eEdge

Quickstart Guide

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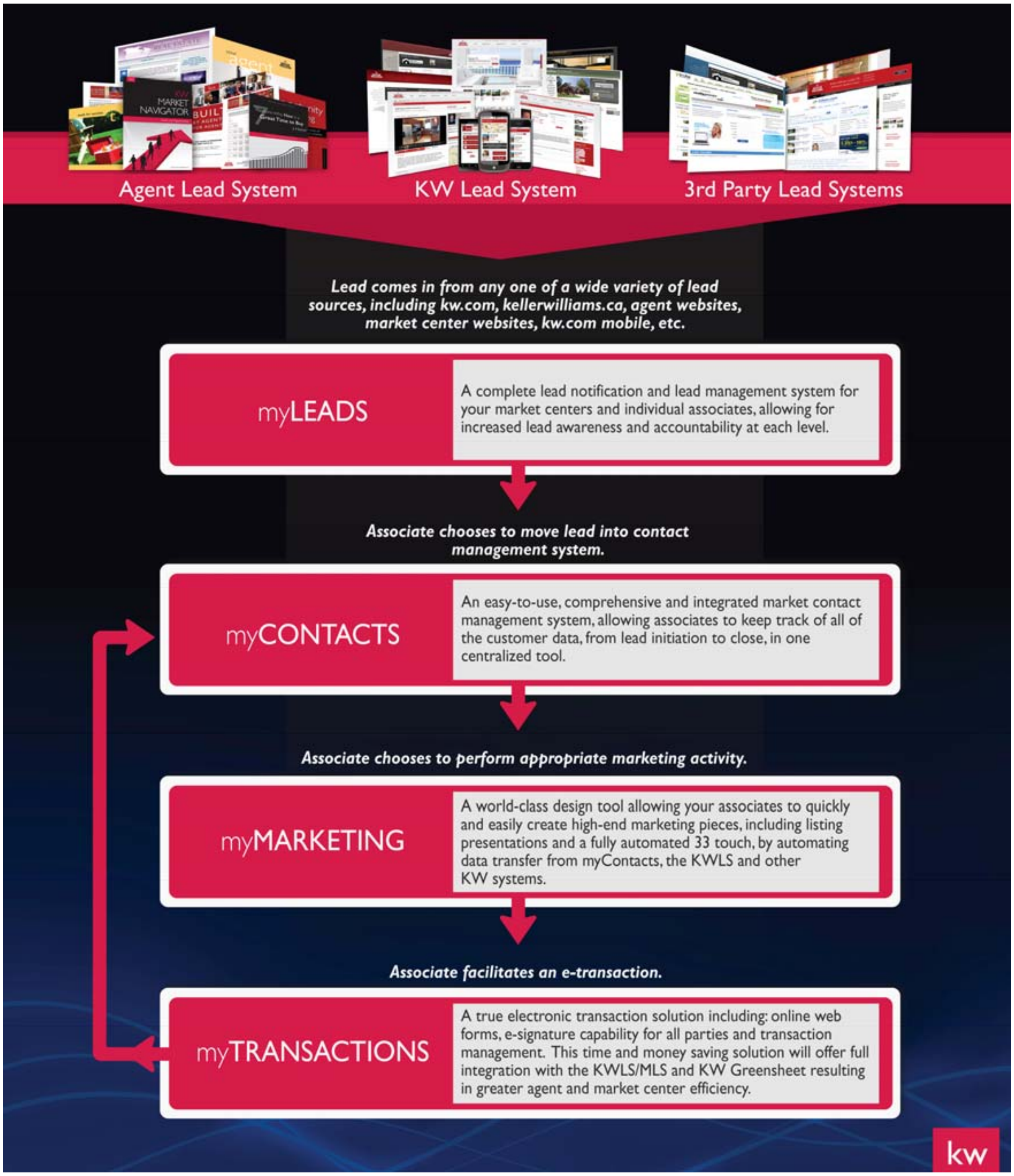
Lesson 1: What is eEdge

What is eEdge?

eEdge is the real estate industry's first and only COMPLETE lead-to-close agent business solution - available exclusively to Keller Williams associates. It includes lead management and routing capabilities, full contact management, a professional marketing library and a true paperless transaction system--all in one integrated, efficiency-increasing package.

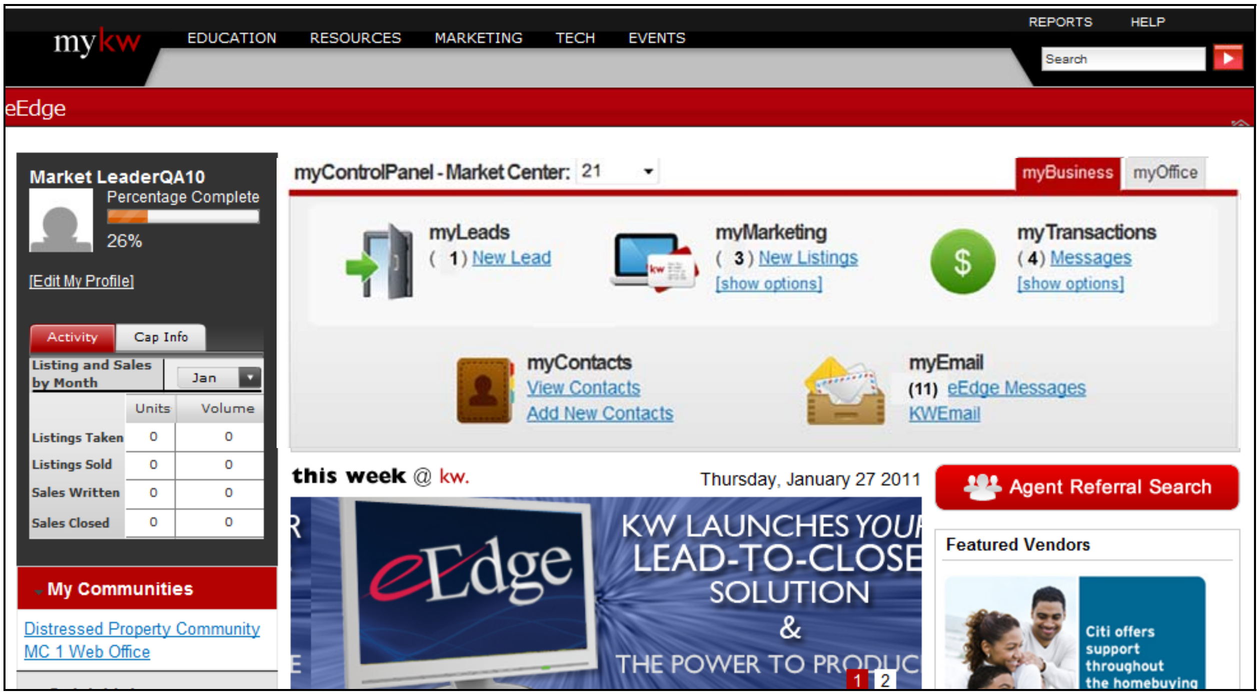
It is a single, integrated system that does business the way you do business.



The triangle represents your real estate business. At the core of our business is myContacts which is fed by myLeads which are then cultivated by myMarketing and closed through myTransactions, allowing us to leverage our time and focus on what matters most. From the Millionaire Real Estate Agent book, we know that our business is our database. So everything you do, is centered around myContacts.

Your eEdge Control Panel

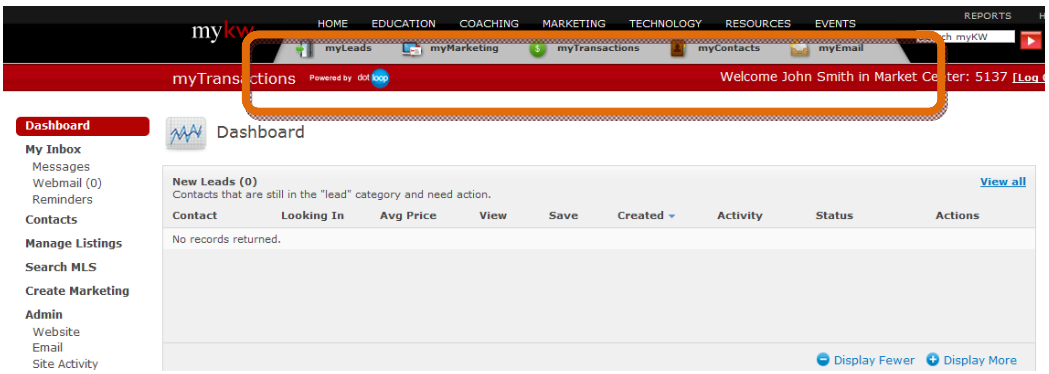
Each day, login to mykw.kw.com. Right there on the homepage, you'll see your eEdge dashboard.



You have simple button controls linking to the modules of eEdge. Prominently displayed alerts indicate necessary actions. So, for example, the myLeads icon will notify you of any new leads captured, the myMarketing icon will prompt you to prepare marketing materials for new listings and the myTransactions icon will display any actions required during the contract process. From your control panel, you always have direct access straight into your contacts and email.

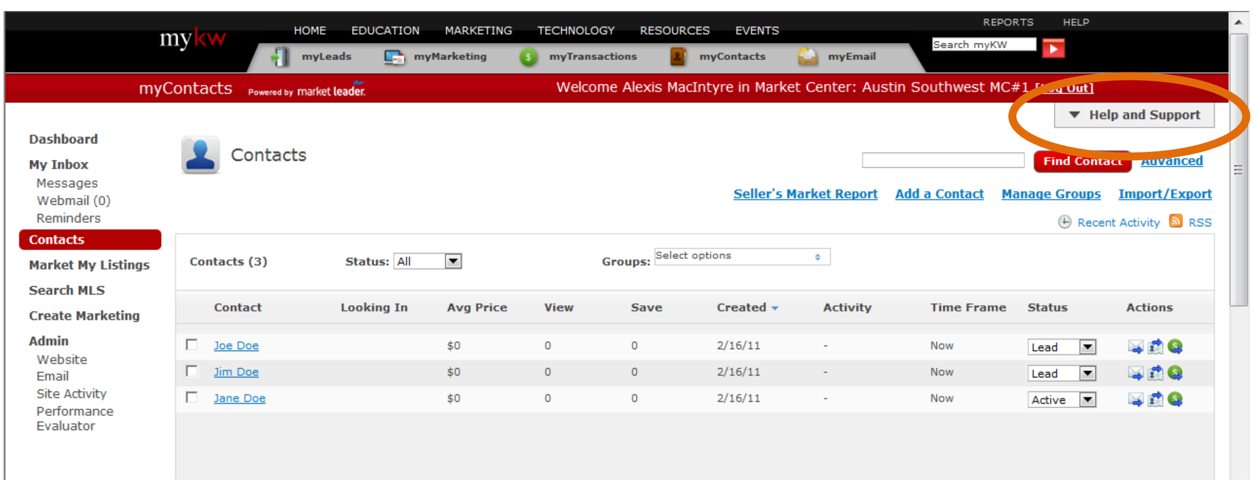
Important Note: myTransactions will be rolling out regionally. To see when your region is scheduled to go-live visit the eEdge page on myKW.

Each of the eEdge modules is integrated with the others. So, for example, when you create marketing for a listing, the information is automatically pre-populated from myContacts. From myContacts, you can open up the current e-Transaction right from the contact record in one click. No matter where you are in the eEdge system, you will also always find easy access to any other eEdge module through the top toolbar.



If You Need Help

As you learn the eEdge system, eEdge Support is always here to help! You'll find easy links to resources, training, and live support on any screen of eEdge.



5 Daily eEdge Actions

There's a lot of functionality in eEdge that you can take advantage of! But get started quickly each day by completing the 5 Daily eEdge Actions:

1. Login to your eEdge account every morning and evening.

2. Respond to New Leads and update their Status.

3. Reply to new email from Contacts. Don't forget to check your Webmail too!

4. Take action on current Reminder! Be sure to setup future Reminders!

5. Prepare any marketing material for new listings or listing appointments.

And, once you launch myTransactions in your region, there's a sixth!

6. Check myTransactions and address any notifications.

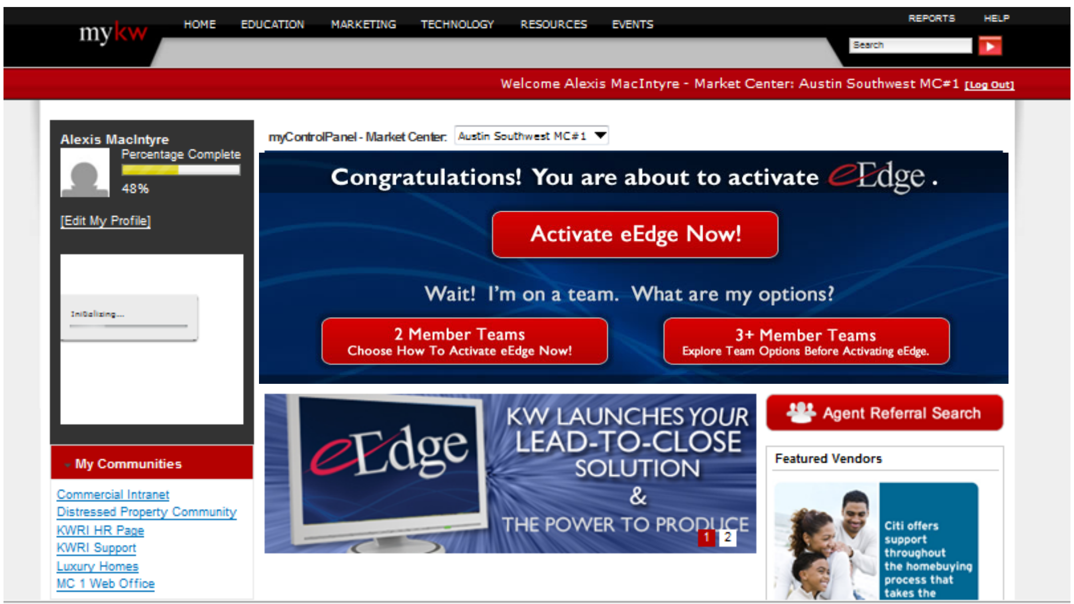
Lesson 2: Activating eEdge

Activating eEdge

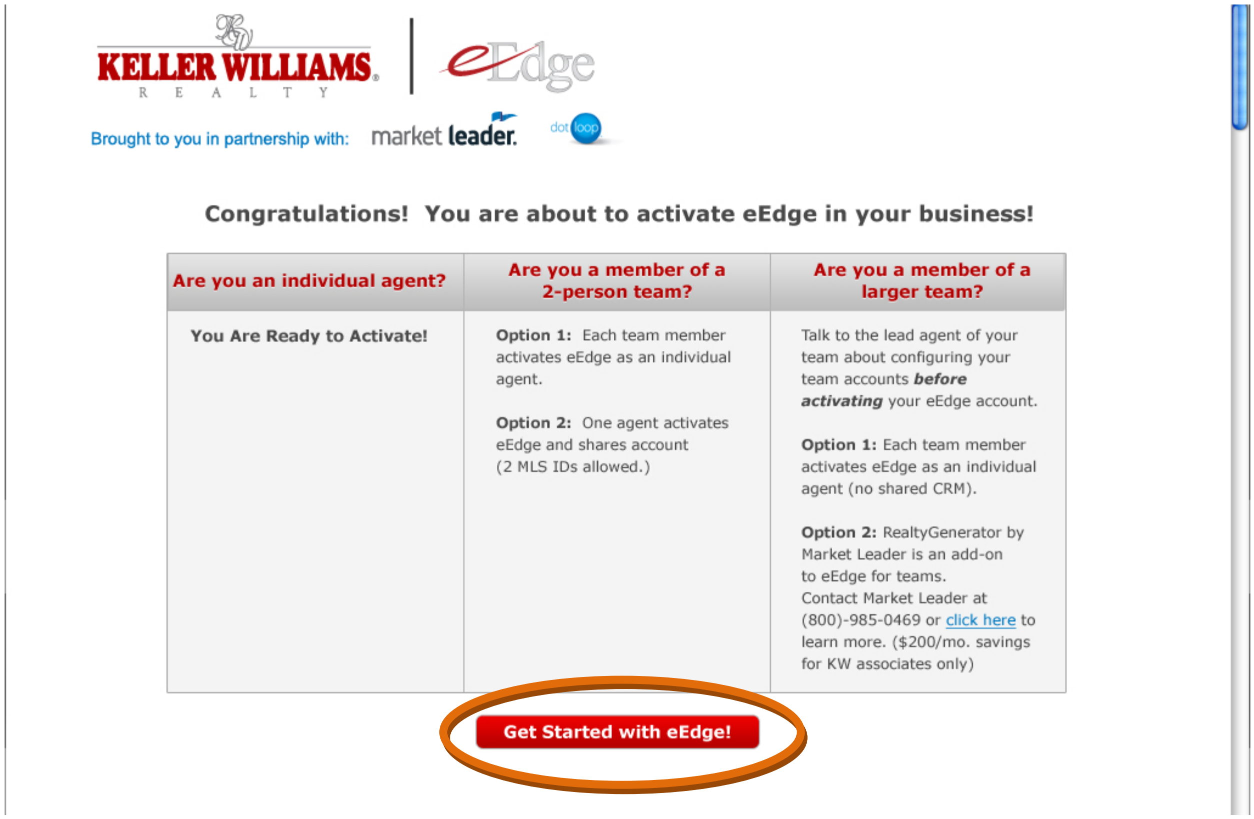
STOP Are you on a team? Teams will have unique considerations. Before any members of the team activate their account, it is critical you review the Team Options at the end of this lesson.

Congratulations! You're ready to get started in eEdge. First, you'll need to activate your account. To do so:

1. Log into mykw.kw.com. Click **Activate eEdge Now**.

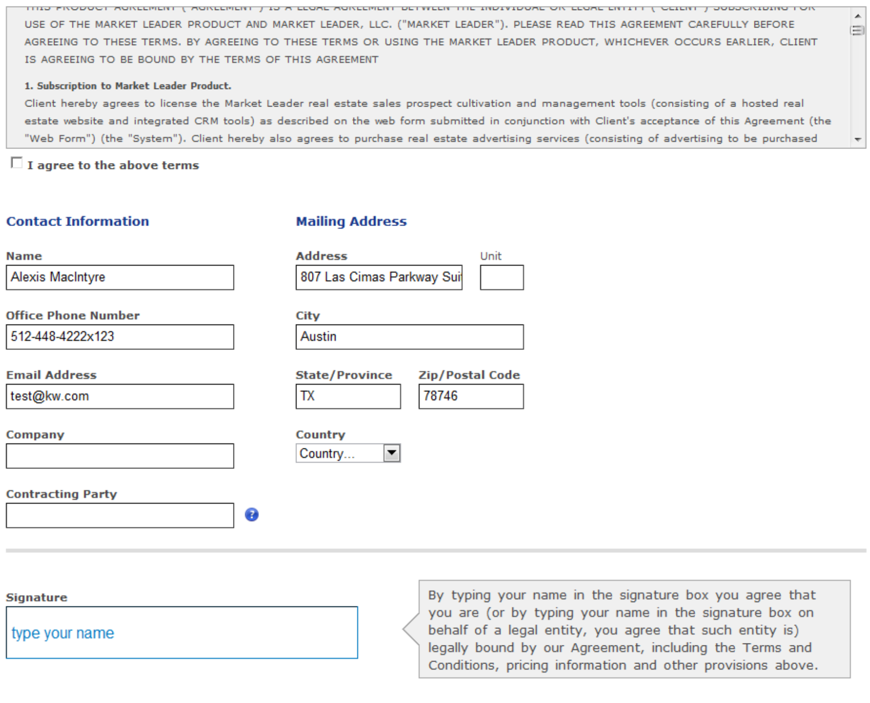


2. Click **Get Started with eEdge**. (If you are on a team, be sure to first decide which option will best suit your team's needs.)



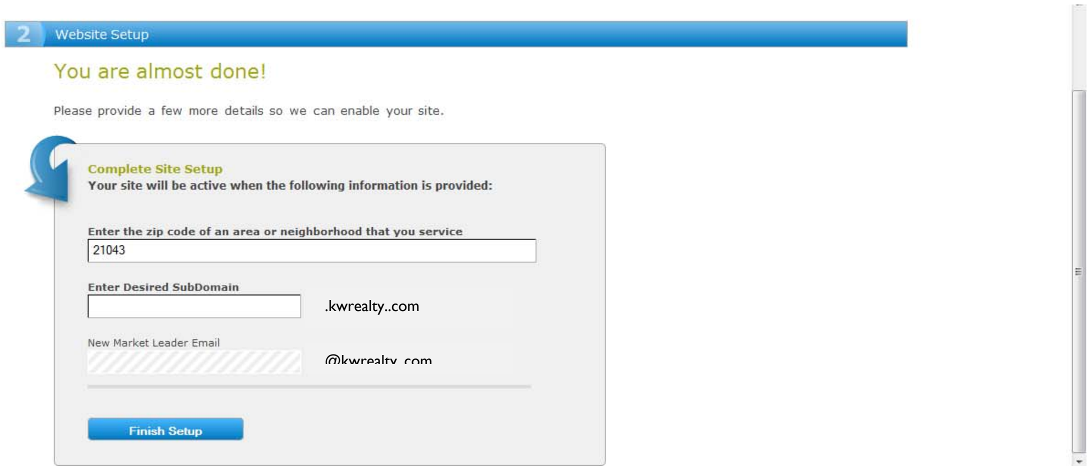
3. Click to continue with eEdge setup. If you choose, you may also take advantage of the add-ons Market Leader offers in the Professional edition or with Realty Generator. This is not required and you may always choose the system add-ons at a later date. If you are part of a team, review the Team Options guide at the back of this lesson for more detail.

4. Complete all required information. For Contracting Party field, enter your own name.

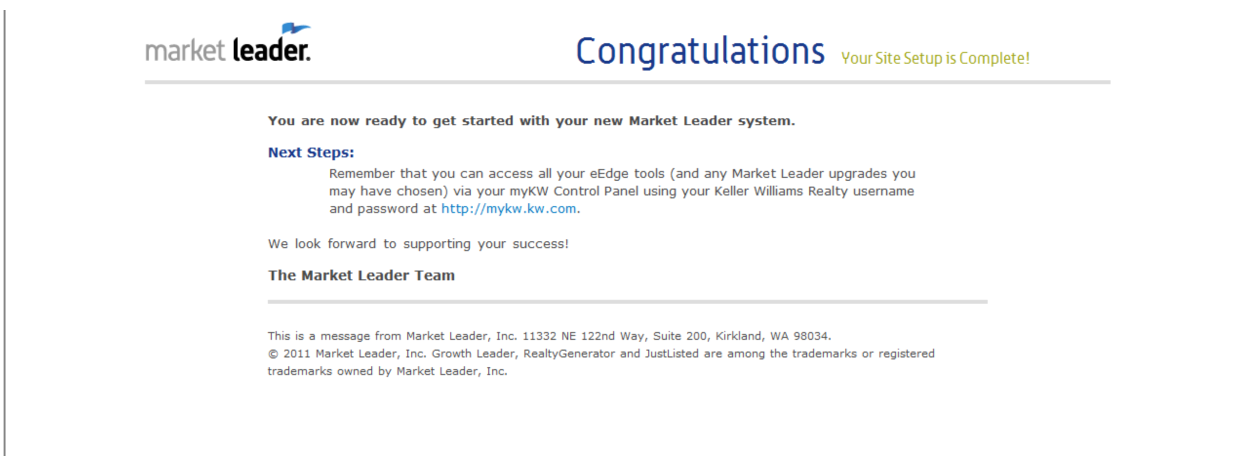


5. Complete your website setup. Your eEdge website serves as an additional lead source and capture system for you. You are also provided with an email address that will allow you to track all correspondences within the eEdge system (for more, see subsequent lessons).

   a) Enter the primary zip code in which you conduct business.
   b) Decide your eEdge subdomain. This will be the link for your eEdge website. Be sure you DO NOT enter www or http into the field.
   c) What you decide for your eEdge subdomain will also be your eEdge email address.
   d) Click **Finish Setup**.



Congratulations, you're now ready to begin using eEdge!



eEdge for Teams

Teams of two agents may have their own accounts or share one eEdge account.

Option 1

If you are on a two-person team and choose to have individual eEdge accounts:

- Members of the team maintain individual eEdge websites and eEdge email addresses.
- Members of the team maintain separate lead flows, databases, marketing portfolios and transactions
- Choose this set-up if you book your production separately

Option 2

If you are on a two-person team and choose to share one eEdge account:

- Members of the team choose a "lead agent" who will activate on eEdge
- Within the eEdge website admin tool, agents add both MLS IDs to pull both listings
- Members of the team share an eEdge website, eEdge email address, lead flow, database, marketing portfolio via the "lead agent's" account
- Choose this set-up if you book all your production under one "lead agent"

Teams of three or more agents may have their own accounts or share one eEdge account.

If you are the lead agent of a three-person or larger team, you will want to advise your team on how you'd like to configure the team accounts.

If you are a member of a three-person or larger team, consult with your lead agent before activating on eEdge for a decision on how the team will configure the team's eEdge account(s).

Option 1

All team members have their own eEdge accounts:

- Members of the team maintain individual eEdge websites and eEdge email addresses.
- Members of the team maintain separate lead flows, databases, marketing portfolios and transaction documents and records

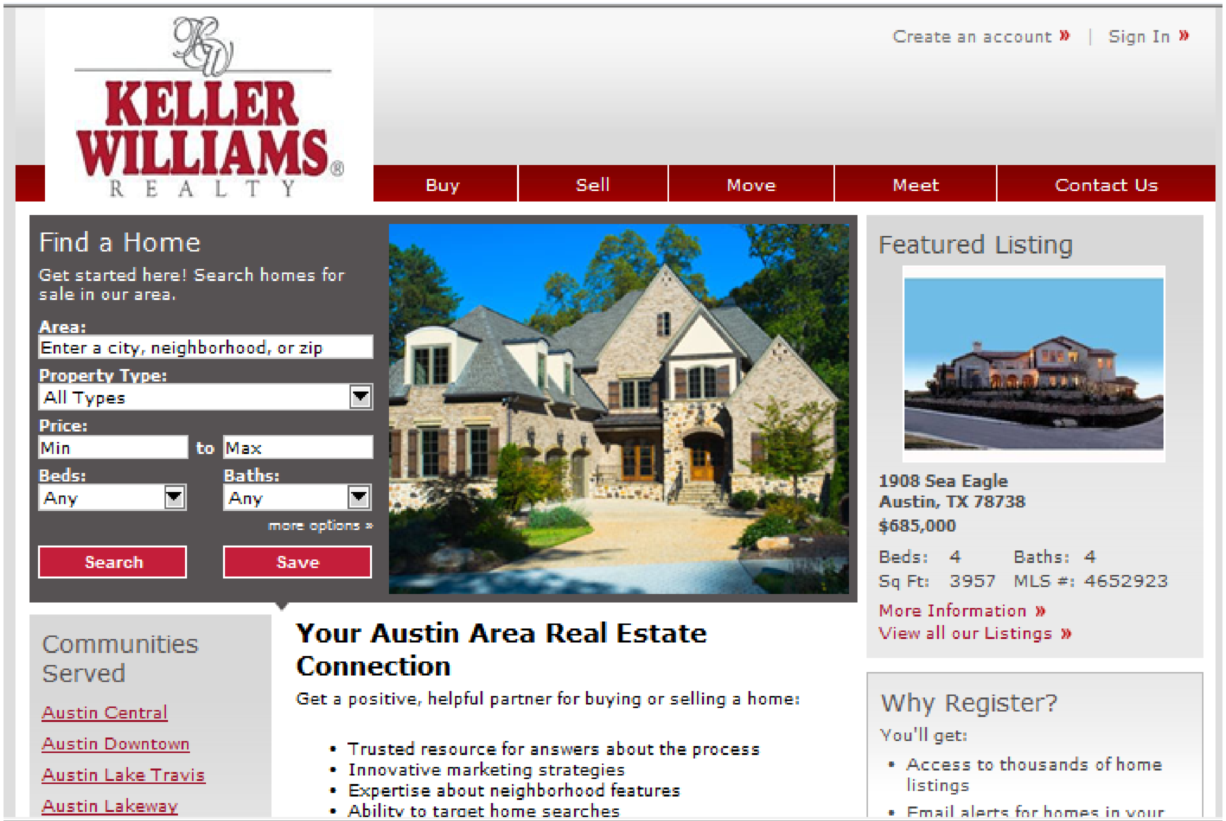
Option 2

If you are on a large team and you would like to have a shared database and team dashboard, Keller Williams Realty has a KW-exclusive ($500/mo. savings) on Market Leader's RealtyGenerator product which is fully eEdge-compatible and includes the Professional Edition of Market Leader for all team members.

