



Presentation Guide: Single Property Websites

In this session, marketing administrators will train their end users on how to create Single Property Websites intended to market and promote listings through a MLS data Integration.

POWERPOINT

Agenda

- Benefits of Single Property Sites
- Creating a Single Property Site
- In-Platform Training
- Best Practices
- Your Next Steps!

Benefits of Single Property Websites

- MLS Integration
 - Intergrated with every MLS Listing
 - Ease and automaton
 - Customizable
- Multi-channel Optimization
 - Ability to promote the property on multiple social medial channels
- Ease of Use
 - Can be created in as little as 5 clicks!
- High Quality Marketing
 - High quality design helps to promote you and your co-marketing partner
 - Far-reaching materials help to make connections

Focus Areas for Single Property Sites

- Partner: ability to co-brand to help you and your co-marketing partner market the listing while expanding your brand presence.
- Template: have access to various styles and templates to build your site.
- Active Status: can make websites active/inactive dependent on listing status
- Customization: while sites are easy to create, user have additional customization capabilities to personalize their marketing further.

In-Platform Training



Before you begin - assist and guide users with the login process based off your organization's login method

How to Create a Single Property Website

- Within the Navigation Menu click on Web Marketing > Single Property Sites
- Click the Create button at the top left
- Go through each field listed on the left:
 - Select a Co-Marketing partner by clicking the first drop down.
 - Inform your users that through an MLS integration, all of their co-marketing partner's active listing on the MLS will automatically appear on the page.
 - This eliminates the need to Search by MLS#, by State, or by Location.
 - However, users may still use those fields if they wish to search the MLS manually.
 - Listing Status allows the user to also pick from Pending or Sold listing from the MLS
 - Click on any listing on the right-hand side.
 - Note that a preview of the website will generate after you select a listing.
 - Leave Website Status as Active. Let users know they can switch to Inactive once the listing has been sold for example.
 - Choose Your Template: lets the user pick from various template and styling options for their website.
 - IMPORTANT: Click the Add button next to Agent Partners and Lender Partners. This adds the profiles of each user listed onto the website to ensure their brand is visible.
 - Note: This is all that is needed to create a website. Quick and easy to create.
 - Click the Actions button at the top left:
 - Save the website.
 - Click Visit Site to demonstrate finished product. This will open in a new tab.
 - Go back to the previous tab (Total Expert account).
 - Click the Pencil icon on the left-hand side.
 - Optional: This is where users can make further edits and customize the website beyond what has already been created.
 - Show Banner: can add various banners to the site to update a listing status change.
 - Force Registration: enabling this will force any viewer of this website to register their contact information (name, email, and phone number) before they can view the site.
 - Color Scheme
 - Meta Description
 - Page Title: title that shows in the browser tab



- Top Section Background: users can decide the primary background image that appears on the site. Can choose from the MLS images or upload their own.
- Top Intro Text: Can type in and customize the intro header at the top. For example: Your Dream Home
- Text Below Address
- The remaining fields are mostly brought in from the MLS
- Note the Video Link and Virtual Tour Link fields
- Click Actions > Visit Site to demonstrate the final edits made to the site.

How to Manage Single Property Websites

- Click on Web Marketing > Single Property Websites.
- To edit a website, check on any box to the left, and click the “update selected” icon at the top left. This brings users back to the customization page where they can make any adjustments.
- Go back to the single property websites page.
- To delete a website, check on any box to the left, and click the delete icon at the top left.

How to Monitor Single Property Websites

- Click on Web Marketing > Single Property Websites.
- Users can monitor the effectiveness and activity of their Single Property Websites by viewing the following metrics on the right-hand side:
 - Registrations: the number of viewers that registered their contact information through the site. Only applicable if the Force Registration was turned on.
 - Viewers: the raw number of viewers that have viewed the site.
 - Conversion Rate: the ratio and percentage of registrations versus the number of viewers.

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Best Practices

- Email the link for your Single Property Site to your co-marketing partner to not only show your partner that you are putting in the extra effort to help them get business, but also allowing them to forward it to their clients as well.
- Share this Single Property Site on social media. Whether that is your personal Facebook page or your company’s page, make sure you are using social media to get this site out there!
- Use Single Property Sites to market Total Expert to potential co-marketing partners and invite them to connect.
- When sharing to social media, use hashtags to elaborate on the property to reach certain clients. For example: #emptynest #firsthome #downsize.



Next Steps

- For adoption and retention purposes – encourage your audience to access supporting documents, videos, and resources and demonstrate where they can access our Help Center within the platform, as well as reaching out to our Product Support team.