eAgentC Technology Quick-Start Guide

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An eAgentC Technology Quick-Start Guide for the Keller Williams Real Estate Agent

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eAgentC Technology Quick-Start Guide

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Using the Guide

Welcome to the *eAgentC Technology Quick-Start Guide*. After completing this guide, you will be equipped with all the technology tools to get your business up and running and on the road to success. Enjoy the ride!

Getting Started

Complete a few important tasks

You will need to complete a few important tasks before you begin this guide. These tasks will provide you with the tools that will help you complete this guide.

- ☐ **1.** Obtain your two separate usernames and passwords for both the KW Intranet and your Market Center WebOffice. Contact your MCA, who should be able to provide you with this information, which you will need to access the KW Intranet and your Market Center WebOffice.
- ☐ **2.** Obtain Your MLS ID number. Become a member of your local MLS and you will receive this number when you register. It is also recommended to join your local board of Realtors.

Gather a couple of key pieces of equipment

You will also need to gather a couple of key pieces of equipment to help you complete this guide. The items you will need before you get started:

- ☐ **1.** Digital camera to help transfer listing photos to the KWLS
- ☐ **2.** Internet-ready computer
- ☐ **3.** Mobile phone

How to use this manual

Follow the guide by completing each checklist in the order listed before going to the next checklist. This guide was created in the most efficient format for you to quickly complete each section.

The guide will be revised twice a year: once in February and again in August.

eAgentC Technology Checklist

To get your business up and running with all the great eAgentC technology tools in no time, simply complete the six steps listed below in the eAgentC Technology Checklist.

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Congratulations! You're now set up.

You are now ready to order your marketing materials:

☐ a. Business Cards

☐ b. Stationery

eAGENTC TECHNOLOGY QUICK-START GUIDE

Step 1. Get Your Photos Ready

In this section …

1. Headshot/Team Photo Checklist

2. Headshot/Team Photo Tips

Headshot/Team Photo Checklist

Your photo is a great marketing tool for your business; a photo of you or your team is needed for your business cards, your website, and any other marketing materials (e.g., fliers for open houses). Personalize your agent website and business cards with your picture to help familiarize your clients with your face and your smile.

Complete the ***eAgentC Headshot/Team Photo Checklist*** to ensure you have the proper headshot sizes and specs that you will need for your website and your business cards.

- ☐ **1.** Get your headshot/team photo taken preferably by a professional photographer.
- ☐ **2.** Make sure the photos you receive are sized properly for all the types of materials you will use this photo. If your photographer cannot resize your photos for you, most digital cameras provide their own editing software, but you can use any image editor to successfully resize your image. You will need three differently sized photos.
  - ☐ **a.** Website: A great size headshot/team photo for your website and the Internet is: 144 pixels, 72 dpi.
  - ☐ **b.** Business cards: A standard size photo for your business card is: 1.5" X 2"; 300 dpi.
  - ☐ **c.** Brochures/fliers: A standard size is 5" X 7"; 300 dpi. (sizes and specs may vary)
- ☐ **3.** Save a copy of these files in a jpeg format on your computer or a disk for quick access when setting up your website, ordering business cards, and/or brochures/fliers.

Hint: It's a good idea to name your photo files appropriately (Business Card Headshot/Team Photo, Website Headshot/Team Photo, etc., when saving your files.

Headshot/Team Photo Tips

Below are some tips to keep in mind when getting your headshot or team photos done.

1. Ask your MCA who the preferred photography vendors are in your area.
2. For oversized printing (billboards), confirm the size/specs with your print company.
3. Because sizes/specs may vary from what is listed here, always confirm with both your photographer and print vendor.
4. Your photo on a website, business card, or any other marketing material represents your business. We recommend professional business attire in a professional setting for all your headshot/team photos.
5. To upload your headshot or team photo to your eAgentC Agent Website, select **Agent/Team** from the **Select photo type** drop-down menu in section **1.3 Manage Photo Library** in the Agent Website Administration Tool.

Step 2. Set up Your Keller Williams Intranet Account

In this section …

1. *Create White Pages Profile*
2. *KW Intranet Tips*
3. *Create Your KW Webmail Account*

Create White Pages Profile

The Keller Williams White Pages, located on the KW Intranet, allows you to search, view, and update different types of KW rosters: associate, market center, and regional office. The KW White Pages allow you to view KW organizational data and to update your personal data. You can also add and edit your referral record to help other associates find you. The Referral Directory provides you with referral searching tools to help you find the best KW Associate match for your client. For a complete set of White Pages instructions and explanations, you can download and read the White Pages help document at http://support.kw.com/manuals/documents/KWWhitePagesandReferralDirectory.pdf.

