



KWLS: Keller Williams Listing System Listing Syndication

Objective: Examine the features and benefits of having control of your listing data. Listing Syndication allows you to maximize your presence on the Internet by having your listings automatically syndicated (posted) to top online portals. KWLS syndicates your listings to search engines and websites. Fully exploit the marketing opportunities that exist with our KWLS Listing Partners.

1. You are the best person to handle leads from your listings. KWLS puts you in control of your listing data you're your leads. This control is a powerful value proposition on a listing appointment. Utilize our Partner Flyer and take advantage of the powerful tools on KWLS:

- a. 30 Images
- b. Branded Virtual Tour
- c. Listing Links
- d. Documents
- e. Just Listed/Just Sold Card
- f. Control Feed Options
- g. Don't forget about kw.com-listings are feed to associate website's



Let's take a detailed look at our current partners-knowing the background of these websites and the different ways that your listing information is displayed is very important. Your sellers will visit these websites, head off questions before they come up.



2. Trulia-“Real estate search engine that helps you find homes for sale and provides real estate information at the local level to help you make better decisions in the process.”


****Brand Your Listings-It's Free****

- **Increase your online visibility:** Your photo and contact info on all of your listings.
- **Connect with serious consumers:** Emails from active home buyers & sellers sent directly to you
- **Get stats for sellers:** Tell your clients how many people view their listings every week
- **Add open house information:** Market your open house to thousands of local buyers

Tools & Widgets For Your Website or Blog:

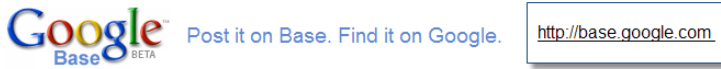
- **TruliaMap:** Shows a map showcasing your listings-
- **TruliaVoices:** Broadcast Your Expertise
- **TruliaMiniStats:** Show visitors how prices are trending in your area
- **Trulia Badge:** Promote your Trulia activity and market expertise

Errors in your listing display? Contact Trulia: customerservice@trulia.com

or click on  report listing error on the details page of your listing.



3. **Google Base** Over 56% of all Internet searches on "real estate" and related terms are conducted on Google and our partner sites, and the majority of those searchers are actively looking for listings or referrals to brokers and agents. One of your primary goals as a real estate agent is to maximize your listings' exposure in a cost-effective manner. With Google Base, you can put your listings where they can be found by anyone who uses Google web search -- and doing so is easy and entirely free.



Simply describe your items on Base to make them as easy as possible for people to find when they search. You do your stuff online. [Learn more...](#)

Click on Housing

Examples of popular item types:

[Products](#)

[Events and activities](#)

[Vehicles](#)

[Recipes](#)

[Vacation](#)

[Housing](#)

[Jobs](#)

[Hotels](#)

[Reviews](#)

[Rentals](#)

Already use Google Base?

[mkaljian@gmail.com's items](mailto:mkaljian@gmail.com)

Get started - post items on Base:



One at a time

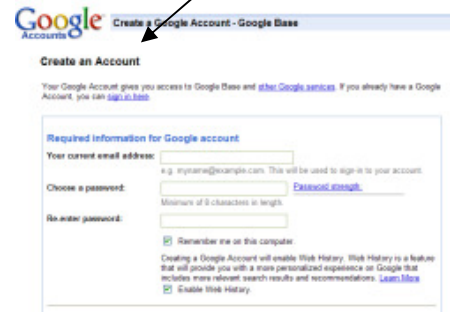
Have 10 or fewer items? Fill out our web form for each item you would like to post.



Data feed

Upload a spreadsheet or XML file describing lots of items.

Listings that are submitted to KWLS appear in Google Base and the leads are directed back to you, the listing agent. Take advantage of additional marketing opportunities in Google Base by creating an account.



a) To report a problem with a listing

b) Click the pushpin that identifies the listing, either in the search results on the left-hand side of the screen or on the map. This will cause a balloon to open. In the balloon, click the gray link to report the error.



c) Fill out the form to describe the problem and we'll review it.



Yahoo! Real Estate attracts more than 5 million unique visitors per month.*

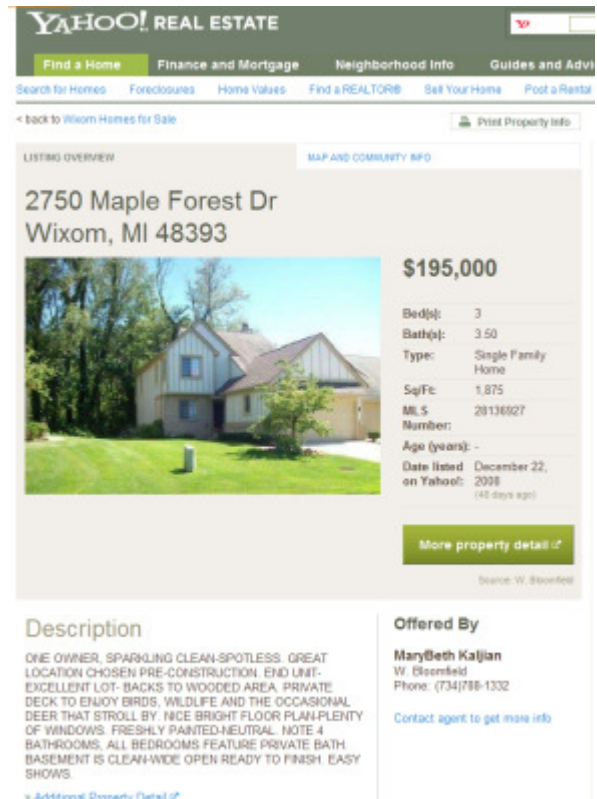
The entire Yahoo! network is one of the most trafficked internet destinations worldwide.

