



Affiliate Broker and Agent Systems Overview

This document describes the **Multi-agent And Lead Generation Option** component of the **Virtual Real Estate Marketing Affiliate Broker System** Website. For additional information and access to all documentation describing the broker affiliate program, visit the [affiliate system overview](#) on the **OwnerDirect.US** Website or [contact us](#).

Real Estate 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.

Primary Business Areas And Visitor Channels

You can return to the beginning of this Website overview document, by starting at the [Primary Business Areas And Visitor Channels introduction section of the Real Estate Website Overview](#).

Primary business areas and visitor channels can be found here:

- [General Design Concepts And Home Page](#)
- [Buyer Services](#)
- [Property Search](#)
- [Seller Services](#)

Additional information, including descriptions of add-on options, Website administration and more can be found in the following documents:

- [Website Administration](#)
 - [MLS IDX Data Interface Option](#)
 - [Mortgage Loan Origination Package Option](#)
 - [Social Networking/Company Blog Website Option](#)
 - [Mobile Device \(.MOBI\) Website Option](#)
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Multi-agent And Lead Generation Option

❑ Single Agent Or Multi-Agent With Lead Generation Option

Each OwnerDirect.US real estate agent Website is a subset of the broker real estate Website. The agent Website does not link to or from the main Website unless links are created by the broker or agent, such as from a list of agents on the main Website.

One agent Website is included with the **Virtual Real Estate Marketing Affiliate Broker System**, complete with **Agent Website Administration** and one **Business Blog** that can be used for the agent or the business.

A single agent identified in the broker Website global settings (which can be the broker or any other agent) receives the contacts related to the real estate business that are initiated from the broker Website, as well as the contacts from the agent Website. With a **single agent setup**, no additional lead generation is

triggered from the broker or agent Website. The broker administrator can review contacts submitted using the **Website Administration** panel.

If the broker needs **multiple agent Websites** or the full **Lead Generation** application, the **Multi-agent And Lead Generation Option** should be considered as an add-on to the broker package. [Refer to the **Lead Generation And Integrated Communications** description for additional information.]

Each agent Website has a **unique Website address** (URL), such as <http://OwnerDirect.US/agentmodel> within the domain name used by the broker Website.

□ Agent Applications

Each agent Website has its own set of Web pages and **Agent Administration** panel. In addition, if enabled, each agent can have a fully-functional iCompanyNewsSM Business Blog that can promote the real estate business to the blogosphere and integrate with **social networking** environments like Facebook, Technorati, Twitter and much more.

Example home page for **Agent Website**: [Image AL-1]



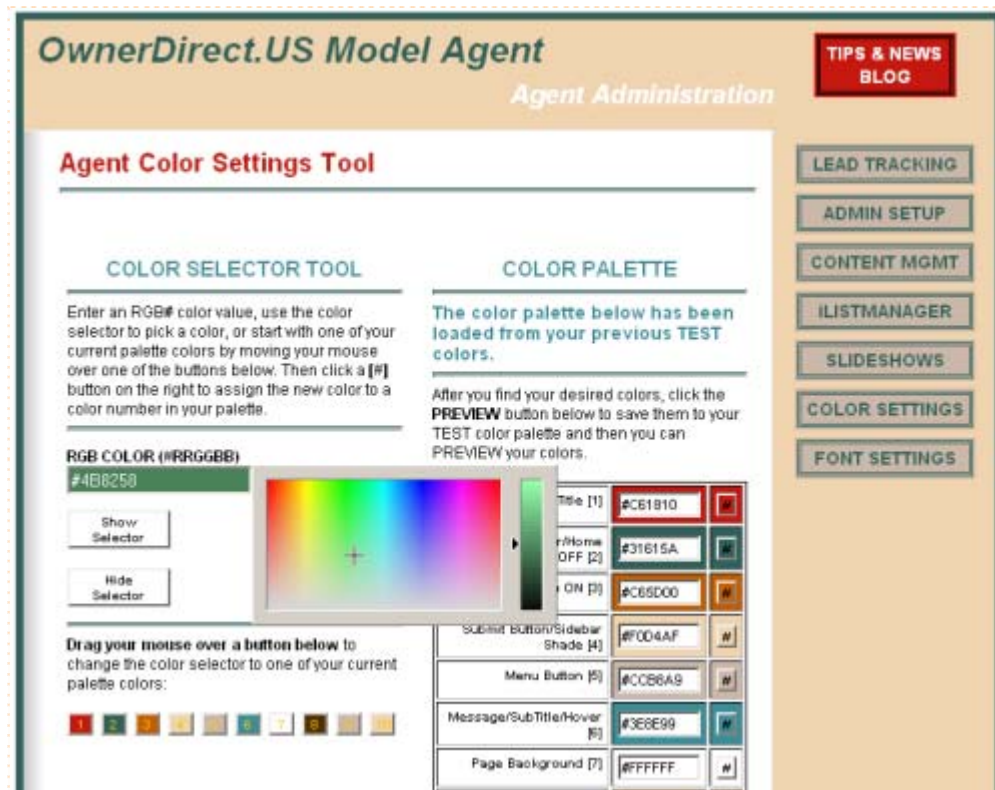
⇒ For more information about the **Agent Website**, please read the [Agent Website Introduction](#) document.

Example **Agent Business Blog**: [Image AL-2]



⇒ For more information about the **Agent Business Blog** please read the [Agent Business blog Overview](#) document.

Example **Agent Administration** tools: [Image AL-3]



⇒ For more information about the **Agent Administration** component please read the [Agent Website Administration](#) document.

□ Lead Generation And Tracking

When the **multi-agent option** is enabled for the broker, an enhanced **lead generation** application is triggered in the background whenever certain tasks take place on the broker Website or on an agent Website.

The ***Lead Generation And Integrated Communications*** description is not available online, but brokers interested in the affiliate program can [contacting us](#) for more information on this application.