Creating your Referral Directory Account

KW Intranet>White Pages>My Referral

The checklist below will help you set up your referral record. It is very important to enter your referral information in the Referral Directory section of the White Pages to ensure that it appears in the Referral Search Results. When entering your specialties and designations, make sure that you use both abbreviations and then spell out the abbreviations, as other associates may search one way or the other. Also, the more specialties you enter, the more chances you will have to display in search results.

- ☐ **1.** Click **My Referral** on the left sidebar of the White Pages home page to view or edit your referral record. The **View or Edit Referral** screen will appear.
- ☐ **2.** Complete at least one field to ensure your record will display in the **Search for Referrals** results.
- ☐ **3.** Click the **Save** button to save your referral record or click the **Reset** button to reenter your referral record information.

HINT: When entering your designation criteria, use common abbreviations (ABR or GRI). Some examples of business specialties are: "First Time Home Buyer" or "Golf". Remember it is easier for others to find you in the directory if you enter all of your types of designations or specialties separately rather than grouping them together.

Changing Your KW Intranet Username and Password

KW Intranet>My Information> Profile>Edit Profile

Your KW Intranet account provides you with access to a great assortment of tools to help your business succeed. Any time you need to edit your Intranet account username and password, simply go to the **Profile** section, which is accessible from the **My Information** tab.

- ☐ **1.** Obtain your KW Intranet username and password. Contact your MCA for this information, which you will need to access the KW Intranet
- ☐ **2.** Edit the **Username** field to change your KW Intranet username.
- ☐ **3.** Enter your current password into the **Current Password** field to change your KW Intranet password. Then enter your new choice of password into the **New Password** field and reenter the new password into the **Confirm New Password** field.
- ☐ **5.** Click the **Submit Changes** button.

KW Intranet Tips

Viewing Your Profit Share Information

KW Intranet>My Information>Profile>Profit Share

The Profit Share page displays a snapshot summarizing your profit share. This page also contains profit share related links for: the Associate Tree Search and the View Number of People in Each Level of 7 Level Downline.

- ☐ **1.** Log on to the KW Intranet: http://www.kw.com
- ☐ **2.** Click the **My Information** tab.
- ☐ **3.** Click the **Profile** link on the left sidebar, and then click the **Profit Share** link.

  Your Profit Share Information page will appear. You can download/print this page. You can also access links to other helpful information about your profit share:

  - Associate Tree Search
  - View Complete PS History
  - View Number of People in Each Level of 7 Level Downline
- ☐ **4.** Verify your sponsor in the Profit Share Summary report. If there is a problem with your sponsor information, contact your MCA immediately.

Using the Tools on the Marketing/Vendors Tab

KW Intranet>Marketing/Vendors

The Marketing Tab is your central spot to download customizable marketing materials to promote the amazing opportunities within Keller Williams market centers. This page includes a number of free downloads--including ad artwork, templates, and logos--as well as a number of products and services for purchase--including printed materials, direct mail campaigns, and advertising campaigns--from Keller Williams Approved Vendors.

Create Your KW Webmail Account

KW Intranet>My Information>My Email

Your KW Webmail account is simple to use and will allow you greater freedom to send and receive email from any Internet-connected computer. Setting up your email account is fast and easy. To open your KW Webmail account, you first need to obtain a KW Intranet username and password from your Market Center Administrator (MCA). When you are set up with your KW Intranet account, you can request an email address.

Keller Williams Realty Webmail, powered by eAgentC, provides you with an email system built exclusively for you, the Keller Williams agent, and your needs. Your KW Webmail account has a large storage capacity of 100 mb.

You can also access your KW Webmail from any Internet connected computer by simply going to: http://webmail.kw.com. For detailed help documentation on any Webmail questions you may have, go to the eAgentC Support site: http://support.kw.com/pages/email_webmail.shtml

Creating Your KW Webmail Address

KW Intranet>My Information>My Email>My Address

Go to the My Address page to create your KW Webmail address.

- ☐ **1.** Log on to the Intranet (Go to http://www.kw.com) and click the **My Information** tab.
- ☐ **2.** Click **My Email** on the left sidebar, and then click **My Address.**
- ☐ **3.** Enter your email name in the **Email name** field, and then click the **Request** button. Your email name can be up to 32 characters long. Email names may only consist of letters, numbers, hyphens, and underscores; no spaces, commas, quotation marks, periods, or other characters, please. Your request will be processed in one business day.

> HINT: Be sure to choose an email address that matches the branded image of your business.

