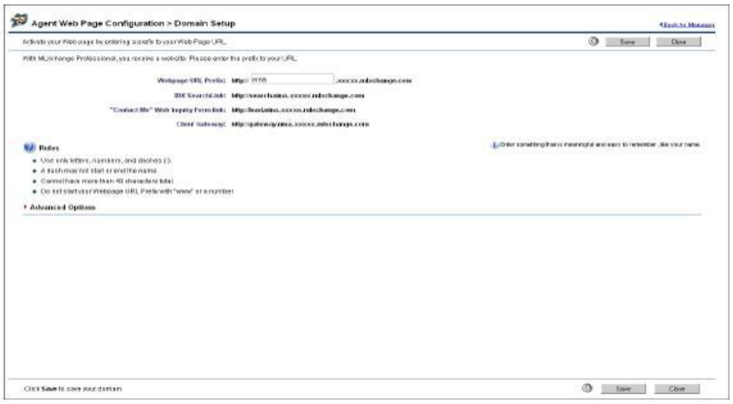
Website Domain Setup

The URL for your Agent Web Site is comprised of a secondary domain that prefixes your Board's primary MLXchange domain. For example, if the Web address (URL) for your Board's MLXchange domain is "http://mls.mlxchange.com," then the address for your Agent Web Site will look like this: "http://StaceyJones.mls.mlxchange.com."

> ***NOTE!*** *To help drive traffic to your site, it is a good idea to include your site's URL on all business communications, including yard signs, flyers, ads, business cards, and e-mails. It is important to make sure you choose a URL that you are happy with because if you change your URL after using it for a period of time, people will be unable to find your site and any links to your site will be broken.*

1. From the Agent Web Page Configuration page, click **Website domain**.

   The Domain Setup page opens.



2. Read the **Rules** before you choose your Web page URL prefix. For example, you cannot exceed 40 characters in total.

3. In the **Web page URL Prefix** text box, enter the personal portion of the URL.
   For example type your name, or something distinctive and easy to remember:
   http://stacey.mls.mlxchange.com

4. Take note of the following lead management information:

   - **IDX SearchLink** — place this link on any web site to make that site capable of accessing your IDX search screen.
   - **"Contact Me" Web Inquiry Form link** — use this link on other web sites instead of an e-mail link, to funnel leads to the MLX Professional lead management tools.
   - **Client Gateway** — use this link outside of the Agent web site, such as in your own vanity domain, to present a login/password opportunity for the client to access properties that interest them, etc.

5. Click **Advanced Options** to expand the section and access features that will make it easier for Internet search engines to find your site and/or to redirect traffic from an existing site to your MLX Professional Agent Web site.

6. Under **Search engine tools**, enter the following:
   - **Web site Title** — enter your chosen title, which will appear on the title bar, up to 64 characters or less.
   - **Description** — enter a description of your Web site in 25 words or less.
   - **Keywords** — the words you enter here will be used as meta tags within the HTML code of your Web site.
7. If you currently have an existing Web site and you want to automatically redirect traffic from it to your MLX Professional Agent Web Site, enter the URL in the field provided.

   NOTE! *You must also ask your domain registrar to redirect visitors from your domain to your MLX Professional Agent Web Site. (Your domain registrar is the company that sold you your domain name.) If you administrate your own domain, you can set up the redirection yourself using one of three methods. See "About Self-Administrated Web Domains" below.*

8. Click **Add Site**.

   The URL appears under **Existing sites that are being redirected**.
   - Click **delete this site** to remove the redirected site's URL.
9. When you have finishing entering your domain information, click **Save**.

   You now have a Web site!

Using IDX Search Link

NOTE! *If available, the IDX Search Link feature may require an additional monthly or annual fee. Contact your MLS to check for availability.*

If your Board has enabled this option for MLX Professional users, you or your Webmaster can easily add a listing search to any Web site (not just your MLX Professional Agent Web Site) that will automatically direct leads to your MLX Professional inbox.

If you know a little HTML, you can add the IDX search to a Web site by using the IDX SearchLink URL provided by MLX Professional. For example:

```
<a href="http://search.yourname.mls.mlxchange.com">
Click here to Search the MLS!
</a>
```

Anyone who clicks the link will see the full IDX search interface, and if they ask for more information, the request will end up in MLX Professional as a new lead.

