



Affiliate Broker and Agent Systems Overview

This document describes the **Virtual Real Estate Marketing Agent System** Website. For additional information and access to all documentation describing the agent program, visit the [agent system overview](#) on the **OwnerDirect.US** Website or [contact us](#).

Agent Website Overview

We are constantly adding new features to our Website architecture, administration tools and marketing program. This section highlights what is included in the current base application. These features are standard unless otherwise noted.

Agent Website Administration

You can **return to the beginning** of this overview, by starting at the [Agent Website Overview document](#).

This document highlights the agent administration functions performed by the broker administrator and individual agents. Additional information can be found in the following documents:

- [Agent Website Introduction](#)
 - [Lead Generation And Integrated Communications](#)
 - [Agent Business Blog Overview](#)
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□ Broker Administration Of Agents

This section describes broker tools for managing **multiple agent Websites** if the **Multi-agent And Lead Generation Option** is implemented for the broker Website. Single agent Website contents are managed through the Agent Website Administration panel and options are set in the broker Website global application settings.

Using the multi-agent tools, the broker administrator has the ability to **setup agents** and **enable/disable options** for each agent Website. Using the broker **Website Administration** panel, the broker can also modify content for an agent Website and upload PDF documents and images for all agents to use on their Websites. [Image AADM-1]

Owner Direct.us [HOME] [REGISTER] [HOME FINANCE] [ABOUT US] [FAQS] [NEWS & WIDGETS] [CONTACT US]

Special Promotions | Seller Services | Buyer Services | Property Search

Agent Admin. Menu

- Admin. Home
- Add New Agent
- Change Agent Options
- Agent CMS
- Agent Color Settings
- Agent Font Settings
- Remove Agent

Agent Administration

Change Agent Options

Use the form below to enable or disable options for an agent on this Website. Please keep in mind that an agent can not enable or disable an option, but the agent can change some of the values below using the Agent Administration Tools. It is a good idea to coordinate changes made here with the agent.

If you want to change the agent registered username or folder name, this can only be done by removing this agent and adding a new one.

Agent User Name testlynch

Agent Folder steffanelynych

Agent Personal Photo (set to True if photo is ready to use online) False

Agent Top Image (set to True if top title bar graphic is ready to use online) False

Agent Slogan (use lowercase words except for company name, state name, etc.) serving central Texans since 1988

Some options that can be enabled for an individual agent include:

- access to **Content Management System** tools to create and **edit content**
- access to the **Color Selector** tool to **modify colors** used
- access to the **File Upload** tool to **add images and PDF documents** to the agent content
- **Property Search** full search facility that uses shared components of the broker Website
- agent **Business Blog** and blog widget (**blidget**)
- **Ask An Agent** feature
- iList for the **Buyers**, **Sellers** or **Resources** sections
- **slide show** for the **Buyers** or **Sellers** sections
- **Testimonials**
- **META Tag Generator** tool

[Refer to the **Website Administration** description from the **Affiliate Broker System Overview** set of documents for additional information.]

Agent Administration Panel

Each agent Website comes with an **Agent Administration** panel. To access the toolset, the agent must login and the member must be defined by the broker as the administrator for the agent Website. If the login is successful, the link to the **Agent Administration** panel appears in the footer of the Website.

The following highlights the tools available in the **Agent Administration** panel:

- **Lead Tracking** — If the **Multi-agent And Lead Generation Option** has been installed, this is where the agent can view leads assigned. [Image AADM-2]