KW Webmail Account Checklist

- ☐ **4.** Repeat steps 1 - 3 to verify that your account has been created. The email name request field will be replaced with a confirmation or denial message. If your email name is denied, you will be prompted to enter a new email name request. If your email name is accepted, you will be given your email address and password. Your password for your email is the same as your password for your Intranet account.

Changing Your Webmail Address

KW Intranet> My Information tab>My Email>Change Email Address

Go to the Change Email Address page to change your KW Webmail address.

- ☐ **1.** Log on to the Intranet (go to http://www.kw.com).
- ☐ **2.** Click on the **My Information** tab, click **My Email**, and then click **Change Email Address**.
- ☐ **3.** Enter your new email in the corresponding field, and then click the **Request to change my current email address to** button.

  You can check your request status by returning to this page (clicking the **Change Email Address** link under **My Email** on the left sidebar).

NOTE: Your old email address will be inactive immediately.

Changing Your Webmail Password

KW Intranet>My Information>My Email>My Password

Go to the My Password page to change your KW Webmail password.

- ☐ **1.** Log on to the Intranet (go to http://www.kw.com).
- ☐ **2.** Click on the **My Information** tab, click **My Email**, and then click **My Password**.
- ☐ **3.** Enter your new password in the **New password** field, and then enter your new password again in the **Confirm password** field to confirm the new password is correct.
- ☐ **4.** Click the **Submit New Password** button.

Forwarding Your Webmail

KW Intranet>My Information tab>My Email >My Forwarding

Go to the My Forwarding page to forward your KW Webmail email to another email address.

- ☐ **1.** Log on to the Intranet (go to http://www.kw.com).
- ☐ **2.** Click on the **My Information** tab, click **My Email**, and then click **My Forwarding**.
- ☐ **3.** Enter the email address (sample@sample.com) in the **Forward to** field.
- ☐ **4.** Click the **Change Forwarding** button. Your Webmail will be forwarded to the newly entered email address.

Stop Forwarding your Webmail

Go to the My Forwarding page to stop forwarding your KW Webmail email to another email address.

- ☐ **1.** Log on to the Intranet (go to http://www.kw.com).
- ☐ **2.** Click on the **My Information** tab, click **My Email**, and then click **My Forwarding.**
- ☐ **3.** Click the **Stop Forwarding** button. Your Webmail will no longer be forwarded to another email address.

Step 3. Set up Your Contact Management System

In this section …

1. *Set up Your ProManage Version of Top Producer (Optional)*
2. *Get ProManage Downloads (for Non-Top Producer Users)*

Set up Your ProManage Version of Top Producer (Optional)

KW Intranet>My Information>My ProManage

ProManage is the Keller Williams contact management system, featuring a KW version of the popular Top Producer contact management software. Using the lead generation models of *The Millionaire Real Estate Agent* as the foundation, ProManage helps you build a powerful database. In addition to the KW version of Top Producer, ProManage also provides professionally designed marketing materials and quality KWU training.

Subscribing to and Using the Keller Williams version of TOP PRODUCER

eAgentC has formed a business relationship with Top Producer to bring you the Keller Williams edition of **TOP PRODUCER** . To learn more about Top Producer go to: http://www.topproducer.com/kw/.

Subscribing to and using the Keller Williams version of TOP PRODUCER 7i

☐ **1.** Call the TOP PRODUCER sales line dedicated to Keller Williams Associates at **1-866-459-7891.**

Or go to: https://tpo.toppro.net/signup/default.asp?referer=www.topproduceronline.com&PromotionCode=CFPKWPS0205

If you are already a TOP PRODUCER 7i subscriber, you can call the TOP PRODUCER support line dedicated to Keller Williams Associates at **1-866-337-2658** and request to move your account.

☐ **2.** Download or purchase the *Your Business Is Your Database* manual to help you set up your Top Producer account and get started using the software in your business. Keller Williams University created *Your Business Is Your Database*, a step-by-step user's guide, and the accompanying video tutorials on KWConnect. Both are available on www.KellerWilliamsUniversity.com.

☐ **3.** Top Producer has over 20 Regional Sales Associates who would be pleased to show you how to 'get started' using Top Producer 7i and its companion products. These sessions are provided FREE of charge and, although not hands on, they will give you a basic understanding of how to best apply Top Producer. Go to: http://www.topproducer.com/train/quickstart.asp

☐ **4.** Enter your database of "Mets" to get your contact management system created. Contact the Top Producer KW support (1-866-337-2658) to learn how to upload your current database to your TP account.