Using the "Contact Me" Link

The "Contact Me!" link is designed to replace your e-mail links on any other Web sites that you may have in order to capture new leads.

The difference between the "Contact Me!" link and an ordinary e-mail link is that every e-mail sent via the "Contact Me!" link will be funneled directly into your MLX Professional inbox and result in the automatic creation of a new client record.

Your personal "Contact Me!" link can be added to any Web page using very simple HTML like this:

Click here to send me an E-mail!

Setting Private Client View Options

Use this page to set up the License Agreement text and a default welcoming message for all clients who have access to a private client web page. To set up a more personalized greeting, go to the Web View tab on the Client record.

1. From the Agent Web Page Configuration page, click **View the Client webpage options**.

   The Private Client View Settings page opens.

2. In the **Client Greeting** text box, enter a general default message that all clients will see when they log on to the private web page.
3. Click the **Spell Check** icon to check for possible errors.
4. Select the **Enable client login** check box to enable this feature.
5. In the **Agreement Details** text box, enter the information that all clients will be required to accept before they can log on to the private web page.
6. Click the **Spell Check** icon to check for possible errors.
7. Click **Save**.
8. Click **Close**.

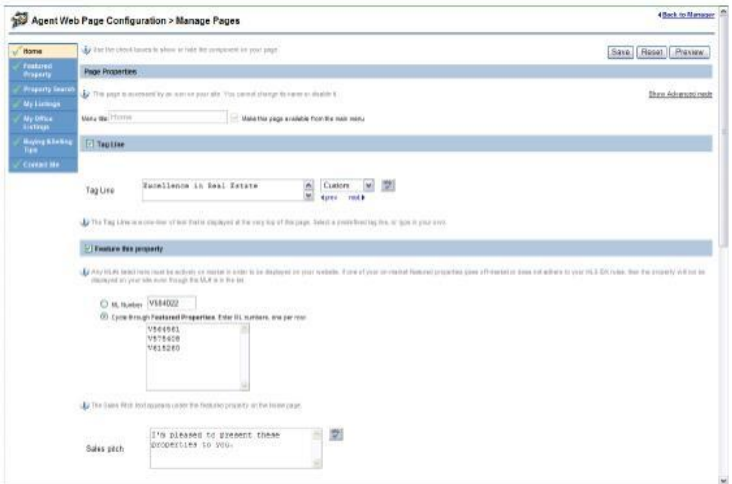
Managing Your Web Pages

Your Agent Web Site consists of a number of pages that can be renamed, displayed, hidden, and individually customized to your liking. Each page has several sub-sections that can also be edited and displayed.

There are two modes for editing the Home page: Easy mode and Advanced mode. Until you choose otherwise, you are working in Easy mode.

1. From the Agent Web Page Configuration page, click **Manage your web pages**.

   The Manage Pages page opens. By default, the Home page is displayed.



2. Click on a page name in the navigation menu, located in the upper left corner, to display the web page you want to edit.

> ***NOTE!*** *Since each page title is completely customizable, the page titles listed in the navigation menu can change accordingly. Only the Home page remains unchanged.*

3. When you make changes to the pages, click:
   - **Save** — to save the settings.
   - **Preview** — view the changes as they will look on the web site.

> ***NOTE!*** *Every page has a **Page Properties** and **Tag Line** section. The remaining sections differ for each page and will be described separately.*

Customizing the Home Page

Editing the Home page is slightly different than editing the rest of the pages. Since it is accessed by an icon embedded on your Web site, certain elements cannot be changed. For instance, you can never rename the Home page or disable it. For that reason, the **Page Properties** section of the Home page is NOT available to you.

Showing a Feature Property

You can display one or more featured properties on your Web site, along with a personalized sales pitch, to entice interested buyers.

1. Select the **Feature this property** check box in the section header.
2. Click one of these options:
   - **ML Number** — enter a single listing's ML number in the text box.
   - **Cycle through Featured Properties** — enter an ML number for multiple listings in the text box; one per row.

   Note: The MLS numbers must be actively on the market in order to be displayed on your Agent Web Site. If an ML number is not valid, or the property comes off the market, the property will no longer be displayed on your site.

