



## Affiliate Broker and Agent Systems Overview

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This document describes the **Property Search** 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](#).

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### 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.

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#### 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:

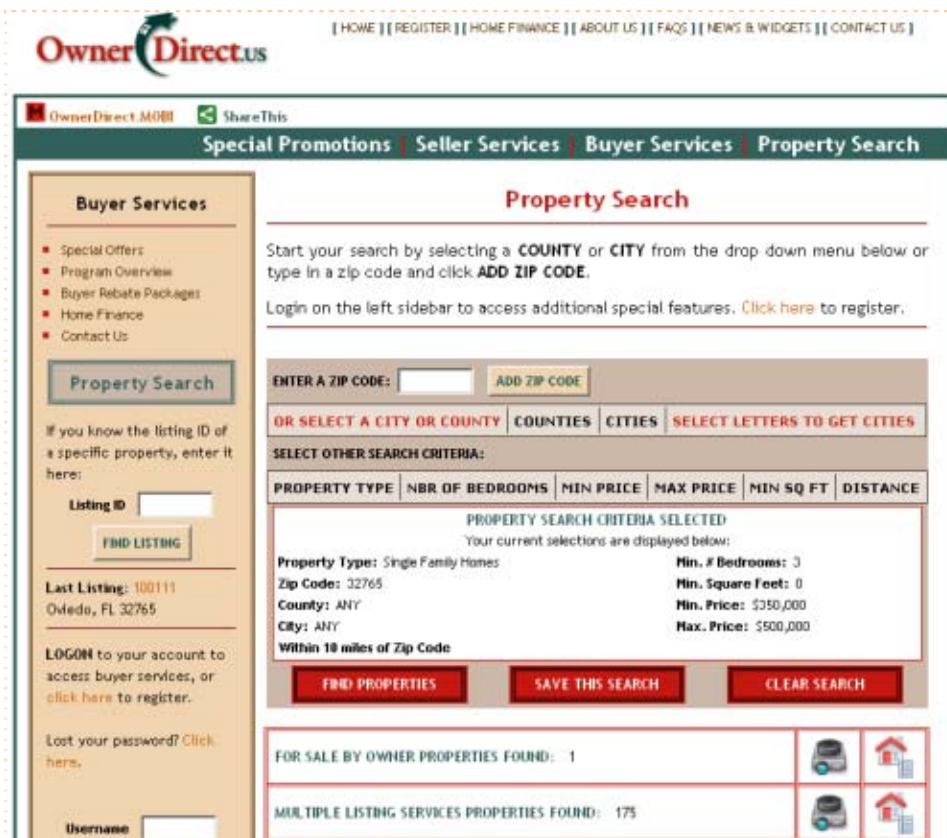
- [General Design Concepts And Home Page](#)
- [Buyer Services](#)
- [Seller Services](#)

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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□ **Property Search**

The property search provides a powerful and easy-to-use database search of MLS IDX listings and **broker exclusive listings** (FSBO or broker listings added through **Seller Services**). Listing sources are kept separated in the database and are displayed as **separate property search result sets**, to comply with IDX listing data usage requirements. [Image 12 & 13]





Here are highlights of features in the **Property Search** section (with a few screen snapshots):

- To locate properties of interest, selection criteria are selected and displayed as shown on [Image 12](#) above. The visitor selects criteria from drop-down select lists, which are automated or customized to reflect the broker listings. For instance, **Property Types** could include Land, Commercial Properties or other property types. The counties and cities made available reflect those that have active listings in the database.
- One powerful property search feature is the **Distance** option. Using the distance option, properties that meet other selected criteria that are located within the selected number of miles from the zip code entered will be identified in the listings database.
- Once the search criteria are chosen, the Find Properties button is then clicked to present the total of listings found for each listing group that match the search criteria, as shown in [Image 13](#) above. The **slideshow** or property list icon would then be clicked to either present a photo show of the listings in that group or summary listings, as shown in [Image 14](#) below.
- **MLS property listing results** are displayed on the search page and can be sorted by price high-low, zip code and other options. The image below shows listings sorted by price high-low. Significant listing information appears on the results list, including a link to **Add To Favorites** so the listing can be saved by the logged-in member. [Refer to [Images 6 & 7](#) displaying **Favorite Properties** in the **Buyer Services** description.] [[Image 14](#)]