☐ **5.** Customize the TP action plans templates (provided by Keller Williams) to suit your business or create your own action plans to get your business organized and on track.

☐ **6.** Begin your marketing campaigns to your contact database of clients using the Top Producer tools for your lead generation efforts.

Get ProManage Downloads (for Alternate Contact Management Users)

If you are using another contact management system that is working best for your needs, ProManage provides you with download marketing campaign templates and other marketing tools to use in conjunction with your contact database.

☐ **1.** Download the following marketing campaigns for your lead generation efforts if you choose not to purchase the KW edition of Top Producer. On the My ProManage page on the KW Intranet, you have access to download

- 12 Direct Campaigns
- 8 x 8 Campaigns
- Buyers Guide and Consultation
- Pre-Listing Packets

☐ **2.** Customize your marketing campaigns to personalize and market your branded image for optimal lead generation.

☐ **3.** Because of the high-quality nature of the postcard graphics, please use one of our KW approved vendors to print and mail postcards: All the KW approved vendors can be found on the ProManage page on the KW Intranet.

- Quantum Mail Inc.
- expresscopy.com
- PostcardsPlUS!
- Mail Print Inc.

Step 4. Set up Your Web Presence

In this section …

1. *Set up Your eAgentC Agent Website*
2. *Set up Your eAgentC IDX Solution Powered by WolfNet*
3. *Purchase and Redirect a Domain Name*
4. *Set up Your Microsites*

Set up Your eAgentC Agent Website

Creating Your Site

KW Intranet>My Information>My Website>Agent Website Administration

The Agent Website Administration Tool is your source for building and maintaining your Keller Williams website. Because of its simplicity, you do not have to pay extra money to outsource your website administration needs. The website templates are based on research conducted by Keller Williams University and include all the features needed for a solid consumer-based website.

For a complete set of instructions and explanations about setting up your site, check out the help pages and video tutorial links located within the administration tool at the top right of each page. The same videos and help instructions are also available on KWConnect at www.KellerWilliamsUniversity.com. And you can download the help manual at http://www.kw.com/websiteTemplateAdmin/admin/Home.do. To learn about how Internet lead generation provides practical, proven and detailed information on growing your business through the Internet, download and/or for purchase the *Internet Lead Generation* book from the KWU Online Store.

- ☐ **1. Enter your contact information.** In section **1.2 Edit Contact Info** enter your name, phone number(s), email address, and any other pertinent contact information that will display on your website.
- ☐ **2. Add your photos and logos.** In section **1.3 Manage Photo Library**, upload as many as 50 images to your photo library for placement throughout your website. Be sure to upload your Agent/Team photo, your logo and/or office logo.
- ☐ **3. Customize your website's template.** In section **2.1 Choose Template**, select the website template that best suits your branded image. You may change templates as often as you like, and your website will be updated instantly. Any previous formatting and information entered will be saved in the new template.

eAgentC Agent Website Quick Setup Checklist

- ☐ **4. Enter your site information.** In section **2.4 Edit Site Info**, enter the page title, site name, website title, and tagline. Be sure to use the **help** button to access detailed field descriptions and more information for this step.
- ☐ **5. Add the IDX search (if available in your area) to your website.** In section **4.1 Add IDX search***,* complete the fields to add an IDX property search to your website and give your customers the ability to search for homes in your local MLS on your site. To request your eAgentC IDX solution, see "Set up Your eAgentC IDX Solution Powered by WolfNet" in this section.
- ☐ 6. **Manage your IDX.** In section **4.4 Wolfnet Back Office**, manage your IDX by completing the appropriate settings. The WolfNet back office allows you to customize how the MLS listings search will display on your agent website.
- ☐ 7. **Add listings to your website.** In section **4.2 Add/Edit Feature Properties**, click the **Open KWLS in a new window** button to go to the **KWLS** to add/edit your listings that will display on your website.
- ☐ 8. **Create and manage your lead management forms.** In section **5.2 Manage Your Auto-Responders**, select the forms you want to manage and then create the auto-responder email. These lead management emails will be sent to the email address you have listed in the email address field in section 1.2.
- ☐ 9. **Set up your e-office.** Complete the e-office setup in section **5.3.eOffice**. Create helpful pages and notices for your clients here. Your clients will be prompted for a username and password, which they will need to provide before they can access your e-office.

Managing Your Website Service Areas

KW Intranet>My Information>My Website>Edit Service Areas

The Edit Service Areas page allows you to specify the areas where you service. Your service areas determine where consumers can find you when they are searching for an agent or office on http:///www.KW.com. Please note that changes will take effect within 24 hours.