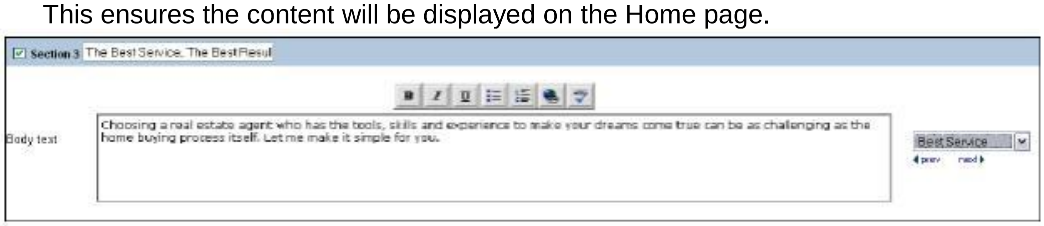
   The featured listing will be displayed on your Web site. For multiple listings, a random shuffle of the featured properties list will occur each time the Home page loads.
3. To add your personal **Sales pitch** text beneath the featured property, type it in the text box.
   - click the **Spell Check** icon to check for possible errors.
4. Click **Save**.

Customizable Sections on the Home Page

The bottom part of the Home page consists of a number of unnamed sections reserved for entering free-form text. You can enter your own text or choose from the lists of pre-written content, letting MLXchange take care of the formatting for you.

1. Select the **Section [#]** check box in the section header.

   This ensures the content will be displayed on the Home page.



2. Type a section sub-heading in the text box.
3. Enter your own **Body text**; or choose a pre-written paragraph from the drop-down list to the right.
   - click **< Prev** and **Next >** to browse through the list of pre-written content.
4. To apply formatting to the free-form text, such as bolding, italics, etc., use the cursor to highlight a section of text, then click the appropriate formatting tool bar button above the text box.

- To undo the applied formatting, click the button again.

5. Click **Save**.

Adding a Call-out

A call-out is a short paragraph that appears in a slightly different style or format from the rest of the body text in order to draw the reader's attention to it. The call-out may be a favorite quote, your business philosophy, etc.

1. Select the **Call-out** check box in the section header.

   This ensures the content will be displayed on the Home page.

2. Type a section sub-heading in the text box.
3. Enter your own **Body text**; or choose a pre-written paragraph from the drop-down list to the right.
   - click **< Prev** and **Next >** to browse through the list of pre-written content.
   - click the **Spell Check** icon to check for possible errors.
4. Click **Save**.

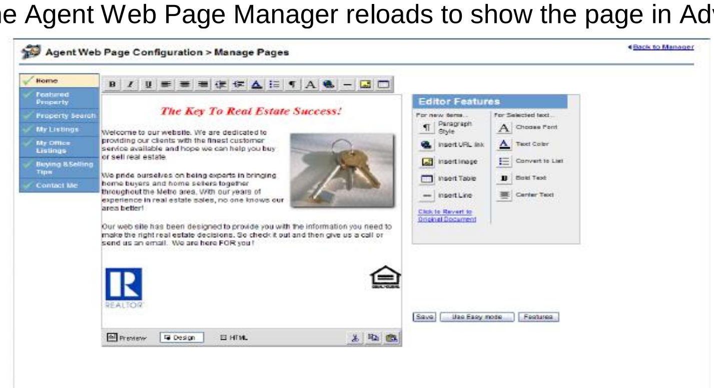
Using Advanced Editing Mode

When formatting sections of the Home page, you can use a more sophisticated formatting tool, called the Advanced Home Page Editor, to achieve a completely customized look. Similar to a true word processor, this feature lets you control the formatting. For even greater control, you can even edit the Home page's HTML code.

> ***NOTE!*** *It is assumed you are familiar with the use of formatting styles using a word processor like Microsoft Word. Therefore, this section will not go into detail.*

1. In the right corner of the **Page Properties** section of the Home page, click the **Show Advanced mode** link.

   The Agent Web Page Manager reloads to show the page in Advanced editing mode.



2. To create or edit the page, click the **Design** button at the bottom of the text frame (by default it should already be selected).