Lesson 3: eEdge Set-Up

Your eEdge Website

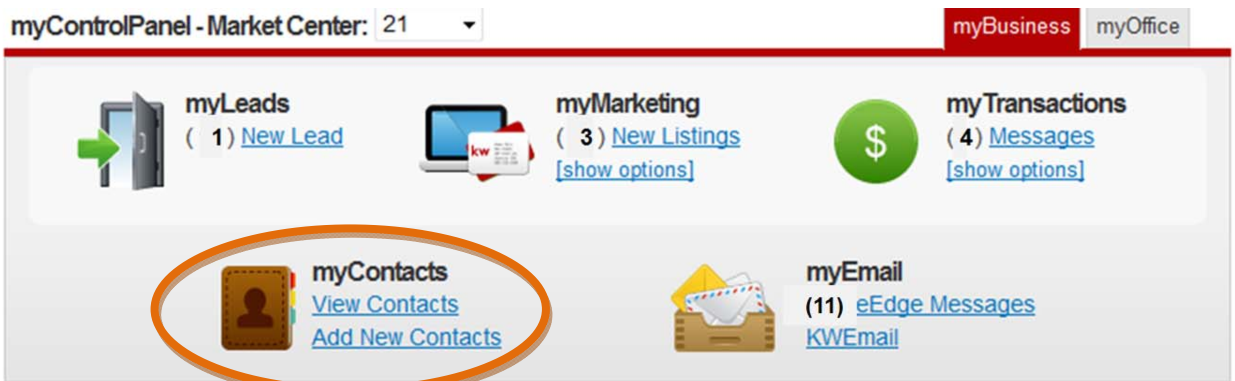
Your eEdge website is an additional lead capture source for you. You will be able to use this website in conjunction with any other websites you currently use.



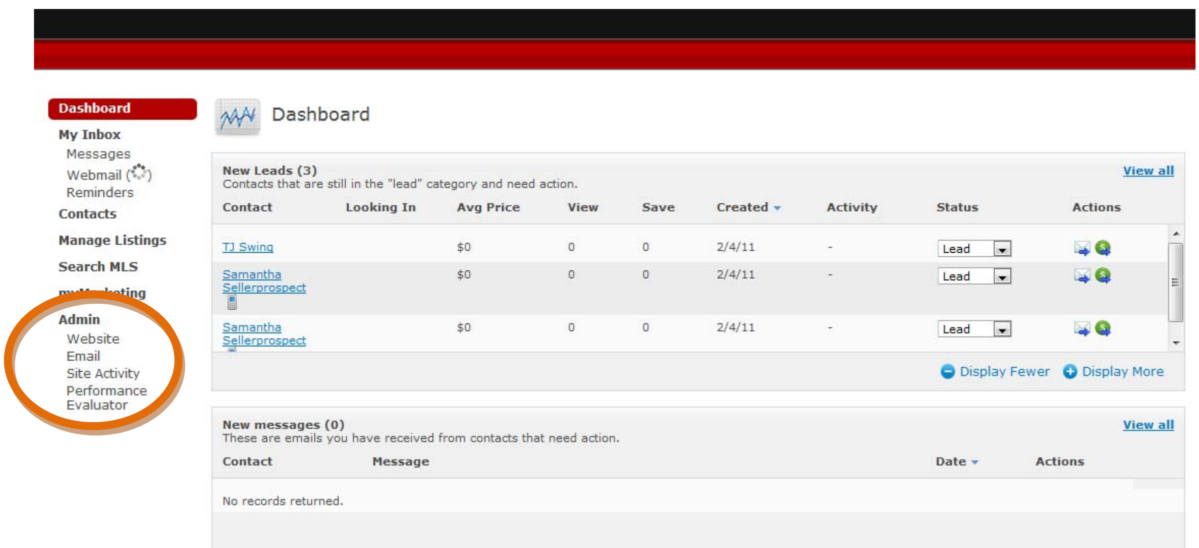
Access the Admin Page

Before you get started in eEdge, set your administrative settings properly to ensure your leads are directed to you. To access your admin settings:

1. Click on **myContacts** on your control panel.



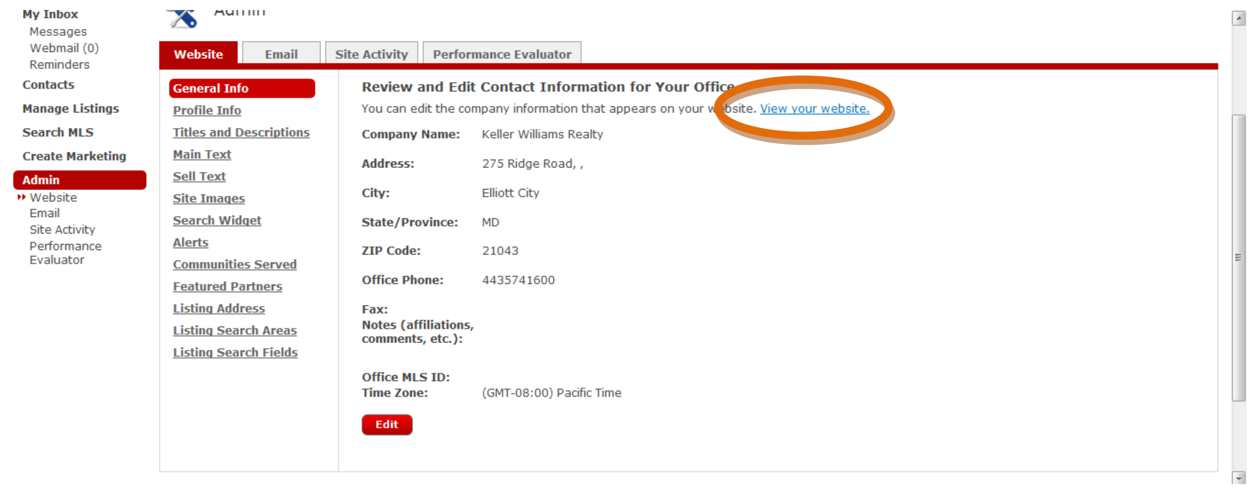
2. From the myContacts dashboard, you'll see your **Admin** settings in the left hand navigation.



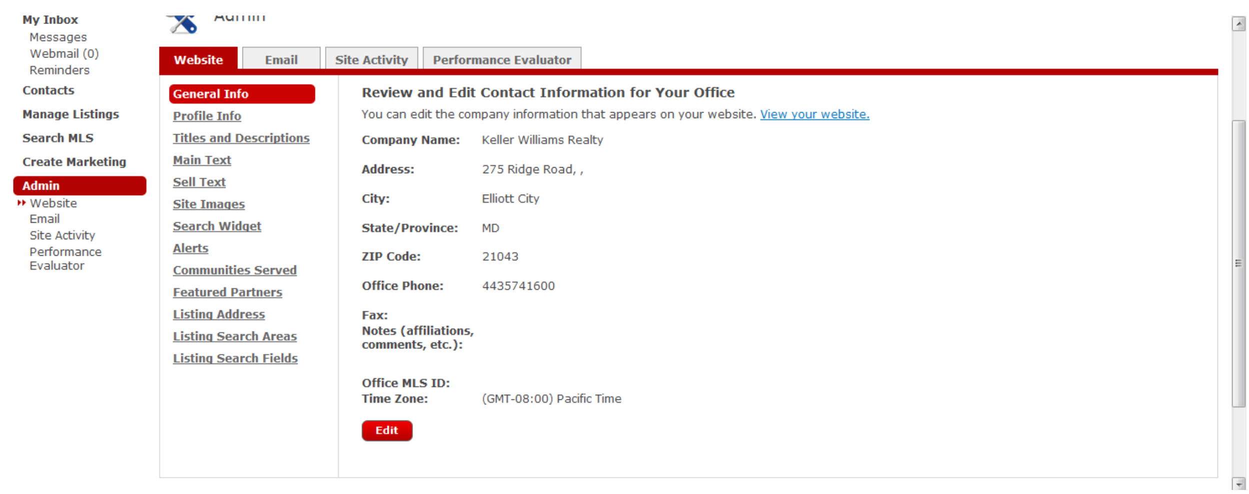
Your Website Settings

Your eEdge website is ready to go with just a few small updates!

1. At any time, you can preview your website by clicking on "View your website" link. Do this often as you make changes so you can see how they affect your site.

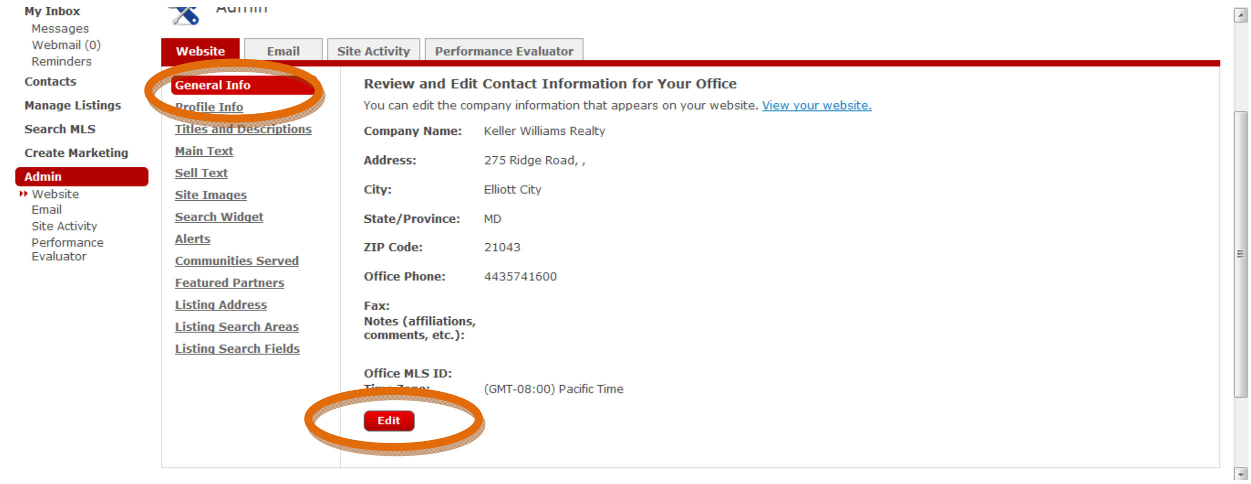


2. Ensure your office information is correct and make any necessary updates by clicking **Edit.**

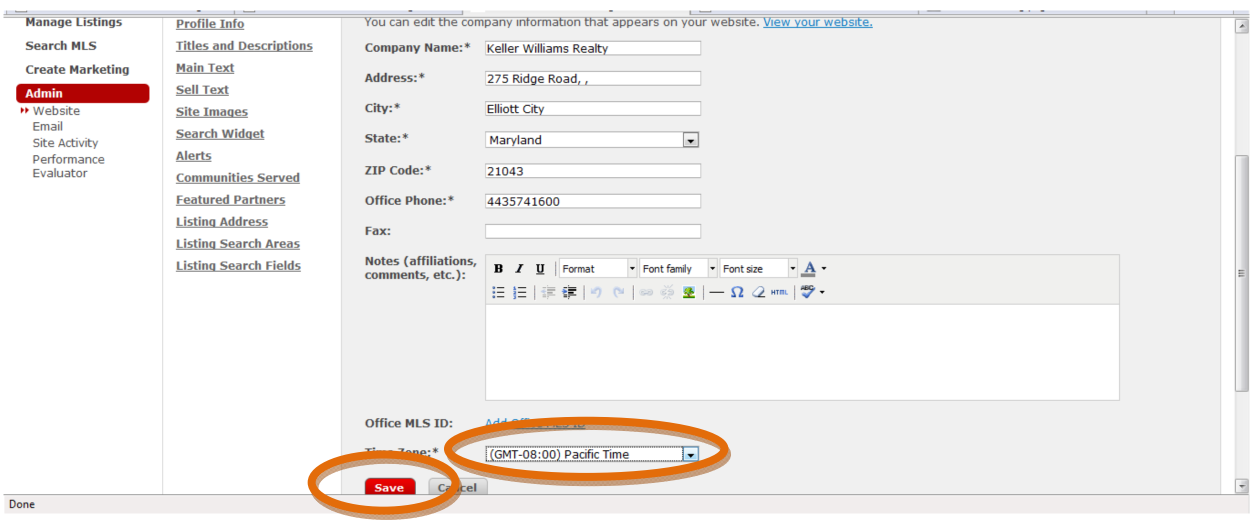


3. Update your time zone (if you are not in the Pacific time zone).

   a) Under General Info, click **Edit**.

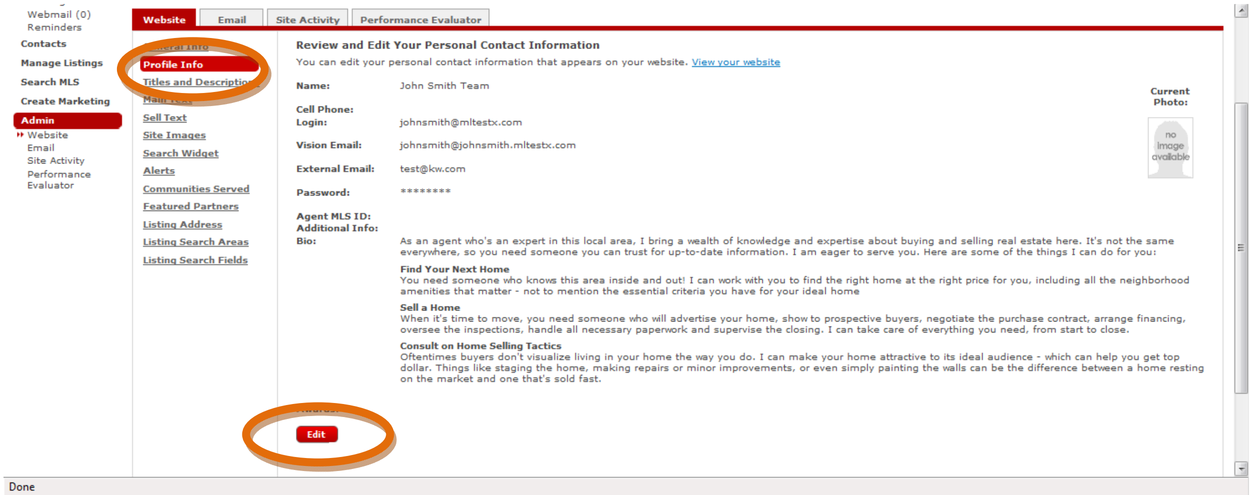


b) Choose the correct time zone and click Save.

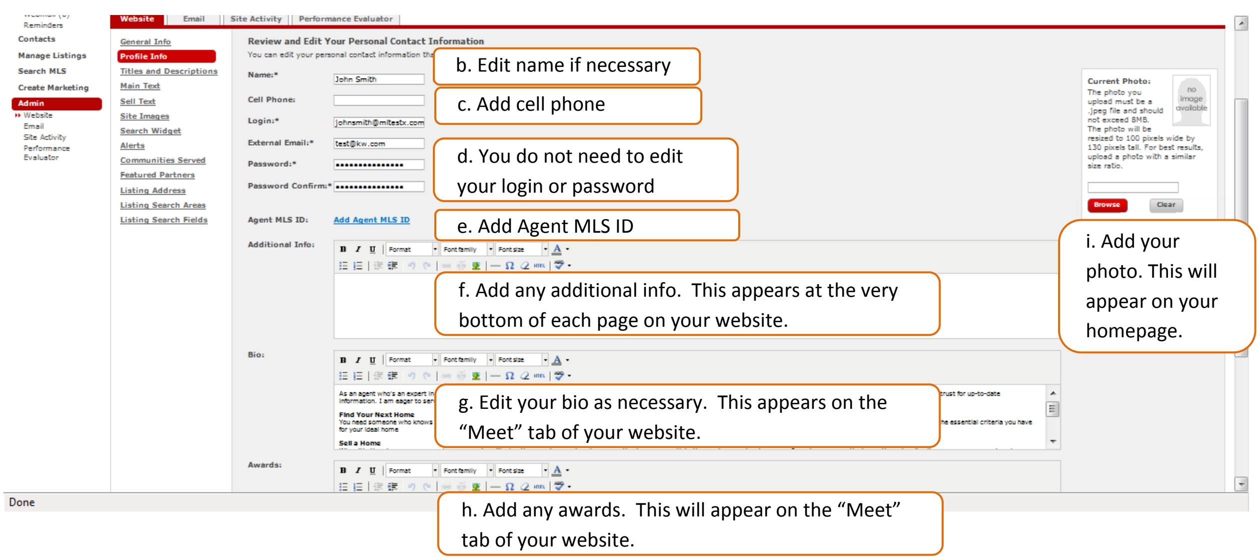


5. Update your profile.

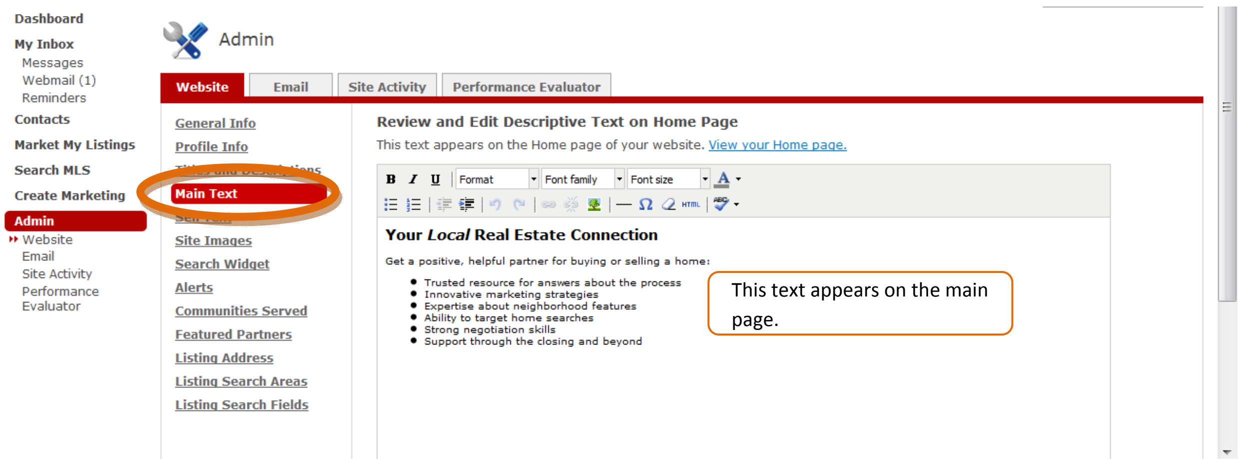
a) Choose Profile Info and click Edit.



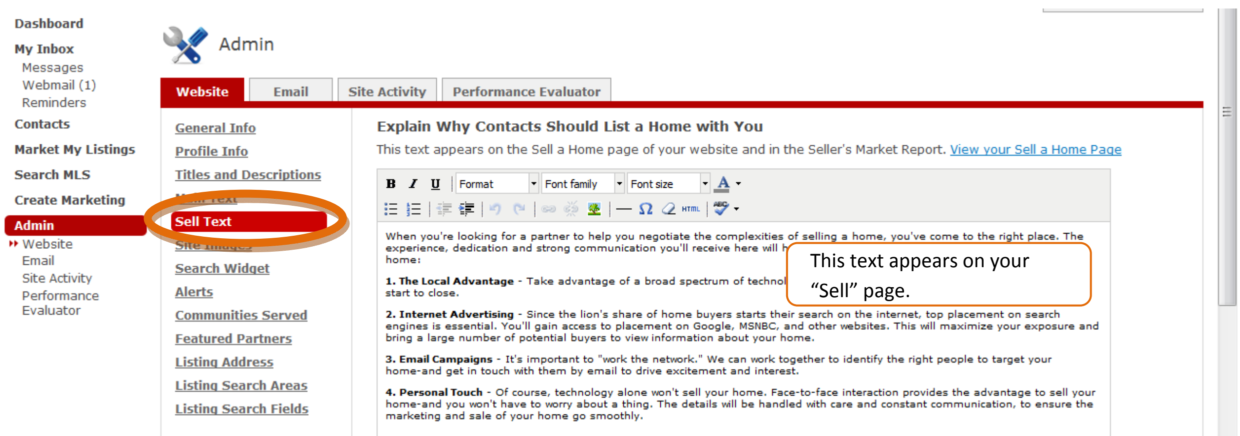
b) Edit your name if necessary.
c) Add your cell phone number.
d) You do not need to edit your login or password.
e) Add your Agent MLS ID. This will ensure your eEdge website properly displays your listings.
f) Enter any additional info, if desired.
g) Edit your bio.
h) Add any awards, if desired.
i) Add your photo.



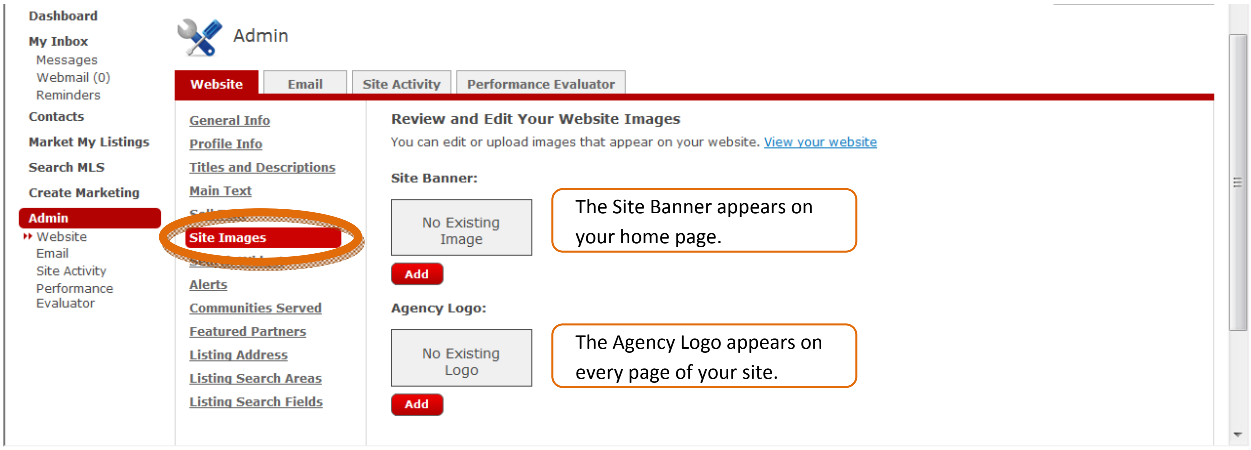
6. Update the Main Text, if desired.



7. Update the Sell Text, if desired.



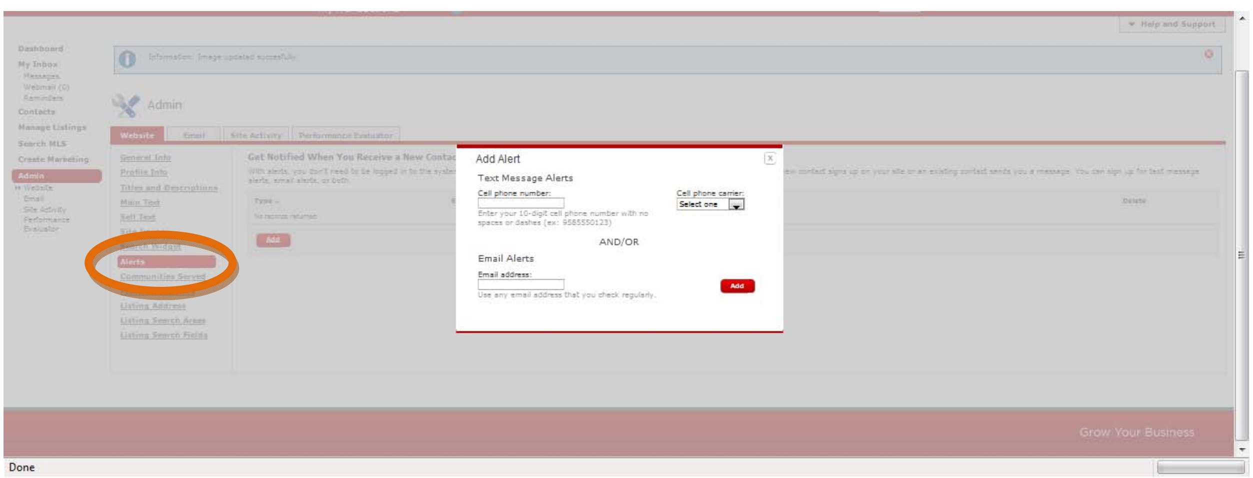
8. Add a site banner image and agency logo.



9. Set your alerts. The alerts notify you whenever you receive a new lead or a new email message through the system.

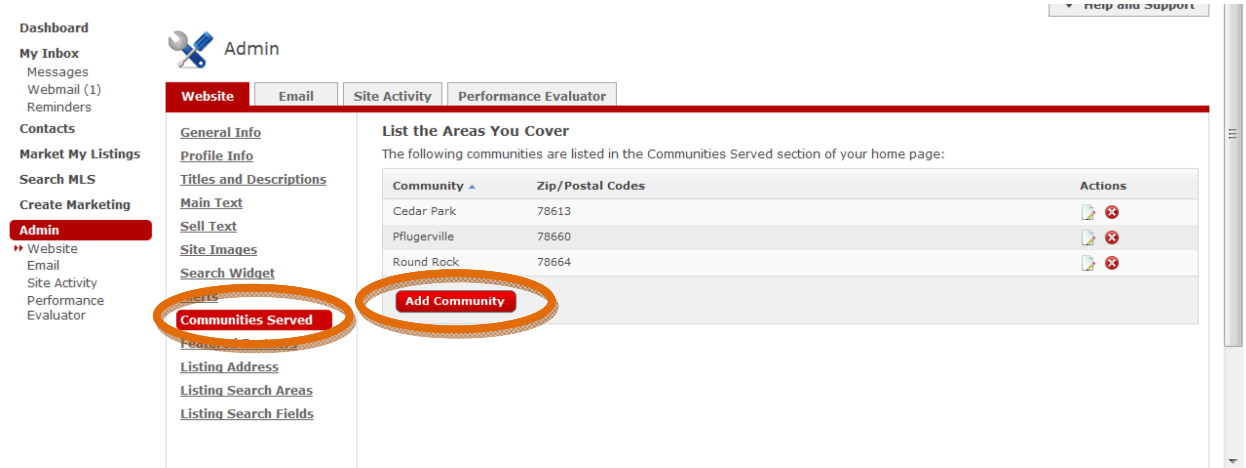
   a) Choose alerts in the left-hand menu.

   b) Enter the cell-phone number and email you want alerts sent to. You may choose up to three places to send alerts.

