



THE ELEMENTS OF A GREAT AGENT WEB SITE

1. FOUNDATIONAL

- Professional Design
- Points of Contact
- Compelling Domain Name

2. BUYER

1. Key Tools
 - Property Search (IDX)
 - Buyer Instant Notifications (BINs)
 - Search Savers
2. Key Content
 - Community/Neighborhood
 - Schools
 - Home-Buying Process

3. SELLER

1. Key Tools
 - Home Value Request
2. Key Content
 - Market Statistics
 - Home-Selling Process

FIGURE 23 Many agents who don't have specific features on their Web site (such as instant notification) simply offer them on their site as personal services which they then can fulfill with their MLS tools.