3. Use the **Editor Features** menu to insert new items, such as tables, images, URL links and lines; and to define formatting attributes for selected text. The toolbar above the text box frame performs the same function.

   For example, click the **Paragraph Style** icon to specify alignment, color and text display attributes from the **Paragraph Style Selection** dialog box.

   - click the **Features** button to return to the **Editor Features** main menu.

4. Click the tool bar icons above and below the body text frame to apply formatting styles to selected text, cut, copy, paste, etc.
5. Click **HTML** at the bottom of the body text frame to edit the Home page's HTML code directly.
   - click **Preview** to view the results.
   - click **Design** to return to the original body text view.
6. Click **Save**.
7. Click **Use Easy mode** to return to the original view of Home page.
8. Click **Save**.

Customizing the Featured Property Page

NOTE! *Pages that are not currently included on your Web site, show a red "X" beside the page name in the navigation menu.*

Use the Featured Property page to feature current listings and recently sold properties on your Web page, with relevant tag lines.

Changing Page Properties

The **Page Properties** section lets you change a selected page's menu title and specify whether it can be accessed from the Home page or not.

NOTE! *You have NO access to the Page Properties section for the Home page. The menu title and its availability from the main menu are permanently defined.*

1. From the **Page Properties** section of the selected page:
   - type a new name in the **Menu title** text box.
   - select the **Make this page available from the main menu** check box to display this page on the main menu of the web site's Home page; or clear the check box to hide the page entirely.

Note: If the selected page is NOT being displayed on the Home page, the navigation list displays a red "" next to the page's name. If the selected *page IS available from the Home page, the navigation list displays a green "" next to the page's name.*

2. Click **Save**.
3. Click **Preview** to review these changes.

Displaying Tag Lines

Customize each page by adding a "catch-phrase" at the top of the page, called the Tag Line, or hide it altogether. An example is "Excellence in Real Estate". You can choose what the tag line says and whether or not to display it.

1. Select the **Tag Line** check box in the section header.

   The other options are enabled.
2. Use the drop-down list to select the name of a pre-defined tag line, such as **Excellence**; or click the **< prev** or **next >** links to scroll through the available tag titles, when you have several.
3. Create your own **Tag Line** by typing in the text box.
   - click the **Spell Check** icon to check for possible errors.
4. Click **Save**.

Title for On Market and Off Market Featured Properties

Add a section title to accompany the featured listings and recently sold properties on your Web site. For example, you may entitle the active listings "For Sale" and the properties with a Sold status, "Recently Sold".

1. Select the **Title for [On-Market/Off-Market] Featured Properties** check box in the section header to display this section on the Featured Property page.
2. Type a section title in the text box.
3. In the **Title for On-Market** section, add the ML numbers of the active listings you want to feature in the list: (one number per row).
   - if there are no featured listings currently available, enter some explanatory text in the **No properties found** text box.
4. In the **Title for Off-Market** section, add the ML numbers of the sold properties you want to feature in the list: (one number per row).
   - if there are no featured sales currently available, enter some explanatory text in the **No properties found** text box.
5. Click **Save**.

Customizing the Property Search Page

> ***NOTE!*** *Pages that are not currently included on your Web site, show a red "X" beside the page name in the navigation menu.*

You can display several types of search templates on the Property Search page of your Web site. Each search link lets a client search for a specific property type, revising the criteria if necessary, to find meaningful results. Also, they can be tagged to show on the Home page.

1. From the **Page Properties** section change the name of the page, or hide this page from being displayed on your Web site.
2. In the **Tag Line** section, change the title at the top of the page, or hide this page.
3. In the **Property Search** section, select the check box in the header to display this section on the Property Search page.

   Note: The search types featured on this page are determined by your MLS Board.
4. Click **Save**.

Customizing the Listings Pages

NOTE! *Pages that are not currently included on your Web site, show a red "X" beside the page name in the navigation menu.*

The My Listings page lets you display the on-market listings that belong to you; and the Office Listings page lets you display the properties that have been listed with your office.