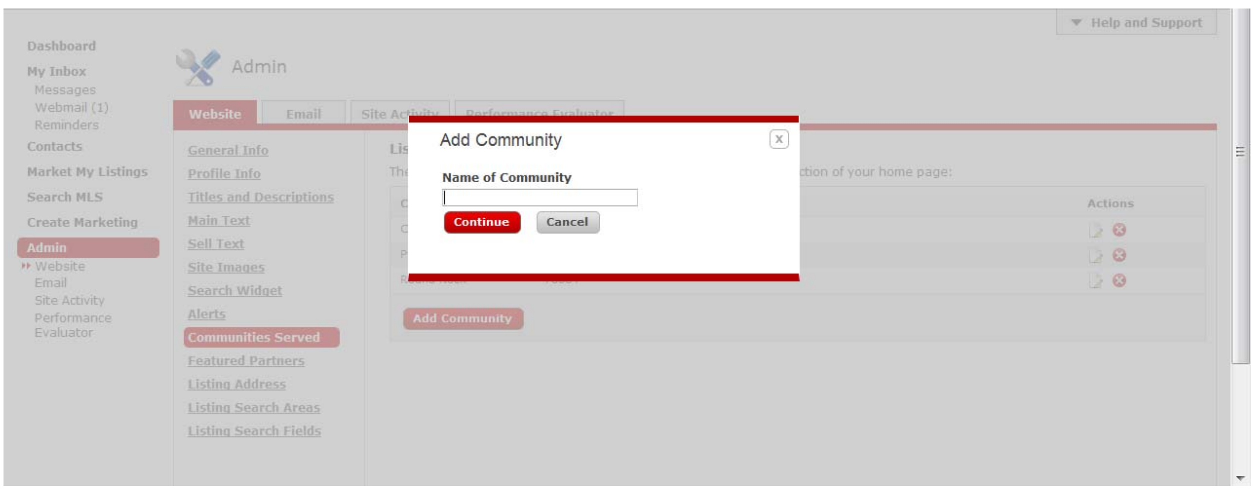


10. Add your Communities Served.

    a) Click on Communities Served and Add Community.

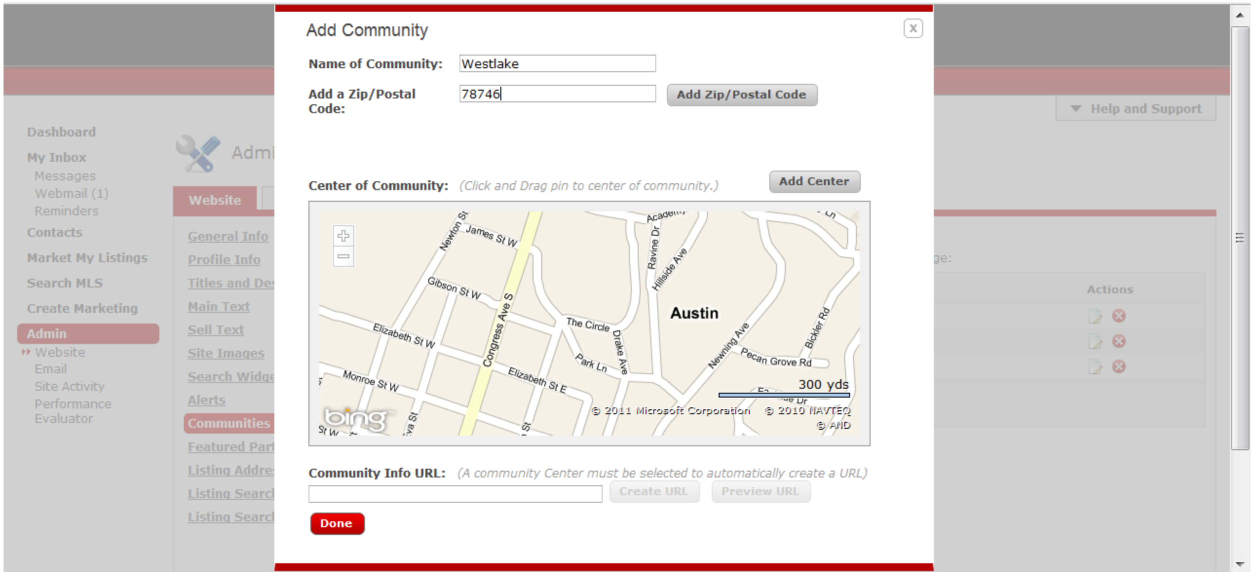


b) Enter the name of your community.

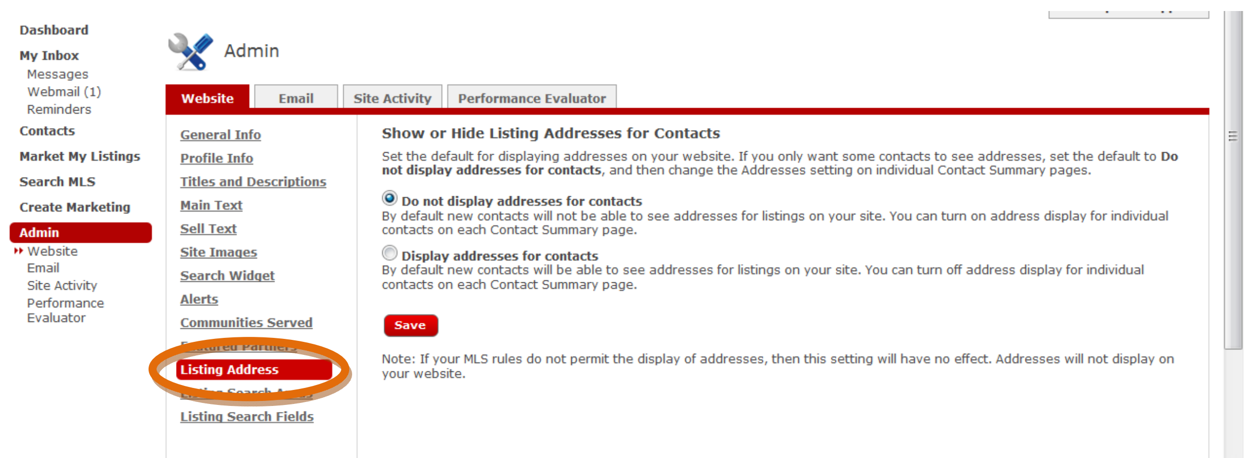


c) Add the zip code.

d) If desired, add the center of the community and a link to a community site for more information.



11. Set your Listing Address setting.

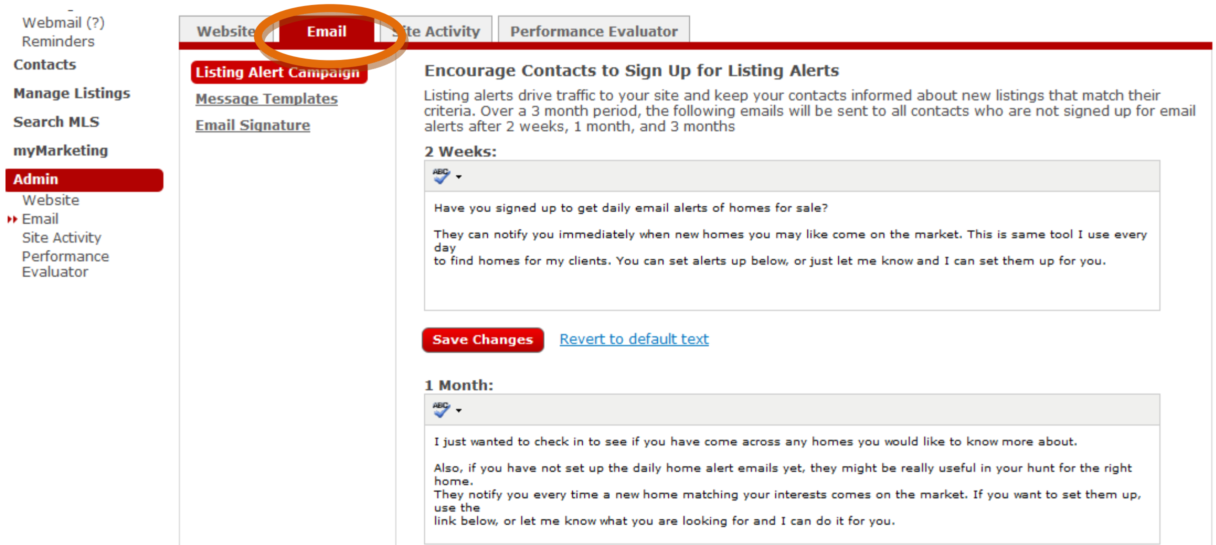


Your Email Settings

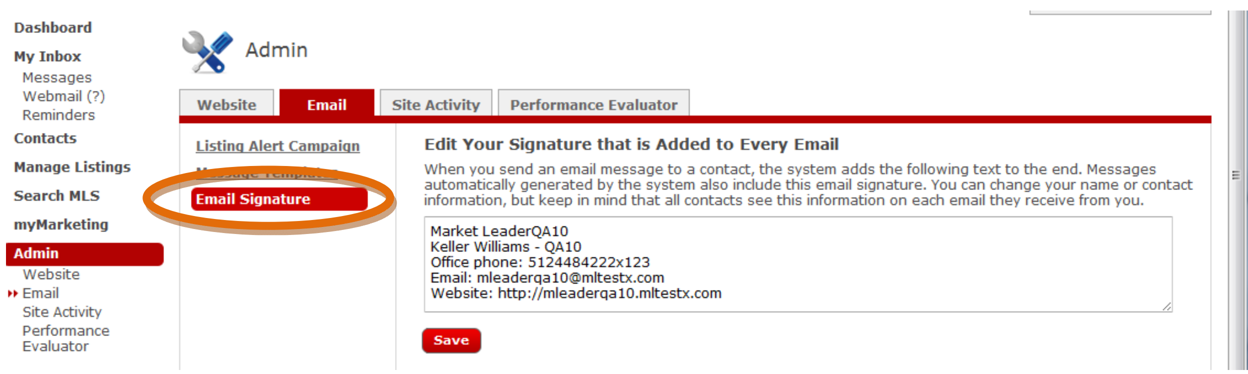
1. **Listing Alert Campaign** - allows you to customize the messages that will be sent at 2-weeks, 1-month and 3-months to all contacts who are not signed up for email alerts (with the exception of those who are marked with Hot, Sold or Trash status).

   a) Choose the Email tab.

   b) Customize the email alerts as desired and click **Save Changes**.



2. **Email Signature** allows you to customize the email signature that will be included on any emails automatically generated from the system. Change your email signature, if desired, and click **Save**.



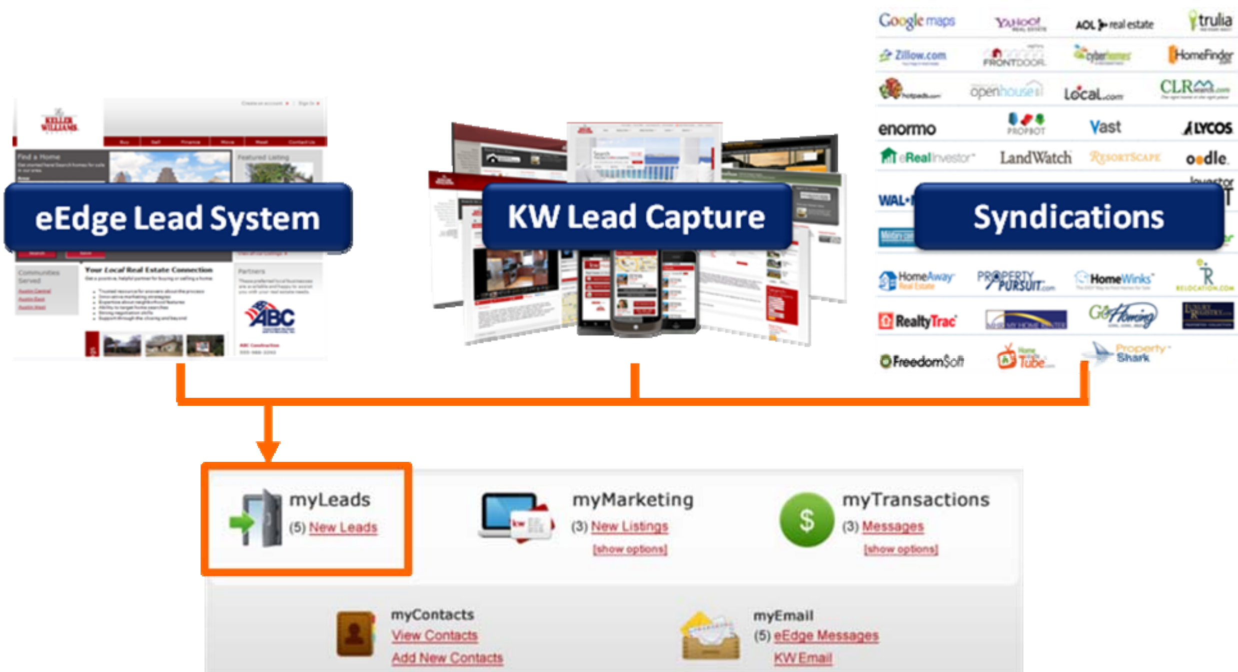
Your Turn!

Update your website settings now.
View your website regularly as you adjust your settings so you can see the effect of your updates.

Lesson 4: myLeads

How Leads are Routed to You

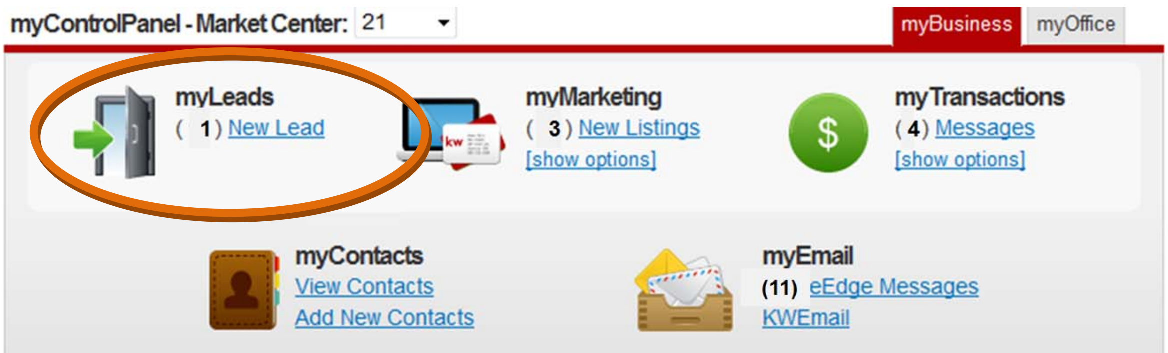
Leads come in to your eEdge Control Panel from a number of different sources. You will receive leads from your eAgentC website and your eEdge website. You will also receive leads from the 40+ additional eAgentC sources. These include all the sites that the KWLS syndicates:



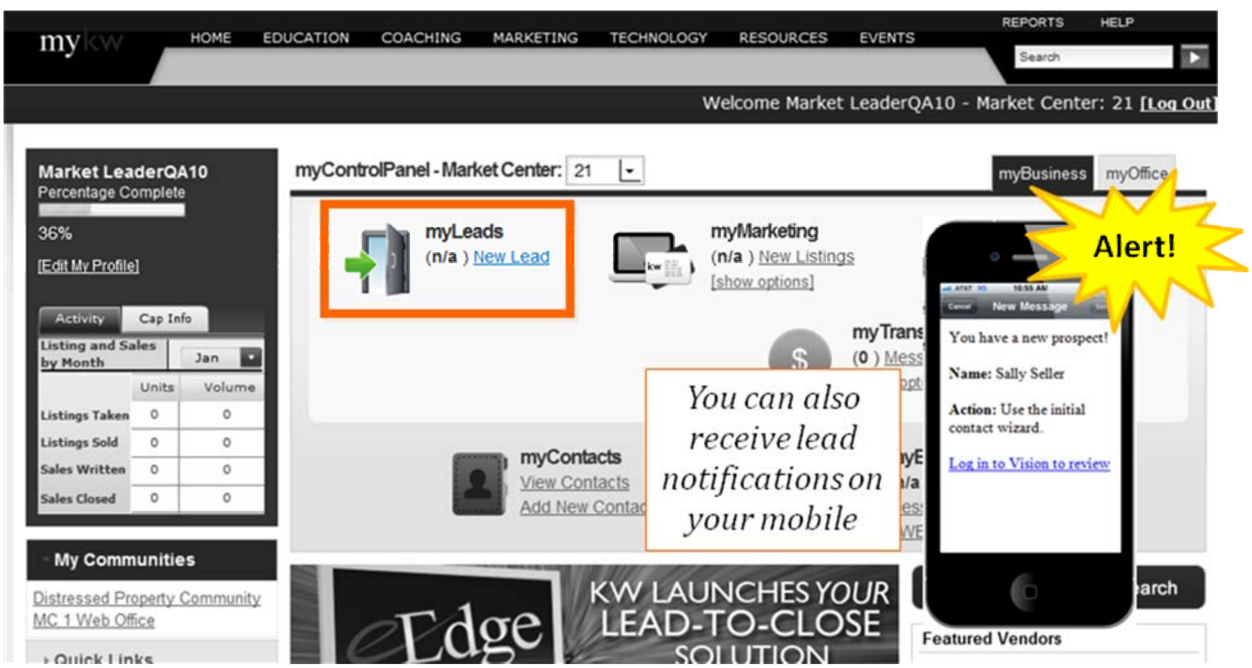
Lead Notifications

You will be notified of new leads in three ways.

1. Check the control panel for Lead Notifications.

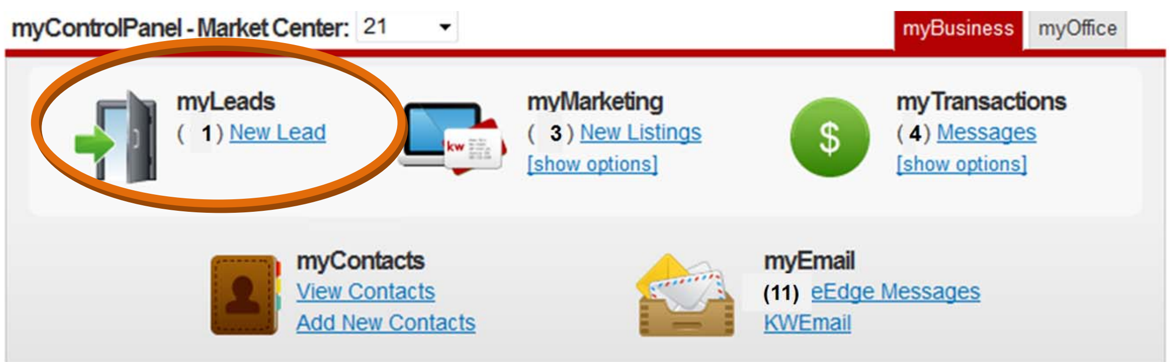


2. Via email and/or
3. Via text message (provided you have opted-in - see the Admin Settings lesson).

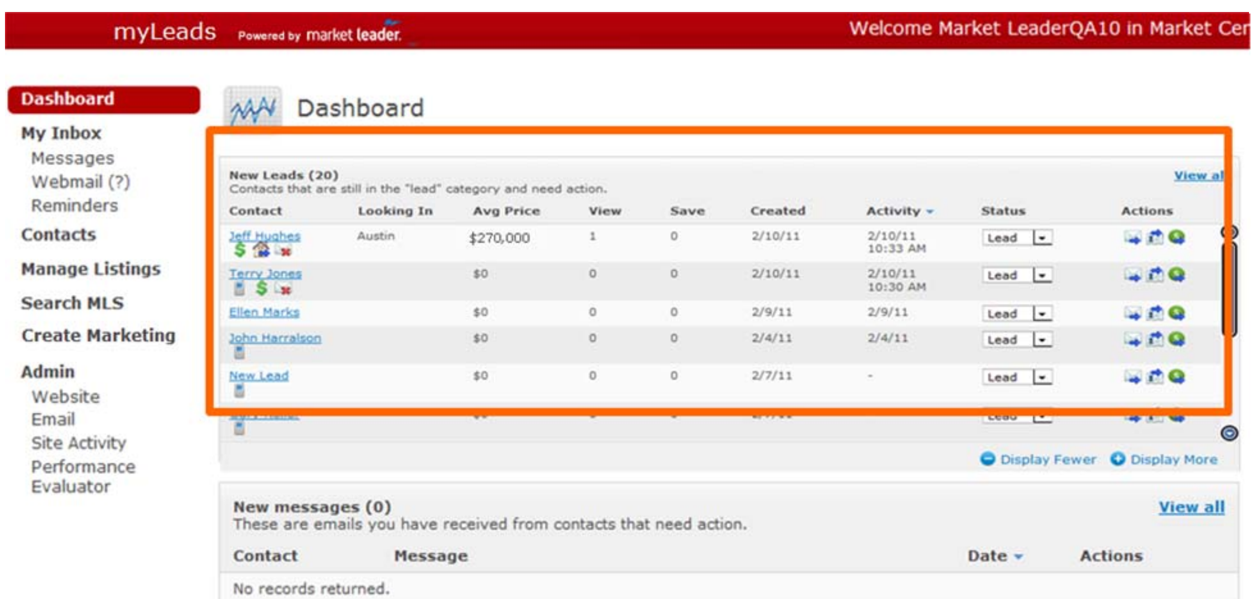


The myLeads Dashboard

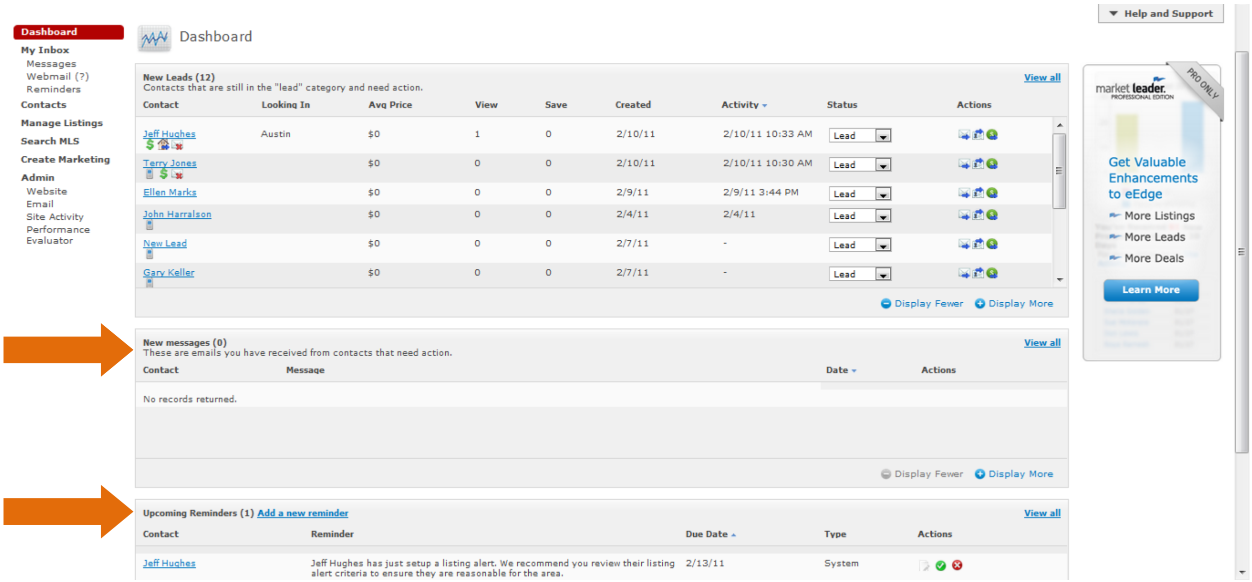
1. Click on the **myLeads** module of your eEdge Control Panel to access the myLeads dashboard.



2. New leads that require action are listed at the top. A summary of the information collected at lead capture is included.

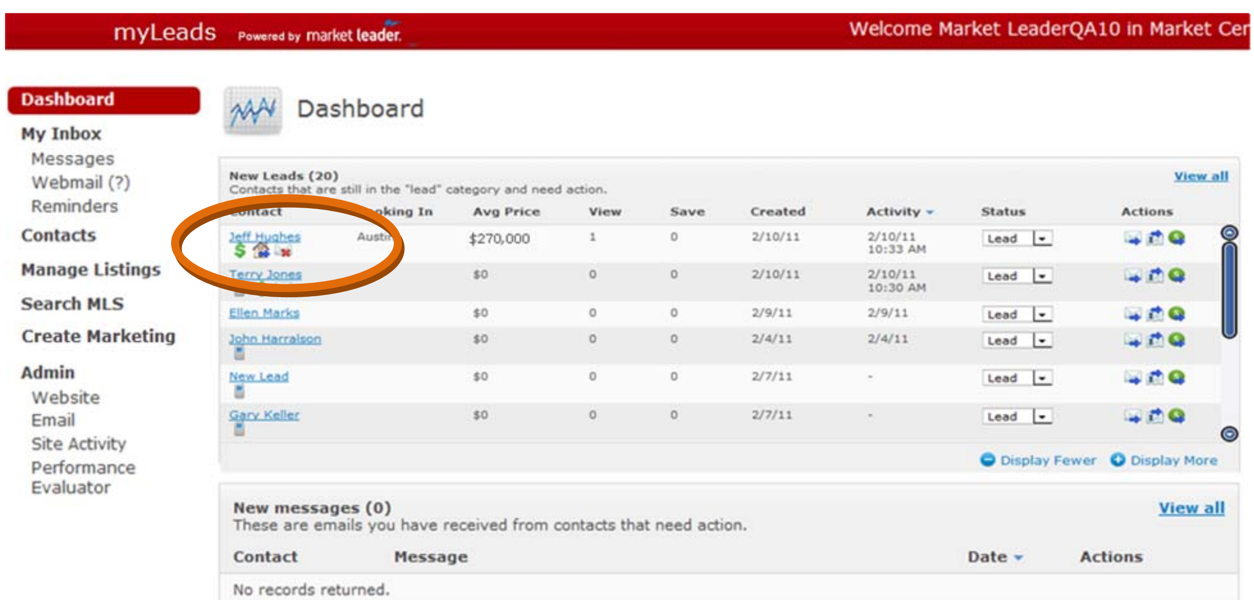


3. Note that right on your leads dashboard, you also have access to your recent messages from contacts and any current reminders.

