



Affiliate Broker and Agent Systems Overview

This document describes the **Buyer Services** 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](#).

Other primary business areas and visitor channels can be found here:

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

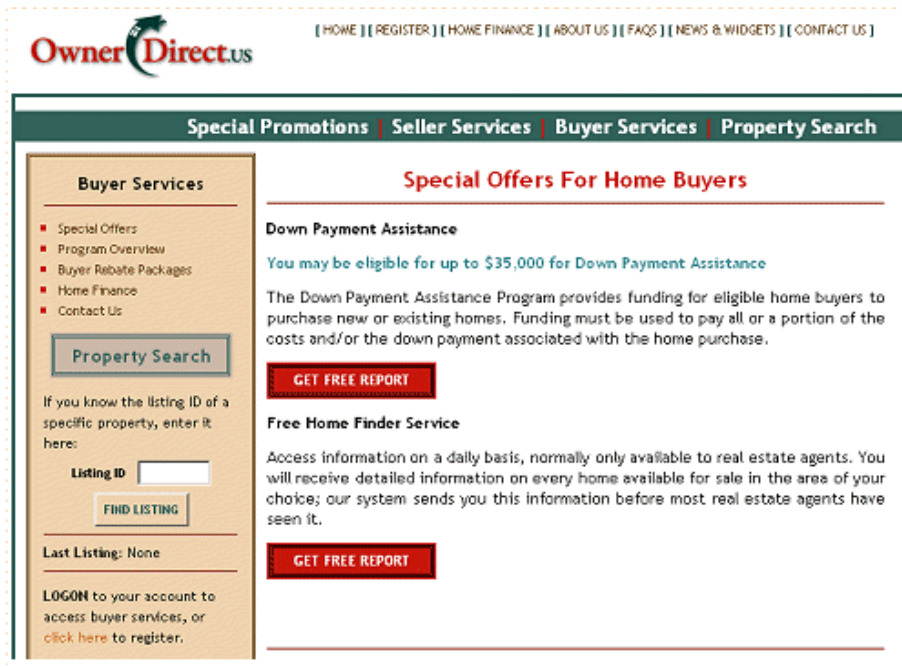
Additional information, including descriptions of add-on options, Website administration and more can be found in the following documents:

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

This important customer service area includes many features to provide information and services to prospective buyers. Here are highlights of features in this section (with a few screen snapshots):

- An optional start page for **Buyer Services** is the **automated Buyer Specials page**. Using the iListManagerSM Tool, specials can be created and modified to suit the needs of the broker, providing immediate access to special offer details upon submittal of basic contact information. [Image 3]



- Content snippets throughout this section can be customized to suit the needs of the broker using the iBrochureSM **Content Management System**. [Image 4]



- Buyers can access public information without registering and logging in, while other special features are **exclusive to the registered member**. In addition, contact information used in the e-form submittal process is drawn from the member database if logged in.
- The example **Buyer Services** sidebar on the right shows what is available to a logged-in visitor who has viewed a property listing online. The **last listing visited** is displayed so the member can click on that listing ID to return to it. [Refer to the **Intelligent Menus and Navigation** section of the **General Concepts And Home Page** description for additional information.] [Image 5]
- At the bottom of the sidebar are additional features only available to logged-in members, including **Favorite Properties**. This key feature presents a pop-up of favorites added by the prospective buyer as they browse listings, and is available to them when they return to the Website. [Refer to the **Property Search** description for additional information.] [Images 6 & 7]

Favorite Properties

[Close Window] [Print Page] [Favorites PhotoShow]



FSBO Listing ID 100106

[Check Incentives]

[Email Listing]

[Contact Seller]

[Remove From Favorites]



FSBO Listing ID 100111

[Check Incentives]

[Email Listing]

[Contact Seller]

[Remove From Favorites]



MLS Listing ID 04766890

[Check Incentives]


[Email Listing]

[Contact Office]

[Remove From Favorites]

Favorites Photoshow

[Close Window] [Print Page]



MLS Listing ID 04766890

Photo # 3 [Enlarge Photo] [Email Listing] [Contact Office]

◀ ▶

[START] [2] [3] [4] [5]

Buyer Services

- Special Offers
- Program Overview
- Buyer Rebate Packages
- Home Finance
- Contact Us

Property Search

If you know the listing ID of a specific property, enter it here:

Listing ID

FIND LISTING

Last Listing: 100111
1623 Carillon Park Dr.
Owiedo, FL 32765

**Buyer Services for
Steffanie D Lynch:**

- Change Member Info
- Favorite Properties

Logoff

- In addition to the Program Overview, a **Rebate Calculator** and **Request Buyer Rebate Information Form** are provided. [Image 8]

The screenshot shows the OwnerDirect.us website interface. At the top, there is a navigation menu with links for HOME, REGISTER, HOME FINANCE, ABOUT US, FAQs, NEWS & WIDGETS, and CONTACT US. Below this is a secondary menu with Special Promotions, Seller Services, Buyer Services, and Property Search. The main content area is titled "Buyer Rebate Packages" and includes a "Rebate Calculator" section with input fields for "Purchase Price" and "Loan Amount", and a "CALCULATE REBATE" button. Below the calculator is a "Request Buyer Rebate Information" section with a form and a "LOGON" button. A sidebar on the left contains a "Home Finance" section with links to Home Finance Overview, Home Financing FAQs, Request A Quote, Return to Buyer Services, and Contact Us. It also features a "Property Search" button, a "Last Listing: None" status, and a "LOGON" section with fields for Username and Password, and a "LOGON" button. A note at the bottom of the sidebar says "Lost your password? Click here."

The [logged in version of the Buyer Rebate Packages page](#) [Pop-up Image 9] shows how the e-form to **request rebate information** appears when the visitor is logged in.

- As shown on the **Buyer Services** menu, an **optional Home Finance section** includes a secure online mortgage loan application form that is easily customized because it is based on database-driven form design, select field options, pop-up help and field edits. [Refer to the **Mortgage Loan Origination Package Option** description for additional information.] [Image 10]

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

OwnerDirect.MOBI ShareThis

Special Promotions | Seller Services | Buyer Services | Property Search

Request A Quote

Return to Finance

Part 1: About Your Quote

Please supply the values below to the best of your ability. These can be changed later.

Purpose of Loan: purchase - still looking

Property Type: single family

Property Will Be: primary residence

Mortgage Type: fixed rate, adjustable rate, interest only, Uncure

Property Value Amount (Price): ?

Estimated Downpayment Amount: ?

Loan Amount: ?

Property Street Address: ?

Property City: Orlando

- When a **loan application is submitted online**, the designated loan officer receives an e-mail notification with a link to login and view the application online in the secure **Website Administration** panel. [Refer to the **Website Administration** description for additional information.] [Image 11]

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

Special Promotions | Seller Services | Buyer Services | Property Search

Database Management Forms

Select one of the custom database management forms or reports in the list below to review or modify information in the database.

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.

Database Admin. Menu

- Admin. Home
- Database Admin. Home
- Contacts and Leads
- Users
- FSBO Listing Changes
- Request For Quotes
- View IDX Data

⇒ Continue To Next Real Estate Website Overview Document: [Property Search](#)