1. From the **Page Properties** section, change the name of the page or hide this page from being displayed on your Web site.
2. In the **Tag Line** section, change the title at the top of the page, or hide this page..
3. In the **My Listings** or **My Office Listings** section, select the check box in the header to display the section on the My Listings and My Office Listings pages.
4. Add the ML numbers of the sales you want to feature in the list (one number per row).
   - if there are no featured sales currently available, enter some explanatory text in the **No properties found** text box.
5. Click **Save**.

Customizing the Buying/Selling Page

The bottom part of the Buying/Selling page consists of a number of unnamed sections reserved for entering free-form text. You can enter your own text or choose from the lists of pre-written content, letting MLXchange take care of the formatting for you.

Perhaps you might want to offer hints about buying or selling, or why a client should use a Realtor®, etc.

1. From the **Page Properties** section, change the name of the page or hide this page from being displayed on your Web site.
2. In the **Tag Line** section, change the title at the top of the page, or hide this page.
3. Select the **Section [#]** check box in the section header.

   This ensures the content will be displayed on the Buying/Selling page.
4. Type a section sub-heading in the text box and enter your own body text; or choose a pre-written paragraph from the drop-down list to the right of the text box.
   - click **< Prev** and **Next >** to browse through the list of pre-written content.
5. To apply formatting to the free-form text, such as bolding, italics, etc., use the cursor to highlight a section of text, then click the appropriate formatting tool bar button above the field.

- To undo the applied formatting, click the button again.

6. Click **Save**.

Setting Up the "Contact Me" Form

The Contact Form is a page that facilitates your clients getting in touch with you. They complete the form with their contact information and property details. A click of the **Send E-mail** button sends the information directly to you. While you cannot edit the form, you can add a subtitle and introductory paragraph.

> ***NOTE!*** *Pages that are not currently included on your Website show a red "X" beside the page name in the navigation menu.*

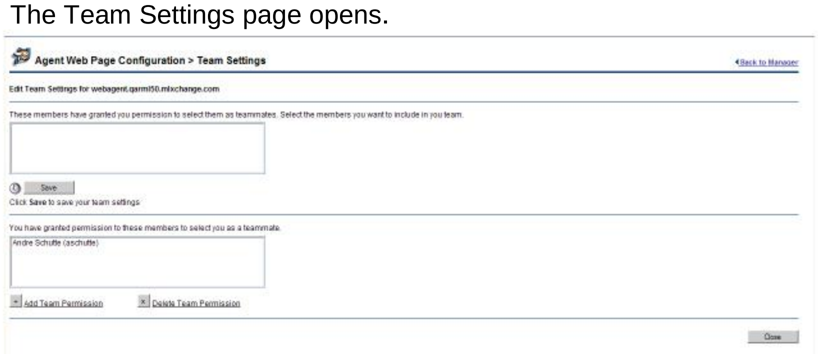
1. From the **Page Properties** section, change the name of the page or hide this page from being displayed on your Web site.
2. In the **Tag Line** section, change the title at the top of the page, or hide this page..
3. In the **Contact Form** section, select the check box in the header to display this section on the Contact Me page.
4. In the **Body text** box, add an introductory paragraph.
5. Click **Save**.

Team Management

You can identify up to four members in the office to be your team members. All listings for which any of the team members are the listing agent, will be included on the My Listings page.

1. From the Website Configuration page, click the Team Management button.

   The Team Settings page opens.



   Your office members must first give their permission to be selected as teammates. Those who have granted you permission are listed in the top list box.

2. To grant permission to other members in your office to add you as a teammate, click the **Add Team Permission** link.

   The Member Lookup dialog box opens.

3. Enter the Agent's First or Last Name (in total or in part) in the text boxes, then click the **Find** button.
4. Highlight the member from the search results in the list, then click **OK**.

The name appears in the bottom list box.

5. To remove permission from an Agent to use you as a teammate, highlight the Agent name in the bottom list, then click the **Delete Team Permission** link.

6. Click **Close**.

How Site Visitors Will Contact You

MLX Professional makes it easy to add your contact information, such as an e-mail signature, to your Web site profile. Specify an alternate “Reply To” e-mail address and set up your e-mail enabled cell phone or pager to receive new prospect matches.

1. From the Agent Web Page Configuration page, click the **How visitors will contact you** link or the **My Profile** button.

   The My Profile page opens.

