

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 Introduction

This document highlights the home page, general design concepts, primary business areas and visitor channels of the agent Website. Additional information can be found in the following documents:

- [Agent Website Administration](#)
 - [Lead Generation And Integrated Communications](#)
 - [Agent Business Blog Overview](#)
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Each agent Website has a **unique Website address** (URL), such as <http://OwnerDirect.US/agentmodel> within the domain name used by the broker Website.

□ General Design Concepts And Content Areas

Designed with ease of navigation and readability in mind, the agent Website supports the distribution of information and services for all **real estate business areas**. Primary navigation via the side menu bar provides entry to major visitor channels: **Properties**, **Buyers** and **Sellers**.

[Image AG-1]



The home page image is selected by the agent from a list of images made available by the broker in the **Agent Website Administration** panel. A placeholder for an optional agent photo and title bar graphic is provided on the home page and other sections of the Website.

The Website is tooled with current technologies, powerful yet flexible database-driven applications, and **high-level security** that is compliant with regulations applicable to financial institution customer data.

The top of every page on the Website provides access to **visitor registration**, login/logoff, the **Site Map** and social networking **ShareThis** tool. **ShareThis** is used to send a link to the current page by e-mail or to be posted on a social networking Website such as Facebook, Twitter, a blog and most others.

The footer area of every page includes a snippet provided by the broker, and can include the company logo, links to privacy, security, terms of use and other information. [Refer to the **Agent Website Administration** description for additional information.]

The **visually clean design layout** utilizes style sheets and common modules, avoiding bandwidth intensive design strategies that can burden a customer trying to quickly access important information and services.

[Image AG-2]

The screenshot displays the 'Owner Direct US Model Agent' website. The header includes the logo and the text 'serving central Florida home buyers since 1985'. The main content area is titled 'First-time Buyers Guide' and is on 'PAGE 1'. It features a photograph of a smiling couple, a section titled 'The Buying Decision' with introductory text and three questions, and a section with text about budgeting and financial preparation. A sidebar on the right contains navigation buttons for 'TIPS & NEWS BLOG', 'ASK AN EXPERT', 'PROPERTIES', 'RESOURCES', 'BUYERS', 'SELLERS', 'PROFILE', and 'CONTACT'. At the bottom of the article, there is a 'PAGE 1' label and 'NEXT' and '>>' navigation buttons.

There are several **agent options** that are enabled or disabled by the broker, which allow an agent access to content management tools. [Refer to the **Agent Website Administration** description for additional information.]

Agent Websites have plenty of content areas that can be **customized by the agent**. Some components used by agent Web pages, such as the **Property Search** application and the footer are **shared modules** used by all agents, which forces a standard for the company while reducing costs for implementing application enhancements for multiple agent Websites.

If enabled, content "snippets" on Web pages throughout the Website are customized using the supplied iBrochureSM Content Management System and **easy-to-use set of tools** that are available in the secure **Agent Website Administration** panel. The graphics are added by the agent or broker using the **File Upload utility**. If enabled, agents can modify the **color scheme** used by the Website to suit their preferences.

If enabled, agents can have a **slide show feature** for the Buyers or Sellers sections as displayed in [Image AG-2](#) above. The slide show is created from a custom iListManagerSM **template** and contains as many slides as needed. Each slide is created using the iBrochureSM Content Management System tool.

The **Property Search** for the agent Website functions just like the broker **Property Search**, and uses the same property listings database. [[Image AG-3](#)]

