

## Smart Sites

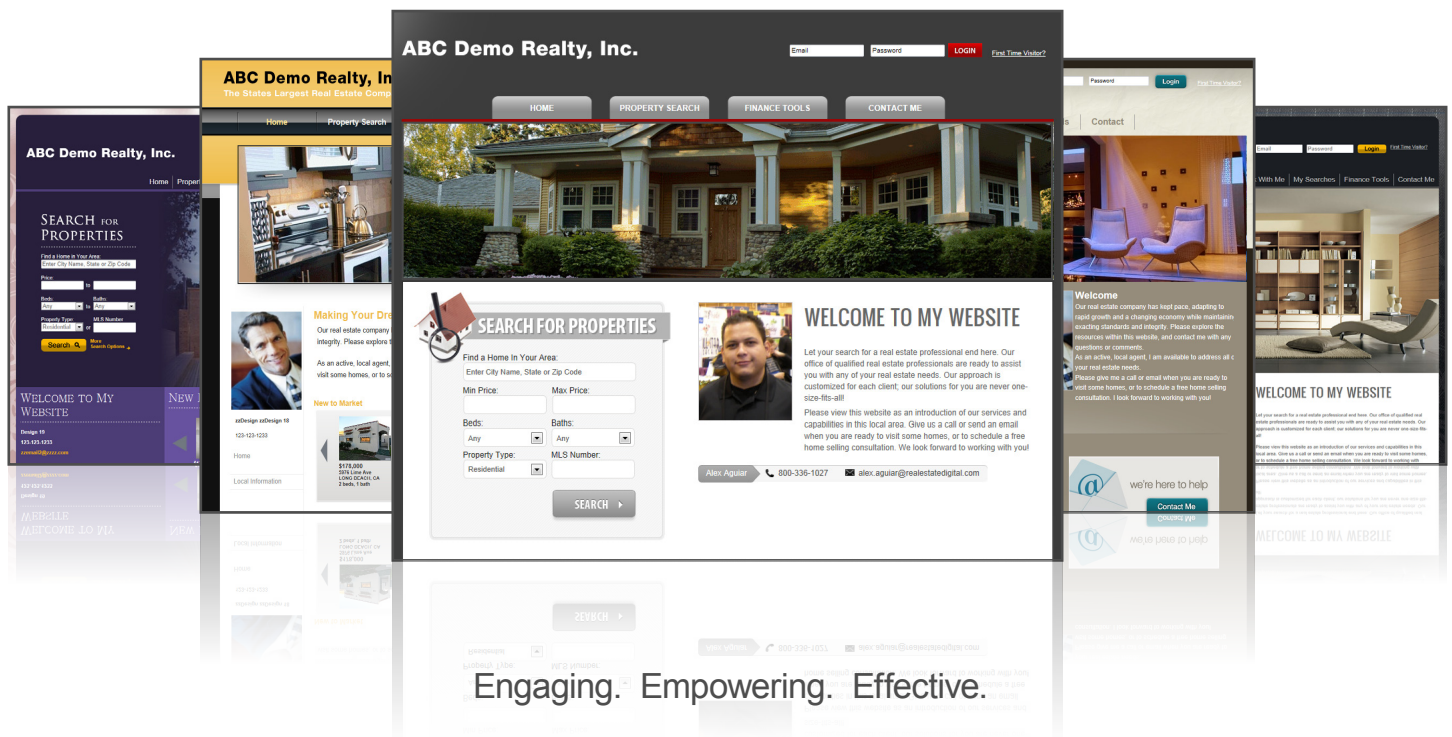
**For Agents  
and Offices —**

Feature-packed.  
Easy to Use.

**Start  
Today!**  
smartsites@crmls.org

### Agents and Offices using Smart Sites:

- Engage prospects and customers with a robust MLS property search
- Position yourself as the local expert by offering rich community and school information
- Effectively track leads with in-depth website analytics
- Efficiently manage your business through easy integration with Smart CRM
- Social media integration with Facebook, Twitter, Google+ and RSS Feeds
- Mobile website including IDX search



Engaging. Empowering. Effective.

Your Personalized SmartSite.

Smart Sites Agent Website Packages	Silver	Gold	Platinum
<b>FEATURES</b>			
Professional website templates w/ web 2.0 technology	•	•	•
Automatically loaded MLS IDX data with latest active listing info from MLS	•	•	•
Display virtually all member MLS active listings branded to you	•	•	•
Receive all request information inquiries on ALL active listings	•	•	•
Property search of homes utilizing Microsoft Bing Virtual Map Search with Birds Eye View	•	•	•
Points of Interest icons on Bing Map Search: locate child care, banks, hospitals, etc.	•	•	•
Property search of homes using school district, subdivisions & neighborhoods. Great for relocation prospects!	•	•	•
Customizable property search criteria tailored to your local market	•	•	•
“Weighted” Listing Search Feature - Your personal listing(s) will always appear first	•	•	•
Ability to Map this Property and get Point-to-Point driving directions to listings	•	•	•
Neighborhood and School Data statistics available on every property (zip code based)	•	•	•
<u>New!</u> Social Media Icons: Share this property - bookmark homes to Facebook, etc.	•	•	•
Mortgage Calculator and Finance Tools: Powered by LeadFusion	•	•	•
Ability to create additional jump searches to showcase listings in specific market segments	•	•	•
<u>New!</u> Available widget token generator for embedding real estate widgets	•	•	•
<u>New!</u> Listing carousel of homes for sale	•	•	•
Ability to add additional content pages to make your content unique, rich and engaging	5	20	100
Ability to enter keywords, meta tags, browser titles for your local market for Search Engine Optimization (SEO)	•	•	•
Available website home page traffic visitors report	•	•	•
Google Analytics Tracking Code: track where consumers come from, page views, etc.	•	•	•
Toll Free Customer Service	•	•	•
Work with Me - visitor/client registration	•	•	•
Visitors can save favorite search criteria and bookmark properties and receive new property alerts through email	•	•	•
Consumer Dashboard - visitors can log in to access saved searches and bookmarked properties	•	•	•
Smart CRM - a Contact Manager, fully integrated contact and lead management system	•	•	•
Integration of all inquiries (leads) into the Smart CRM	•	•	•
Action Plan Manager - create personalized drip email campaigns	•	•	•
Create Professional Listing Flyers - send out your “new listing” to agents in your region	•	•	•
Customizable Smart Desk dashboard: real estate news, lead source reports & daily motivations	•	•	•
Additional enhanced website design templates		•	•
Ability to require visitor registration after viewing a certain number of properties to capture more leads		•	•
<u>New!</u> Ability to customize Contact and Registration Forms		•	•
Recommend properties to registered visitors based on their search criteria		•	•
Full visibility to registered visitors’ activities		•	•
Featured Home widget on homepage		•	•
All My Listings Link on homepage		•	•
Prior Sales link on homepage (*depends on the MLS IDX availability)		•	•
Listing Detail Traffic Report - communicating with your sellers and/or for price reductions		•	•
<u>New!</u> Mobile Internet URL for visitors		•	•
Listing Enhancement - add additional photos (up to 100 per listing)			•
Listing Enhancement - add additional personal property description remarks			•
Listing Enhancement - add Open House announcement			•
Listing Enhancement - add Virtual Tour link			•
“Sell My Home” - communication feature that allows your sellers to access traffic report			•
Real Estate Video Feed widget (Source: RIS Media)			•
Smart CMA - CMA listing presentation and buyer’s tour presentation			•
Community website - differentiate yourself from competitors with your local expertise			•

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