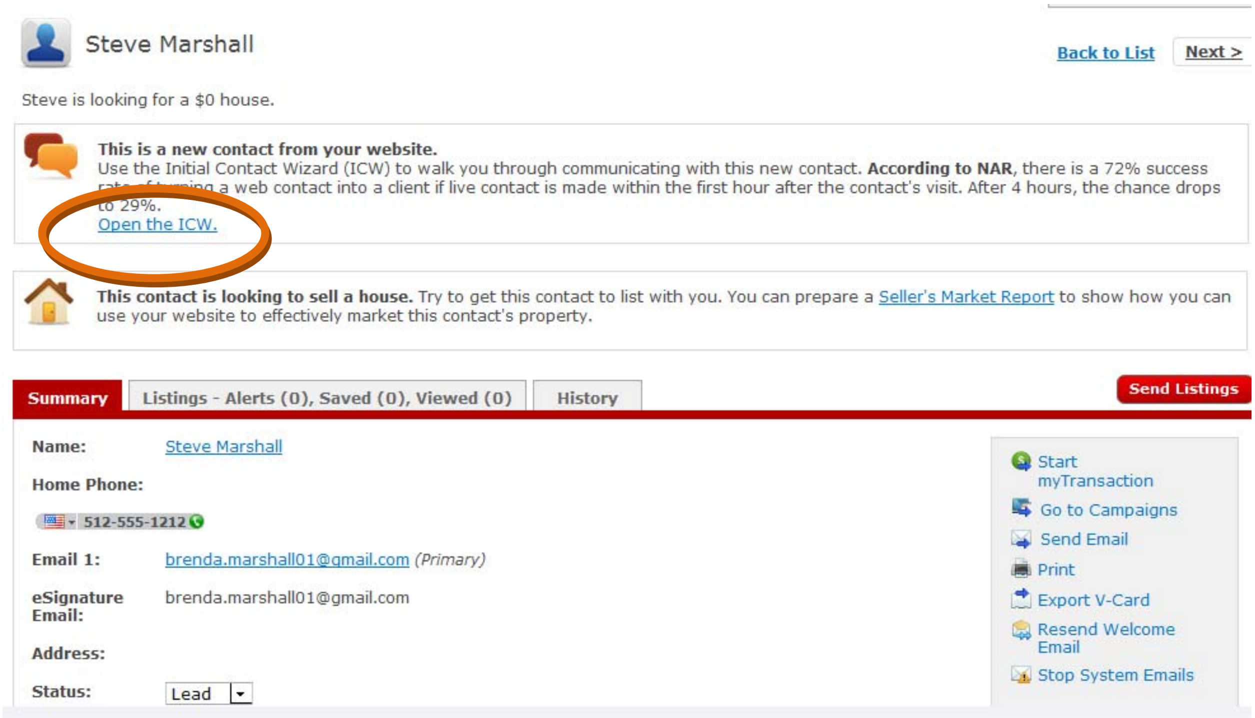


Responding to Leads

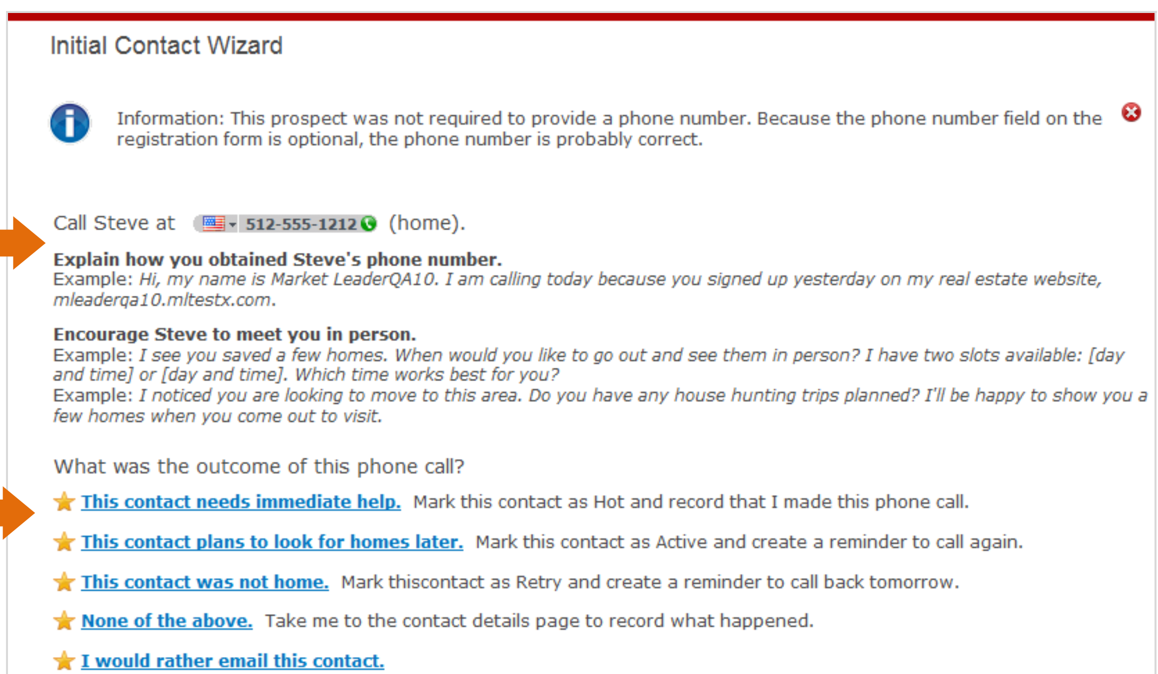
1. The instant a lead registers, he or she is sent an immediate notification email and you are notified.
2. Click the lead's name to initiate contact.



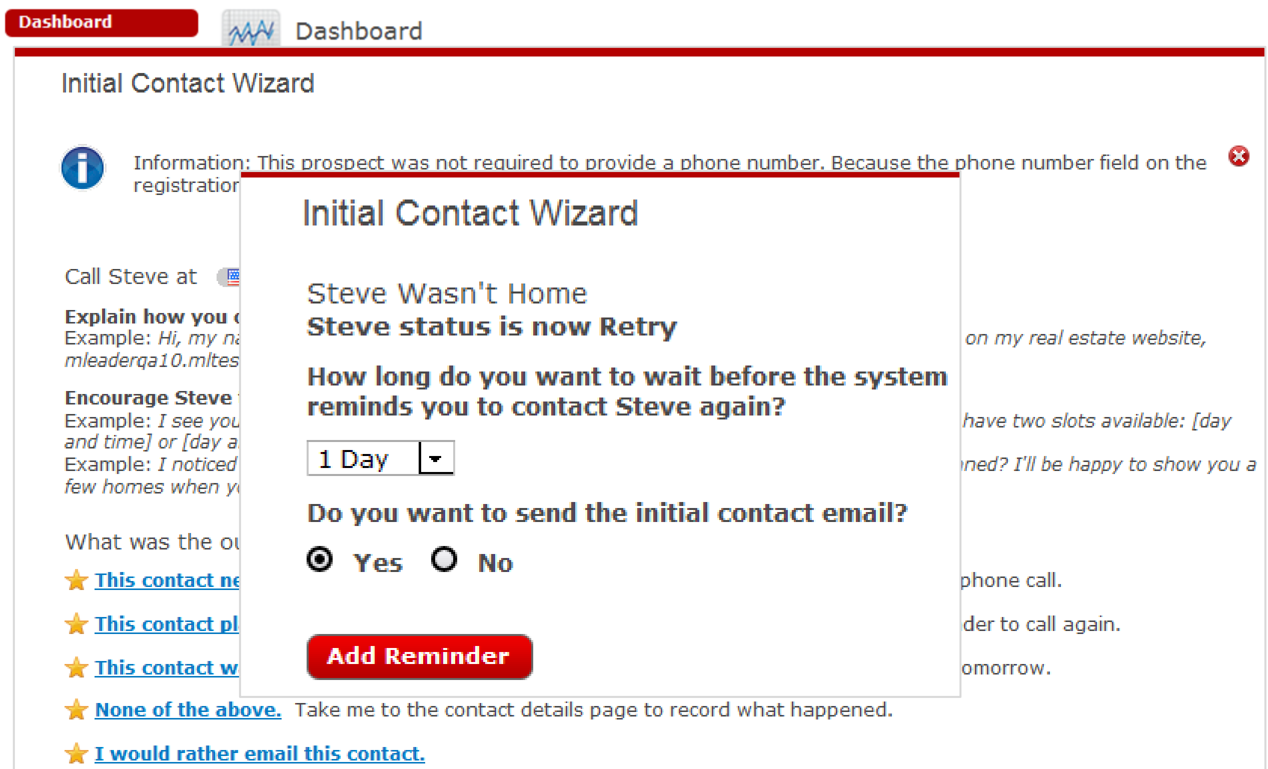
3. Click to open the Initial Contact Wizard (ICW).



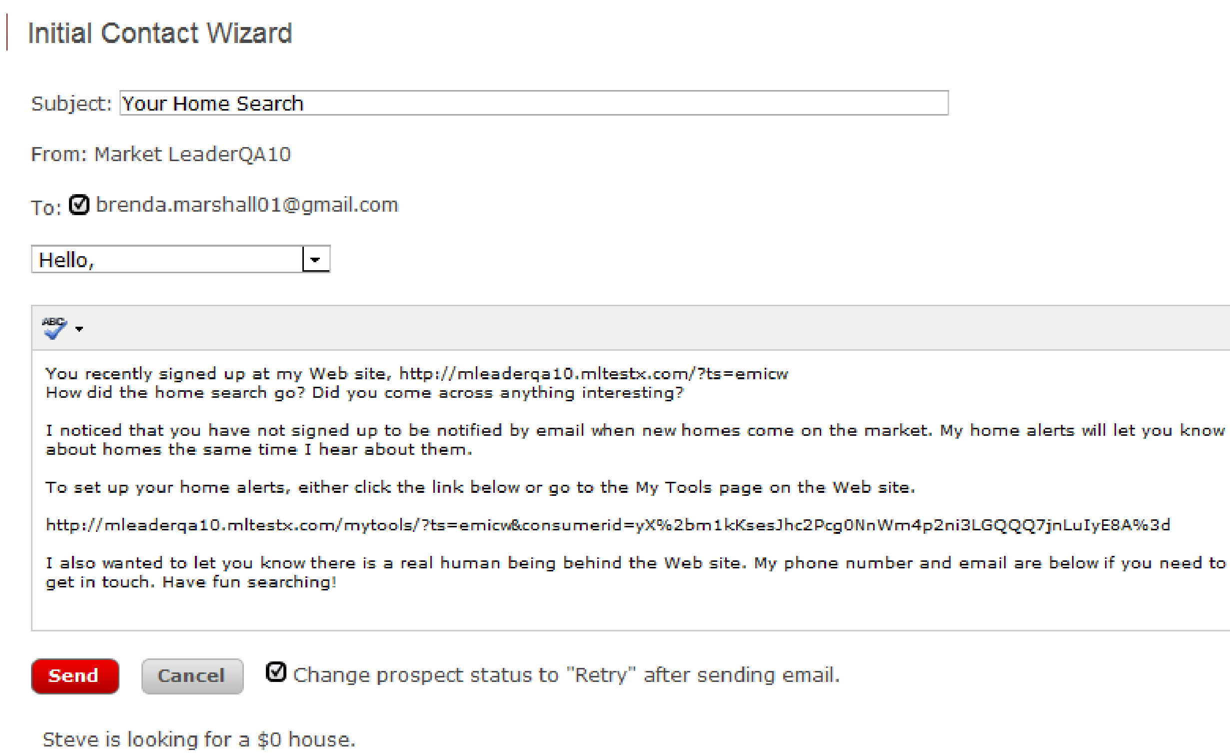
4. If the lead has provided a phone number, the ICW gives you a script and prompts you to record the call outcome.



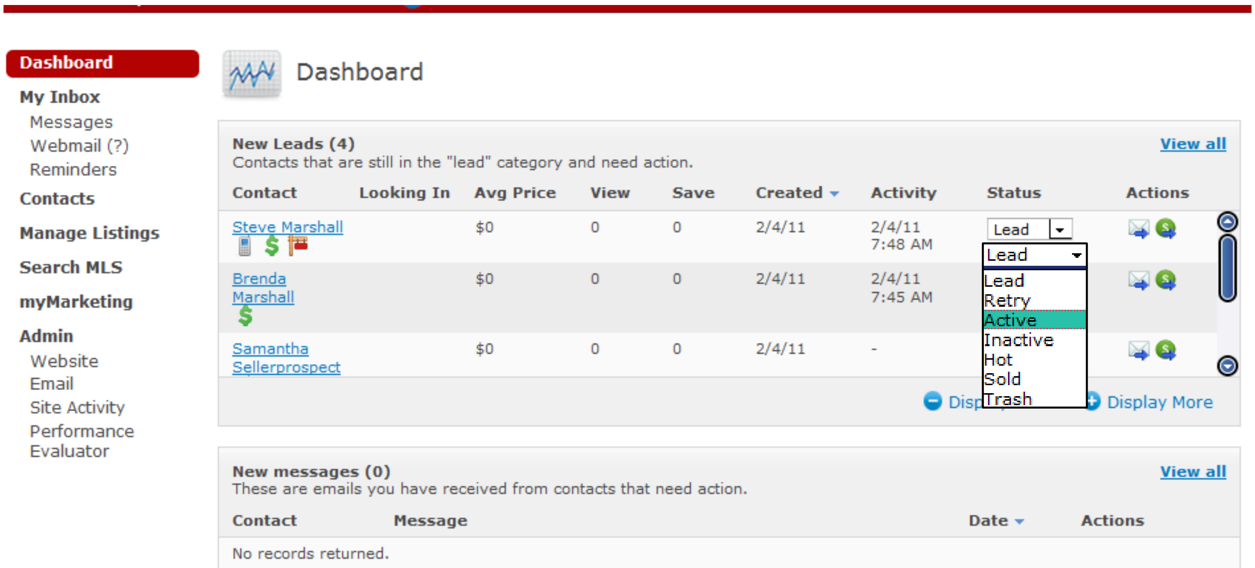
5. You are then given the option to set a reminder for follow-up.



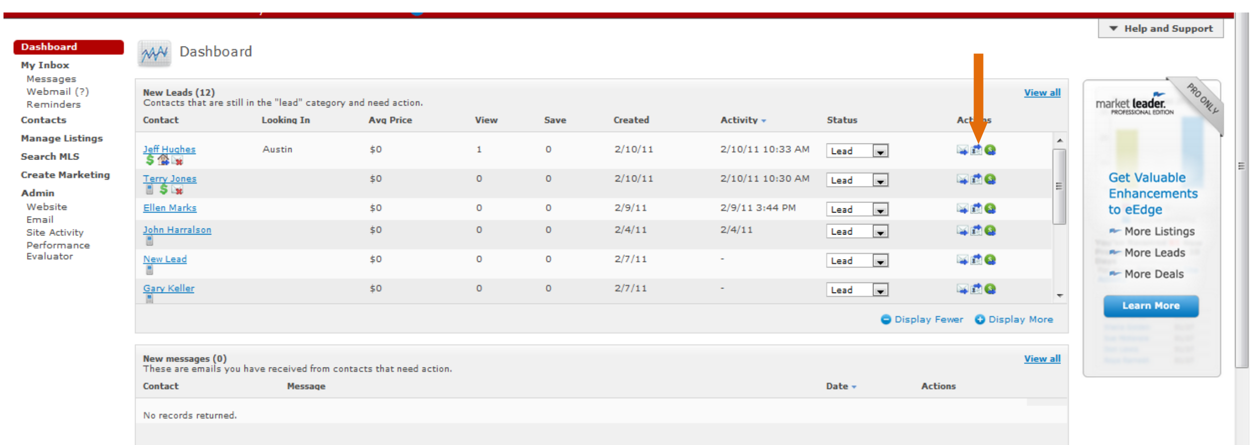
6. If the lead has provided only an email address, the ICW will prompt you to send an email.



7. Be sure to change the status after you contact the lead. If you do not contact a lead within 12 hours, eEdge will automatically send them an email. eEdge will not automatically change a lead's status – that is only done by you.



8. If you cannot service a lead yourself, you may choose to transfer it.



9. You'll now notice that the leads you contacted are no longer in your myLeads dashboard, they have been moved to myContacts.

Your Turn!

1. Go to your eEdge website.

2. Register yourself as a seller lead with your personal email address.

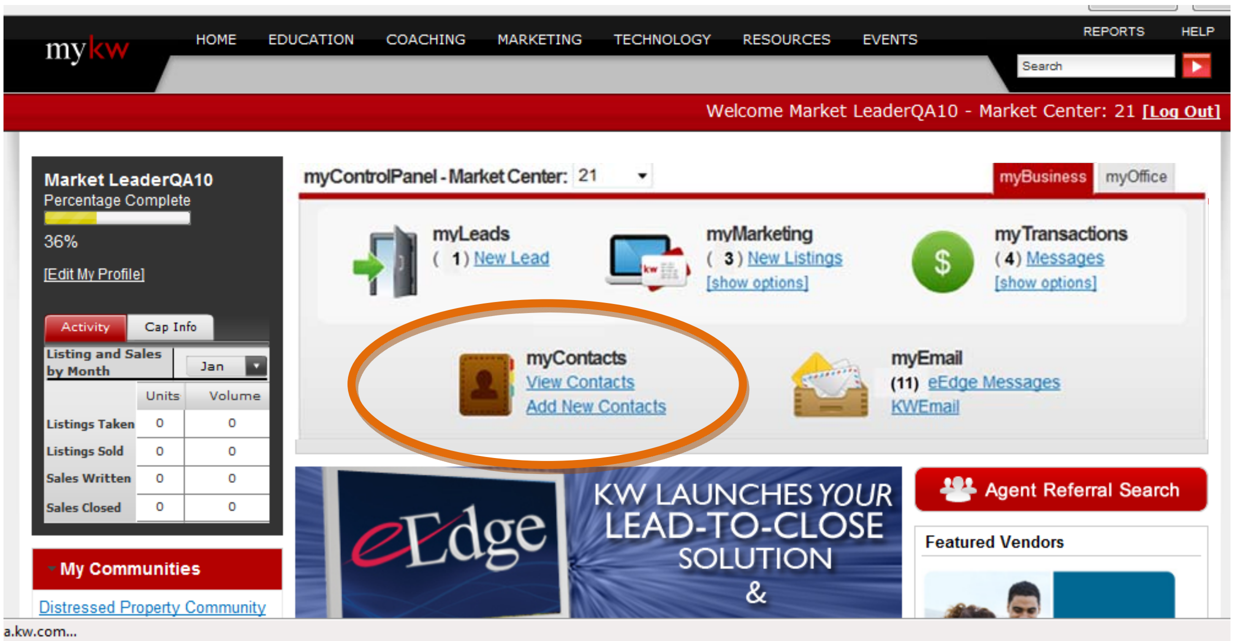
3. Access the notification via your email or text.

4. Click on the lead and go through the ICW process.

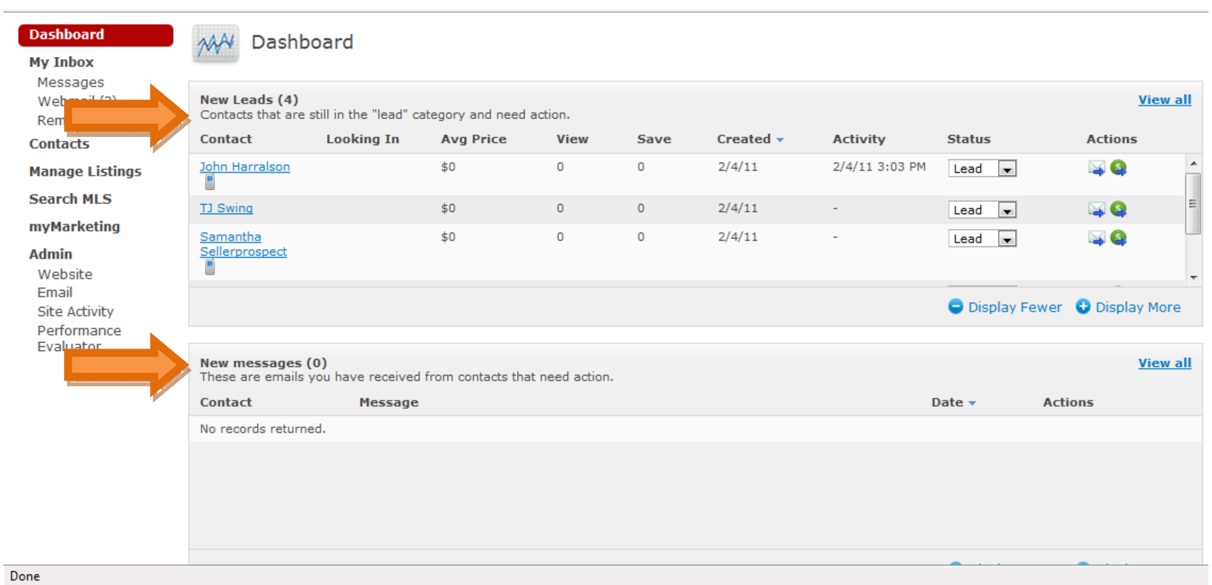
Lesson 5: myContacts

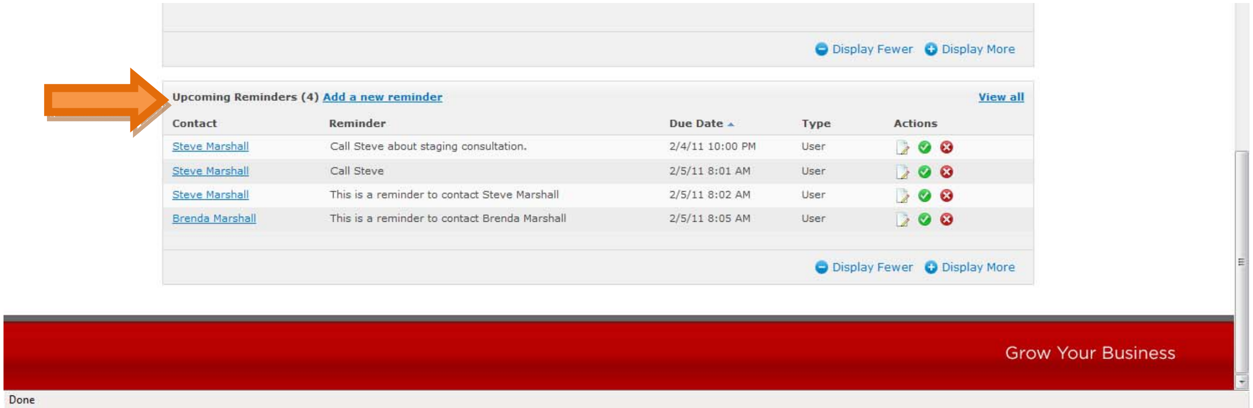
Your myContacts Dashboard

1. Log into mykw.kw.com and click on **myContacts > View Contacts** on your Control Panel.



2. When you open your myContacts dashboard you will have instant access to new leads, new messages and current reminders.





Importing Contacts

Before you get started, take time to clean up your current database before doing a bulk import into eEdge so you have the cleanest, most effective book of business possible. Continue using any existing CRM software and become familiar with the eEdge system before doing a bulk import (new leads will be funneling into the system to help them get started and familiar with the system).

Important Note! Through our user group, we identified great enhancements to the import process that will capture even more of the contact-specific information you may have today. This enhanced capability will be available in the coming weeks.

You can import up to 500 contacts a day. We recommend uploading them in groups as you get started in eEdge. This will allow for a smooth transition into the system. In April, the process below will be replaced with an Easy Wizard which will allow you to simply and quickly import your contacts into the system.

If you encounter issues in uploading your contacts, contact eEdge support.

To import your contacts:

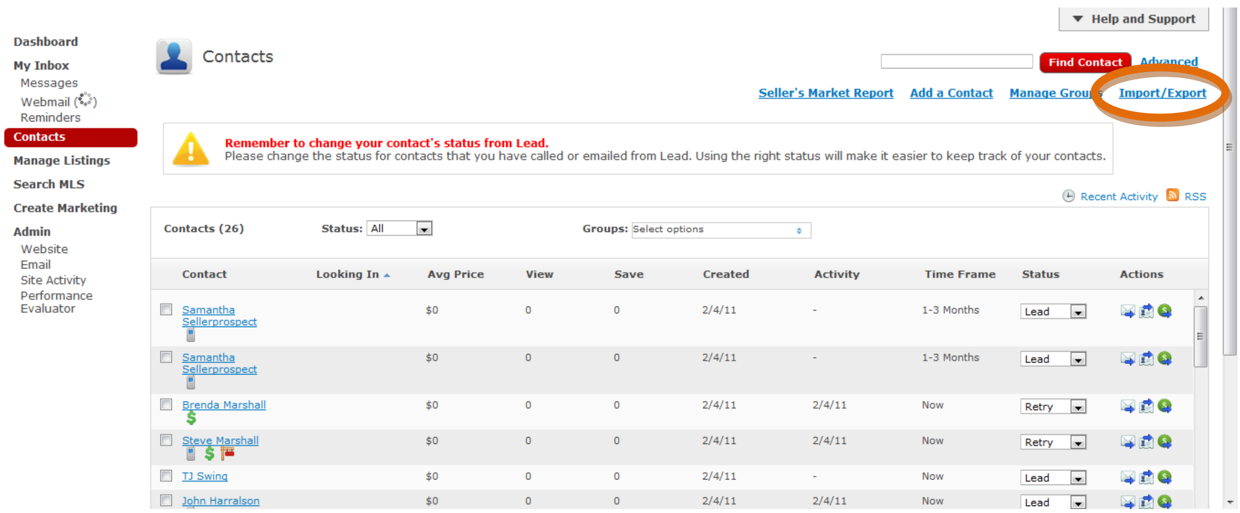
1. Export your contacts from your existing contact management system into a *.csv file. The process for doing so will vary depending on the current system you are using. Refer to your current system's documentation for the how-to.

2. Open your *.csv file in excel. Clean up the file to ensure the data is in the exact order shown below and there is not any extraneous information. From left to right, include a column for First Name, Last Name, Home Phone, Work Phone, Cell Phone, Address 1, City 1, State 1, Zip 1, Address 2, City 2, State 2, Zip 2, Address 3, State 3, Zip 3, Email Address 1, Email Address 2, Email Address 3, Password. Be sure you have all columns in your spreadsheet, even if you do not have data in them. **In order to import a contact you MUST have a first name, last name, and email address.**

1	First Name	Last Name	Home Phone	Work Phone	Cell Phone	Address 1	City 1	State 1	Zip 1	Address 2	City 2	State 2	Zip 2	Address 3	City 3	State 3	Zip 3	Email Address 1	Email Address 2	Email Address	Password'
2	Alexis	MacIntyre	9834558987			8878 Cuernava	Austin	TX	75081									alexisandtim@gmail.com			
3	Tim	MacIntyre	9897876545			786 Bee Cave	Austin	TX	78746									mactim@yahoo.com			
4	Susan	Rider	8787878789															susanrider7924375@hotmail.com			
5	Jim	Halph	9898989898			19 Circle Way	Bee Cave	TX	87879									ralph2830984238@gmail.com			
6	Grady	Gentride	8898983475			101 Lala Lane	Dallas	TX	75081									lalalalala27349273@gmail.com			
7																					

3. Be sure to delete the header row. Then, save the file as a *.csv file.

4. Click on **Import/Export** in the myContacts dashboard.

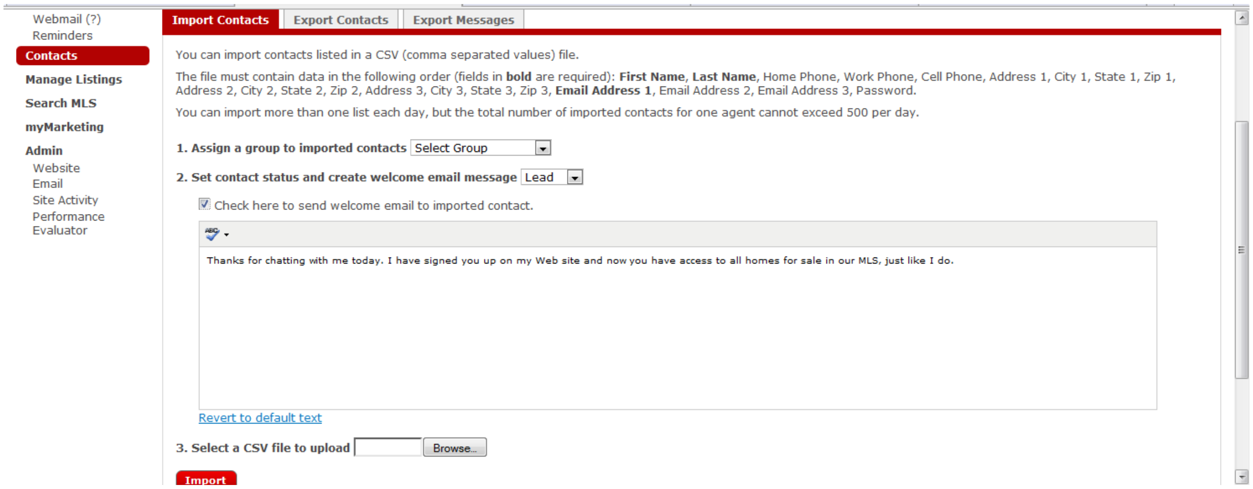


5. If desired, assign a group to imported contacts. If you have not yet set up contact groups, or don't wish to assign the entire list of contacts you are importing into the same group, you will be able to easily assign groups at a later time.