Managing Your Service Areas Checklist

Adding to Your Service Areas

- ☐ **1.** Log on to the Intranet (go to http://www.kw.com).
- ☐ **2.** Click on the **My Information** tab, click **My Website**, and then click **Edit Service Areas**.
- ☐ **3.** Enter the area where you service, and then click the **Submit** button. Repeat steps 1 - 3 to enter more service areas, because you can only enter one city name at a time.

Editing Your Service Area

- ☐ **1.** Log on to the Intranet (go to http://www.kw.com).
- ☐ **2.** Click on the **My Information** tab, click **My Website**, and then click **Edit Service Areas**.
- ☐ **3.** Click the **Delete** link located in the Modification column in the Service Area table to delete that service area.

Viewing Your eAgentC Website's Traffic Report

KW Intranet>My Information>My Website>Traffic Report

The Traffic Report page will provide you with a detailed traffic report of your Keller Williams Website containing current month page views, monthly statistics, current month featured properties, and referred URLs. The report is also downloadable and printable. From the Traffic Report page, you can access links to other website reports with more in depth information for monthly statistics detail, all referrals, and referral links.

- ☐ **1.** Log on to the Intranet (go to http://www.kw.com).
- ☐ **2.** Click on the **My Information** tab, click **My Website**, and then click **Traffic Report**

  The Traffic Report will display on your screen. You can download/print this page and you can click the link on the left side of the page for more information concerning the traffic on your eAgentC Website.

Set up Your eAgentC IDX Solution Powered by WolfNet

KW Intranet>My Information>My Website>Agent Website Administration

eAgentC has partnered with WolfNet Technologies to provide KW associates with an IDX solution for their websites at no additional cost. IDX allows KW associates to quickly and inexpensively close the gap between consumers and available properties in their area. Consumers want to search all local listings -- If your site does not offer this, studies show they will seek one that does.

The checklist below will help you set up your IDX. For a complete set of instructions and explanations on signing up for the eAgentC IDX solution powered by WolfNet, go to: http://support.kw.com/pages/kwintra_newagent_FAQ.shtml#wolfnet_signup

NOTE: The eAgentC IDX is available in all areas that WolfNet currently services. As part of the relationship with Keller Williams Realty, WolfNet is expanding to offer coverage to all of our associates, MLS regulations permitting.

- ☐ **1.** Verify that your MC has its WolfNet IDX agreement in place with their MLS.
  - ☐ **a.** If necessary in your area, ensure you have your own IDX agreement in place with your MLS.
- ☐ **2.** Set up your eAgentC Agent Website. In step 4.1 of the Agent Website Administration Tool, choose the **Yes! Set up my eAgentC IDX powered by WolfNet** option, and then click **Sign Up**.
- ☐ **3.** You will receive an email from WolfNet that includes the URL for your IDX solution. Copy and paste that URL into the WolfNet URL field in step 4.1 of the Agent Website Administration Tool. Be sure to click the **Save** button to save your changes.

Set up Your eAgentC IDX Solution Powered by WolfNet

- ☐ **4.** Set up your WolfNet back-office tool in step 4.4 of the Agent Website Administration Tool. The WolfNet BackOffice is a tool that WolfNet provides to help you manage your IDX leads, run reports and adjust the display of your own eAgentC IDX solution.
  - ☐ **a.** If you are a TOP PRODUCER user, make sure to check the box in WolfNet, so that registrations to your IDX can be funneled directly to your TOP PRODUCER account.
  - ☐ **b.** Adjust to your preference the WolfNet **Default Search Settings,** which will allow you to set the default IDX search settings for price range and property types.

Purchase and Redirect a Domain Name

Your eAgentC Agent Website comes with a domain name that you can customize (i.e., http://WhateverYouChoose.yourkwagent.com). However, many agents choose to buy domain names that reflect their marketing message and point those names at different pages on their websites.

You can register a domain name through any company of your choosing. Below are instructions for registering with two of the most popular domain name providers: GoDaddy.com and DirectNic.com.

NOTE: KW associates are NOT permitted to use Keller Williams' trademarks in domain names or meta tags.

Purchasing a New Domain Name

DirectNic.com

You can register a domain name quickly, easily, and inexpensively (US$15 per domain, per year) through www.directnic.com. The whole process takes about 10 minutes.

- ☐ **1.** Go to http://www.directnic.com , and click the **Sign-up** tab at the top of the page.
- ☐ **2.** Fill out the form (providing, at the minimum, complete information for all the required fields). Be sure to use an email address that you have immediate access to, so that you can retrieve your activation code.
- ☐ **3.** Enter the activation code into the form that appeared after you signed up, which will be emailed to you.
- ☐ **4.** Log in using your directNIC.com username and password, which you selected when filling out the sign-up form.

