



Affiliate Broker and Agent Systems Overview

This document describes the **Social Networking/Company Blog Website 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](#)
 - [Multi-agent And Lead Generation Option](#)
 - [Mobile Device \(.MOBI\) Website Option](#)
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Social Networking/Company Blog Website Option

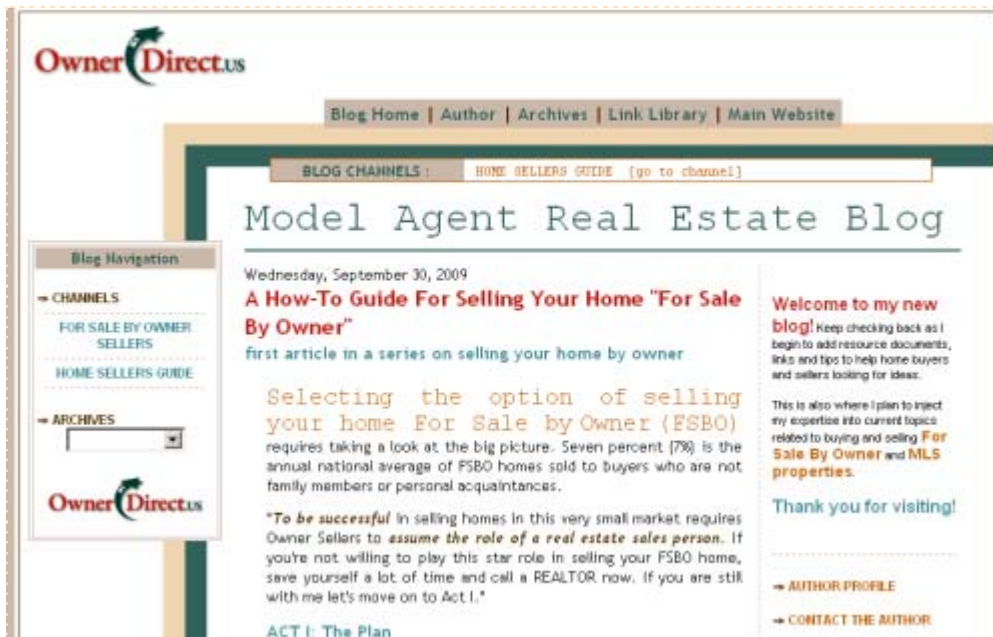
❑ Company Business Blog

The iCompanyNewsSM Business Blog is available as an add-on for a **single company blog** used to promote the real estate business through the blogosphere.

This valuable social networking tool is designed for businesses to share valuable information with others in a rapidly growing environment used by millions of people and businesses using social media, such as:

- Facebook, Twitter, MySpace and other social networks
 - the news media
 - blogs such as Wordpress
 - widgets from Widgetbox, Yahoo! and Google
 - social networking search and sharing tools such as Technorati
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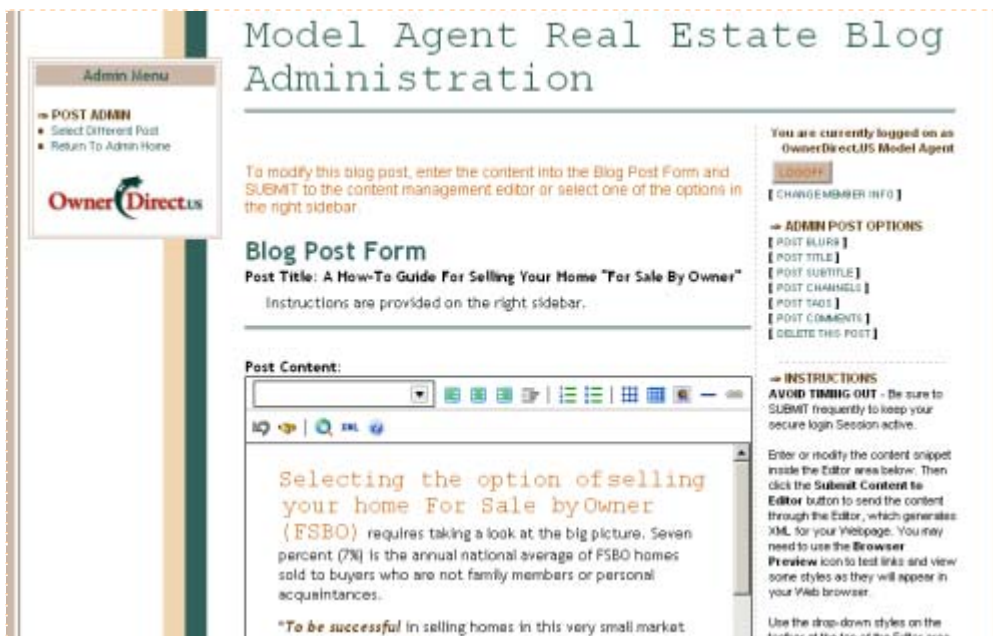
The **single blog** has the same blog features as the **Agent Business Blog**. [Refer to the **Agent Business Blog** description from the **Agent System Overview** set of documents for additional information.] [Image BLOG-1]



A **multi-blogger package** is included with the **Multi-agent And Lead Generation Option**, providing a blog for each agent plus additional blogs that can be enabled for the company and individual exclusive property listings. [Refer to the **Multi-agent And Lead Generation Option** description for additional information.]

The **Company Business Blog** can be integrated with the OwnerDirect.US Website registered member process in order to allow members to take advantage of the **Ask An Expert** and blog comment features without having to register for two separate Websites.

The **Blog Administration** panel provides the broker with a full set of content management tools to create blog posts and much more. [Image BLOG-2]



One of the special features of this blog is the **widget used to promote the blog**, known as the **blidget**. This scrolling blog news headliner is available under the ***Blog Administration*** panel and can be embedded on the real estate Website or other Web pages and social media. [\[Image ABLOG-3\]](#)



For a full description of the **features** available with the ***Company Business Blog***, please read the [iCompanyNewsSM Business Blog Overview](#).