<b>MULTIPLE LISTINGS SERVICES PROPERTIES FOUND:</b> 175 <i>(sorted by sales price high-low)</i>			
Page [ <a href="#">1</a> ][ <a href="#">2</a> ][ <a href="#">3</a> ][ <a href="#">4</a> ][ <a href="#">5</a> ][ <a href="#">6</a> ][ <a href="#">7</a> ] [ <a href="#">photos off</a> ]		<b>SORT OPTIONS</b>	
	<b>Single Family Home in WINTER PARK</b> <b>Community:</b> CLOISTER GROVE SUB <b>Offered at:</b> \$499,900 <b>Bedrooms:</b> 3 <b>Bathrooms:</b> 2 full 1 half <b>Interior Sq. Feet:</b> 2,060 sq. ft. <b>County:</b> Orange <b>Zip Code:</b> 32789 <b>Taxes:</b> \$3,115 <b>Tax Yr:</b> 2008 <b>Year Built:</b> 1951 <a href="#">[ Add To Favorites ]</a> <a href="#">[ Check Incentives ]</a> <a href="#">[ Email Listing ]</a> <a href="#">[ Mortgage Calculator ]</a>		
	<b>Single Family Home in WINTER SPRINGS</b> <b>Community:</b> TUSCAWILLA UNIT 14B <b>Offered at:</b> \$499,900 <b>Bedrooms:</b> 5 <b>Bathrooms:</b> 4 full <b>Interior Sq. Feet:</b> 3,212 sq. ft. <b>County:</b> Seminole <b>Zip Code:</b> 32708 <b>Taxes:</b> \$3,094 <b>Tax Yr:</b> 2008 <b>Year Built:</b> 1988 <a href="#">[ Add To Favorites ]</a> <a href="#">[ Check Incentives ]</a> <a href="#">[ Email Listing ]</a> <a href="#">[ Mortgage Calculator ]</a>		

- **FSBO (exclusive) property listing results** also have options for viewing a **Slideshow** of photos for the property and **Get Listing Widget**. The image below shows listings sorted by price high-low. Significant listing information appears on the results list, including a link to **Add To Favorites** so the listing can be saved by the logged-in member. [Refer to the **Website Administration** description for additional information.] [Image 15]


**FOR SALE BY OWNER PROPERTIES FOUND: 1**  
(sorted by sales price high-low)

Page [1] [ photos off ]



[ Enlarge Photo ] [ Listing Details ]

 **SLIDESHOW**

**Single Family Home in Oviedo**

**Community:** Carillon  
**Offered at:** \$459,000  
**Bedrooms:** 4 **Bathrooms:** 3 full 0 half  
**Interior Sq. Feet:** 2,475 sq. ft.  
**County:** Seminole **Zip Code:** 32765  
**Taxes:** \$2,968 **Tax Yr:** 2008  
**Year Built:** 1992

[ Add To Favorites ] [ Check Incentives ] [ Email Listing ]  
 [ Get Listing Widget ] [ Mortgage Calculator ]

[Close Window]

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**MORTGAGE PAYMENT CALCULATOR**

Enter Your Details & Click CALCULATE

Sales Price \$	<input type="text" value="459000"/>
Down Payment \$	<input type="text" value="22950"/>
Annual Interest Rate	<input type="text" value="5.25"/> %
Term of Loan	<input type="text" value="30"/> Years
<b>CALCULATE</b>	
Loan Amount \$	<input type="text" value="436050"/>
Number of Payments	<input type="text" value="360"/>
Monthly Payment \$	<input type="text" value="2407.88"/>

- The link from a property listing in the search results to our **Mortgage Calculator** feeds the sale price into the calculator in a pop-up window. [Image 16]
- Exclusive property listings can go viral through our Property Listing Widget. The seller or other interested parties can simply click the **Get Listing Widget** link on the listing and get the code snippet to put the widget on their blog, Webpage or send to an e-mail address. [Image 17]

**For Sale  
By Owner**  
Listing ID: 100111



[larger photo] [slideshow]

**Single Family Home  
in Oviedo, FL**

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**Community:**  
Carillon  
**Price:** \$459,000  
**Beds/Baths:** 4/3/0

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For more information on this property:

**CONTACT THE SELLER**

**LISTING DETAILS**

FSBO widget courtesy of





- A link from a property summary to **Check Incentives** presents a pop-up e-form to quickly submit a request for buyer incentive information for the specific listing.
- The link to **Email Listing** will allow registered members to send a specific listing link to an e-mail address. The recipient can click the link to go directly to a **landing page** that presents the property. [Image 18]



- The **Listing Details** link takes the visitor to a full-page with essential information about the listing presented as a printable flyer, with links to contact for more information or request a quote. The next image shows the top portion of the first page of Listing Details as seen by a logged-on visitor. [Image 19]



- The prospective buyer is encouraged to register in order to access a lot more information and special features that are **only available to visitors that are logged in**, including:
    - interior and exterior features
    - additional photos
    - property photos presented in a slideshow
    - video tour
    - full street address
    - access to school information
    - map and directions to property
    - pre-filled contact and request for quote e-forms
    - send listing by e-mail
    - add listing to favorites
  
  - With the ***Multi-agent And Lead Generation Option***, key property search activities and request by logged in visitors generate **lead tracking notifications**. The assigned agent or Website administrator can login to view **lead tracking reports** or respond to request from specific users. [Refer to the ***Multi-agent And Lead Generation Option*** description for additional information.]
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⇒ Continue To Next Real Estate Website Overview Document: [Seller Services](#)