The screenshot shows the 'Agent Administration' interface for Margaret 'Maggie' Lynch. At the top, there are navigation links: [HOME], [REGISTER], [SITE MAP], and a 'ShareThis' button. On the right, it indicates the user is logged in as 'Steffanie Lynch' with a 'LOGOFF' button and a link to '[CHANGE MEMBER INFORMATION]'. The main content area is titled 'Agent Lead Tracking' and contains a table with the following data:

| ID | Lead Date/Reason/Status/Referred By | Name, Email, Phone Numbers |
|----|--|--|
| 76 | 10/16/2009 10:56:51 AM Sent To: support@checkonme.org agent contact form submitted Status: ACTIVE Source: agent_contact.asp [message details] | Steffanie Lynch [bestlynch2] support@checkonme.org H: W: C: (772)940-9659 |
| 75 | 10/16/2009 10:56:51 AM Sent To: support@checkonme.org request quote Status: ACTIVE Source: agent_contact.asp [message details] | Steffanie Lynch [bestlynch2] support@checkonme.org H: W: C: (772)940-9659 |
| 74 | 10/16/2009 10:55:07 AM Sent To: user logged in Status: ACTIVE Source: agent_validate_login.asp | Steffanie Lynch [bestlynch2] support@checkonme.org H: W: C: (772)940-9659 |
| 72 | 8/30/2009 9:18:34 PM | Steffanie D. Lynch |

On the right side of the panel, there is a 'TIPS & NEWS BLOG' button and a vertical stack of navigation buttons: LEAD TRACKING, ADMIN SETUP, CONTENT MGMT, ILISTMANAGER, SLIDESHOWS, COLOR SETTINGS, and FONT SETTINGS.

The agent can view **messages and request submitted** by potential buyers and sellers who are assigned or have logged into the agent Website. [Image AADM-3]

The screenshot shows a 'Display Message ID: 76' window. At the top, there is a '[Close Window]' button. The message content is as follows:

OwnerDirect.US: maggiespage Agent Contact: request quote

Request: Please contact me about any special programs you might have for financing a condo in your area. Thanks.

Name: Steffanie Lynch
E-mail Address: support@checkonme.org
Home Phone:
Cell Phone: (772)940-9659
Work Phone:

Referred By:

The agent can also send an e-mail to a visitor by simply **clicking on the e-mail address** on the **Lead Tracking Report**.

[Refer to the **Lead Generation And Integrated Communications** description for additional information.]

- **Admin. Setup** — Agents can change some **settings**, such as the agent name and slogan that appear on the top of the agent pages. Agents can select which **home page image** appears on the home page from choices setup by the broker. In the example below, image number 3 has been selected. [Image AADM-4]

The screenshot shows the 'Set Options For Agent Pages' form in the OwnerDirect.US Model Agent Admin Setup interface. The page header includes navigation links like HOME, REGISTER, and SITE MAP, along with a user login status: 'You are currently logged on as OwnerDirect.US Model Agent'. The main title is 'OwnerDirect.US Model Agent Agent Administration'. The form contains several settings:

- Agent Personal Photo**: A dropdown menu set to 'True'.
- Agent Top Image**: A dropdown menu set to 'True'.
- Agent Slogan**: A text input field containing 'serving central Florida since 1985'.
- Agent Name for Pages**: A text input field containing 'OwnerDirect.US Model Agent'.
- Agent Location**: A text input field containing 'Orlando Florida'.
- Agent Home Image Number**: A text input field containing '3'. Below it are links for image selection: [1] [2] [3] [4] [5] [6] [9].
- Agent Notification Type**: A dropdown menu set to 'email'.

On the right side of the form, there is a vertical menu of buttons: TIPS & NEWS BLOG, LEAD TRACKING, ADMIN SETUP, CONTENT MGMT, ILISTMANAGER, SLIDESHOWS, COLOR SETTINGS, and FONT SETTINGS.

- **Content Management** — Throughout the agent Web pages, there are content areas embedded that are created with the iBrochureSM Content Management System (CMS). These snippets of content are stored as XML in the database and can be modified using the CMS Editor.

The CMS Editor provides a user interface similar to using a word processor. Colors, bold, italics, ruler lines and other styles are applied using the drop-down styles list and buttons on the Editor toolbar. Images, tables, bulleted and numbered lists and other HTML elements can be embedded in the usual manor by either entering the HTML tags into the XML Editor or applying properties using the Editor options that appear when you right click on any element.