Purchase and Redirect a Domain Name

GoDaddy.com

- ☐ **1.** Go to http://www.godaddy.com, and click the **Domain** tab at the top of the page. The Domain drop-down menu will appear.
- ☐ **2.** Click the **Register Domain** option from the drop-down menu.
- ☐ **3.** Fill out the domain name you want, and then click the search button.
- ☐ **4.** Click in the checkbox to indicate which domain name you want to register/purchase from the many available options, and then click the **Continue** button at the bottom of the page.
  You will have the option to purchase additional domains at this time. Click the **Yes add these to my order** button, if you want to purchase more domains now, or click the **Continue to checkout** link to purchase your selected domains.
- ☐ **5.** Complete the domain registration form**,** and then click the **Continue** button.
- ☐ **6.** Verify the domain registration information is correct, and then click the **Continue** button again**.** To edit the information, click the **Edit Registrant Contact Information** link.
- ☐ **7.** Click the appropriate radio button to select the type of registration feature plan that you want to purchase, and then click the **Continue** button.
- ☐ **8.** Select the form on the Customize Your Order option page and then click the **Continue** button to go the checkout page.
- ☐ **9.** Review your shopping cart, click in the appropriate radio button to select your payment option, and then click in the checkboxes to confirm you have read the Domain Registration Agreement and the Universal Terms of Service.
- ☐ **10.** Click the **Check Out Now** button. You will then need to create your godaddy login account in the form provided, and then click the **Continue with Checkout** button.
- ☐ **11.** Complete your billing information in the form provided, confirm your purchase and all relevant information, and then click the **Checkout Now** button. Make sure your order confirmation page appears.

Redirecting a New Domain Name

DirectNic.com

You can point your domain to an already existing website. You can choose to redirect with or without frames. With frames, your domain name will remain in the address bar, while without frames, the web address you are redirecting to will show up in the user's address bar.

Your KW URL is: http://XXXXX.yourkwagent.com

- ☐ **1.** Go to http://www.directnic.com, and click **Domain Manager**. Make sure the domain is using directNIC nameservers. If not, click the **computer** icon, and then select **directNIC default**s from the drop-down list. Our nameservers are ns0.directnic.com and ns1.directnic.com.
- ☐ **2.** Click the **Change Hosting Information** button (the house icon) next to the domain you want to redirect.
- ☐ **3.** Click the **Change Hosting Type** link.
- ☐ **4.** Select the **Redirected** or **Redirect with No Frame** option, and then click the **Change Hosting Type** button.
  The following page will allow you to enter where the URL you wish to redirect your domain.
- ☐ **5.** Click the **Redirect** button to submit the change. It may take up to 48 hours for the changes to propagate if your domain has not been using directNIC.com nameservers.

GoDaddy.com

Forwarding a domain name enables you to direct incoming traffic from a parked domain (ex. http://www.custom.com) to an existing Website (Your KW website). When someone attempts to access your forwarded domain, their Web browser automatically redirects them to the specified Website.

Forwarding with Masking prevents visitors from knowing that they have been redirected by retaining your domain name in their Web browser's address bar. You can also add a title and meta tags to your masked domain. Title and meta tag information is important to a Website's search engine ranking, but it does not change the look of your Website.

- ☐ **1.** Go to http://www.godaddy.com, and log in to your Account Manager.
- ☐ **2.** Click **Manage Domains**, located in the **Domain Names** section.
- ☐ **3.** Click on the domain name you want to forward.
- ☐ **4.** Click on the plus **(+)** icon next to Forwarding, located in the **Domain Details** section on the right.
- ☐ **5.** Select **Click here** to see details or to modify the details in the **Forwarding** section.
- ☐ **6.** Type the URL you want to forward your domain name to in the **Forward To** field.
- ☐ **7.** In the **Redirect Type** area, select one of the following: 301 Redirects to the site you specified in the **Forward To** field using a "301 Moved Permanently" HTTP response. The HTTP 301 response code tells user-agents (including search engines) that the location has permanently moved. 302 Redirects to the site you specified in the **Forward To** field using a "302 Found" HTTP response. The HTTP 302 response code tells user-agents (including search engines) that the location has temporarily moved.
- ☐ **8.** Click **OK**.

