

This document describes the **Website Administration** 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:

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

Secure Administrator Panel

Each OwnerDirect.US Website includes an Administration panel. This secured area is accessible only by the affiliate Website administrator assigned by the broker.

Depending on which options are enabled, the Administration Menu will provide links to the tools needed to maintain the content and data used or generated by the Website. The image shown below presents menu options available under **Database Administration** for an affiliate that has the **MLS IDX Data Interface**, **Mortgage Loan Origination Package** and **Multi-agent And Lead Generation** options installed. [Image ADM-1]

The screenshot shows the Owner Direct US website interface. At the top, there is a navigation menu with links: [HOME] [REGISTER] [HOME FINANCE] [ABOUT US] [FAQS] [NEWS & WIDGETS] [CONTACT US]. Below this is a dark green header with white text: Special Promotions | Seller Services | Buyer Services | Property Search. The main content area is titled "Database Management Forms" and includes a "Database Admin. Menu" on the left with the following items: Admin. Home, Database Admin. Home, Contacts and Leads, Users, FSBO Listing Changes, Request For Quotes, and View IDX Data. The main text reads: "Select one of the custom database management forms or reports in the list below to review or modify information in the database." Below this is a numbered list of five options: 1. **Contacts and Leads**: View contact information and generated leads as a report and assign leads to agents. 2. **Users**: View user information as a report and assign users to agents. 3. **FSBO Listing Changes**: Change listing status, dates and other data for a select listing. 4. **Request For Quotes**: View and print Request For Quotes completed online. 5. **View IDX Data**: View and save the latest MLS data retrieved from IDX online.

The various **database administration options** listed above describe what can be performed for each tool.

- Note that **FSBO Listing Changes** shown above may be labeled as Broker Listing Changes, which is where exclusive property listings added through **Seller Services** can be modified or activated/deactivated.
- **Contacts and Leads** will only provide access to contacts if the lead generation component of the **Multi-agent And Lead Generation Option** is not installed. For a single-agent operation, this can be an adequate level of information. [Refer to the **Multi-agent And Lead Generation Option** description for additional information.]
- For the **Users** administration tool, assigning users to agents is a component available with the **Multi-agent And Lead Generation Option**.
- **Request For Quotes** is a component of the **Mortgage Loan Origination Package Option**. [Refer to the **Mortgage Loan Origination Package Option** description for additional information.]
- **View IDX Data** is a component of the **MLS IDX Data Interface Option**. [Refer to the **MLS IDX Data Interface Option** description for additional information.]

With the **Multi-agent And Lead Generation Option**, an **Agent Administration** tool is provided. [Refer to the **Multi-agent And Lead Generation Option** description for additional information.] [Image ADM-2]

The screenshot shows the Owner Direct.us website interface. At the top, there is a navigation bar with links: [HOME] [REGISTER] [HOME FINANCE] [ABOUT US] [FAQS] [NEWS & WIDGETS] [CONTACT US]. Below this is a secondary navigation bar with: Special Promotions | Seller Services | Buyer Services | Property Search. The main content area is titled "Agent Administration" and contains a "Change Agent Options" section. On the left, there is an "Agent Admin. Menu" with the following items: Admin. Home, Add New Agent, Change Agent Options, Agent CMS, Agent Color Settings, Agent Font Settings, and Remove Agent. The "Change Agent Options" section includes a text block explaining that the form is used to enable or disable options for an agent, and that an agent cannot enable or disable an option themselves. It also notes that changing the agent's registered username or folder name requires removing the agent and adding a new one. Below this text is a form with the following fields: "Agent User Name" (testlynch), "Agent Folder" (steffanielynch), "Agent Personal Photo" (set to True if photo is ready to use online) with a "False" dropdown, "Agent Top Image" (set to True if top title bar graphic is ready to use online) with a "False" dropdown, and "Agent Slogan" (use lowercase words except for company name, state name, etc.) with the text "serving central Texas since 1988".