Since the Editor uses the same style sheet used by the agent Website, it is easy to preview the content before applying it **to production with one final click** of a button. [Image AADM-5]



- **iListManager** — This toolset provides two main functions: the use of **templates** to create Web pages and a **list manager** for organizing information into organized libraries and hyper-linked indexes. Several custom iLists and templates are provided for agents to create a comprehensive resource library and more.

The example below shows the select list of **iList elements** that were added by the agent. Each element defines the content, element name, link URL and other information. Elements can be assigned to a group that is presented as a list of linked content on a Web page. For example, there can be individual elements for each mortgage product, such as *30-Year Fixed Rate*, and the elements can be grouped under *Fixed Rate Mortgage Programs* or *Adjustable Rate Mortgage Programs*, which can all be part of a *Home Financing iList*. [Image AADM-7]

OwnerDirect.US Model Agent
Agent Administration

Agent iListManager Tools

SELECT a Template to create or modify custom pag
Select a template:
Select Template

OR Select an iList ID below to make changes to the records for the selected iList.
Select an iList:
Select iList Defin

OR Select an Element ID below to make changes.
Select an Element:
Select iList Element

Or create a new Element with this ID:
(only letters and hyphens allowed, no spaces)

Select iList Element

Group

TIPS & NEWS BLOG

LEAD TRACKING

ADMIN SETUP

CONTENT MGMT

ILISTMANAGER

SLIDESHOWS

COLOR SETTINGS

FONT SETTINGS

- **Slideshows** — If the Buyers or Sellers slideshow is enabled for the agent, the components will appear here. The iBrochureSM Slideshow Tool allows the agent to name the presentation and indicate how many slides there will be. Then the CMS Editor is used to create **content snippets for each slide**. [Image AADM-8]

The screenshot shows the 'Agent Administration' interface for 'OwnerDirect.US Model Agent'. The main heading is 'Agent iBrochure Slideshow Tools'. Below this, it states 'Current Template Selected: **ibro_slideshow.asp**'. A message asks for information to create a new slideshow from the 'ibro_slideshow.asp' template. The 'Agent Folder Name Displayed' is 'agentmodel'. A dropdown menu for 'Please select the identifier for this slide:' is set to 'agentmodel-buyer-guide'. A text input field for 'Please enter the page title you want to appear on this slideshow (Example: Sellers Guide)' contains 'First Time Home Buyer's Guide'. A dropdown menu for 'Please select the ASP page filename for this slideshow:' is set to 'agent_buyers_slideshow.asp'. A text input field for 'Please enter the number of slides for this slideshow:' contains '8'. A 'Submit Values For Template' button is at the bottom. On the right side, there is a vertical menu with buttons for 'TIPS & NEWS BLOG', 'LEAD TRACKING', 'ADMIN SETUP', 'CONTENT MGMT', 'ILISTMANAGER', 'SLIDESHOWS', 'COLOR SETTINGS', and 'FONT SETTINGS'.

Here is what the **first slide** looks like on our model agent Website: [Image AADM-9]

The screenshot shows a website slide for 'Owner Direct.us Model Agent' with the tagline 'serving central Florida home buyers since 1985'. The main heading is 'First-time Buyers Guide' with 'PAGE 1' and navigation buttons. The content includes a photo of a smiling couple, a section titled 'The Buying Decision' with three questions, and a section about mortgage pre-qualification with an image of financial documents. A sidebar on the right contains buttons for 'TIPS & NEWS BLOG', 'ASK AN EXPERT', 'PROPERTIES', 'RESOURCES', 'BUYERS', 'SELLERS', 'PROFILE', 'CONTACT', and 'ABOUT THIS DEMO WEBSITE'.

Owner Direct.us Model Agent
serving central Florida home buyers since 1985

First-time Buyers Guide

PAGE 1 [NEXT] [»]



The Buying Decision: The first step on the path to home ownership is to analyze your reason for buying.

Are you tired of paying rent and want to start building equity in a place of your own?