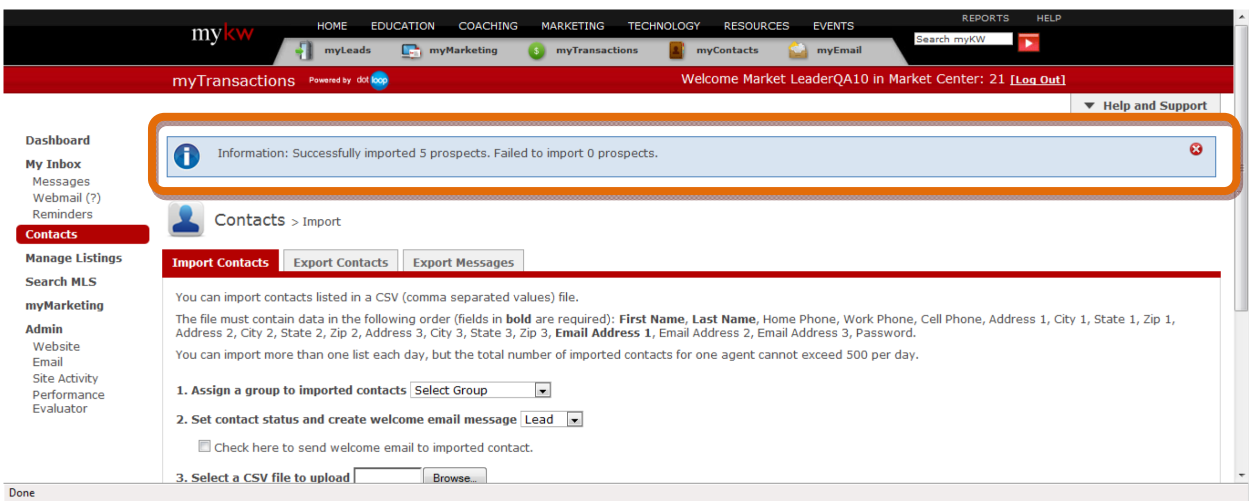
6. Change the status from "Lead" to "Inactive". (This is very important so that all the imported contacts don't end up on the "myLeads" dashboard.)

7. If you'd like to send a welcome email to the contacts, check the box and compose your message. However, we recommend if you're uploading more than 100 contacts at a time, you do not send a message, or you could be marked as spam!

8. Choose your *.csv file and click **Import**.



9. If the import goes successfully, you will see the following message.

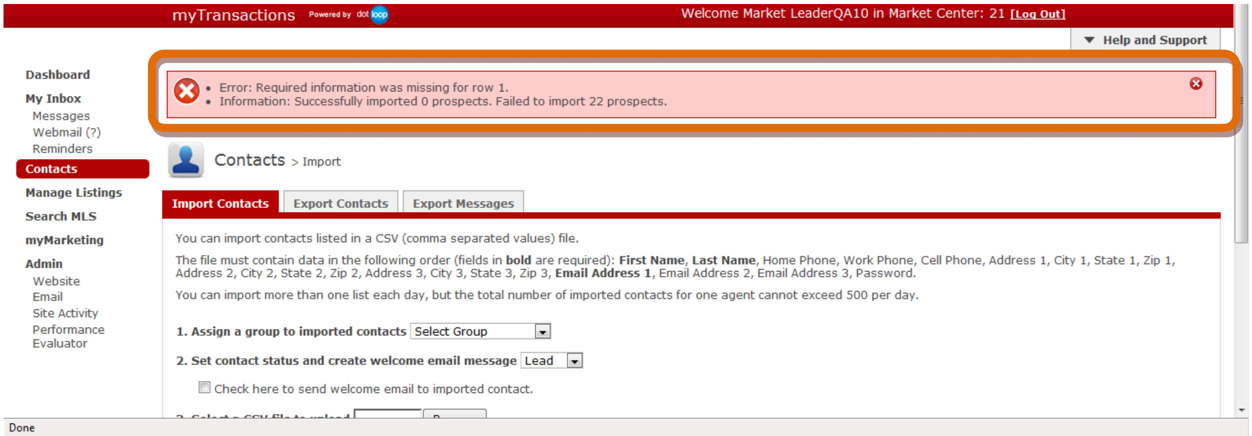


10. If any contacts are not properly imported, you will receive an error message. The most common issues are:

a) *.csv file does not include all the required information (review Step 2)

b) the information is not in proper order in the *.csv file

c) the header row has not been deleted in the *.csv file



Your Turn!

1. Choose 10 contacts from your current system.

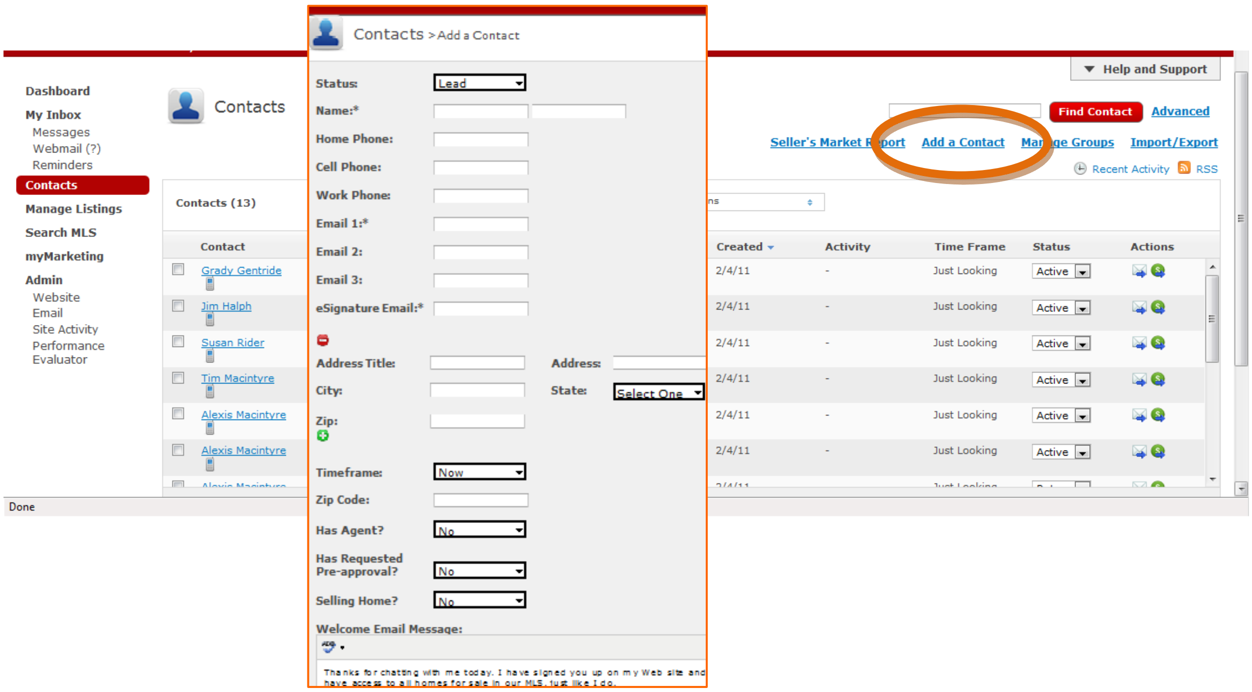
2. Follow the directions in this lesson to import them into eEdge. If you get stuck, contact eEdge Support.

Adding Contacts

1. From the myContacts dashboard, click **Add Contact**. Fill out the contact's information. As with importing, any contacts, a First Name, Last Name and Email Address is required.

   There are several status categories you can choose from. We recommend the following:

   Lead - Leads who've just registered; you have not responded to them yet
   Retry - Contacts you're trying to engage
   Active - Contacts who are "just looking" but are interactive
   Inactive - Contacts who are not currently looking to buy
   Hot - Contacts who are ready to buy/sell now
   Sold - Contacts you have just closed
   Trash - Contacts who wish to be unsubscribed (there is no "delete" option)



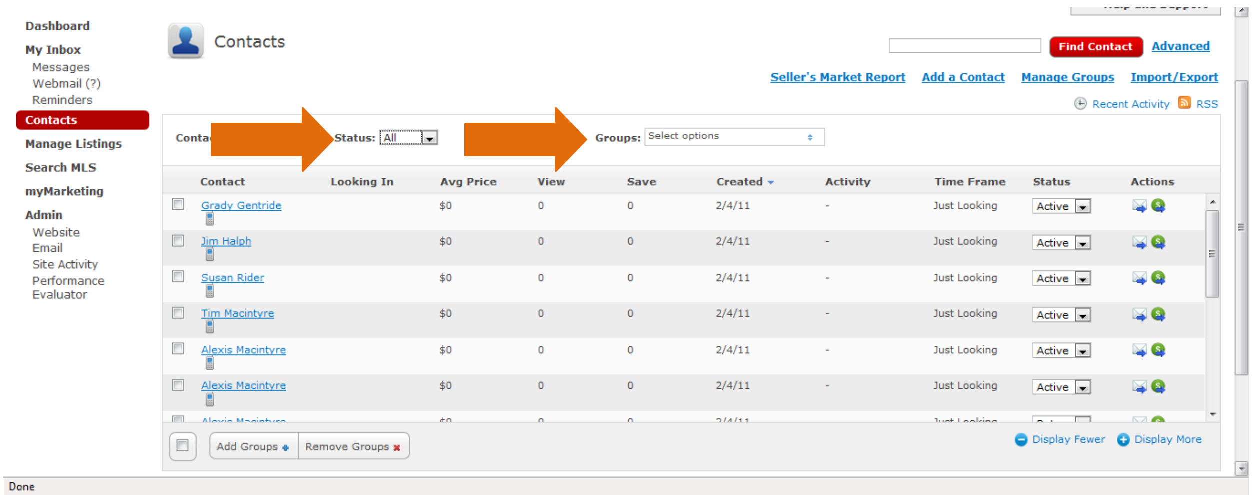
Your Turn!

Create three contact records.

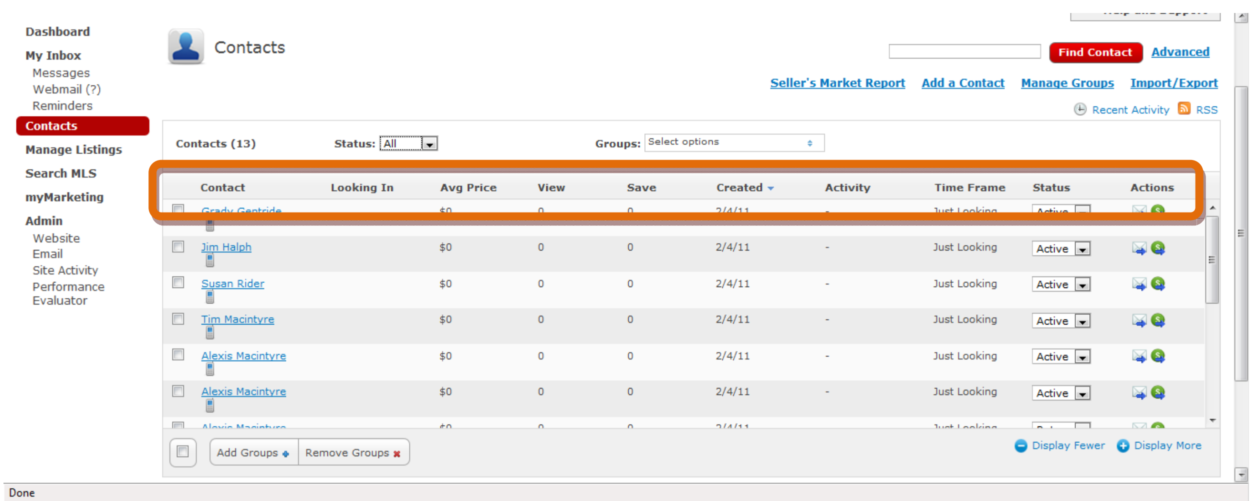
Filtering & Sorting Your Database

Once you have imported or added your contacts, you may view them in your myContacts database.

1. To filter by Status or Group, click the drop-down and choose the category you want to sort by. myContacts includes several status types: Lead, Retry, Active, Inactive, Hot, Sold, Trash.



2. You may also sort by any of the columns by clicking on that column header.



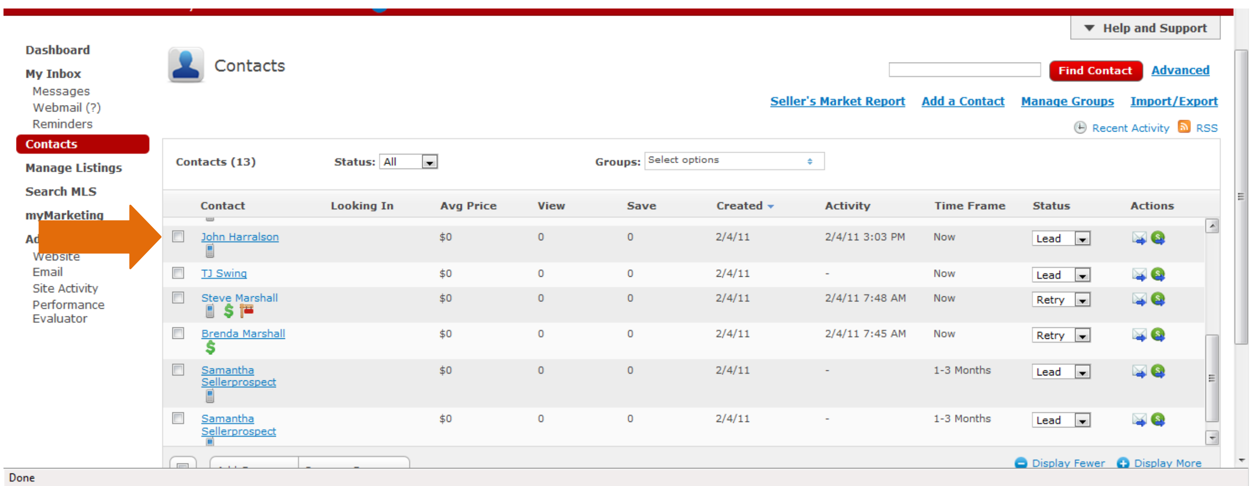
Your Turn!

1. Filter your contact records by Status.

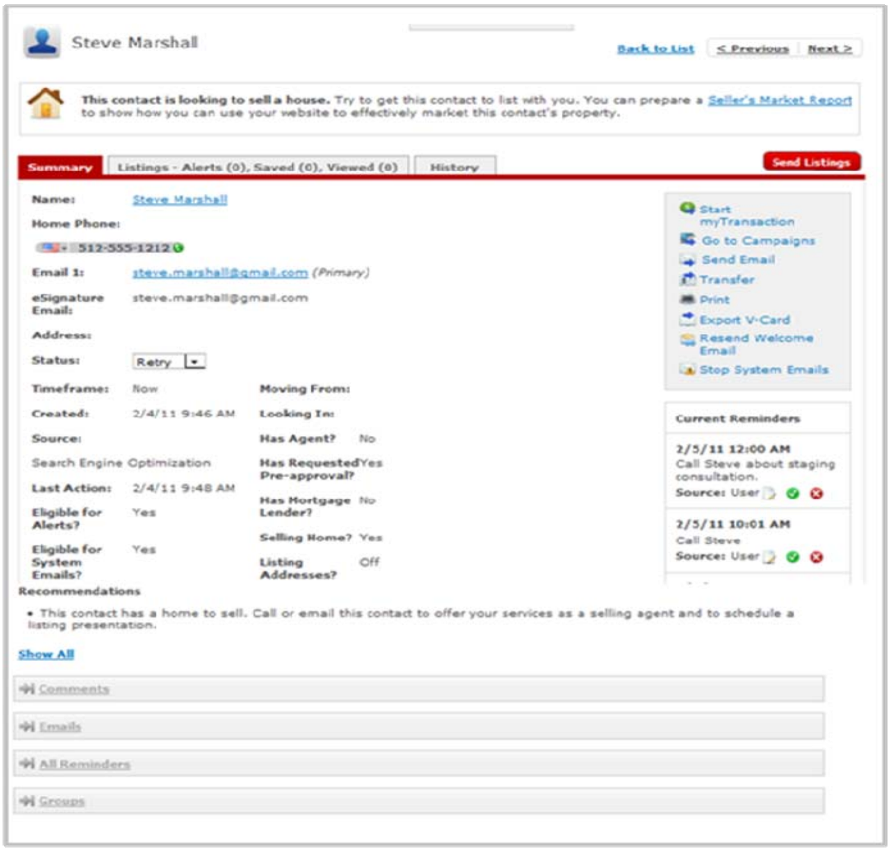
2. Sort contacts by Date Created.

Viewing Contact Records

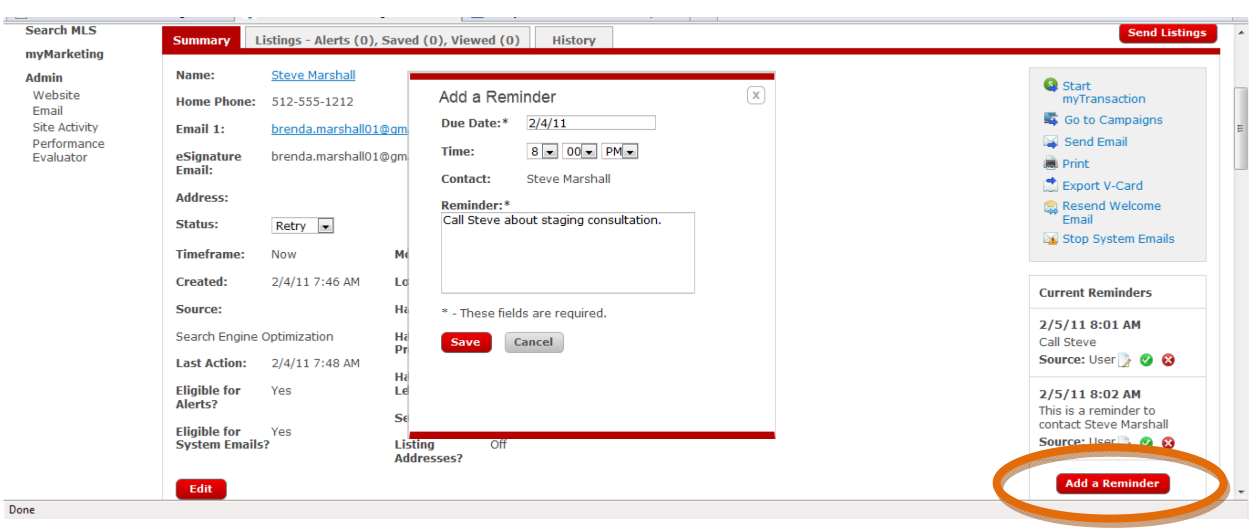
1. To view a contact's information and history, click on their name in the dashboard.



2. Their contact record will show all the key information you need to take appropriate action. It will also list any comments, emails, reminders, and groups associated with their contact record.



3. Set a reminder to take action by choosing Add a Reminder,



Your Turn!

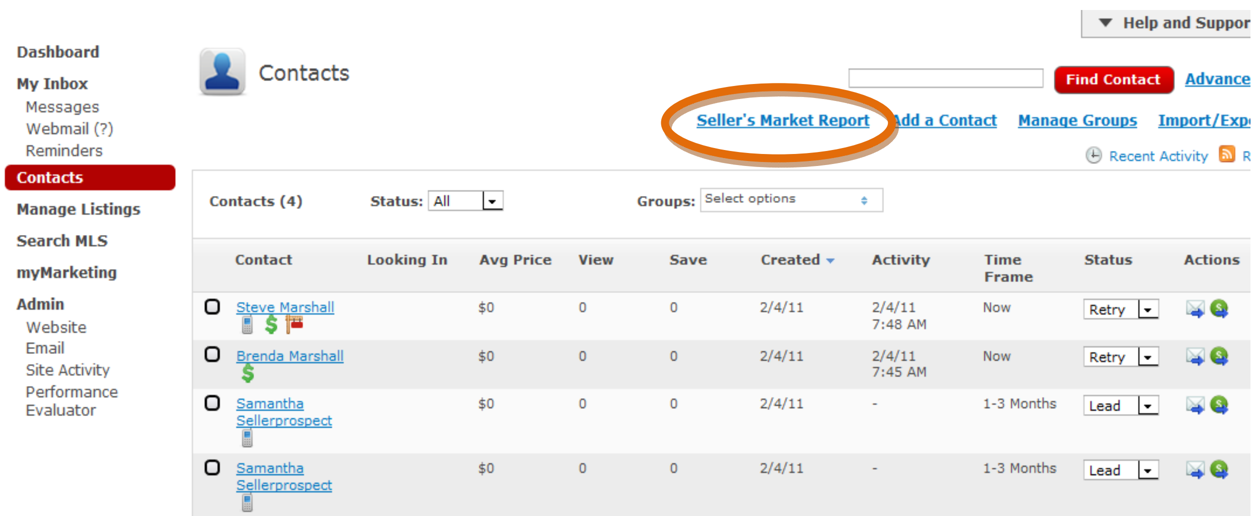
1. Open one of your contact records.

2. Add a reminder for the next day to give them a call or send them an email.

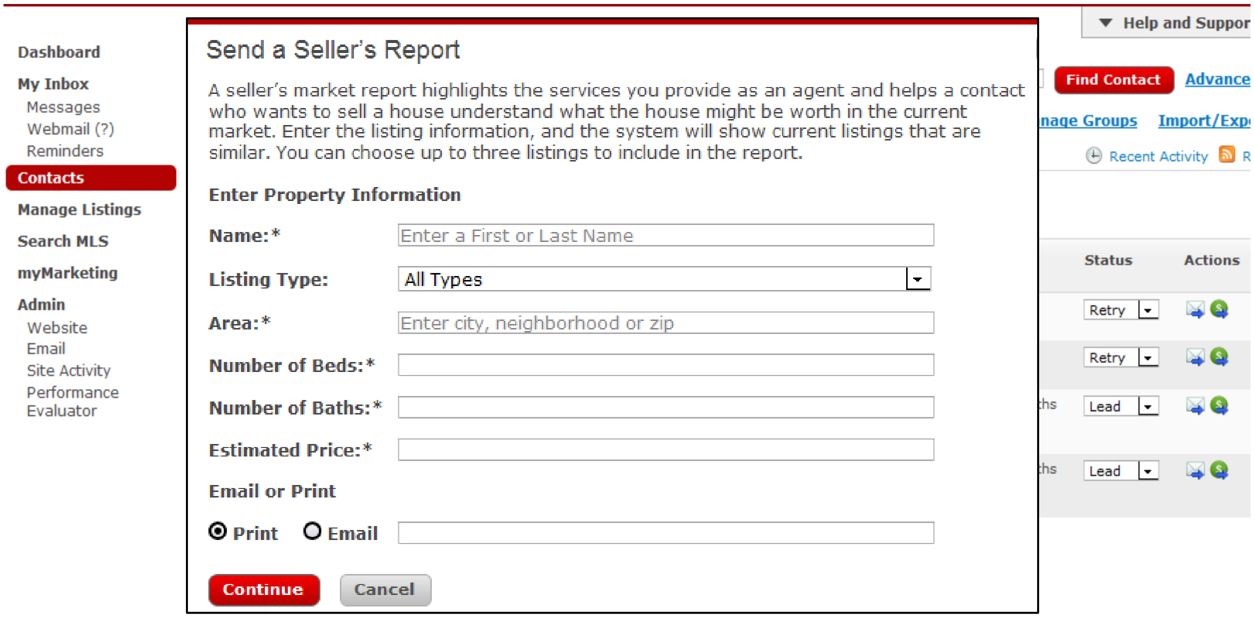
Sending Seller's Reports

From your myContacts dashboard you have easy access to send a Seller's Market Report to highlight the services you provide as an agent and help a contact who wants to sell a house understand what the house might be worth in the current market.

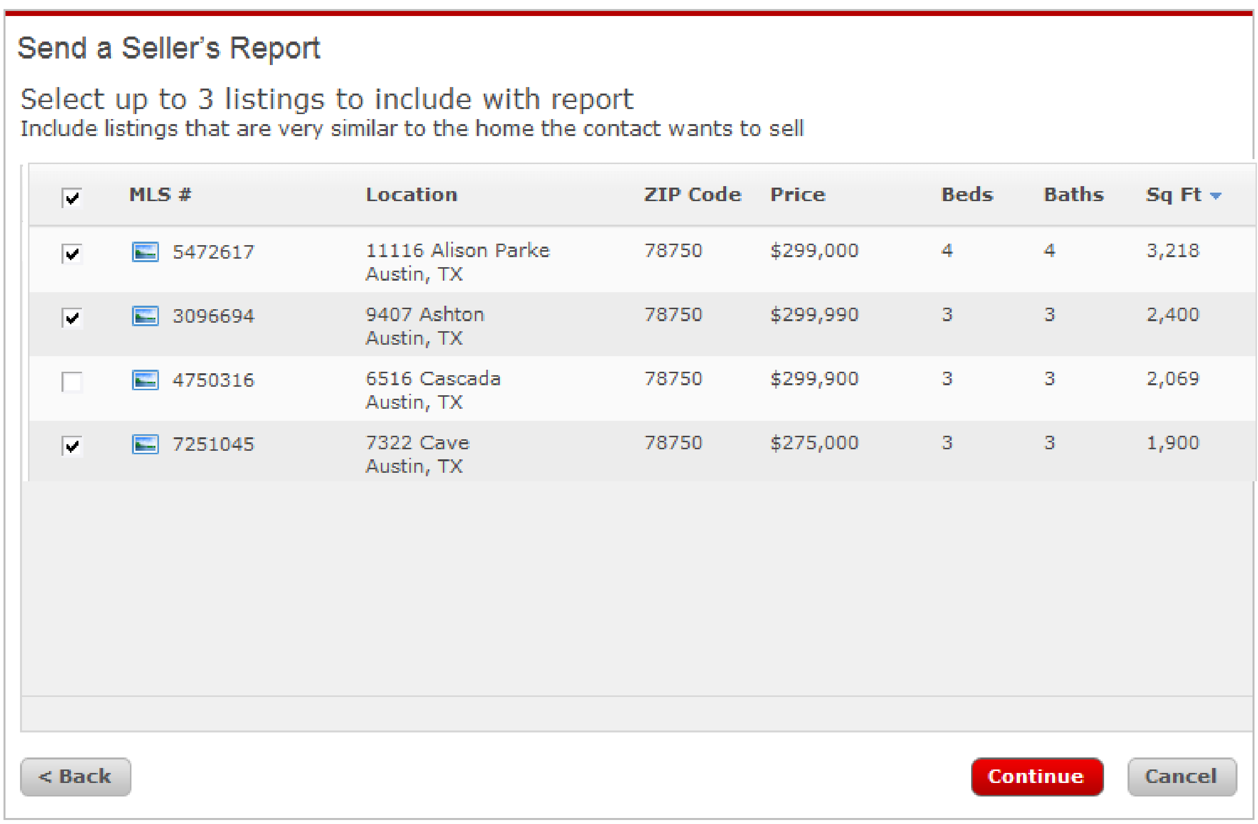
1. Click on **Seller's Market Report.**



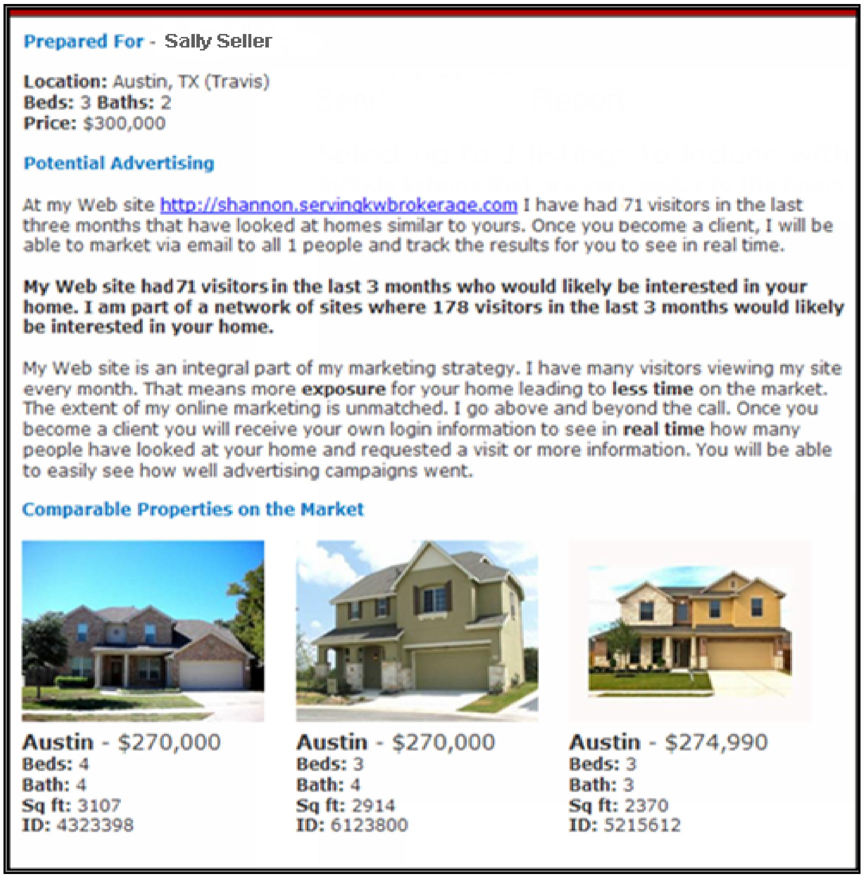
2. Enter the required information and choose to either print or email.



