



Affiliate Broker and Agent Systems Overview

This document describes the **Seller 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](#)
- [Buyer Services](#)
- [Property Search](#)

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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□ Seller Services

The **Seller Services** section can be setup to meet the varying needs of the broker real estate service. The **section** comes with a set of **seller tools** available to add property listings into an exclusive listings database.

Our primary OwnerDirect.US Website provides services to FSBO sellers so they can use our tools to manage FSBO properties they are selling. FSBO sellers are encouraged to purchase our MLS listing packages, and promote our Website through the use of the marketing tools and programs we provide. This section can be modified to limit FSBO access to these tools by the affiliate Website administrator, who can then use the tools to add **broker's exclusive property listings**. Whether these property listings represent FSBO or broker listings, they are kept separate from MLS IDX listings on the Website. [Refer to the **Property Search** description for additional information.]

Here are highlights of features in the **Seller Services** section, including features available to **logged-in sellers** (with a few screen snapshots):

- The screen image below shows one option for a **Seller Services** menu and features available if the affiliate Website utilizes FSBO seller tools. This screen shows the menu available without logging in. Typically, the FSBO Seller would register, login and add a listing, and then the affiliate Website administrator would view the listing and approve it to become available online and accessible through the **Property Search**. [Refer to the **Intelligent Menus and Navigation** section of the **General Design Concepts And Home Page** description for additional information.] [Image 20]



- **Select Your Listing Package** (step 3 above) can present various add-on services for selling a FSBO property, such as listing the property through the MLS, with add-on fees payable online through PayPal when ordered. The **Savings Calculator** tool (left sidebar menu link) provides the FSBO seller with a calculator to determine how much they can save if they list their property using one of the available seller packages.

- If the affiliate broker uses **Seller Services** as the **tool for adding exclusive property listings**, all other registered members would be blocked from using the seller tools for adding listings. The broker can add listings using a **customizable form** that is generated from database entries made to define the listing fields, values for drop-down select options, field edits, pop-up **field-level help** and more. [Image 21]

The screenshot shows a web form for adding a property listing. It is divided into three main sections:

- Listing Status:** A dropdown menu currently set to 'inactive'. A pop-up menu is open, showing options: 'incomplete', 'pending' (highlighted), and 'approved'.
- About Your Property:** A table of input fields:

Listing Type:	Limited Service
Listing Date:	2/8/2009
Expiration Date:	8/8/2009
List Price:	\$295,000.00
Range Price:	N
Low Price:	\$0.00
- Address #:** A table of input fields:

Address #:	99000
Street Name:	Carbondale
Street Type:	Road
Unit #:	
City:	Tempe
State (CA):	
County:	Hillsborough
Zip Code:	33634

- Marketing Services** is a section setup as an **automated list** using the iListManager tool to easily add or remove items in the list and create content with text, styles, links and images to present the marketing services offered to sellers. [Refer to the **Website Administration** description for additional information.] [Image 22]

The screenshot shows the 'Seller Services' section of the OwnerDirect.us website. The page has a navigation bar with links: [HOME] [REGISTER] [HOME FINANCE] [ABOUT US] [FAQS] [NEWS & WIDGETS] [CONTACT US]. Below the navigation bar, there are tabs for 'Special Promotions', 'Seller Services' (active), 'Buyer Services', and 'Property Search'. The main content area is titled 'For Sale By Owner Seller Marketing Services' and includes a sidebar with a 'Logoff' button and a list of links: Special Offers, Overview, Listing Packages, List Now [Add Listing], Marketing Services, Contact Us, and Change Member Information. The main content lists various services like Internet Promotions, Social Networking And Mobile Tools, Free Widgets, and tips for preparing listing information. At the bottom, it mentions that OwnerDirect.US promotes FSBO listing blog posts and property listing pages to search engines like Google and Yahoo!

Seller Services

Last FSBO Listing: 100216
123 Main Street
Tampa, CA 24555

Select Listing

SELECT LISTING

Listing Services for Steffanie Lynch:

- Edit Listing (100216)
- Listing Packages
- Upgrade Listing Package

Marketing Services

- Get Listing Widget (100216)
- Social Networking And Mobile Tools (100216)
- Print Flyer (100216)
- View Additional Photos (100216)
- Upload Listing Photos (100216)
- Listing FAQs (100216)

- Seller's Worksheet
- List Now **[Add Listing]**
- Overview
- Contact Us
- Special Offers
- Change Member Information

Logoff

- When a logged-in seller selects a listing ID, the **seller tools expand** to include many features specific to the selected listing. The menu shown here [Image 23] demonstrates the seller tools available through OwnerDirect.US, including tools to:
 - edit a listing
 - add another listing
 - print a flyer for the listing
 - get a widget to distribute the listing
 - access the blog created for the listing
 - view and upload photos for the listing
 - create listing FAQs for buyers viewing the property details online
 - upgrade the listing package to add options for MLS listing or other broker services

[Refer to the *Intelligent Menus and Navigation* section of the *General Design Concepts And Home Page* description for additional information.]