Do you want to move up to a bigger home or move down to a smaller more manageable one?

How long do you expect to own this home?

Think about your intended lifestyle and your budget, including your anticipated mortgage and associated costs.

In today's home buying market, it is always a good idea to get pre-qualified for a mortgage before you make an offer. Now is the time to gather those important financial papers, such as bank account statements, copies of filed tax forms, paycheck stubs and other income and expense documentation.

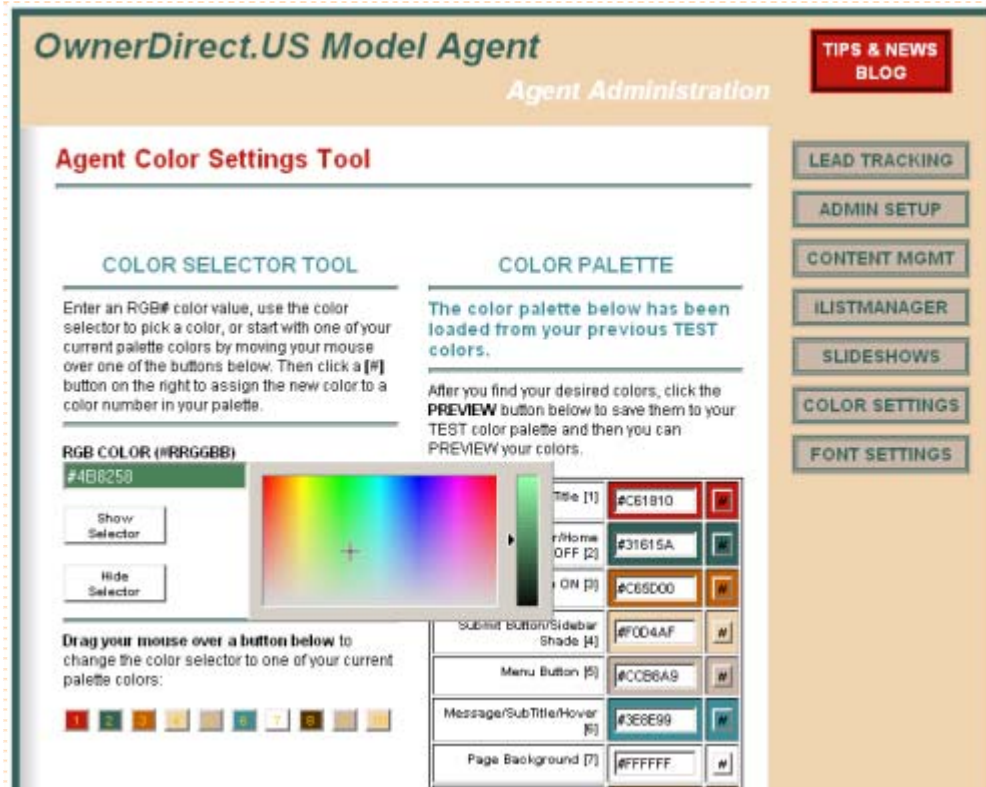


PAGE 1 [NEXT] [»]

TIPS & NEWS BLOG
ASK AN EXPERT
PROPERTIES
RESOURCES
BUYERS
SELLERS
PROFILE
CONTACT
ABOUT THIS DEMO WEBSITE

The **images** can be provided by the broker or, if enabled, the agent can upload them using the **File Upload Tool**.

- **Color Settings** — Each agent Website uses a style sheet that is generated with colors provided from this tool shown below. The agent easily picks colors on the left and assigns them to the styles on the right, where the current Website color palette is displayed. After the colors are modified and previewed, **one click generates an updated style sheet** that is used by the entire agent Website. [Image AADM-10]



- **Font Settings** — Agents can also change the fonts used for the text on agent Web pages. These font selections are also used by the style sheet and if enabled for the agent, can be changed online.

⇒ Continue To Next Agent Website Overview Document: [Lead Generation And Integrated Communications](#)