The Yahoo! network reaches 88% of home shoppers and 84% of homeowners.* * according to comScore

Submission of your listings to KWLS ensures that your listing leads are directed back to you. Listings may appear from various sources and the lead may be directed to your broker. Search for your listings and verify that the lead is directed back to you. Currently no opportunity to enhance your listings for free, Yahoo does have paid advertising enhancements.

To Report a problem with a listing, click the link next to the flag.

Report a problem with this listing



5. Formerly Homescape



HomeFinder.com's Showcase Packages allow you to reach over 2.2 million home buyers every month, with 57% of our users looking to buy in the next 6 months*!

We understand that your top goals this year are to keep your buyers satisfied, get more traffic to your listings and generate new business. HomeFinder.com can help you accomplish all three. Get started today by enhancing all of your listings for **one low monthly price.**



Homescape became Homefinder in mid January. It appears that enhancements will come with a monthly fee. Keep your eyes peeled for updates from KWRI regarding affiliation agreements with this aggregator.



6. Zillow.com is one of the largest real estate Web sites in the U.S. and has become the premier destination for buyers, sellers, homeowners, and real estate professionals. Approximately 5.5 million unique visitors come to the site each month.

Submit your listings for free



Each listing can have up to 50 photos, a link to a virtual tour, and all of your contact information — for free. All leads flow directly to you.

▶ [See a sample home for sale](#)

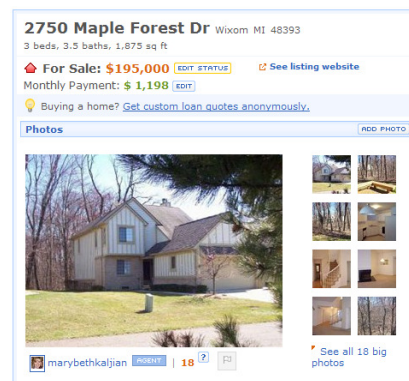
Zillow user stats:

- 90% of users already own a home
- 70% of users are actively buying a home
- 54% of buyers visit Zillow as part of their home buying process

Median household income is over \$88,000

Zillow has no shortage of great free tools for agents:

- Free co-branding on Zillow
- API Network
- Zillow Real Estate Market Reports
- Listings presentation flyer
- Mortgage Widgets



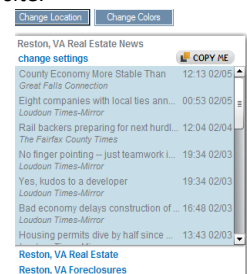
7. AOL Real Estate:



Reaches up to 5 million unique users per month

Free Agent Tools: Real Estate Widgets for your website or blog. Now you can have all the latest real estate news right on your web site. AOL Real Estate's real time news widget delivers localized real estate news right to your site.

As with the other KWLS partner websites, check your listings; your contact information and a link to your website should appear in the listing detail page.





8. HGTV's Real Estate website-Beta .

Keep an eye on this website, **Agent Tools** are coming soon.

More Info button should lead consumers to your website.

Frontdoor is aesthetically pleasing and one to watch.



9. Check out CyberhomesPro for enhancement opportunities and agent tools. Both pay and free options. Add Cyberhomes to your Web site, for free. Cyberhomes Smart Frame lets you put an engaging home evaluation experience on your web site and connect with online real estate customers.

Check your listings on their website and be sure that the more information leads consumers to your website.



10.



2750 Maple Forest, Wixom, MI 48393 \$195,000

Location: Wixom, MI
 Bedrooms: 3 Bathrooms: 3.5 Year Built: 1994 Floors: 2 Sq Ft: 1875
 Amenities: Basement, Deck, Fireplace, Garage, Library
 Description: ONE OWNER, SPARKLING CLEAN-SPOTLESS. GREAT LOCATION CHOSEN PRE-CONSTRUCTION. END UNIT-EXCELLENT LOT- BACKS TO WOODED AREA. PRIVATE DECK TO ENJOY BIRDS, WILDLIFE AND THE OCCASIONAL DEER THAT STROLL BY. NICE BRIGHT FLOOR PLAN-PLENTY OF WINDOWS. FRESHLY PAINTED-NEUTRAL. NOTE 4 BATHROOMS, ALL BEDROOMS FEATURE PRIVATE BATH. BASEMENT IS CLEAN-WIDE OPEN READY TO FINISH.
 more details »

Found Today at www.mlsfinder.com

[Report Incorrect Results](#)

Not the fanciest website, but easy to navigate. Easy to check where the listing information is coming from. Click of the address or photo directs consumers to your Keller Williams website. The Report Incorrect Results simply says "Thank You" when selected. One would assume that the listing details would be verified when incorrect results are reported.

****Due to the ever-changing nature of the Internet, it is important to stay up to date with changes in affiliations with KWRI. Constant monitoring of both the KWLS partner websites and the marketing flyer is recommended.**