2. Make the necessary changes or additions to your contact information:

   - **Primary e-mail address**
   - **Pager/cellular e-mail**
   - **Reply to e-mail address:** choose either your MLXchange e-mail or Primary e-mail address.
   - **E-mail signature:** add the signature to be appended to all of your e-mails.
     Use the E-mail Editor toolbar buttons to apply text attributes..
   - Name, Address and Company information
   - Primary, cell phone, 1-800, fax, numbers, Web URL and Pager and PIN numbers

   NOTE! *You cannot change your MLX Professional e-mail address.*

3. Make sure the information is complete and accurate.

4. Click **Save**.

   A message dialog box confirms that the changes have been saved.

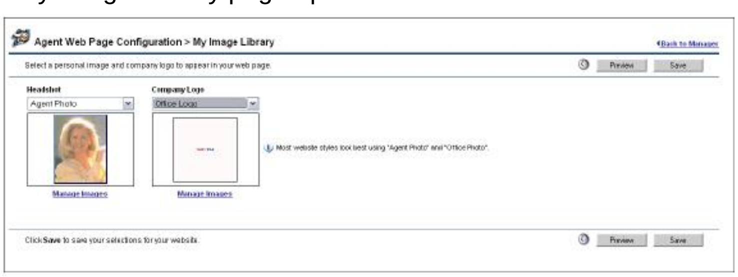
5. Click **OK**.

Managing Images

The MLX Professional image library lets you manage custom photos and logos for display on your Agent Web Site.

1. From the Agent Web Page Configuration page, click **Manage your images**.

   The My Image Library page opens.



2. From the **Headshot** drop-down list, select **Agent Photo** to add your photo.

3. If the Agent photo you want has not been added to MLXchange, click the **Manage Images** link.

   The Manage Images dialog box opens.

4. To add or change a photo, click on an image frame to highlight it.
5. Click the **Edit** link within the frame.

   The Edit Image dialog box opens.
6. Click the **Browse** button to navigate to the image you want to use, then click **Open**.

   A preview of the image is displayed.
7. Use the slider control to change the size of the image.
8. Click **Save**.

   You are returned to the My Image Library page, where you can select the new image from the **Headshot** drop-down list.

   NOTE! *The clock icon appears in this section, indicating that any changes made may take up to one hour before taking effect.*
9. From the **Company Logo** drop-down list, select the image you want to use, such as **Office Logo**.
10. If the Company or Office photo you want has not been added to MLXchange, click **Manage Images**.
11. Repeat steps 4 - 8 to locate and add an image to the **Company Logo** list.
12. Click **Save**.

There are multiple options that members of MFRMLS have in order to display an agent's active listings and active office listings. There is a solution provided by FAR and MFR offers the agent an IDX solution that keeps your name in front of the consumer.

To use the custom link for the Consumer website for your IDX Search:

1. Go to the Consumer website, http://MyFloridaHomesMLS.com, scrolling down and click on Members only.

2. Log in with the same ID and password that you use to log into MLXchange.

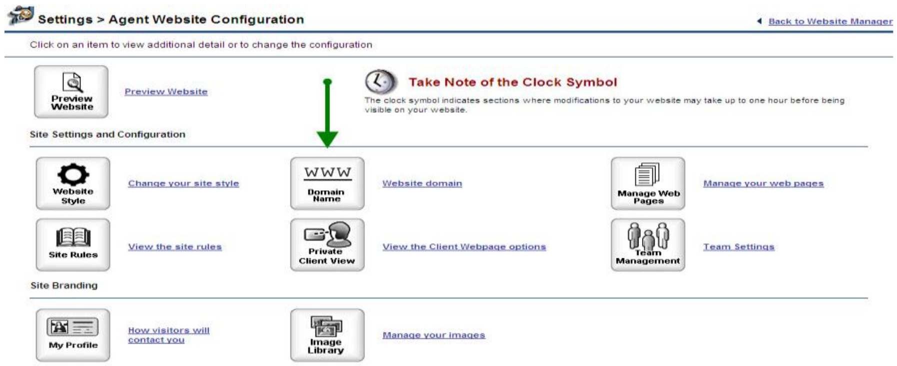
3. Then, copy the custom link underneath the first paragraph and paste it onto your personal website for a search option that shows your contact information when the consumer is looking at the listings through this link.

