

Understanding and Customizing Your Agent Website

With the Website Administration tool, agents have the power to add and edit a variety of links and pages of content to their Agent Website, using an editing window similar to a word processor interface to add text content, photos and links. The *Intro to Your Website* training class broadly covers how to use the Website Admin tool.

What we discovered, in our years of traveling to do training for Agents, is though many appreciated having the ability to customize their sites, few actually had the time or skill to make the changes to their site that they wished. Some hired assistants to help with content, or a designer to create buttons and logos for their site, or even spent money on a 3rd party to set up an entire unique website, which may or may not connect to their listings very efficiently.

The major strength of your Agent Website is it a product centered around gathering listing information directly from your MLS and presenting that data in an attractive, dynamic searchable format for the end user. A new agent, with the default setup of their site, even with no listings of their own, immediately has a website with a powerful search module, various lead capturing devices, and all of their office and agent contact information readily displayed.

Once set up, this process continues without need for any direct update from the agent. Listing details, photos, remarks, virtual tours – so long as they are added and kept current in the agent's MLS, will update on the Company and Agent Website. However, using the Website Admin tool's listing feature, an agent can add even more information to a listing: up to 99 additional photos, additional remarks, and schedule open house information, which causes a special open house icon to appear on the listing display.

Agent Websites are setup using a typical banner and top navigation across each page, with a side navigation bar to the left of a main content area, with some additional footer navigation and disclaimer information below.

The websites display a standard top navigation for main items: Search Properties, Work With Me/Client Login, Financial Info, and Contact Me. Specific wording on these top buttons can vary with the various Agent Template choices, but they cannot be edited on a per-agent basis. The overall look and color scheme of the websites are also controlled by and limited to the Agent Template choices in the agents Website Admin tool.

The secondary navigation is on a left menu, which features "Welcome" by default, which leads to the agent home page, then any agent-added items of navigation, done through the Website Admin tool, then any office navigation items which carry over some of the office content pages. Agent-added items are ordered by a sequence number which is added when the page is created, and can be edited to reorder items. All agent items, however, will appear above the office content. Office content pages carry over items which are exactly as they appear on the Company website. These are editable by a company administrator only, and are not editable on a per-agent basis.

Participating agents who have an individual website or are part of a team with a shared team website will always have access to our Support Team to assist them with the usage and functions of that site, as well as usage and function of the companion product, Management Center. We can provide training manuals, arrange onsite training, or walk agents through various processes over the telephone. This support service is included in the regular cost of the agent websites, and agents will never be asked to pay any additional fee for those service.

The remainder of this document explains the various paid services that we are able to provide to agents or teams who have websites. There are two initial packages of service, and two options for continued service. These services are of the type where a typical agent would have hired a 3rd party for assistance, and only use of these services has any additional cost beyond the basic monthly agent website cost.

The Website Customization Program, or simply: "Pimp My Site"

With the same notion in mind as the popular Realty TV Shows of similar name, Net Strategy has developed 2 levels of service to offer agents an easy way to finally customize their agent website with ease: Basic and Premium.

The goal of the program is to help agents make their sites easier to navigate, by adding eye-catching buttons to the agent home page to feature particular searches or services and lead users to those sections quickly and easily.

Our **Basic Program** is a great place to start for many agents, especially new agents. Agents who choose this program essentially need only pick a color and style of button from our four designs, and then up to six items from our Basic choices list.

Basic choices can vary by company – based on what is available on your site's search module – but commonly the list includes pointing to every available search type: *Search by Area, Search by Map, Search by School, Search by Subdivision, Search Land & Lots, and Search Commercial.*

Additionally, agents choose from the standard lead generation devices of the site: *Signup for New Listings By Email, Request Relocation Information, CMA Request Form, and Contact me.*

Lastly, agents may then choose to point to either their own section of links – using the *My Favorite Links* module, *all of their current listings*, or any of the office provided content pages for their company, which will of course vary by company. Commonly this includes *community and school info.*

Note: allowances are made within the Basic Program for agents to choose buttons to point to pages of content *they have already created for themselves*, such as a bio or their own community and school information, so long as these may use our stock button images.

Our **Premium Program** is the choice for agents who truly want to create a unique experience for their users. Here again, agents can first choose from the four designs of buttons to quickly create a functional agent home page with up to 12 items.