The screenshot shows the 'Model Agent' interface for OwnerDirect.us. At the top, there are navigation links: [HOME] [REGISTER] [SITE MAP] [Share This]. A login section includes fields for Username and Password, a LOGON button, and links for [LOST PASSWORD] and [LOST USERNAME]. The main header features the OwnerDirect.us logo and the text 'Model Agent serving central Florida home buyers since 1985'. A 'TIPS & NEWS BLOG' button is in the top right. The 'Property Search' section includes a login prompt and a search form with fields for 'ENTER A ZIP CODE', 'ADD ZIP CODE', 'OR SELECT A CITY OR COUNTY', 'COUNTIES', 'CITIES', 'SELECT LETTERS TO GET CITIES', and 'SELECT OTHER SEARCH CRITERIA'. Below the form, 'PROPERTY SEARCH CRITERIA SELECTED' are listed: Property Type: Single Family Homes, Zip Code: ANY, County: Seminole, City: ANY, Within ANY distance, Min. #Bedrooms: 3, Min. Square Feet: 0, Min. Price: \$300,000, and Max. Price: \$500,000. Search buttons include 'FIND PROPERTIES', 'SAVE THIS SEARCH', and 'CLEAR SEARCH'. Results show 'FOR SALE BY OWNER PROPERTIES FOUND: 3' and 'MULTIPLE LISTING SERVICES PROPERTIES FOUND: 408'. A sidebar on the right contains buttons for 'PROPERTIES', 'RESOURCES', 'BUYERS', 'SELLERS', 'PROFILE', and 'CONTACT', and a section for 'MODEL AGENT REAL ESTATE BLOG' with a featured article 'A How-To Guide For Selling Your Home For Sale By Owner'. The footer includes the OwnerDirect.us logo, copyright information, and links for [PRIVACY & SECURITY] and [TERMS OF USE].

When a visitor clicks on a specific listing, the activities will be occurring on the broker Website without the agent losing track of the visitor. This design allows the visitor to login and remain logged in, regardless if they are on the actual agent Website or on the broker Website. The complex **Property Search** functions and presentation of listings data remains within a single application that is shared by the broker and the agents. [Refer to the **Real Estate Website Property Search** description from the **Affiliate Broker System Overview** set of documents for additional information.]

In addition to the major visitor channels, other sections and pages include:

- **Register and Login** — Visitors can login using the same credentials as the main broker Website, so they can access the same features for registered members as the main Website, such as adding properties from the **Property Search** results to buyer favorites. New visitors can register while at the agent Website, and access other member services, such as obtaining a lost password. This complex design allows agent Websites to **share the same user base and functions with the broker Website**, while retaining an individual identity. In addition, as visitors register, login, and perform other actions on the agent Website and the broker Website, if the user initially registered with the agent or was assigned to the agent by the broker, the **leads generated are reported to**

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

- **Resources** — a specially designed page for building a library of information that is of interest to home buyers and sellers. An example of a page created for this section below shows an **iList** of Home Finance resource links to serve as a customizable financing section of the Website. The Home Finance page was created from an iListManagerSM **template** that the agent manages through the *Agent Website Administration* panel.

The index of resource links are organized using the iListManagerSM and original content can be created using the iBrochureSM Content Management System. Sections on this page can be added and modified as desired, and typically would provide a place for providing links to outside resources such as HUD documents, information created by the agent or broker that is online, and other buyer and seller information provided by the agent.

Notice the **drop-down menu** on this page for the Resource Center. Each section added, such as the Home Finance section shown below, would automatically appear in this drop-down menu to facilitate navigation within a large resource library. [Refer to the *Agent Website Administration* description for additional information.] [Image AG-4]