This set of tools allows the administrator to do the following:

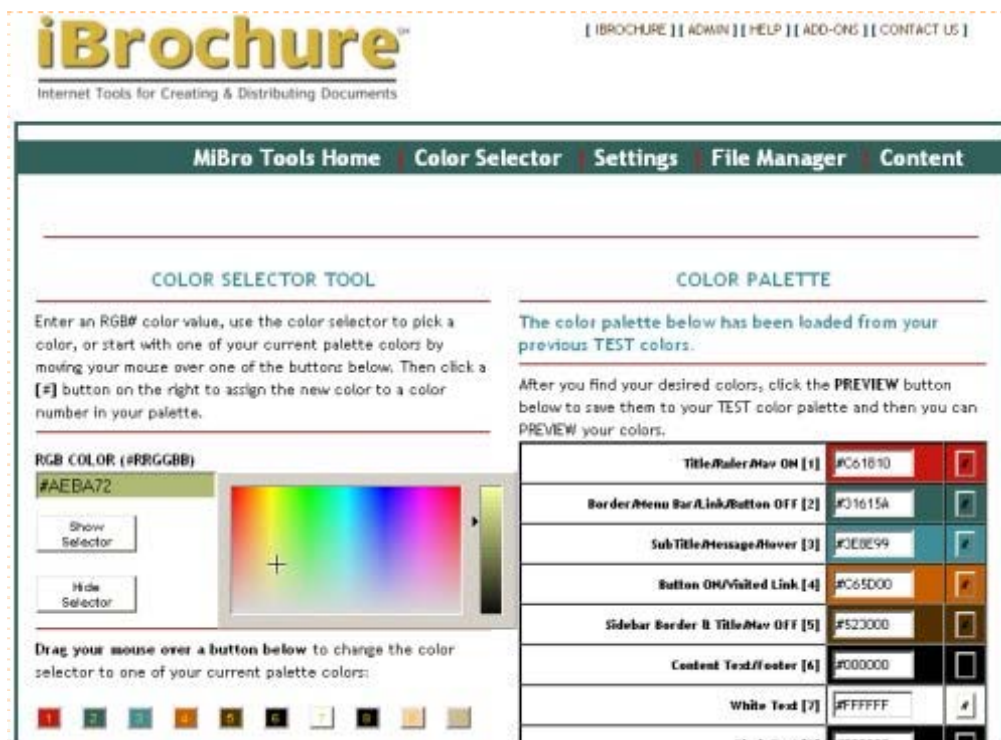
- **Add New Agent/Change Agent Options** are tools that let the administrator quickly add or change the settings and information required to generate an **Agent Website**, complete with standard predefined content.
- **Agent CMS/Color Settings/font Settings** gives the administrator the ability to change agent content and styles from the Website administration panel. These functions can also be enabled at the individual agent administration level, if the agent is authorized to make content and style changes through the Agent Administration panel.
- **Remove Agent** is the tool that removes an agent from the database, along with all content. If the agent is assigned to registered users for lead tracking, this tool also allows the administrator to assign these users and leads to another active agent.

□ Content Management Tools

Owner Direct Realty Services has implemented the iBrochureSM and iListManagerSM set of content management tools, which are integrated with much of the real estate Website, agent Websites, blogs and .MOBI applications. These tools are designed to provide easy methods for non-technical people to make powerful changes that impact the content, look and feel, functionality and search engine/social media optimization of highly functional and dynamic Websites.

