



Affiliate Broker and Agent Systems Overview

This document describes 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

This document is the **Introduction** and covers the home page and general design concepts of the real estate Website. After reviewing this document, please continue with the other primary business areas and visitor channels, which can be found here:

- [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](#)
 - [Social Networking/Company Blog Website Option](#)
 - [Mobile Device \(.MOBI\) Website Option](#)
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□ General Design Concepts And Home Page

Designed with ease of navigation and readability in mind, the OwnerDirect.US real estate brokerage Website supports the distribution of information and services for all real estate business areas. Primary navigation via the top menu bar provides entry to major visitor channels: **Buyer Services**, **Seller Services** and **Property Search**. [Image 1]



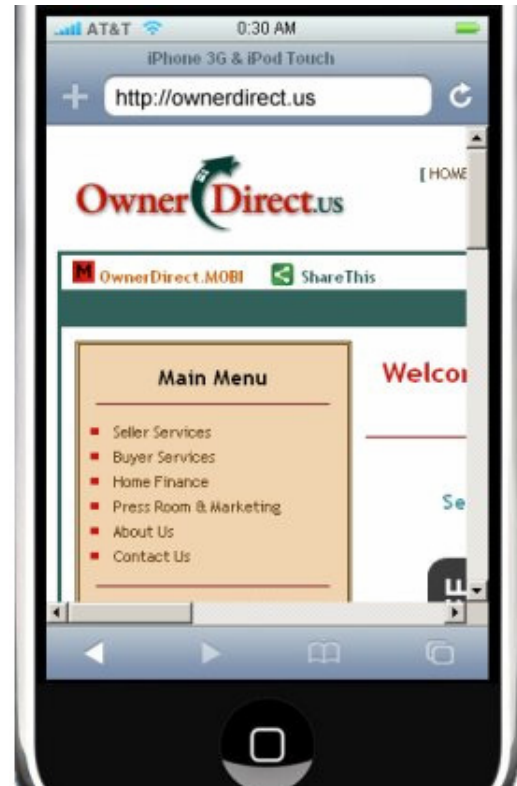
In addition to the major channels, access to optional **.MOBI mobile device applications**, social networking content sharing, and other essential information and functions are quickly located through secondary top page and left sidebar navigation links. [Image 2]

A key focal point on the home page is **Buyer and Seller Specials**, which provides one option that will get the attention of Website visitors and encourage them to stay for more. [Refer to the **Buyer Services** and **Seller Services** descriptions for additional information.]

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

Content "snippets" on the home page and numerous other content areas 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 **Website Administration** panel. The color scheme and graphics are easy to change using the iBrochureSM Color Tool and File Upload utility. [Refer to the **Website Administration** description for additional information.]



□ Intelligent Menus and Navigation

Throughout the Website, visitors can elect to register and login for immediate access to features available only to members. The **intelligent content and navigation** present different options for a logged in member.

□ Additional Content Areas

Several standard components provided with the base Website package include:

- **Press Room and Marketing** — A specially designed page that is customized using the iListManagerSM List and Template Tools and iBrochureSM Content Management System. Sections on this page can be added and modified as desired, and typically would provide a place for announcing news to visitors and media organizations. [Refer to the **Website Administration** description for additional information.]
- **About Us** — This page can be customized using the iBrochureSM Content Management System, and typically provides information about the broker.
- **FAQs** — Frequently Asked Questions and answers can be added at several levels of the Website, including:
 - **general FAQs** linked from the top of every page
 - **finance FAQs** (available with the **Mortgage Loan Origination Package Option**) to provide answers to questions related to financing
 - **property listing FAQs** to provide answers to questions about a specific exclusive property listing, linked from the property listing detail page [Refer to the **Seller Services** description for additional information.]
 - **seller FAQs** to provide answers to questions that sellers may have, linked from the **Seller Services** menu

- **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 Real Estate Website Overview Document:** [Buyer Services](#)