4. Also, available in the members only section of MyFloridaHomesMLS.com is the MLS Activity Report and the Agent Activity Report.

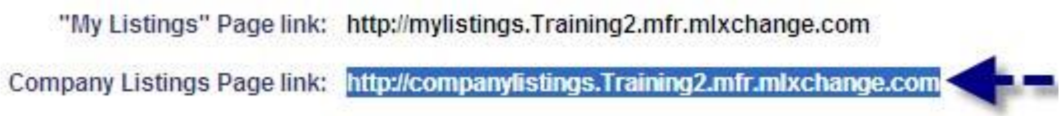
	Last 24 Hrs	Last Week	Last Month	Last Quarter	Total
1. Emailed Inquiry	36	212	686	1,671	2,232
2. Marked As Favorite	501	2,515	6,736	14,156	16,583
3. Requested Info	154	1,010	3,802	9,671	13,054
4. Sent To Friend	94	573	1,765	5,072	6,707
5. Viewed Detail	17,220	107,887	426,583	1,059,617	1,286,567

To use the MFR MLXchange solution for displaying your ACTIVE LISTINGS and ACTIVE OFFICE LISTINGS please follow the steps below:

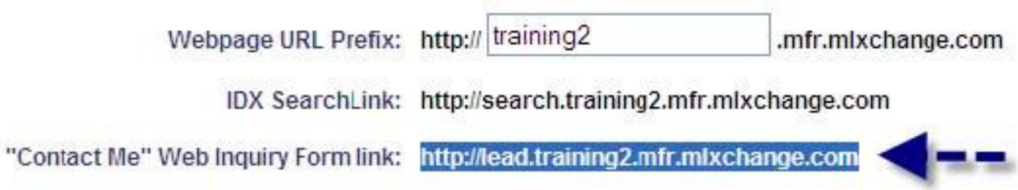
1. Log in to MLXChange
2. Click Settings in the upper right hand corner of the screen
3. Click on Personalize
4. Click on Website Management
5. Click on Website Domain.



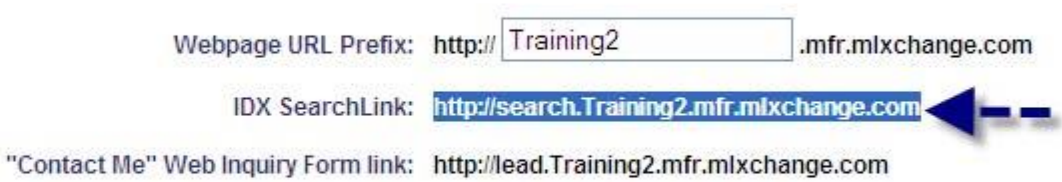
6. Highlight and copy the URL for the "My Listings Page link," as shown below. This is the link you will use for your personal web site to display your Active Listings.



7. Highlight and copy the URL for the "Company Listings Page Link," as shown below. This is the link you will use for your personal web site to display your Company's Active Listings.



8. If you want clients to search all active listings in the MFR MLS, then highlight and copy the URL for the "IDX Search link" located right under the Webpage URL Prefix. This is the link you will use for your personal web site to allow the clients to search all Active Listings in the MFR MLS.



9. Highlight and copy the URL for "Contact Me" Web Inquiry Form link. This link enables the Lead capture ability, displaying the leads in MLXChange in the "Today's Summary" feature in the upper right hand corner on the home page.

To use the FAR solution for your ACTIVE LISTINGS:

1. Call FAR at 407-438-1400
2. Tell the representative that you need an IDX solution for a personal website that will display ONLY your active listings.
3. You will need to have your NRDS number as well as the office that you work for
4. The representative will be able to provide you with a URL that you will write down.
5. Give the URL that the representative provides you to the person that created your website. Inform them to make that URL a "hyperlink" that says "My Listings".

If you would like to obtain the OFFICE listings link from FAR you will need to speak to the broker of your office. The broker is the only one that is able to pull the OFFICE listing info from FAR's office site.

To use the FAR solution for your OFFICE LISTINGS:

1. Request the broker from your office contact FAR to set you up with the IDX link for OFFICE LISTINGS.