Just a few tools are described here to provide some insight into this powerful resource for affiliate and agent Website administrators:

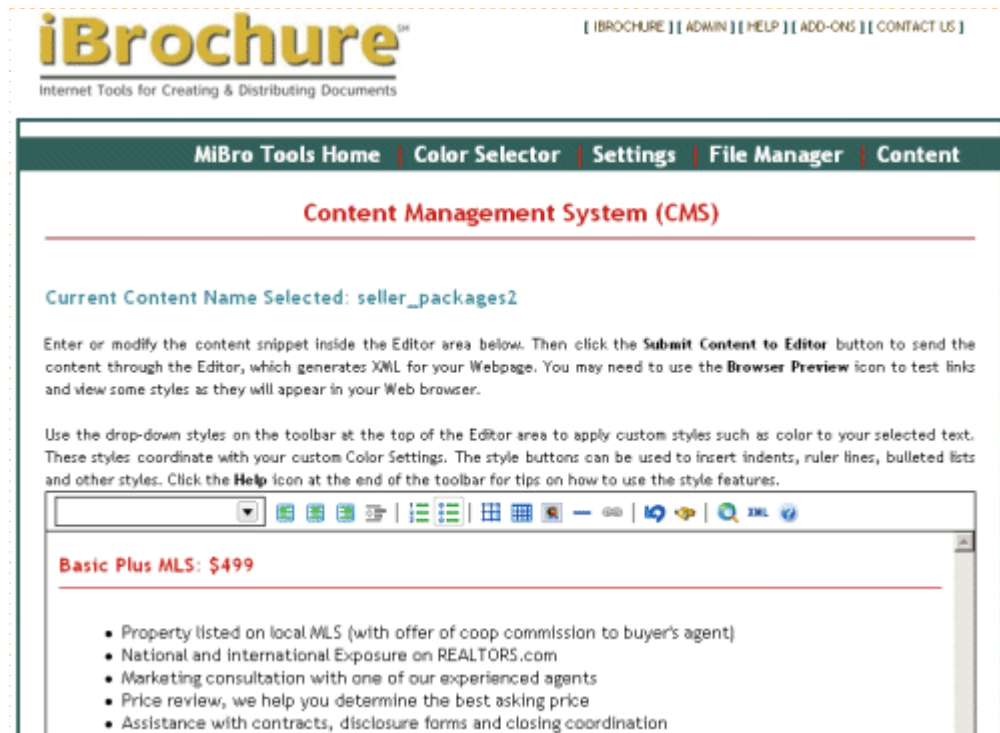
- **Color Selector Tool** — Each Website uses a style sheet that is generated with colors provided from this tool shown below. The administrator easily picks colors on the left and assigns them to the styles on the right, where the current Website color palette is displayed. After the colors are modified and previewed, **one click generates an updated style sheet** that is used by the entire Website. [Image ADM-3]



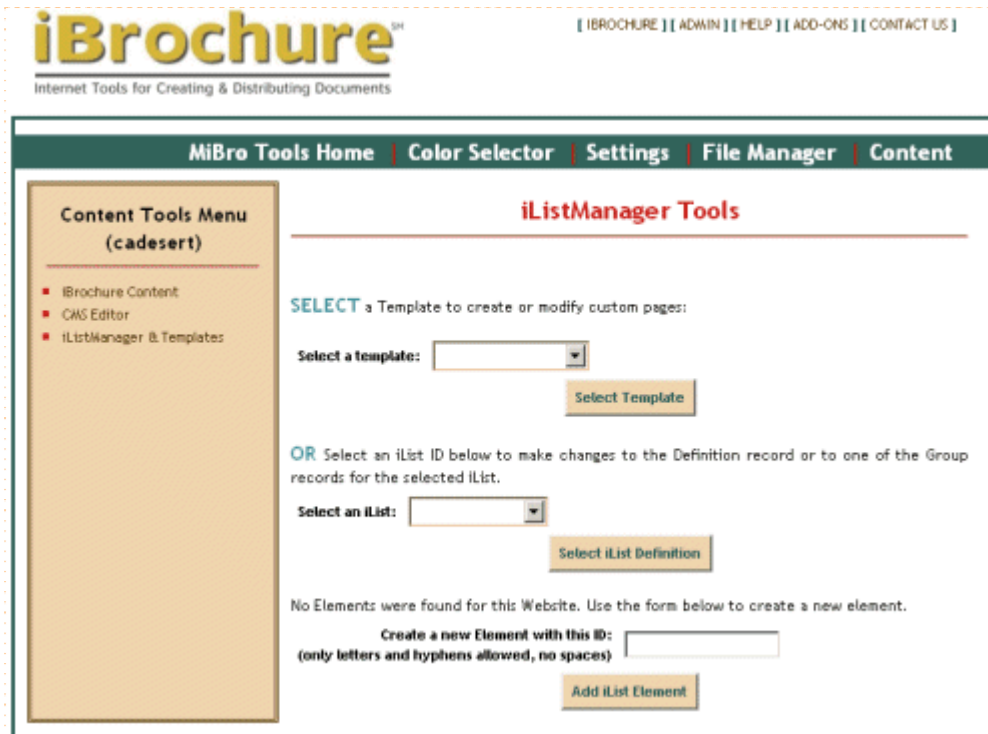
- **Content Management System** — Throughout the real estate and agent Web pages, there are content areas embedded that are created with the iBrochureSM Content Management System (CMS). These snippets of content are stored as XML in the database and can be modified using the CMS Editor.

