

Point2 Agent Getting Started Guide

Congratulations! You just took the first step to gaining access to more marketplaces, reaching more buyers and sellers, and selling more properties.

You just decided to create a Point2 Agent account.

While everyone's learning paths, goals for their websites, and online marketing strategies are different, there are some initial steps that can be followed to get your Point2 Agent site specifically branded, showing listings, and starting to generate leads.



Getting Started Checklist

- Step 1: [Activate Your Point2 Agent Account](#)
- Step 2: [Enter Your Online Office](#) (admin tool)
- Step 3: [Access Support Resources](#)
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Step 1. *Activate Your Point2 Agent Account*

There are multiple ways that you can activate a Point2 Agent account:

1. *Accepting a Roster Invitation from your Broker*

- If they currently have a Point2 Agent account and website, your Brokerage can send you an invitation in the form of an email with the subject line of "Point2 Personal Invitation from (Brokerage Name)".
- Acceptance of this invitation will place you in the Brokerage's roster and create a Handshake reciprocal agreement, which means that you can display each other's listings on your websites, and the Brokerage can start routing leads to you. For details on Handshake, see step 8.
- Not accepting, or doing nothing with the email, means that the listings will not show on your site, and leads are not routed to you, so it is imperative for you to accept the invitation as soon as possible.
- In some cases, the Brokerage may have already created a website template. If this is the case, your site will have a particular look, although you can still edit the content and pictures on your site (see step 10).

2. Visiting www.Point2Agent.com

- In the top right-hand corner of the homepage, click on the blue icon that states "Join for FREE".
- You will begin the registration and account creation process, which asks you for your contact information and choices for your website. Carefully read each page and enter in complete information, as this will be used as part of your account and in key areas of your website.

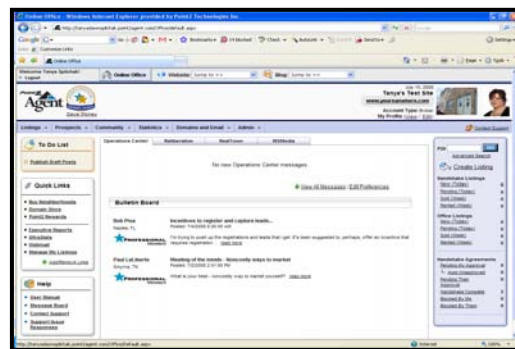


3. Creating a Point2 Agent website via your Syndication Dashboard from your MLS/Association

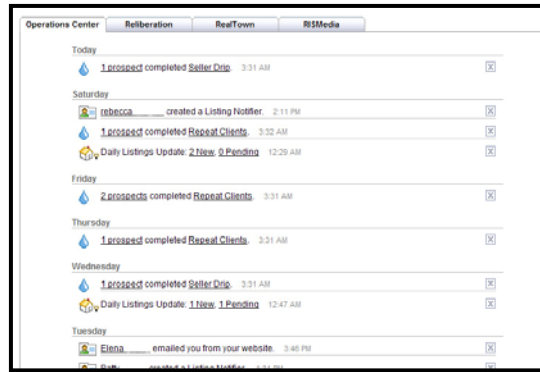
- If your MLS/Association currently syndicates listings through the Point2 Agent system, you have received an invitation and link to [create a Syndication Dashboard](#) to determine the Syndication Partners for your listings, as well as review reports regarding listing views and prospects.
- If you currently have a Syndication Dashboard and would like to create a Point2 Agent account so that your listings are fed into your Online Office and displayed on your website, [visit the Getting Started Guide](#).
- In some cases, your MLS/Association or Brokerage may have already created a template for all Agent websites. If this is the case, your site will have the underlying template already created for you, although you can still edit the content and pictures on your site (see step 10).

Step 2. Enter Your Online Office

- Upon completing the registration and account activation process, you will be offered the opportunity to go to your website, or be taken into the Online Office, which is the main administration console where you will manage listings, prospects, account information, and receive updates in the form of statistics and messages.



- Anytime you want to return to this main Online Office screen, press the large “Online Office” button at the top of the screen.
- Updates that are specific to you, such as alerts regarding new Prospects, are all contained within the Operations Centre.
- Becoming acquainted with the various areas of the Online Office will increase your efficiency and productivity when wanting to update your website, follow-up on new leads, or work with listings. *View:* [User Manual](#); [Training Video](#)



Step 3. Access Support Resources

- There are two websites that you will want to make note of and bookmark:
 - www.Point2Agent.com
 - Access membership specials, feature information, support resources, the Point2 Agent monthly newsletter, and more.
 - www.Point2AgentEducation.com
 - Access live online Education Sessions, articles, and a variety of Educational Resources, including a [User Manual](#) (textual instructions), [Training Videos](#) (audio-visual instructions), [Troubleshooting Guide](#), [Message Board](#) (communicate with others in the Point2 community), and [many more](#).

