

March 2012



**Realtor**® Website & Complete Online Marketing System

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### 40 Ways to Show A Listing



At InCom we understand that the pictures are an important addition to every listing on your website. That is why our development team has expanded the amount of pictures that can be attached to your listings. Go ahead and add up to 40 pictures per listing and give your guests something extra to look at!

### Charming, Elegant, Polished? Exquisite!

InCom has a new addition to their theme selection: **Exquisite**. This theme is for the real estate agent who is looking to present their online business on a sleek, professional and elegant platform. As our newest theme, it comes equipped with widgets and an appealing banner with several choices for photos to display across the homepage. The Exquisite Theme also provides a large area to work with below for customization, with a column along the right side.



### Did You Know?

Your website with InCom has a built-in tool that generates QR Codes to assist with marketing your business. Your QR Code Generator will create a special



barcode that can be scanned by phones to guide people to your website. When scanned, the code you create can display your website address, your phone number, or even a personal message. Combine this with your current marketing efforts like your business cards or billboards and you can increase the traffic coming to your website.

## Question of The Month

### How do I change my website layout?

When our InCom team creates your website, we start you off on one of our newer themes. However, by no means are you limited to the theme we choose for your website. We understand that some real estate agents may want a clean, simple look, while others may want a professional, modern appearance. To change the layout of your website, visit your Theme Manager. Choose your favourite one from the list and even preview them before applying. Once you have selected a theme, you can go to your Theme Customization tab to choose colours for your website layout as well. The benefit of having access to your Theme Manager yourself is if you feel like changing your layout again, you have complete control.

## Tips & Suggestions

Localizing your website can encourage the right homebuyers to visit, as well as get your guests to what they want to see quickly. It plays a large role in your website being "user-friendly". User-friendly to us means getting your guests to where they want to be in as few clicks as possible, and there are several ways that you can create that by including localized features on your website.

Widgets like your Property Search and City Properties can be used for specific cities. Plus, you can add buttons to your menus that guide your guests to listings for selected areas. Try it out by linking a new item in your Menu Manager to the URL of an inner listing page for a specific city.

## Free InCom Training Webinars

### Basic Website 101 Techniques

This seminar will cover all of the basics with detailed step-by-step instructions and a live demonstration. We'll touch on all of the major editing options you have available to you as well as web marketing best practices and valuable promotion tips.

### Advanced Website Techniques

A more in-depth look at your website's social media, SEO, and blogging capabilities. Learn how to streamline and integrate your online marketing initiatives and identify website tactics you can use to create a dominant web presence.

We will be covering more advanced editing options, so we recommend attending Basic 101 first if you are not familiar with the basics.

Basic 101 InCom Website Training	Advanced InCom Website Training
Tuesday March 27	Thursday March 29
Tuesday April 24	Thursday April 26
Tuesday May 29	Thursday May 31
Tuesday June 26	Thursday June 28
Tuesday July 24	Thursday July 26

To RSVP, send an email indicating which session you are interested in attending to [learning@incomrealestate.com](mailto:learning@incomrealestate.com)  
**Be sure to include your name and website URL in your RSVP.**

You can also access video tutorials online at our InCom website

[www.incomrealestate.com](http://www.incomrealestate.com)

\*Dates subject to change

### [Looking for more tips and tricks?](#)

We post marketing tips, technology tricks, social media strategies, and real estate articles to our social media profiles. Connect with us to stay on top of real estate marketing trends.



[www.InComRealEstate.com](http://www.InComRealEstate.com)

## Signing Off With a Smile

### **Beautiful Home - \$1,000!**

A couple sees an ad that reads "Beautiful large home in great shape \$1,000." It must be a misprint, but they call anyway. A lady answers and says it's not a misprint. They race over and find it's easily worth a million bucks. They ask the seller "what's the catch?"

The lady assures the couple there is no catch, but they are leery.

The lady says "Okay, I'll tell you the truth... last week my Husband informed me that he is leaving me for his secretary. He said I could have everything except the proceeds from the sale of the house. I agreed and he asked me if I could sell the house while he and his new girlfriend hung out in the Caribbean?"

**SOLD!!!**