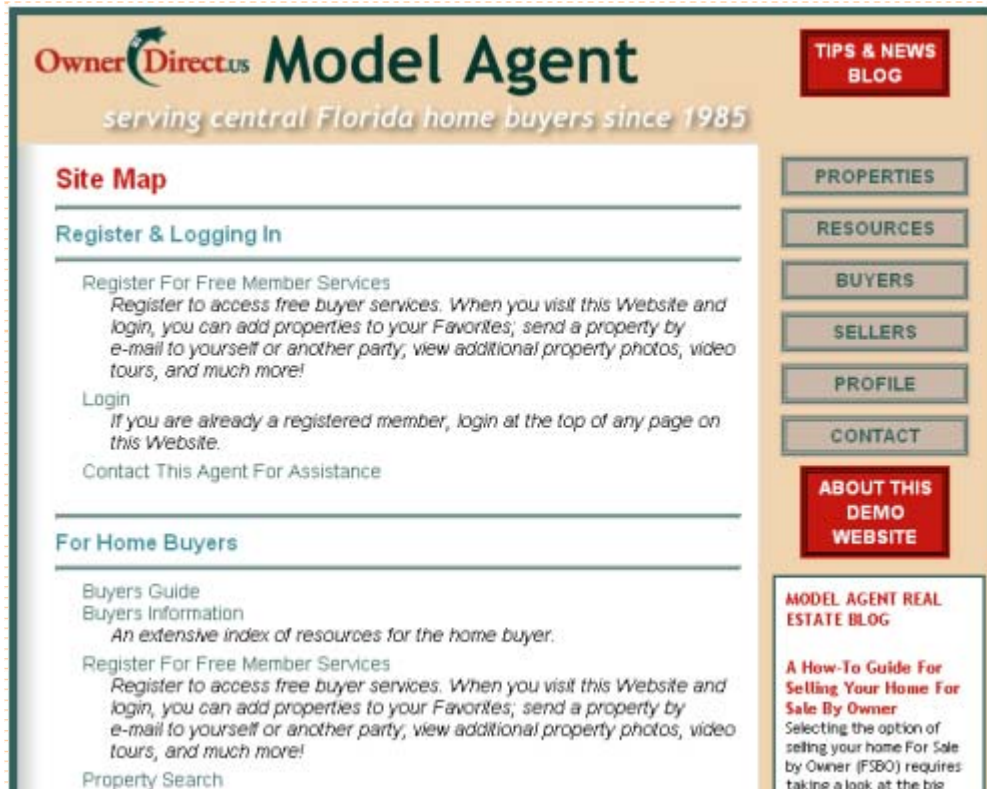
- **Profile** — this page can be customized using the iBrochureSM Content Management System, and typically provides information about the broker. The right sidebar for this page and most others will display a button at the top to link to the **agent business blog** and the **agent blog news ticker** widget (also known as the **blidget**) if the agent blog is enabled. This scrolling widget displays the latest blog posts and provides direct links to the posts, topic channels and the blog home page. [Refer to the **Agent Business Blog Overview** description for additional information.] [Image AG-5]



- **Testimonials** — another iList that an agent can create is **Testimonials** from satisfied customers, which can be created from a supplied template. Testimonials can then be linked to from the agent **Profile** or other content.
- **Contact** — each agent has a contact e-form that sends an e-mail to the agent, and which is then stored and logged in the **agent leads**. If the user is logged in, this form is **pre-filled from registered member information**. [Refer to the **Lead Generation And Integrated Communications** description for additional information.]
- **Ask An Agent** — an additional button will display on the top right on most pages to link directly to the **Ask An Agent** feature, soon to be added to the iCompanyNewsSM Business Blog. This feature will provide an option for agents to enable the following online communications submitted by blog visitors:
 - **comments** responding to a specific blog post that can be moderated by the agent prior to making public
 - **questions** sent to the agent that can be directed by the agent to the **Ask An Agent** feature for public viewing along with the agent's answer.

Using features like this in the social networking arena (known as the blogosphere) is key to driving traffic to your business. **Blogs get higher ranking** in search results for providing new information of interest and for receiving and publishing responses. [Refer to the **Agent Business Blog Overview** description for additional information.]

- **Site Map** — this section is automated based on templates and selected options for the agent Website. An XML site map used by Google and other content spyzers is also generated for the agent Website, which facilitates visibility of the Website pages in the search engines. [Image AG-6]



- **Privacy and Security** — this is the place to tell visitors and customers how their confidential information is handled and what steps are taken to secure the data and applications. A pre-written content snippet is provided that describes the **high-level security** implemented for the Website, a security design which is compliant with regulations applicable to financial institution customer data. In addition to SSL for encrypting member and contact information on the Website, confidential and sensitive information that is stored in the database is encrypted and only available for viewing through Website applications that utilize the private encryption key.
- **Terms of Use** — this page can be customized using the iBrochureSM Content Management System, and typically provides information about using the Website.

⇒ Continue To Next Agent Website Overview Document: [Agent Website Administration](#)