Step 4. Be Found

- An integral part of your Point2 Agent website will be having your contact details available, so that online visitors can contact you regarding their real estate needs.
- There are a number of details and images that should be input, so that they can be used in all of your online marketing pieces: personal photo, company logo, personal details, and company details. *View:* [User Manual](#); [Training Video](#)
- You will need to confirm your membership in order to use all of the features that come with your Point2 Agent online marketing solution. *View:* [User Manual](#)

Step 5. *Determine Your Selling Areas*

- Research indicates that buyers begin searching for homes based on neighborhoods, which is imperative information to include on your website, both for online visitors and for search engines. *View:* [User Manual](#); [Training Video](#)
- Selling areas also determine available local agents for your reciprocal advertising agreements through the Point2 Agent Handshake program (see [step 8](#) below).

Step 6. *Enter Your Listings*

- Online visitors going to real estate websites are usually looking for one thing: listings. With Point2 Agent, there are three ways to have listings posted on your Point2 Agent website:
 - **Manual posting** - you enter in the listing description, photos, virtual tour, etc. *View:* [User Manual](#); [Training Video Part 1](#); [Training Video Part 2](#)
 - **Brokerage posting** - Brokerages can enter the listings for the Agents in their offices and then assign or Handshake the listings to the Agents
 - **MLS posting** - once your MLS/Association has implemented the Point2 Agent Enterprise solution, listings entered into the MLS system will be fed into your website.
 - At any time you can edit your listings to add additional information and photos. *View:* [User Manual](#); [Training Video](#)
- Point2 Agent Listings can:
 - contain up to 36 photos
 - have editable Point2 Agent Virtual Tours (*View:* [User Manual](#); [Training Video](#)) or third-party virtual tours attached
 - be syndicated to over 30 Point2 Agent Syndication Partners

Step 7. *Advertise/Syndicate Your Listings*

- With over 30 Syndication Partners, Point2 Agent provides the most comprehensive online advertising of your listings in other marketplaces, putting you and your listings in front of more buyers and sellers.





- So that you can target relevant marketplaces, the Syndication Partners available to you will depend on the selling area that you service. While most of the Syndication Partners provide automatic syndication, there are a few who require manual postings. *View:* [User Manual](#); [Training Video](#)
- For an indicator as to what syndication is doing for your listings, there are reports available that report on each Syndication Partner (see [step 12](#) below).

Step 8. *Create Reciprocal Advertising Agreements*

- Point2 Agent's Handshake provides you with virtually limitless free local advertising through creation of entirely reciprocal agreements with other local Agents. All Handshake relationships are under your complete control: you choose who you want to work with!
- To view Handshake requests and determine whether to approve or block, visit your Community area in the Online Office. *View:* [User Manual](#); [Training Video 1](#); [Training Video 2](#)

Step 9. *Brand Yourself*

- The personal information you entered in step 4, not only makes you accessible to online visitors wishing to contact you, but these contact details are also used for branding on Point2 Agent online marketing tools, such as Branded Email.
- Don't waste email marketing efforts by branding your franchise or search engine - brand yourself instead, with professional email addresses, such as "you@yourname.com".
- To create your personal email address, you need to do two things:
 - Create and register a domain *View:* [User Manual](#); [Training Video](#)
 - Create an email account *View:* [User Manual](#); [Training Video 1](#); [Training Video 2](#)
 - *Note:* Keep in mind that you can create multiple email accounts, although the type of account will depend on your [membership level](#).
- Brandable email accounts that integrate with Drip Email and Predictive Marketing are available to Point2 Agent Professional and Premium members. To participate in a 14-day trial, visit the main page of your Online Office or you can also upgrade. *View:* [User Manual](#); [Training Video](#)