Choices for premium buttons are not limited to a list of pre-existing searches, content or features. This means for example, if an agent has been meaning to add a bio, or some testimonials, or add a list of recommended vendors that they may have on paper only, to their website, our staff will assist them in creating and formatting those pages on the site. Then, we can also feature that content on the homepage as one of the main buttons. These buttons can also use images provided by the agent or we can search for a variety of stock images based on the agent's suggestion.

The Premium Program is like hiring an assistant and a web designer to help you truly personalize your site, and every Premium package includes one year of *design maintenance* on your site. If you later choose to change the color, style or images on your initial button choices, the revisions to your site are covered by that maintenance. Likewise, if you need to update any of the custom content created during your initial design, those are also covered, so keeping your site updated is easy!

The Premium Upgrade: for any customer who has already taken advantage of the Basic Program, moving to Premium is easier than ever. With the **UPGRADE** coupon code, you save an additional \$89 from the cost of the Premium Program. Upgrade customers get the full Premium Program experience, and can choose a new style and new button options from their initial Basic choices.

Beyond your Basic or Premium customization options, you also have two options for keeping your site up to date in the future: yearly design maintenance service or hourly design service.

Yearly design maintenance is \$79, billed annually, and includes any changes to your button's style, color and image or updates to your content pages. Premium coverage includes the first year free, so billing only occurs if you choose to continue your coverage beyond that first year. The first year complimentary should give you a good idea of how much you may use the service to decide if continuing it would be worthwhile to you.

Hourly design service is quoted at \$55 an hour, and can include any type of assistance or maintenance you may need with your website images or content.

Please note: assistance with agent listing content pulled from your MLS, or the basic use of Website Admin tool to keep personal, company or url information updated, or to change your photo or template, and other similar assistance with the features of your agent website product will always be covered by our support team at no cost to you. These maintenance costs are only a consideration to cover assistance with custom elements added to your site, such as buttons on the homepage or pages of formatted text content placed through our Website Customization program.

The Four Button Styles

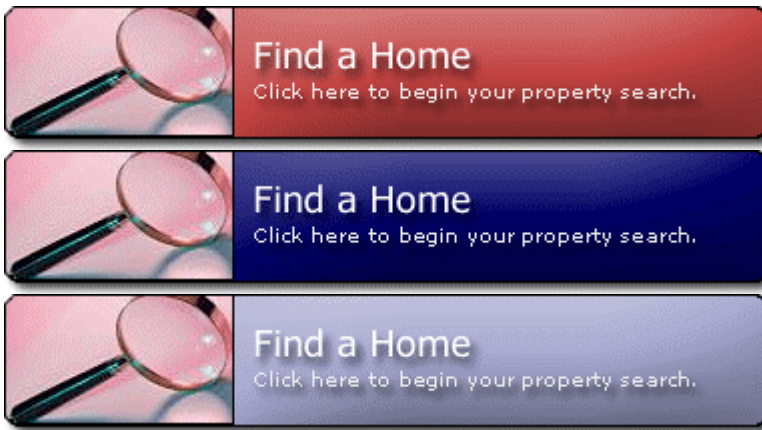
The Website Customization program uses four pre-designed button styles to help agents get a jumpstart on making their site custom. These styles and their options are detailed below.

1) The "Square" button style has 2 color choices: Main color and "Go Box" color. The photos on these buttons will change based on the function of the button, and these three button choices are for button color examples only.



2) The "Wide" button style has essentially 1 color choice, main color, but these buttons can be created to rotate through a variety of colors or be all the same color. The photos on these

buttons will change based on the function of the button, and these three button choices are for button color examples only.



3) The "Vertical" button style has no color choice, as the color of the button overall comes from the photo used. Text appears below the photo.



4) The "Text" style button has no color choice, as it uses only a small icon before a line of text to create the button. The same icon is used on each button regardless of text.



Finally, be advised that these button choices were developed to appeal to a wide variety of users, fit well in the Agent Website content area, and be clear in their function with use of image, text, and description. However, if you do not see a choice that appeals to you, we can design custom buttons based on your suggestion, with the premium package. Note that this can cause your site changes to take longer than the listed completion time for your order.

Likewise, if you already have some custom buttons on your site that you would like us to match, that can also be done with a Premium package.

To place an online order for your website customization, visit:
www.netstrategyconsulting.net/custom

Contact Us

For all agents with websites who need support or additional information about our new paid services, our contact information is as follows:

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