



May 2010 Newsletter

New Features



We have updated all websites with the following new features and tools, to make your website more user-friendly for you, your clients and potential prospects:

SOCIAL MEDIA INTEGRATION

Social Media Integration helps you advertise your property listings on the internet in a revolutionary way. This tool easily allows you and your visitors to **share property listings on 250+ social media sites like Facebook, Twitter and more.**

Social Media Integration spreads your website content across the web, by making it easy for visitors to bookmark/share information for any listing on your site, to their favorite social destinations in one simple click. This in turn **increases traffic back to your website** and most importantly, your property listings. Look for this new feature on every property detail page.

- Select 'View Details' for any property.
- Underneath the listing's photos and map, on the right side, you will see the social media sharing tool.
- Click 'more' to see the over 250 social media application options. (ie. Facebook, Twitter, etc.)
- Select the social media application to post the listing to.
- The listing is automatically posted to the site, after you login to the social media site with your personal login details.

GUEST TRACKING

Guest Tracking is a **lead capture tool**, that lets you control visitor accessibility to property information on your website. This lead tool prompts visitors to register before being allowed to view details for all properties on your site. By default, visitor accessibility is set to allow 3 property views, before guests are prompted to register. You have full control

to change this setting, and also turn the feature on or off at any time. After a visitor registers, this feature will **track their viewing history for all visits to your website**. This information is stored in your website and can also be emailed daily.

- Select Guest Tracking from the Control Panel.
- Select the Guest Tracking configuration tab.
- Select Enabled (to turn this feature on) / Disabled (to turn this feature off).
- Select Update Settings to confirm your changes.

DAILY PROPERTY EMAIL ALERTS

Visitors can quickly and easily setup a **daily email alert service** for multiple property searches, that is delivered right to their inbox. This **lead tool also send email updates** (sent to your email) to let you know what searches visitors have saved, along with the visitor's details.

- Ensure you are logged out of your website.
- On the menu, click on either the 'Find Residential' or 'Find Commercial' search form.
- After your input your search information, check off the 'save my search' box.
- Enter your email address into the required field.
- Select 'click to begin your search'.
- Your search is saved and you will now receive daily emails for your saved search criteria.

VISITOR ACCOUNT

Visitors can now register for an online account on your website, to get exclusive access to property bookmarking and daily property email alerts. With property bookmarking, visitors can easily keep track of their favourite properties while browsing through thousands of listings on your website. You can also setup visitor accounts for your buyers to jump start their property search with these great features.

- Ensure you are logged out of your website.
- Select Register a New Account from the login box or login link located at the bottom of the page.
- Complete the information fields.
- Select Register.

Free Website Training



DID YOU KNOW?

FREE website training classes are held monthly at the InCom Real Estate head office. These help sessions show you how to use all the features & tools your website has to offer. We also teach you how to promote your website online, and do a step-by-step walk through to answer all of your questions.

YOU'LL LEARN HOW TO

- Edit & navigate your website with step-by-step instructions
- Utilize all the lead-generation & prospecting features

- Promote/market your website to increase traffic & leads
- Optimize your website for Internet searches

HOW WE HELP

- Live demonstrations of feature & tool functions
- Question & answer session
- Troubleshooting tips/advice

Take advantage of this **FREE service and sign up today!** Training sessions are scheduled once a month and seating is limited. To register, send an e-mail to learning@incomrealestate.com

You will then receive a confirmation e-mail with our upcoming seminar dates and directions to our office. Register today!