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 real estate Website, it is easy to preview the content before applying it to production with one final click of a button. [Image ADM-4]



- **iListManagerSM For Managing Lists And Creating Pages From Templates** — 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. [Image ADM-5]



The screenshot shows the iBrochure iListManager Tools interface. At the top, the iBrochure logo is displayed with the tagline "Internet Tools for Creating & Distributing Documents". Navigation links include [IBROCHURE], [ADMIN], [HELP], [ADD-ONS], and [CONTACT US]. The main navigation bar contains "MiBro Tools Home", "Color Selector", "Settings", "File Manager", and "Content". A sidebar on the left, titled "Content Tools Menu (cadesert)", lists "iBrochure Content", "CMS Editor", and "iListManager & Templates". The main content area, titled "iListManager Tools", contains the following sections:

- SELECT** a Template to create or modify custom pages:
 - Select a template: [dropdown menu]
 - [Select Template button]
- OR** Select an iList ID below to make changes to the Definition record or to one of the Group records for the selected iList.
 - Select an iList: [dropdown menu]
 - [Select iList Definition button]
- No Elements were found for this Website. Use the form below to create a new element.
 - Create a new Element with this ID: [text input field]
 - (only letters and hyphens allowed, no spaces)
 - [Add iList Element button]

Some **iLists** are provided with the affiliate and agent Websites to provide key content, including:

- Press Room [Image ADM-6] that uses a second iList for the left **sidebar menu insert**
- Special Offers (Buyers and Sellers) to add specials and content for the **continue page 2**
- Seller Marketing Services [Pop-up Image ADM-7 full page]



On the **Seller Marketing Services** page image [Pop-up Image ADM-7 full page] you can see how an iList can be presented (there are many **iList types** to choose from, providing options for how the iList will navigate and be presented). This example shows listed items at the top that can be clicked on to jump down to the corresponding section on the same page. Each section automatically ends with a **Go To Top** link to go back to the index at the top of the page.

The **Agent Websites** have iList as an option to organize information under the **Buyers, Sellers** and **Resources** sections. [Refer to the **Multi-agent And Lead Generation Option** description for additional information.]

Agent Websites also use **templates** to create optional **slide shows** to present buyers and sellers with online guides. The first page of the slide show example below is a content snippet (including text, styled text and an embedded image) assigned to Slide 1 of the slideshow: [Image ADM-8]



A custom template is also provided to create the **financial calculators** page, so that pop-up calculators can be presented with the company or agent name and the colors from the style sheet. Using templates is a powerful tool, allowing new resource pages to be added by simply providing the name of an iList, title of the page and other basic information.

The templates and the iLists are **integrated with content snippets** created with the CMS tool. Each corresponding section on the **Seller Marketing Services** page example above was created with the CMS Editor.