The **blog**, **widget** and other **social networking tools** used to promote exclusive property listings are described below.

- Exclusive property listings can be promoted using our **Property Listing Widget**, similar to the example shown here [Image 24]. The content on each widget only presents live data and photos from current listing content on the affiliate Website. Widgets include links to property photo slideshow, listing detail page and contact e-form on the affiliate Website, which makes this a valuable tool in driving traffic to the Website.
- Each exclusive property listing can have its own **social networking blog**, which is a separate Website for attracting buyers to view the property. Blogs are used to provide information that is of interest to others. Suggested content for the property listing blog would include video tours, additional photos of the property and surrounding areas, community facilities and activities, local area resources, and other information that prospective buyers may search for and find of interest. [Image 25]



- Each blog has a **Blog Administration** panel that is accessed by the seller using the same registration login as the main affiliate Website. Blog content is initially setup when the listing is created, using default content created by the affiliate broker. The blog uses a similar **content management system** that is used for the main Website content. The same iCompanyNewsSM Business Blog application is used for the property listing blogs, the affiliate company blog and the agent blogs, and is available either with the **Multi-agent And Lead Generation Option** or as a separate add-on. [Refer to the **Social Networking/Company Blog Website Option** description for additional information.]
- The blog administrator can create **blog channels** that serve as topics and represent keywords used by Technorati and other social networking and Internet search engines to index content for searching through Google and other popular services. These channels, such as Homebuyer Resources, are promoted as **Technorati tags** and **META data keywords**, and they are assigned to each blog post created in order to group posts by topic.
- A special widget that can be distributed to drive traffic to the blog, known as a **blidget**, is available for outside Webpages, blogs, Facebook and other social media, or to be sent by e-mail to others who would like to share the information presented on the blog. The blidget serves as a **scrolling news feed**, with headlines that are created from the name of the blog, blog channels and blog posts with links back to the blog content. [Image 26]

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



[larger photo] [slideshow]

**Single Family Home
in Oviedo, FL**

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

For more information on this property:

[CONTACT THE SELLER](#)


[LISTING DETAILS](#)

FSBO widget courtesy of
Owner Direct.us

**FOR SALE BY OWNER
PROPERTY LISTING
BLOG**

**Check Out Our
Community 18-Hole
Championship Golf
Course**

We have a terrific golf club near our home for sale, the Country Club at Deer Run. (posted 10/7/2009)



iCompanyNews.com

- Additional **Seller Services** social networking and mobile device tools are described on the **Social Networking And Mobile Tools** page which is integrated with the selected seller listing ID so that the specific link to the Property Listing Blog and other tools specific for the listing can be provided. That page can also describe the new **OwnerDirect.MOBI Mobile Device Website**, which is planned to provide additional services to sellers such as access to the property listing flyer, prospective buyer leads, property listing widget to send it to prospective buyer plus give buyers using iPhones and other mobile devices easy access to search listings on the affiliate Website. Brokers will be able to use their mobile devices while showing homes to prospective buyers to gain access to these seller tools. [Refer to the **Mobile Device (.MOBI) Website Option** description for additional information.] [Image 27]

The screenshot shows the OwnerDirect.US website interface. At the top, there is a navigation menu with links: [HOME] [REGISTER] [HOME FINANCE] [ABOUT US] [FAQS] [NEWS & WIDGETS] [CONTACT US]. The main header includes the OwnerDirect.US logo and a 'Share This' button. Below the header, there are navigation tabs: Special Promotions, Seller Services, Buyer Services, and Property Search. The 'Seller Services' tab is active, displaying a sidebar with a list of services for listing ID 100216, including 'Edit Listing', 'Listing Packages', 'Upgrade Listing Package', 'Marketing Services', 'Get Listing Widget', 'Social Networking And Mobile Tools', 'Print Flyer', 'View Additional Photos', and 'Upload Listing Photos'. The main content area is titled 'Social Networking and Mobile Tools For FSBO Listing ID 100216'. It contains a paragraph stating that the listing can be promoted through social networking and mobile tools. A bullet point highlights that a 'FSBO Seller Blog' was created for this listing, with the URL <http://blog.ownerdirect.us/100216>. Another paragraph explains that blogs are used to provide information of interest to others, such as video tours and photos. A final paragraph instructs users to set up the blog and add content using the ADMIN link at the bottom of the blog page, and to login using their OwnerDirect.US member login. A second bullet point at the bottom indicates that the 'OwnerDirect.MOBI Mobile Website' is coming soon.

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