Step 10. *Build Your Website*

- Your Point2 Agent website will be a key aspect of your online marketing strategy, as that is what prospective buyers and sellers will see when they find you online.
- Your website also integrates with all other Point2 Agent online marketing tools, so it is imperative to address these key aspects of your website, to ensure consistent branding and marketing:
 - **Page Content** - new Point2 Agent websites contain pages that contain default content. It is recommended you customize this textual information and add content modules, to enhance your branding and provide information on your services and listings. This will not only help to engage and keep online visitors on your website, but also help your search engine rankings. *View:* [User Manual](#); [Training Video](#)
 - **Displaying Listings** - online visitors go to real estate websites to view listings, so having listings showing on your homepage is recommended. There are several ways to do this:
 - **Listings module** - displays determined listings in a grid or list format. *View:* [User Manual](#); [Training Video](#)
 - **Featured Listings** - highlights one key listing. Your website can contain multiple Featured Listings modules. *View:* [User Manual](#); [Training Video](#)
 - **Listings by Map** - provides a Google Earth map with markers that indicate your listings. *View:* [User Manual](#); [Training Video](#)
 - **Website Editing Tools** - changing the colors, font, and layout of your site will increase your brand awareness, marketing consistency, and personality. *View:* [User Manual](#); [Training Video](#)
 - **Search Engine Optimization** - once your website is updated, optimizing the SEO information will increase your chances of being found by search engine crawlers. *View:* [User Manual](#); [Training Video](#); [Education website](#)
- For further ways you can modify your website, view the [User Manual](#) or [Training Videos](#)



Step 11. Prepare for Your Leads

- Now that you have a website, prospective buyers and sellers can start visiting your site and interacting with you online! Point2 Agent offers two ways to enter this information into your Online Office:
 - **Automatically:** online visitors interested in contacting you or being included on system-generated updates can enter in their personal information into website forms. This data is then automatically entered into your Online Office. View: [User Manual](#); [Training Video](#)
 - **Manually:** you can create new Prospects and manually enter in the buyer or seller's information. View: [User Manual](#); [Training Video](#)
- Point2 Agent's prospect management system provides the tools to keep track of relevant listings, emails exchanged, notes, and other points of interest for the Prospect, giving you the knowledge you need to turn the Prospect into a client. View: [User Manual](#); [Training Video](#)

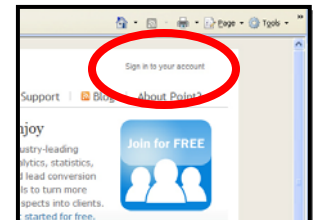
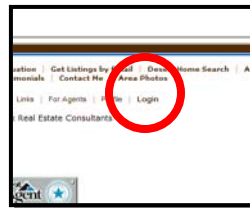
Step 12. Analyze Your Progress

- Knowing how your website, listings, syndication, and online marketing efforts are doing is essential for seeing success, as is understanding where listing traffic is being generated. Point2 Agent provides a variety of statistical reports that give you relevant information on how these aspects are performing, as well as where improvements can be made. View: [User Manual](#); [Training Video](#)

Step 13. Access Anywhere

- Since Point2 Agent is an online marketing solution, your Online Office is available at anytime with an Internet connection, giving you the flexibility to access statistics, new prospects, and your editable website within minutes.

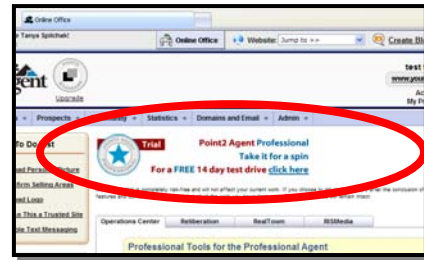
- To log into the Online Office, click the "Login" link at the bottom of your website or click on the "Sign in to your account" on the Point2 Agent website.



- Login using the username and password you entered when initially setting up your account. For assistance, view: [User Manual](#); [Training Video](#). If experiencing difficulties, there are some troubleshooting tips in the [User Manual](#).

Step 14. Take Your Business to the Next Level

- Having a website is one component of an overall online marketing strategy. Complimentary components within a complete strategy include:
 - **Blogs** – have an integrated ‘online journal’ where you can provide information on real estate and anything else that interests you. Blogs can increase search engine rankings and develop online reputations, giving you more exposure. View: [Examples](#); [User Manual](#); [Training Video](#)
 - **Predictive Marketing** – have your website work for you by not only identifying listings that fit with a prospect’s interests, but then sending updates and relevant information to the prospect’s email. View: [User Manual](#); [Training Video](#)
 - **Drip Emails** - send relevant and timely emails to leads, as well as stay informed as to what they are receiving through extensive tracking and notifications. View: [User Manual](#); [Training Video](#)
- These components are all part of the [Point2 Agent Professional and Premium memberships](#). You can upgrade from within your Online Office. View: [User Manual](#); [Training Video](#)
- As an added bonus, Standard members have the opportunity to try the Professional membership for 14 days. To sign up for the trial, visit the main page of your Online Office.



Congratulations!

You are now on your way to building not only your website, but also your brand, your leads, your number of listings, your prospect base, and your business!

Keep in mind that this is just the beginning. A solid online marketing plan takes time, effort, and continual website edits to evolve, change, and see further success. The Support resources at www.Point2AgentEducation.com will aid you in your endeavors, and there is also our Customer Service Team available to you.

From everyone at Point2 - thanks for choosing Point2 Agent, and good luck!