3. Choose up to three comparable listings from the list returned.



4. The report that is created includes a message from you and information on the comparable properties.



Prepared For - Sally Seller

Location: Austin, TX (Travis)
Beds: 3 **Baths:** 2
Price: $300,000

Potential Advertising

At my Web site http://shannon.servingkwbrokerage.com I have had 71 visitors in the last three months that have looked at homes similar to yours. Once you become a client, I will be able to market via email to all 1 people and track the results for you to see in real time.

My Web site had 71 visitors in the last 3 months who would likely be interested in your home. I am part of a network of sites where 178 visitors in the last 3 months would likely be interested in your home.

My Web site is an integral part of my marketing strategy. I have many visitors viewing my site every month. That means more **exposure** for your home leading to **less time** on the market. The extent of my online marketing is unmatched. I go above and beyond the call. Once you become a client you will receive your own login information to see in **real time** how many people have looked at your home and requested a visit or more information. You will be able to easily see how well advertising campaigns went.

Comparable Properties on the Market

Austin - $270,000
Beds: 4
Bath: 4
Sq ft: 3107
ID: 4323398

Austin - $270,000
Beds: 3
Bath: 4
Sq ft: 2914
ID: 6123800

Austin - $274,990
Beds: 3
Bath: 3
Sq ft: 2370
ID: 5215612

Your Turn!

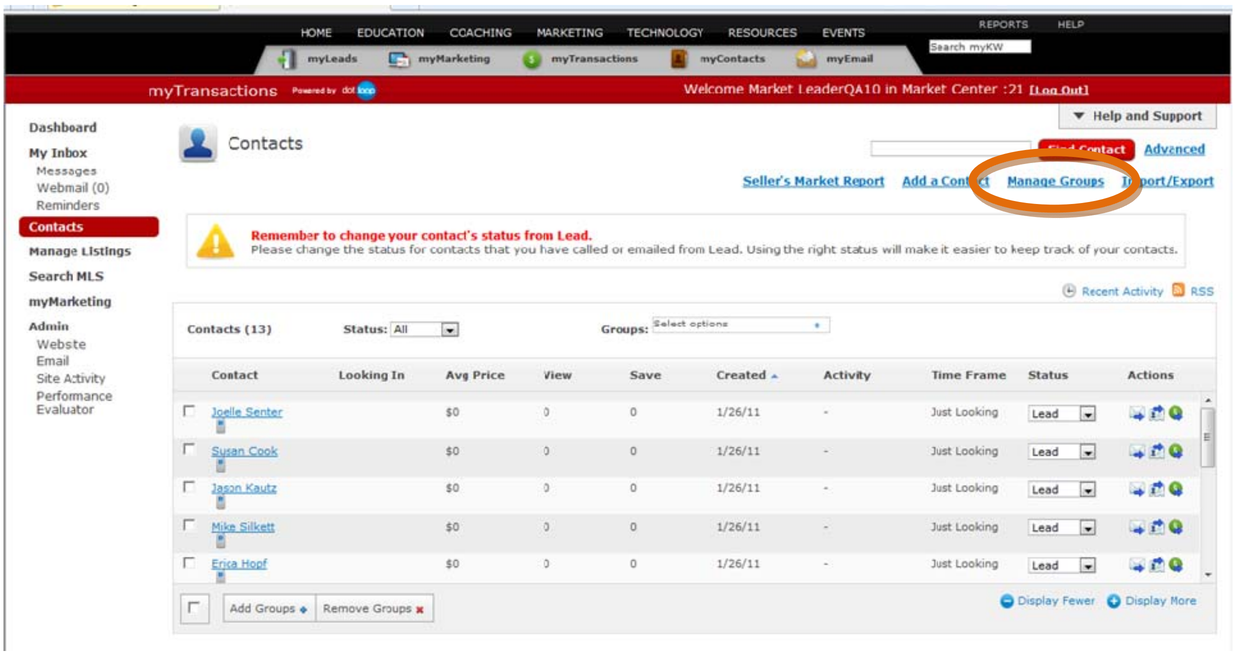
1. Create a Seller's Report for yourself and email it. (You should have registered yourself as a lead in your eEdge website in Lesson 4, if not, do so now).

2. Check your email and see how it looks!

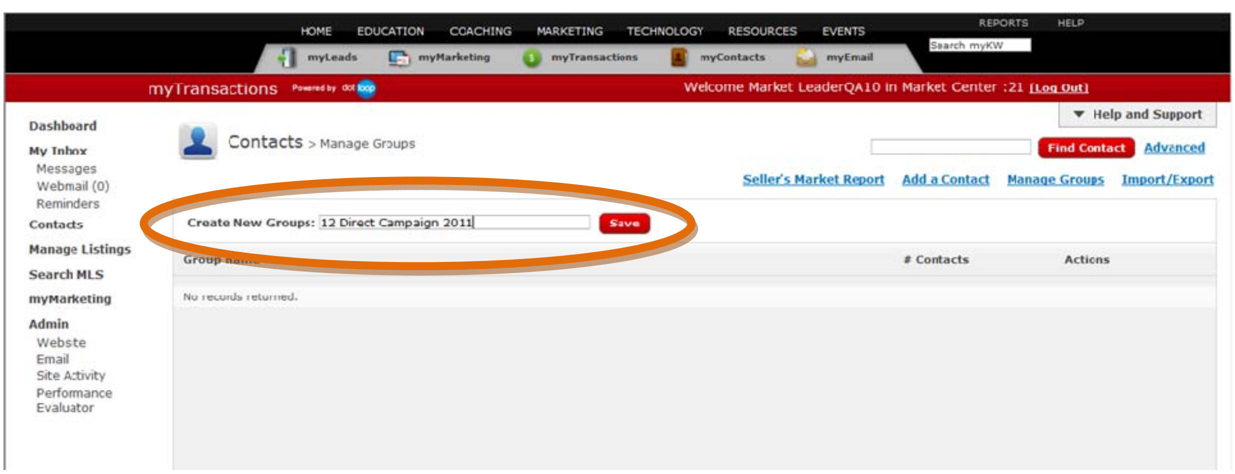
Creating Groups

Groups allow you to target campaigns to a specific subset of individuals with a shared interest or common outcome. For example, you may have a group of individuals who all live in one neighborhood, or who are all real estate investors. Creating groups makes it easy to use myMarketing to set up automated campaigns!

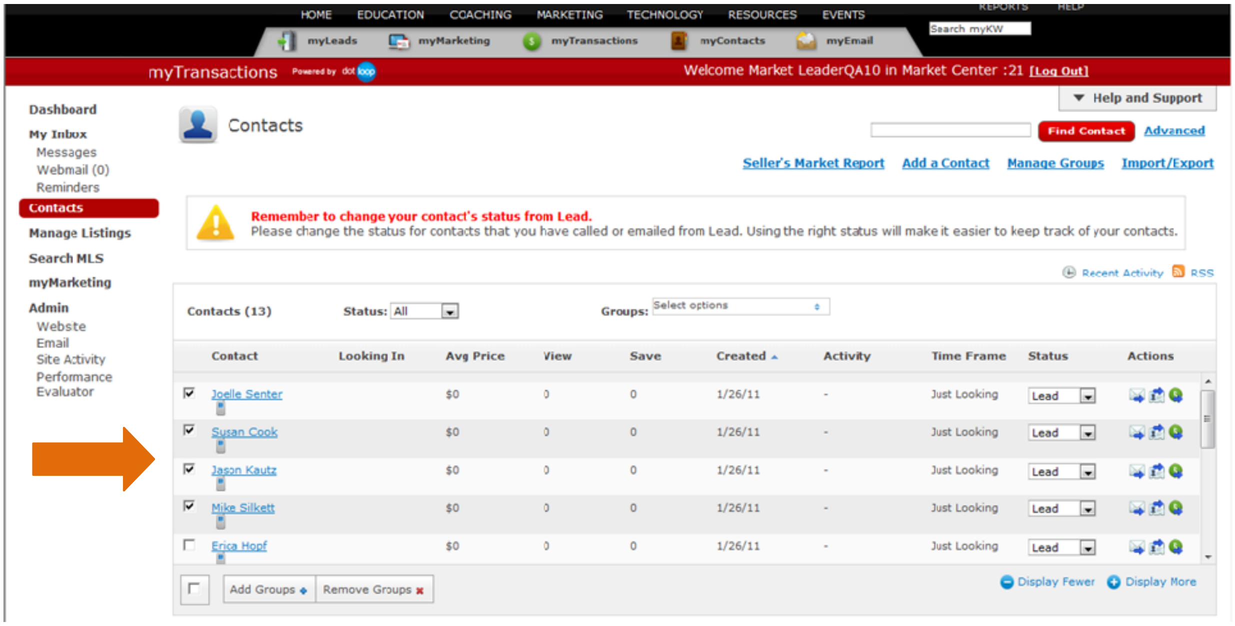
1. Click **Manage Groups**.



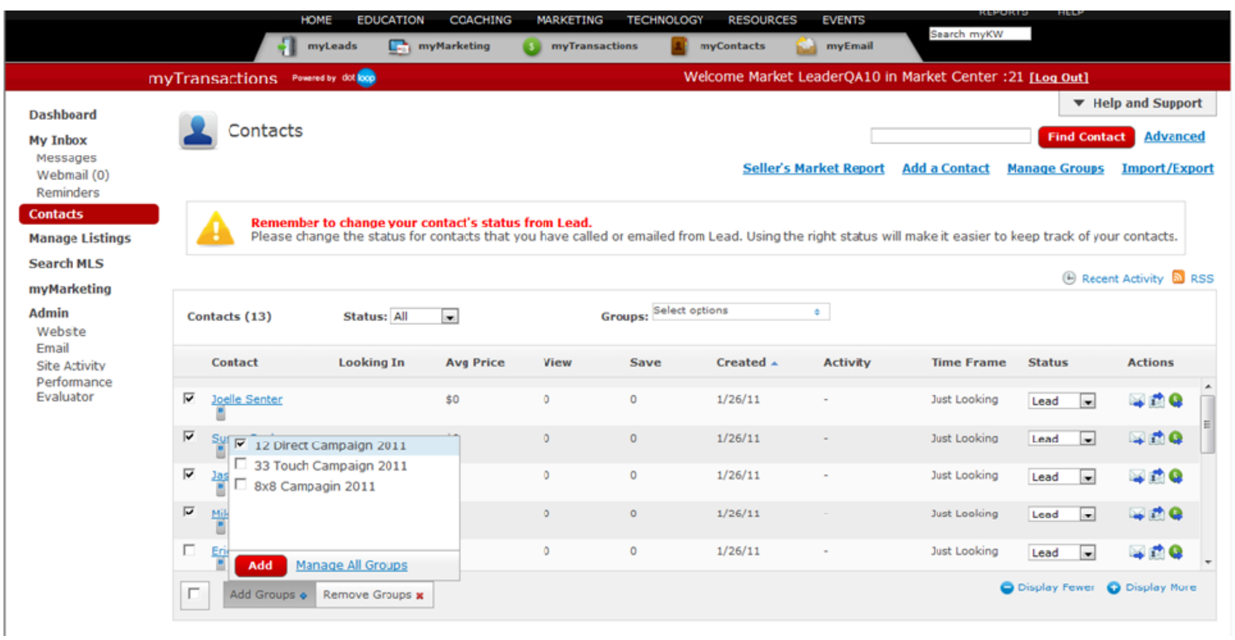
2. Create a group for the campaign you are setting up. Now you have a group for your campaign, but no contacts are in the group.



3. Click **Contacts** from the left navigation and from your contact list, select the contacts you want to add to the group.



4. Click the **Add Groups** button and select the group you want.



Now you will be able to easily filter your database by group. You can also now easily set the group up on a campaign using myMarketing (see myMarketing section of this guide).

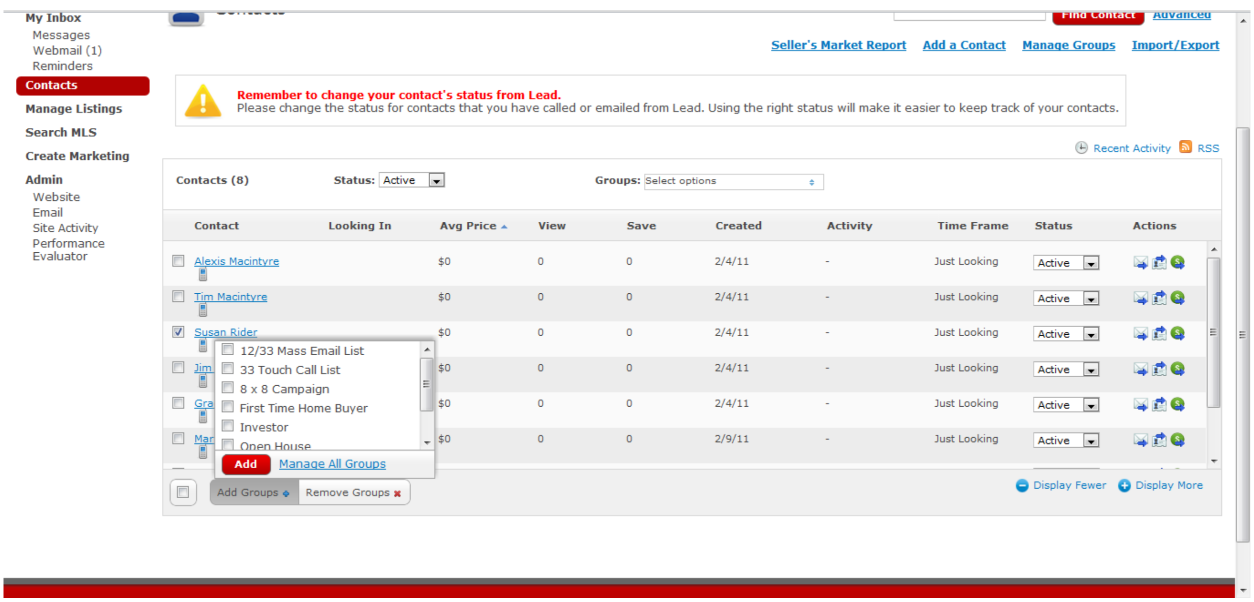
Your Turn!

1. Create a group called 33 Touch.

2. Add yourself to the group.

Adding or Removing a Contact from a Group

1. Check the box next to the person you wish to add or remove and click on either **Add Groups** or **Remove Groups**. Select the group.



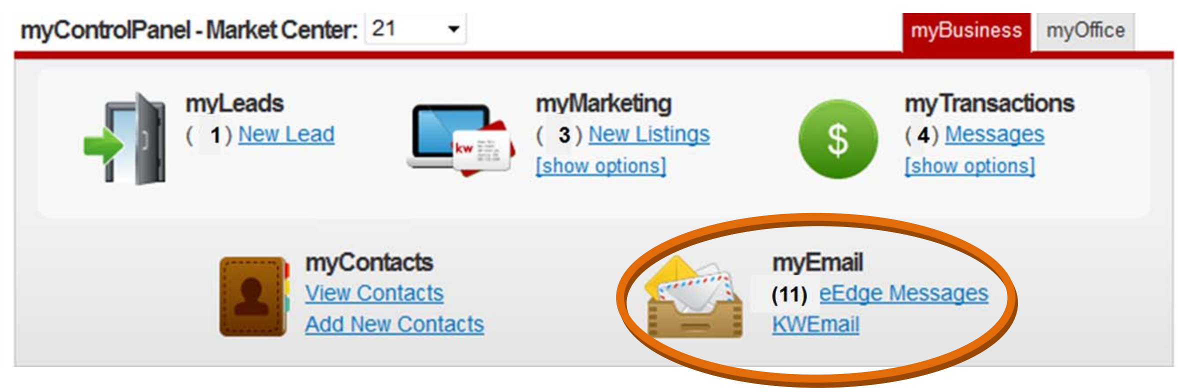
Lesson 6: myEmail

Introduction

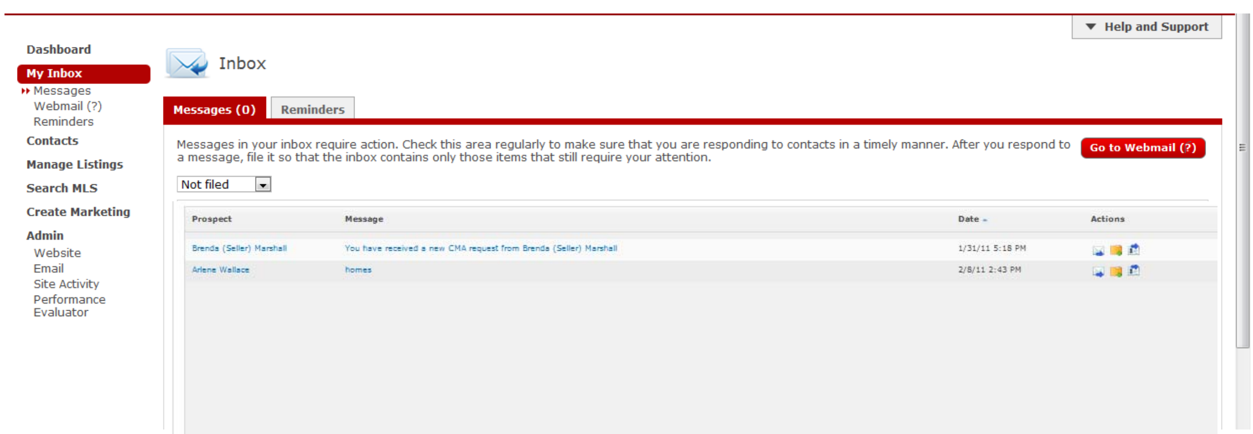
When you activated the eEdge system, you were provided with a new "@kwrealty.com" email address. This email address is integrated into eEdge, so all correspondences sent to this address, or from this address, will be saved and filed with the contact's record. It is recommended that you use your @kwrealty.com address for all lead correspondences so that you can take advantage of this tracking.

Accessing myEmail

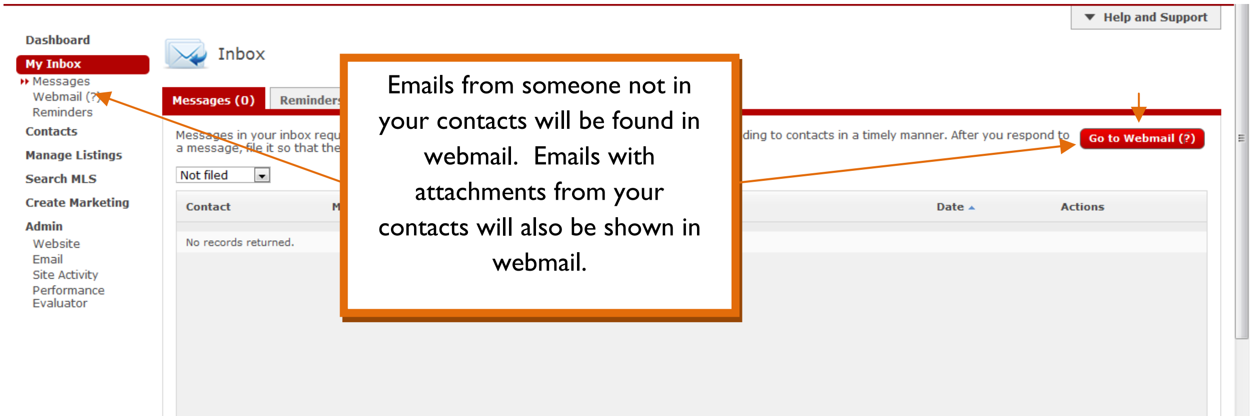
1. Click on **myEmail** > **eEdge Messages** on your Control Panel.



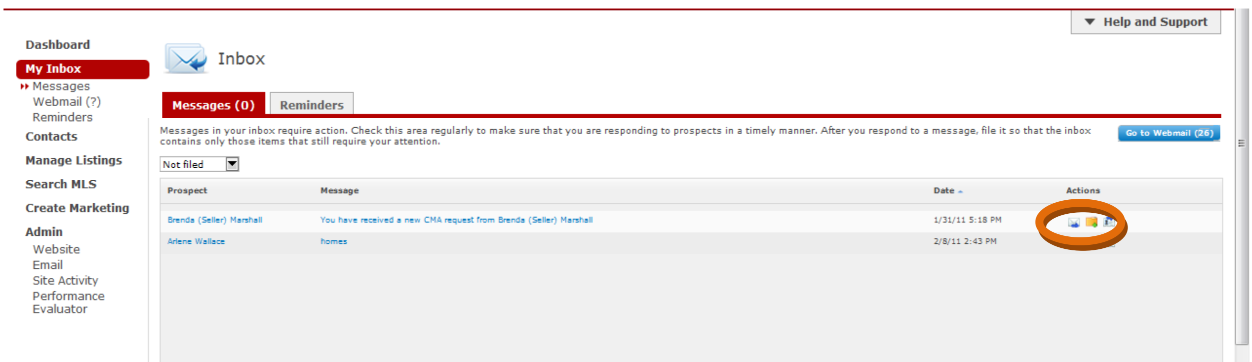
2. Your eEdge inbox will display any new messages from contacts in your database. Your leads and contacts dashboard will also display critical new messages.



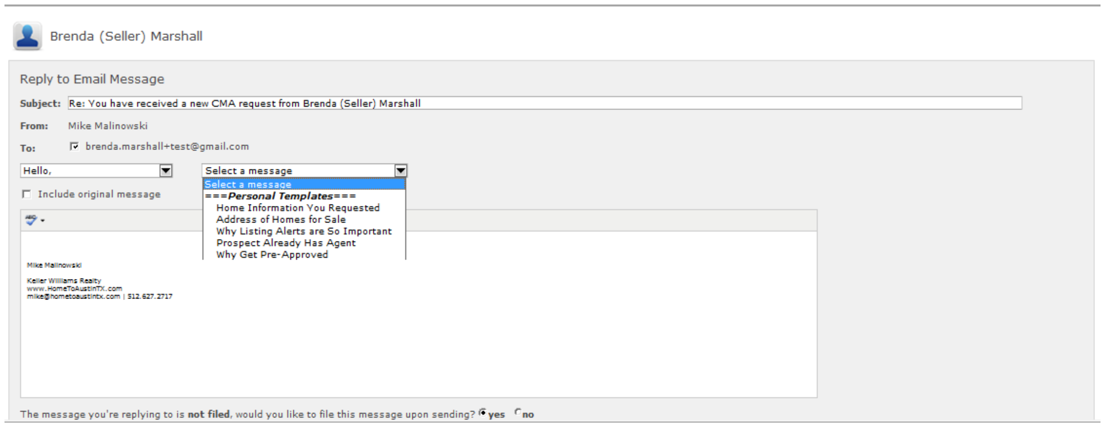
3. If you have received any emails to your @kwrealty.com email address from individuals that are NOT yet contacts in your database, you will see them listed under eEdge Webmail. Emails from your contacts that have attachments will also be found in your eEdge Webmail.



4. Choose to reply to the email or file it. To keep your inbox tidy, file messages that you reply to via phone.



5. When replying to messages, you can choose to use one of the five provided templates, if desired.



6. The emails you received and sent are stored in the system with the contact's record.

Your Turn!

1. In lesson 4, you registered as a lead on your eEdge website with your personal email address. Send an email to your @kwrealty.com email address from this personal email address.