Set up Your Microsite

Setting Up Your Microsite

KW Intranet>My Information>My Website>Agent Website Administration>6.0 Manage Microsite

In addition to providing you with an Agent Website, eAgentC also provides each associate with a Microsite. Microsites are "stealth" websites that have limited or no branding (consult your local BOR and MLS about the local rules and regulations around branding broker affiliation on an agent's website in your area). These sites allow KW agents to capture leads from a source other than their KW Agent Website.

Use the checklist below to complete section **6.0 Microsite** in the Agent Website Administration Tool to setup your four eAgentC Microsite (see table below). Once you have set up your Microsite, you may choose to purchase and redirect a new domain name at any of the pages of that site.

See support.kw.com, the Administration Tool Manual and help pages, and the KWConnect Videos for more information on how to setup and take advantage of Microsites!

- ☐ **1.** Log in to the KW Intranet and click the **My Information** tab.
- ☐ **2.** Click the **My Website** link from the left sidebar, and then select **Agent Website Admininistration**. A new window will open with the Agent Website Administration Tool.
- ☐ **3.** Click the **6.0 Manage Microsite** link, and then click the **6.1 - Manage Microsite** link. Before you configure your Microsite, you must read and accept the Terms and Conditions for use. Enter a domain name for your site in the appropriate field (e.g., http://micrositename.YourMLSHomeSearch.com.)
- ☐ **4.** Enter your Microsite name in the corresponding field. This name will be used in all four pages of the KW Microsites (for example: http://MicrositeName.HomeResearchSite.com).

Set up Your Microsite

☐ **5.** Enter your Microsite Search URL. This is the link to a site where you want your consumer directed after they've submitted their contact form on the "Search for a Home Today" page. If you choose to enter an IDX link here that is provided by your local MLS, **you must be certain that this use is in compliance with your local Board and MLS.** Each MLS has rules and regulations regarding the use of this link, and these rules are enforced regularly by your MLS. Please check with the source of your link if you are unclear whether you may add the link to your site. Violations of MLS rules will result in the removal of your Microsite from the KW server.

☐ **6.** Click the **6.2 - Add Microsite Auto Responders** link from the left sidebar of the Agent Website Administration tool to edit/customize your Microsite auto-responder messages and forms (optional) from the default settings to one that best suit your needs.

☐ **a.** Select the form you want to edit from the drop-list options and then edit in the appropriate text box accordingly. The **Form Autoresponder** field displays the auto-responder email message that is automatically sent to the consumer once they fill out and submit the contact form. The Form Response field displays the form response message the consumer will view on the webpage after they enter and submit their contact information.

☐ **b.** Click the **Sav**e button when you're done editing each form and/or message.

KW Intranet> >Marketing Downloads> Microsites Marketing Collateral

☐ **7.** Utilize the Microsites Marketing Collateral downloadable tools, l located on the KW Intranet, by **clicking the Marketing/Vendors** tab, and then clicking the **Marketing Downloads link** from the left sidebar. Scroll down the page until you get to the Microsites Marketing Collateral section and then follow the instructions on the page to begin marketing your Microsite by downloading the fliers and/or newspaper ads.

Step 5. Set up Your Transactions Online

In this section …

1. Creating a Listing in the KWLS

2. Listing Photo Tips

3. Creating an Online Greensheet

Creating a KWLS Listing Checklist

KW Intranet>My Information>My KWLS

The Keller Williams Listing System (KWLS) was developed as a tool for Keller Williams agents to have more control over how and where their listings are displayed and distributed on the Internet. Through the KWLS, your listings are published not only on your eAgentC Website and your Market Center website, but on a number of popular real estate websites that Keller Williams Realty has formed business relationships with to market your listings to prospective buyers to bring you buyer leads.

For a complete set of instructions and explanations about using the KWLS tool, check out the KWLS manual, help pages and video tutorials within the tool in the **Need Help?** box on the dashboard page. The same videos and help instructions are also available on KWConnect at www.KellerWilliamsUniversity.com.

- ☐ **1. Before Creating Your KWLS Listing.** Make sure that you have saved digital photos of the listing to a disk or your computer. Also, be sure the listing has been entered into your local MLS(s).
- ☐ **2. Go to the KWLS Dashboard.** The KWLS is located on the **My Information** tab of the KW Intranet. Click on **My KWLS**. In the KWLS, click **Create a Listing** to get started.
- ☐ **3. Enter Listing Details.** In the fields provided, enter the listing details. Fields with the red asterisk are required. The more information you enter, the more your listings will stand out online.
- ☐ **4. Enter the MLS Number.** Enter the MLS number for the listing into the KWLS. If you are a member of multiple MLSs, make sure to enter the unique MLS number for the listing from each MLS in the appropriate MLS field.
- ☐ **5. Upload Listing Photos.** You must add at least 1 photo to the listing to submit it in the KWLS. You may upload up to 20 photos of the property; top agents post an average of 14 photos per listing.