2. Check your inbox and reply to your message using one of the pre-defined templates.

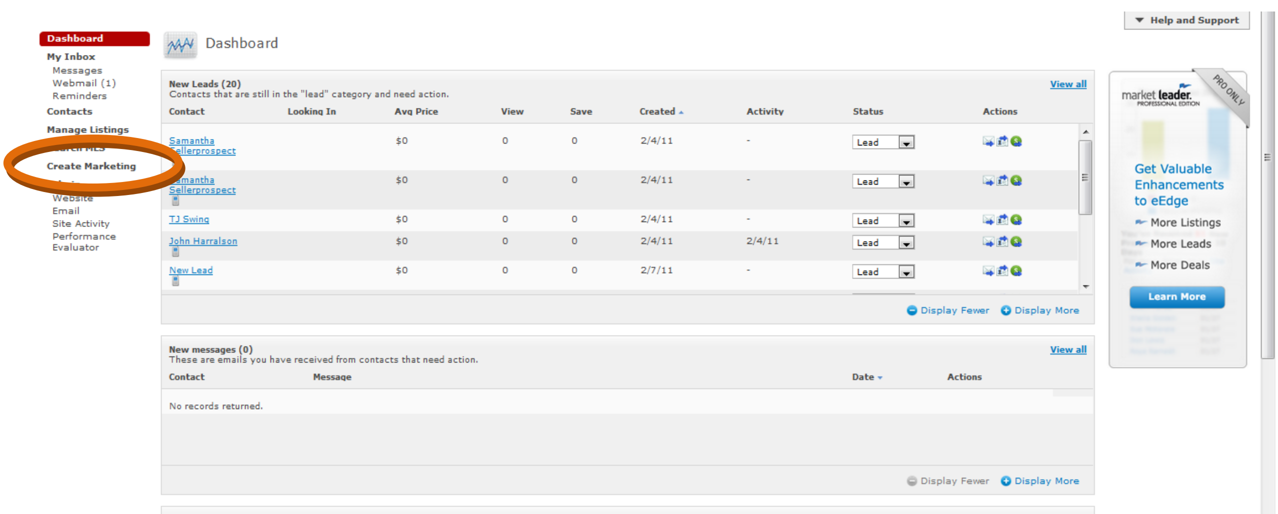
Lesson 7: myMarketing

Set-up of myMarketing

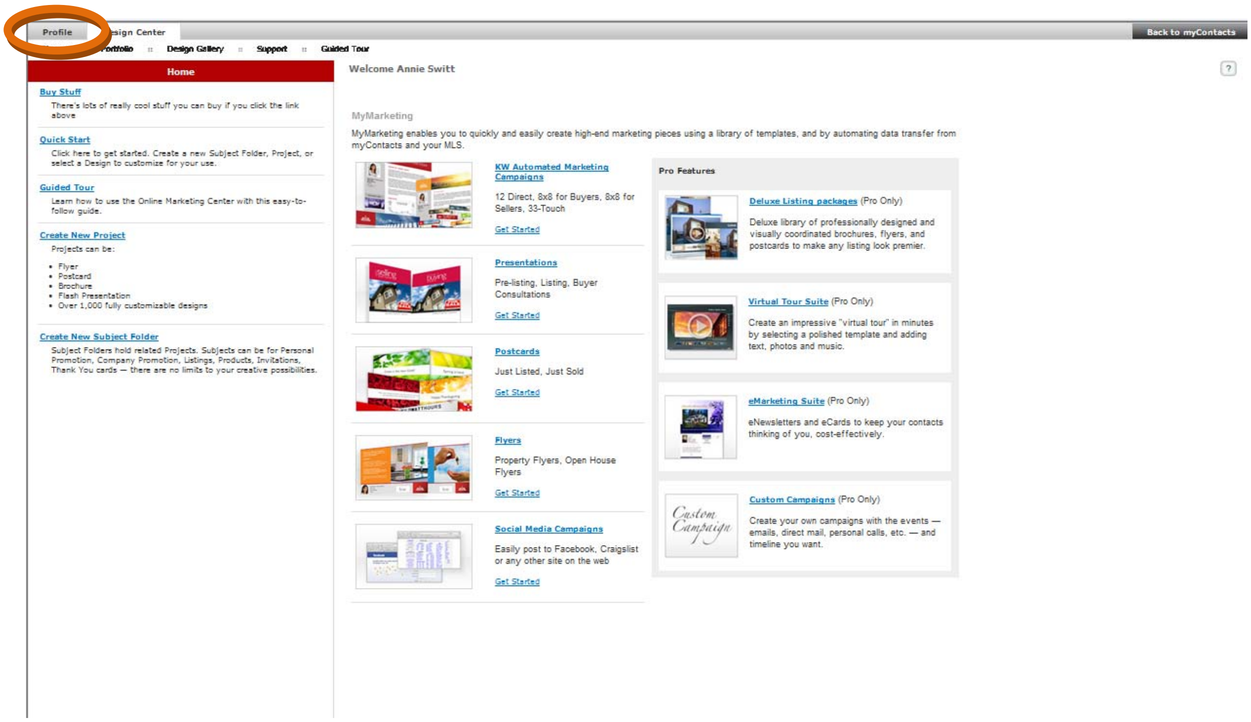
Before you get started in myMarketing, you'll need to upload your photo and logo so that your myMarketing materials are pre-populated with these images.

1. Click on **myMarketing > Market Me** in your eEdge Control Panel

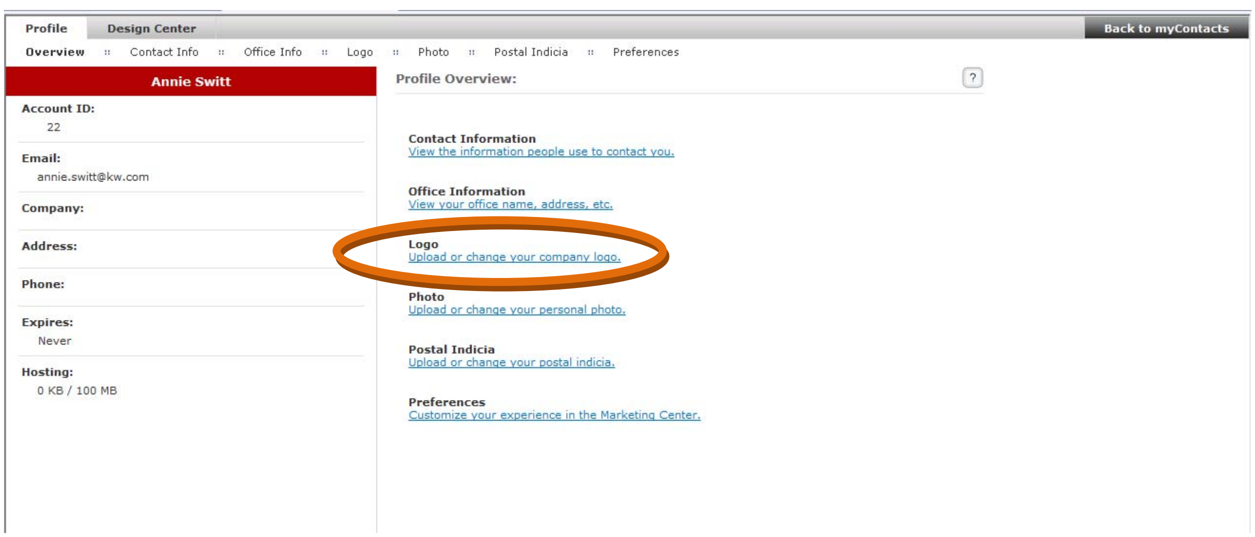
2. Choose **Create Marketing**.



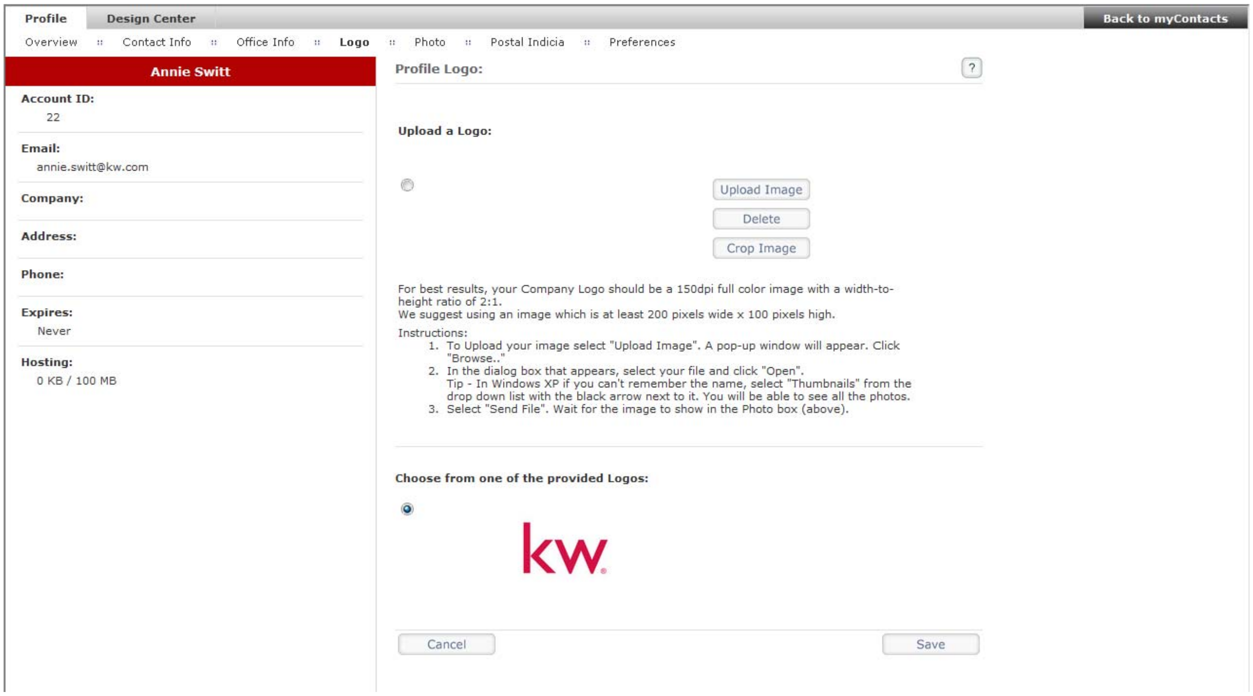
3. You will be brought to the home page of the Design Center. Choose **Profile**.



4. Click to upload your logo.



5. Upload a logo, or choose one of the provided logos.



6. Follow the same steps to upload your photo.

Campaigns & Presentations Available

The eEdge myMarketing module includes several campaigns to market your business and your listings. These pieces are aligned with the proven models of success found in the *Millionaire Real Estate Agent*. The campaigns are beautifully and professionally designed to increase your mindshare and conversion rates. Below you will see the current campaigns and presentations available in the eEdge system. Canadian versions of these will also launch in the eEdge system. More will be rolling out over the coming months, so stay tuned! You can also continue to access all current marketing materials in the marketing library.

1. 8x8 s

An 8x8 is eight touches over eight weeks and is designed to activate a relationship. myMarketing includes two 8x8 campaigns, one for buyer leads and one for seller leads.

2. 33 Touch

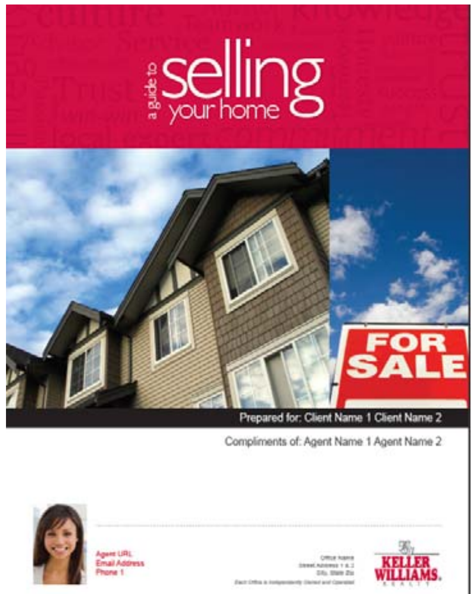
Follow your 8x8 campaign with a 33 Touch. Target the people who know you, have or will do business with you in the future or will send you referrals.

3. 12 Direct

The 12 Direct campaign includes 12 monthly postcards designed for marketing to people in your database.

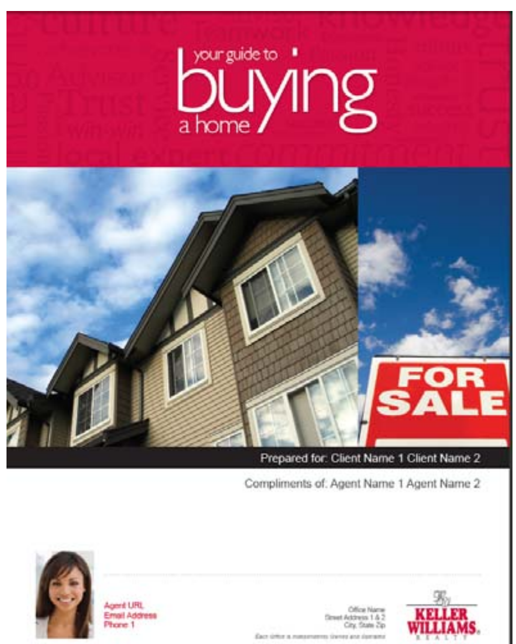
4. Pre-Listing Packet & Listing Presentation

   A professionally designed Pre-Listing Packet and Listing Presentation guide are now at your fingertips!



5. Buyer Consultation

   A professionally designed Buyer Consultation guide is available as well.

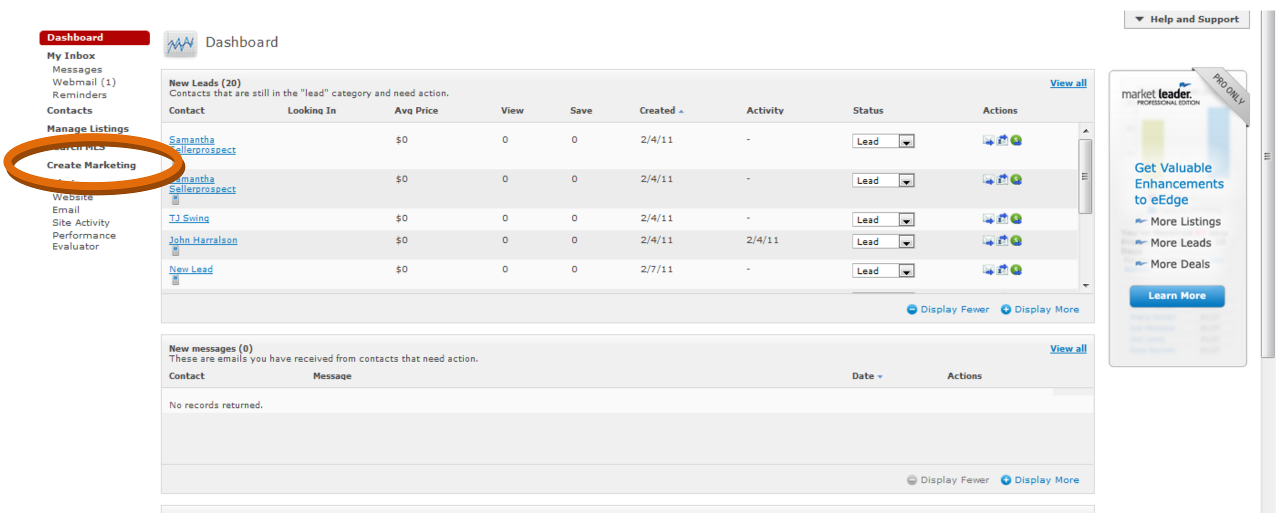


Customizing a Campaign

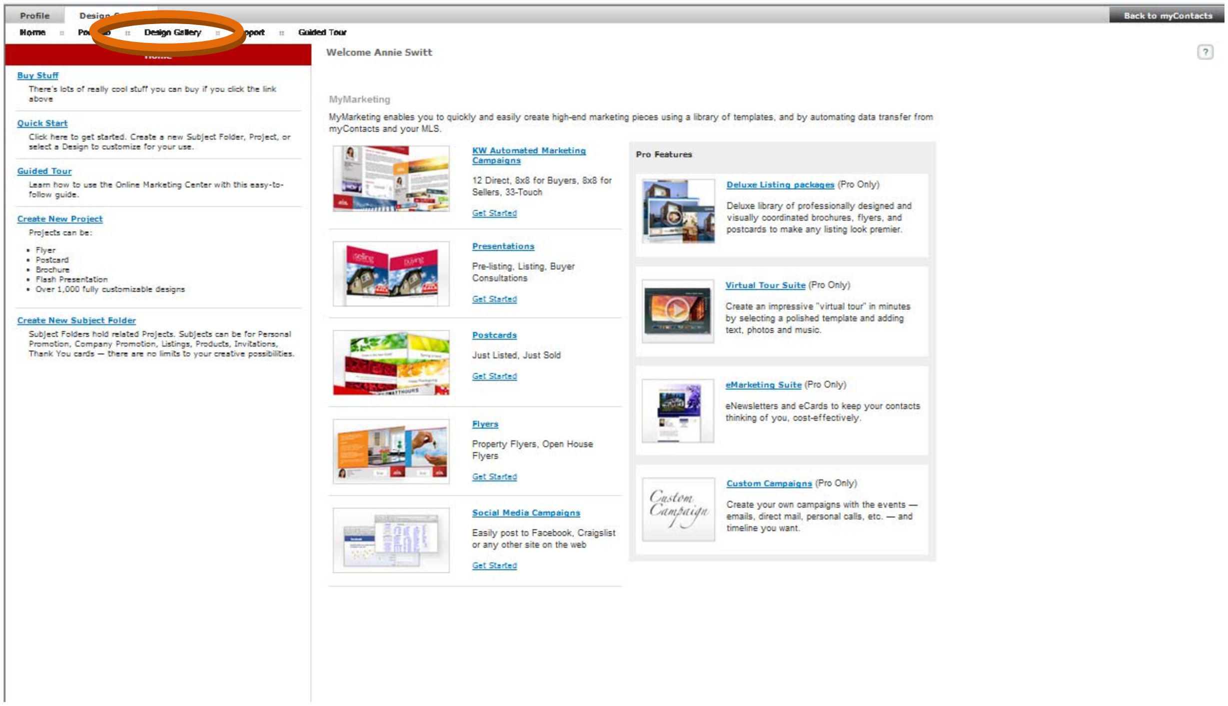
The campaigns available in myMarketing are completely customizable. To customize a campaign:

1. Click on **myMarketing > Market Me** in your eEdge Control Panel

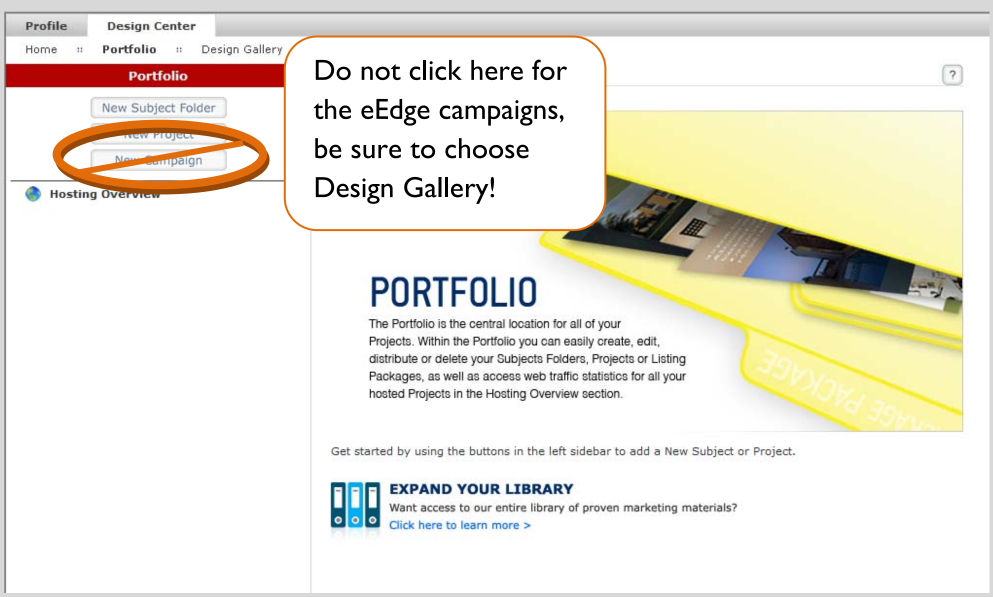
2. Choose **Create Marketing**.



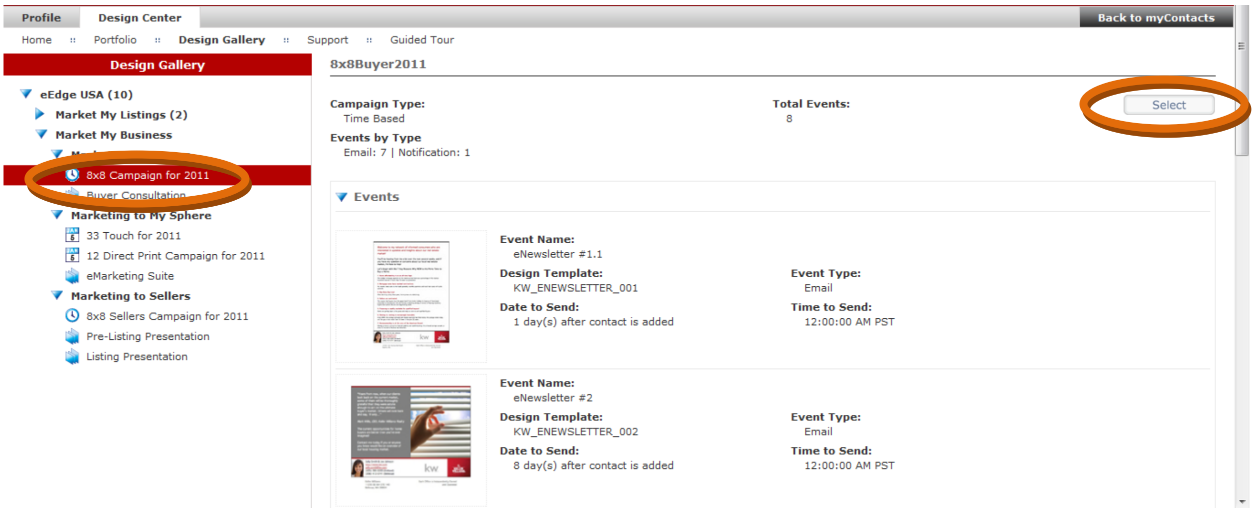
3. You will be brought to the home page of the Design Center. Choose **Design Gallery**.



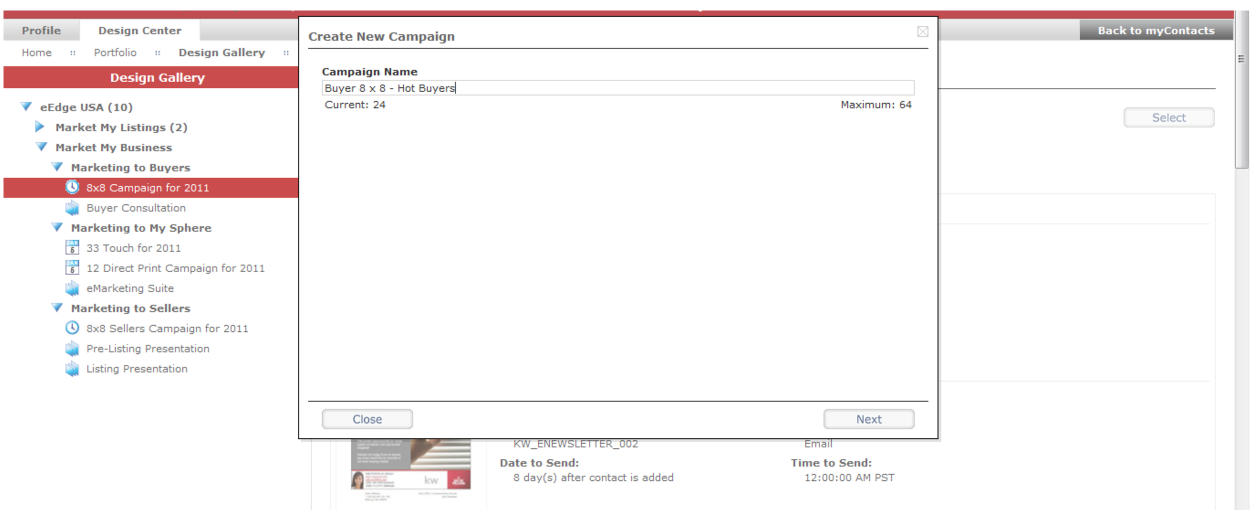
Warning! In order to access the eEdge campaigns, you must go to the Design Gallery as show above. Clicking on New Campaign on the Portfolio tab will not load the eEdge campaigns.



4. In the left-hand navigation, click on the campaign you want to customize. Here you can review the touches included in the campaign. Click **Select** to choose the campaign.



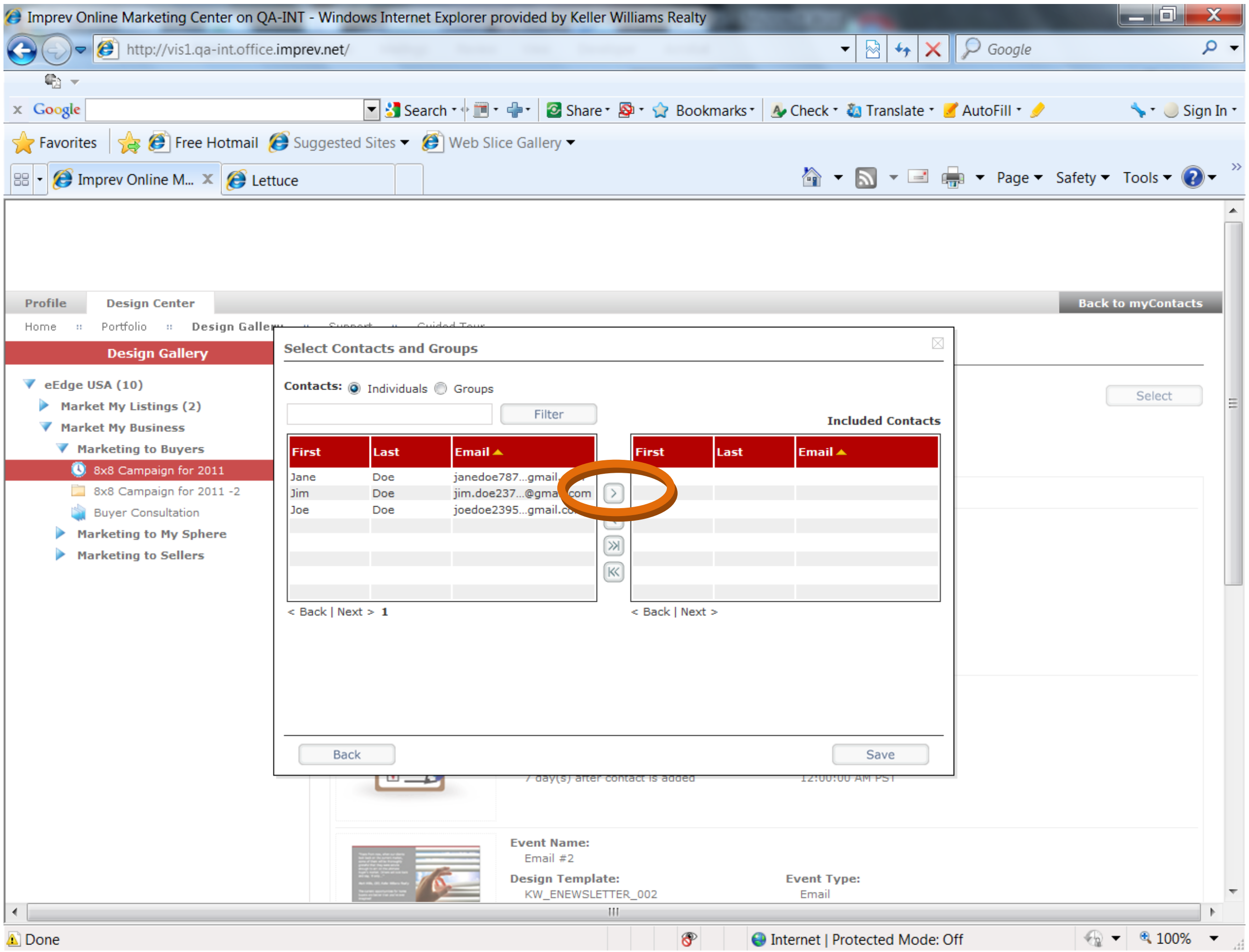
5. Give your campaign a name and click **Next**.



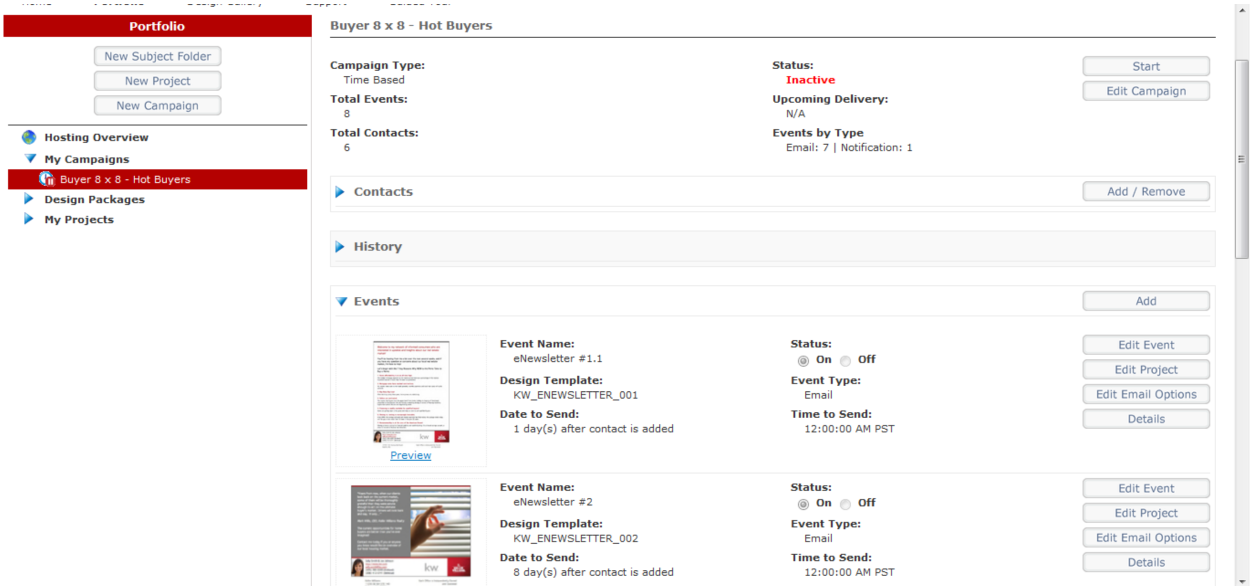
6. You can add either individuals or groups to the campaign.

   a) Select the individual or group you want to add and click the arrow. Continue until all individuals or groups are added.

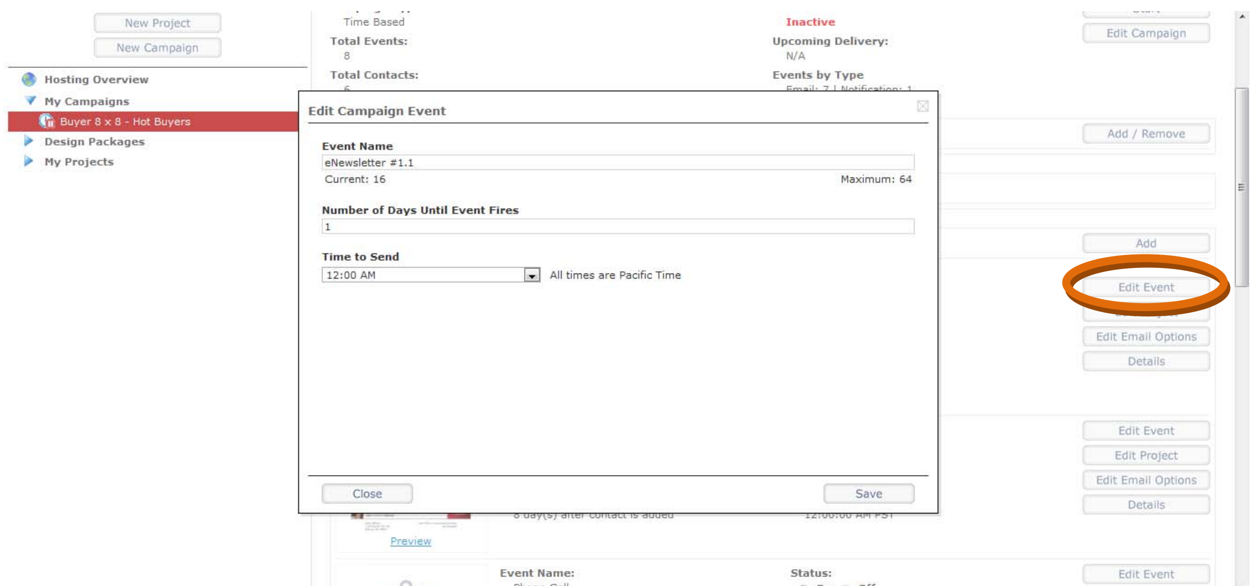
   b) Click **Save**.



7. From the overview page that appears, you can review each touch in the campaign, edit it if necessary, change the date or time it will go out, view or edit the contacts assigned to it, and view the history of items sent out.

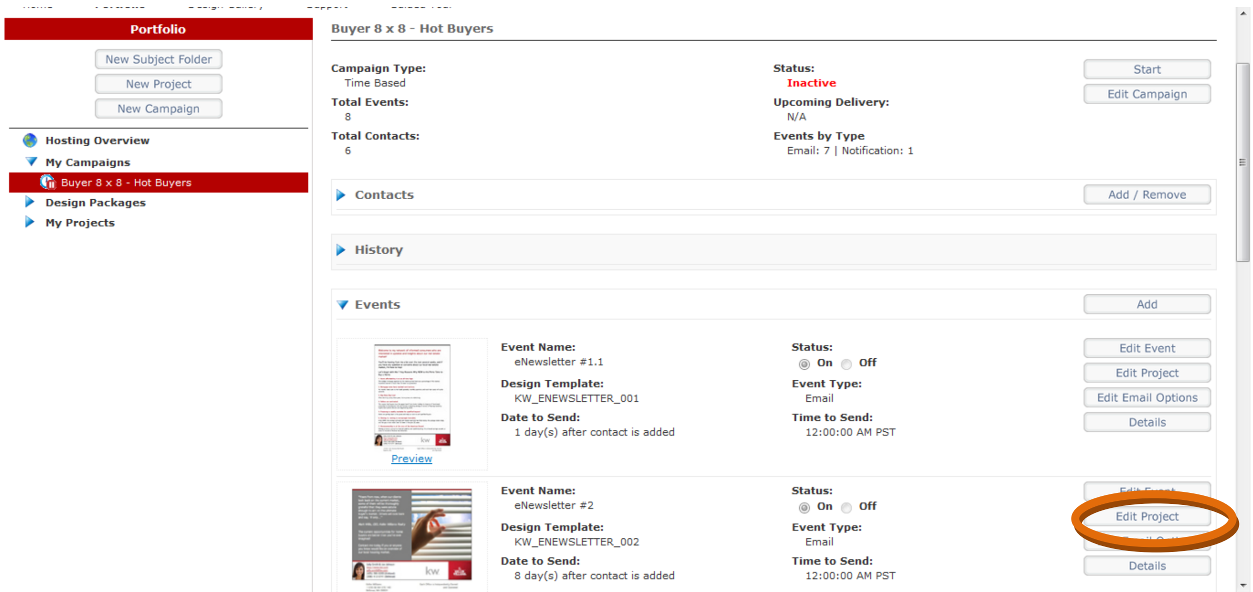


8. To edit an event (the date), click **Edit Event** and make any updates necessary. Note that for the 33-Touch Campaign, the scheduled dates will be set from KWRI – this ensures that we can include timely touches such as *This Month in Real Estate*.



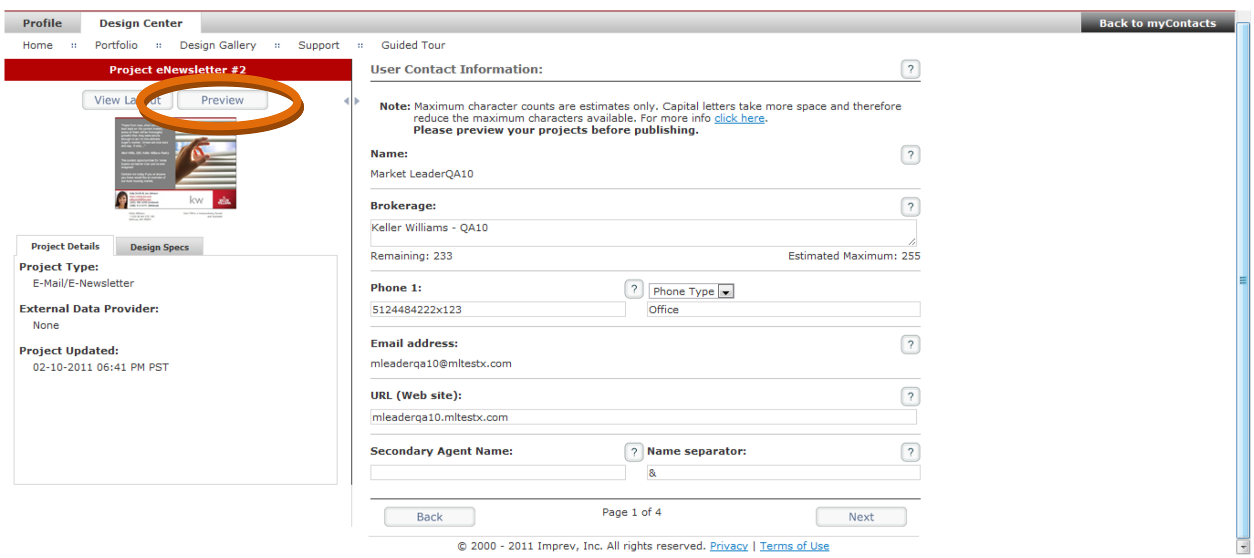
9. To customize a piece:

   a) Choose **Edit Project**.



b) eEdge will walk you through all the elements of the project and allow you to make edits to the text or images.

c) As you make changes, click **Preview** regularly to view your updates.

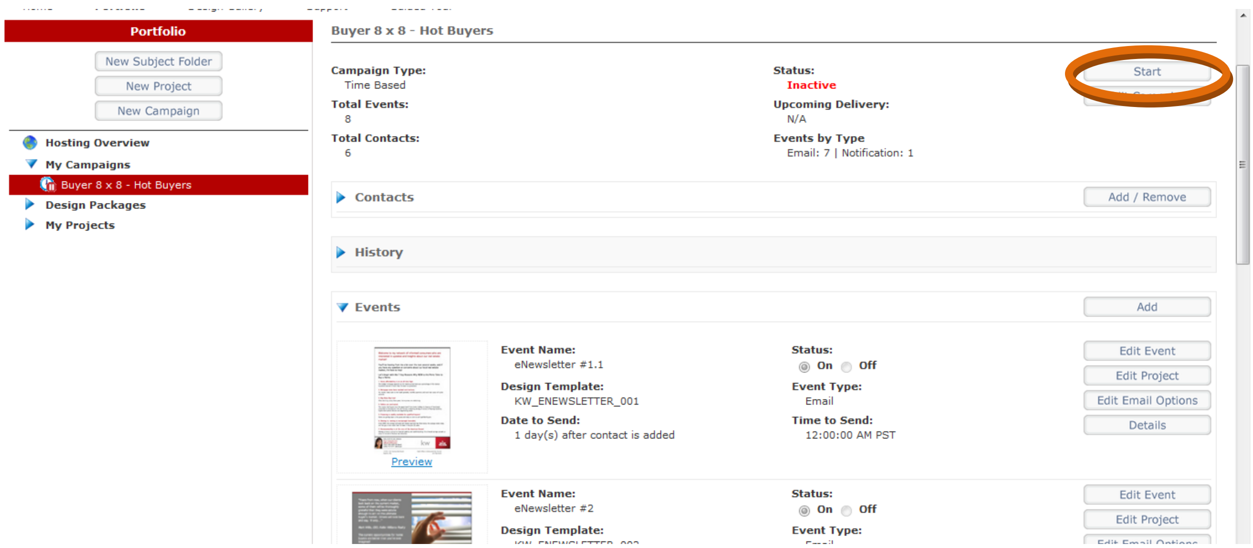


Your Turn!

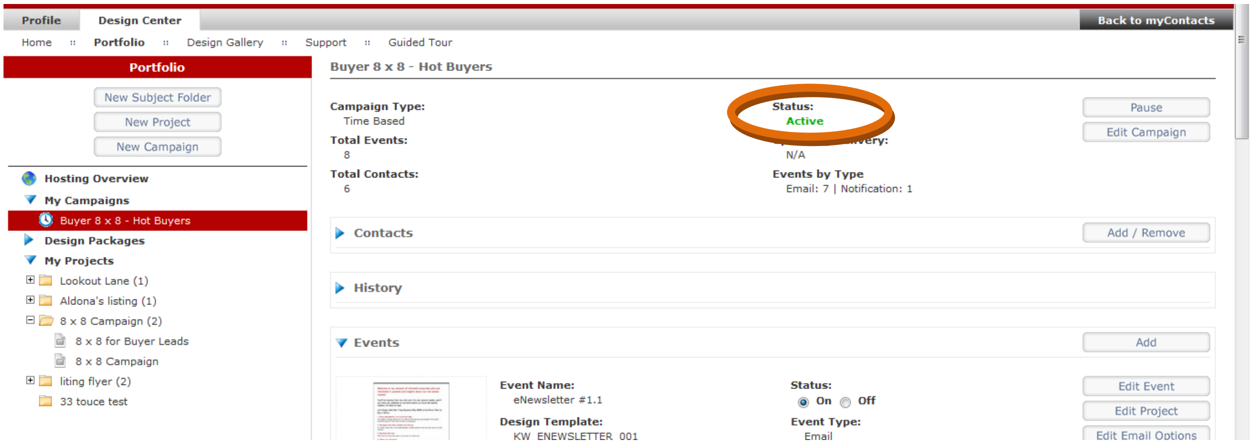
1. **Choose one of the provided eEdge campaigns and customize.**
2. **Add yourself to the campaign.**
3. **Customize at least one marketing piece.**

Launching a Campaign

1. When you are happy with the campaign, click **Start** to launch.



2. The campaign will now show as Active.

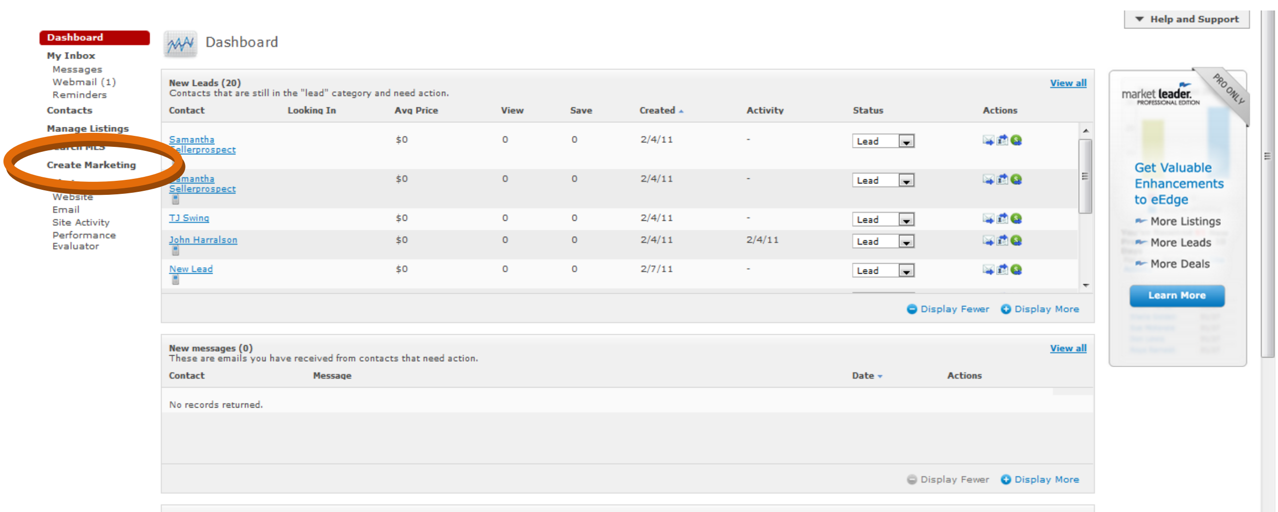

Profile
Design Center
Back to myContacts
Home
Portfolio
Design Gallery
Support
Guided Tour
Portfolio
Buyer 8 x 8 - Hot Buyers
New Subject Folder
New Project
New Campaign
Hosting Overview
My Campaigns
Buyer 8 x 8 - Hot Buyers
Design Packages
My Projects
Lookout Lane (1)
Aldona's listing (1)
8 x 8 Campaign (2)
8 x 8 for Buyer Leads
8 x 8 Campaign
liting flyer (2)
33 touce test
Campaign Type:
Time Based
Total Events:
8
Total Contacts:
6
Status:
Active
N/A
Events by Type
Email: 7 | Notification: 1
Pause
Edit Campaign
Contacts
Add / Remove
History
Events
Add
Event Name:
eNewsletter #1.1
Design Template:
KW ENEWSLETTER 001
Status:
On
Off
Event Type:
Email
Edit Event
Edit Project
Edit Email Options

Reviewing Campaigns You've Set Up

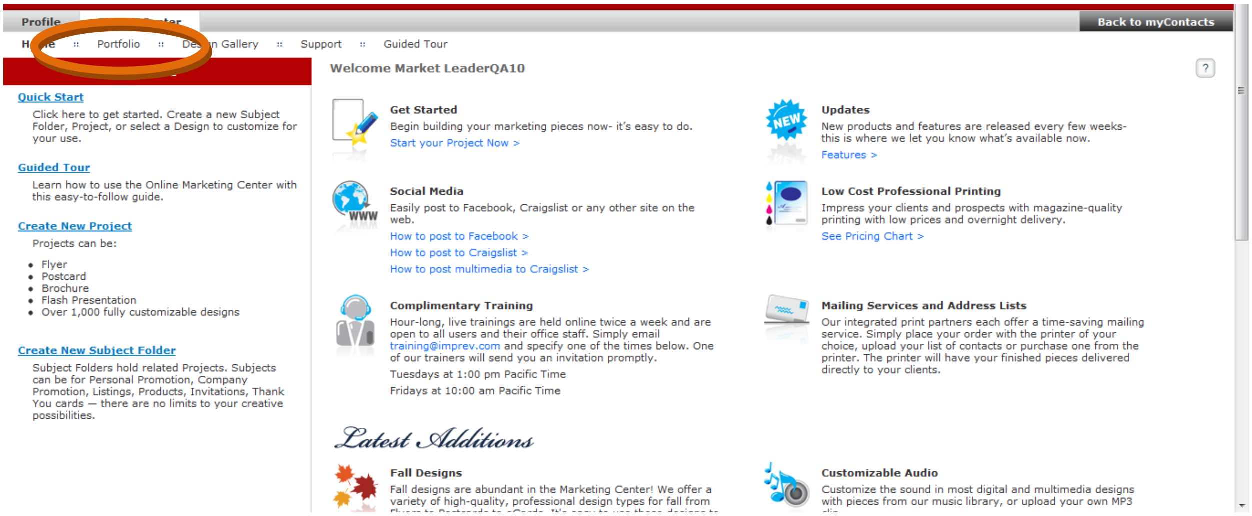
To review the campaigns you have set up:

1. Click on **myMarketing** in your eEdge Control Panel and choose **Market Me**.

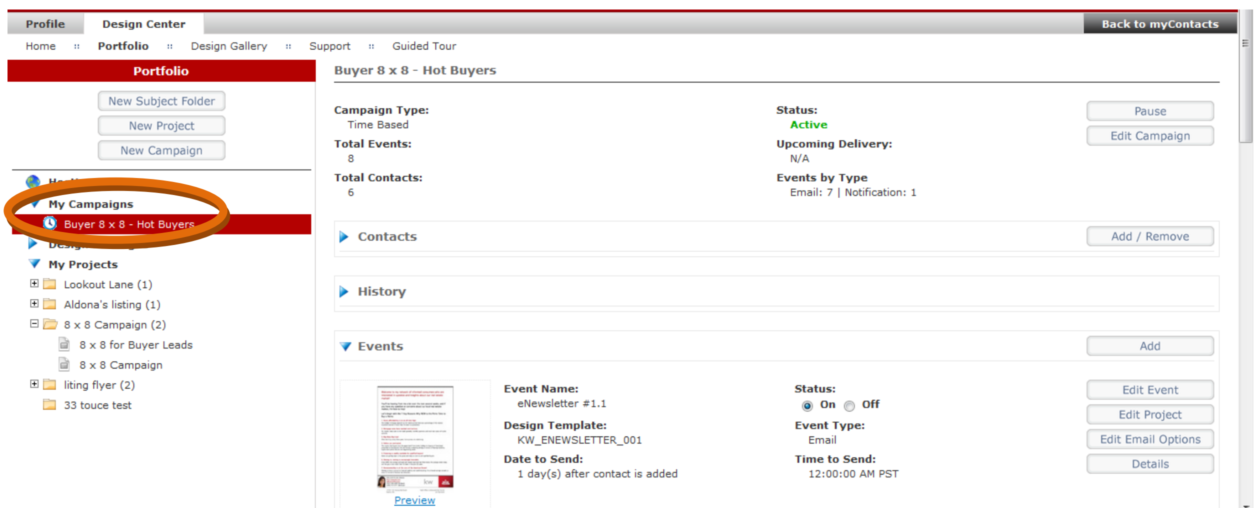
2. Choose **Create Marketing**.



3. You will be brought to the Design Center. Choose **Portfolio**.



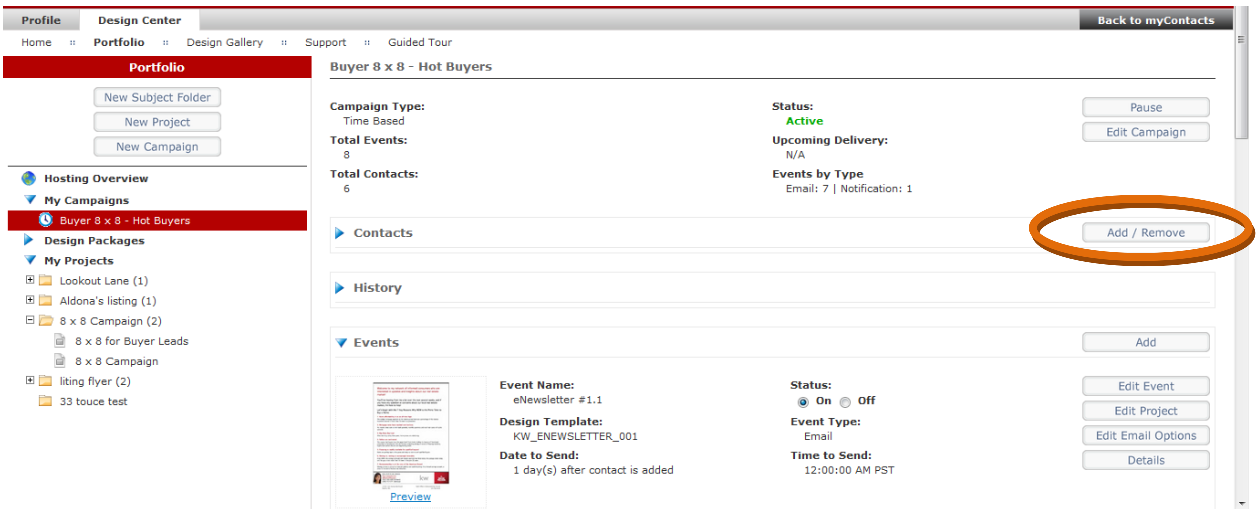
4. Choose your campaign under **My Campaigns**. From here you can view the current campaigns, contacts assigned, history, and make any edits necessary.



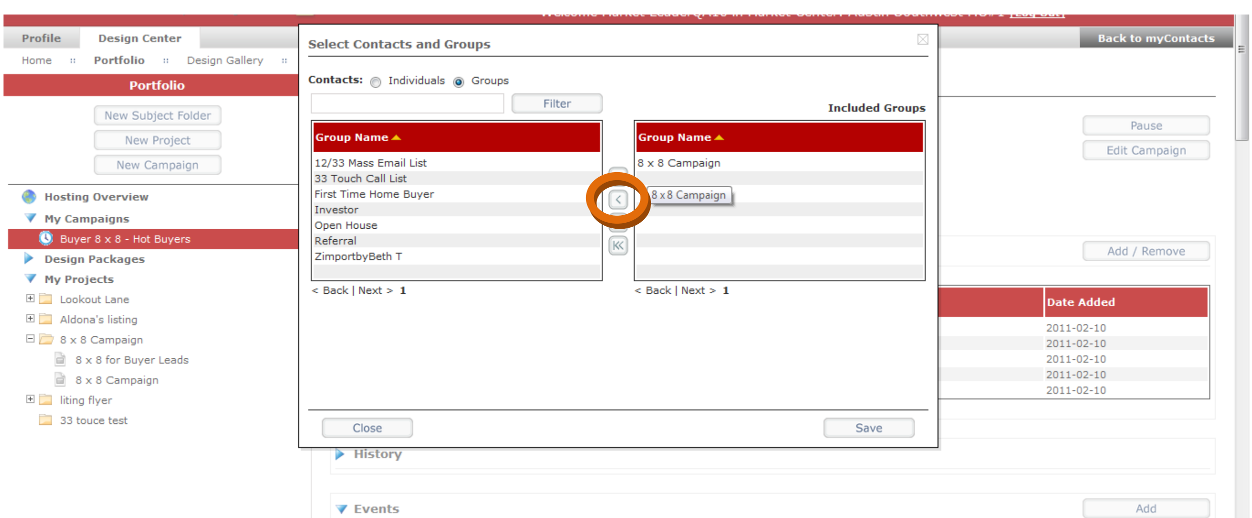
Adding or Removing People From a Campaign

1. Follow the directions above to review a campaign.

2. Click **Add/Remove**.



3. Click the left arrow to remove groups or individuals.



TIPS! If you've assigned a group to a campaign, but there is one individual you want to remove from the campaign, you'll need to remove them from the group. See the myContacts lesson.

If you've assigned a group to a campaign and you add an individual to that group they will be launched on the campaign immediately with the next touch—no further action is required!

Preparing for a Listing Appointment or Buyer Consultation

1. In the Design Gallery, choose **Market my Business > Marketing to Sellers** (or Buyers) and select the presentation you wish to edit..

2. Follow the steps to customize your presentation.

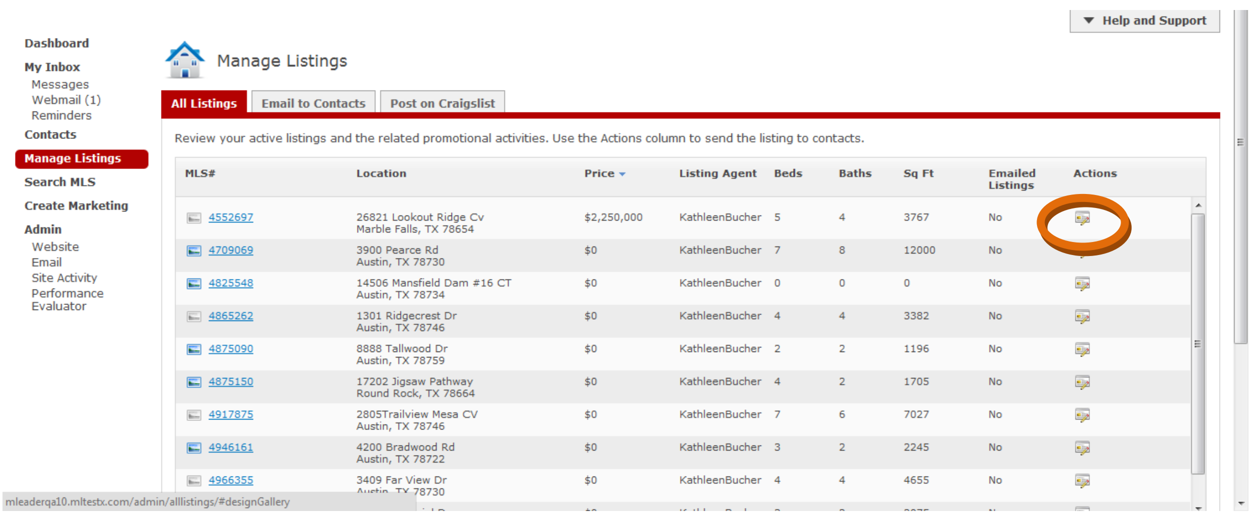
Your Turn!

1. Customize either a pre-listing packet, listing presentation or buyer consultation.

Market Your Listings

1. From your Control Panel, click **New Listings**.

2. From your listings list, click on **Create Marketing Material**.



3. Within the Design Gallery, choose the marketing material you wish to create and edit and customize as you desire. The listing information will be pre-populated for you. Please note that due to the way the MLS resizes your images for posting, you may need to re-upload property images to be appropriate for print (the system will notify you if an image is not print-quality).