- ☐ **6. Add Other Listing Information.** You can add extensive details to your listings to make them more attractive to potential clients, including upcoming **Open Houses**, **Virtual Tours**, and additional **Listing Links**. You can upload up to 20 additional **Documents** to your KWLS listing, such as floor plans, fliers, and other listing documents for buyers to view.

- ☐ **7. Choose Listing Websites.** KW has formed business relationships with several top real estate consumer websites (e.g., Trulia.com and GoogleBase) to automatically market your listings on their sites. All leads on your listings from those sites will be sent back to you. By default, your listings will be sent to all of our listing partners; however, you may choose to opt out of sending any listing to any of our partners' sites. Go to the **Market Tools** tab select to opt out of the listing feeds.

- ☐ **8. Submit Your Listing.** After you have entered all of your listing information, click **Submit for Review** at the bottom of the **Listing Details** tab to send your listing to your Market Center leadership for review. Once accepted, your listing will be posted to your eAgentC Website and all of the listing websites where you have chosen to market your listing.

- ☐ **9. Update Your Listing.** Any updates to your listing will need to be made in the KWLS so online buyers have the most up-to-date information about the property. To edit your listing, go to the KWLS, find your listing, click the MLS number, and click the **Edit** button. After updating your listing, be sure to click **Submit for Review**.

Listing Photo Tips

Because most home buyers now begin their property search online, you may not get a second chance to impress prospective buyers or at least trigger their attention to want to see the property in person. Use the tips and tricks provided here to help you take great listing photos. Your online listing images can work for you as well as be an inexpensive way to help you market the property. After all, your main goal is to sell the property.

12 Tips for Taking Great Listing Photos

1. Exterior photos: it's better to shoot in the morning or evening.
2. Interiors photos: the best time to take pictures is when the light inside is brighter than it is outside.
3. To eliminate backlighting (light entering rooms through windows) and to make the room look bigger, turn on all the lights (with the exception of fluorescent lights unless you know how to manipulate the greenish hues they can cast in images) in the room even during daylight. The automatic white balance setting on your camera will help you adjust the light mixture from artificial and natural sources.
4. Use a tripod to help deal with slower shutter speeds indoors that can cause blurry images. Tripods also help create a steady, level platform and eliminate camera movement.
5. Photograph at an angle or in a doorway to project a larger room.
6. Take multiple shots—(the more the better) to pick and choose.
7. Shoot at an expected and natural eye level. Sit down while shooting in living areas and stand in kitchens to give a more natural feel to the picture.
8. Capture unique details of a room with close-up shots to display along with a wide-angle shot of the same room.
9. Keep strong vertical and horizontal lines straight when framing a shot.
10. Move clutter and distracting items out of view so you can highlight the best parts of the room.
11. A camera that uses rechargeable batteries, particularly AA batteries, can be more cost-effective than purchasing additional backup batteries.
12. It's a good idea to always have an extra set of rechargeable batteries just in case.

Creating an Online Greensheet Checklist

KW Intranet>My Information>My Greensheets

For a complete set of instructions and explanations about using the Greensheet tool, check out the manual, help pages, and video tutorials within the tool in the **Need Help?** box on the dashboard page. The same videos and help instructions are also available on KWConnect at www.KellerWilliamsUniversity.com.

- ☐ **1. Before You Create Your Greensheet.** You will need the transaction information from your buyer or seller contract to complete the Greensheet. If you are the listing agent, make sure that you have entered your listing in the KWLS.
- ☐ **2. Create the Greensheet.** Click the **Greensheet** tab from the KWLS Dashboard, and click **Create a Greensheet**. Select if you are the listing agent or the buyer's agent and whether it is a KW listing. If it is a KW listing, find the listing in the KWLS, click the MLS number, and click the **Greensheet** button at the bottom of the **Listing Details** tab.
- ☐ **3. Enter the Transaction Information.** Complete the appropriate fields using the contract information. Required fields are shown in red with an asterisk.
- ☐ **4. Submit the Greensheet.** After you have completed the Greensheet, click the **Submit** button to send the Greensheet to your MC leadership for review.
- ☐ **5. Update Your Greensheet.** To edit your Greensheet, go to the Greensheet tool, find your Greensheet, click the **GS** number, and update the specific fields with the correct information. After updating your Greensheet, be sure to click **Save**.