

# <MLS NAME> and Point2 Agent FAQ's

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## Intro

### What is Point2 Agent?

Point2 Agent is a complete listing syndication solution for REALTORS® that includes a network of over 30 online partners - including Zillow, Trulia, Homescape, Point2 Homes and more - the largest syndication network available in the marketplace today.

### What are the benefits to me as the broker or agent?

The partnership <MLS NAME> has with Point2 will provide every broker and agent within <MLS> with the ability to syndicate their property listings to over 35 Point2 Syndication Partner websites using Point2's syndication tools. The websites will be updated automatically every 24 hours.

Previously, most <MLS NAME> brokers and agents had to update their listings in the Point2 network individually and manually - a tedious and time consuming task.

Through our new partnership, <MLS NAME> will provide Point2 with all the listings from our database so brokers and agents will be able to syndicate their listings automatically, eliminating the need to perform manual updates, saving them time and effort.

Additionally, and most importantly, <MLS NAME> brokers and agents will begin to receive reports and leads from the internet traffic that your listings generate!

### How does it actually work?

Each member of <MLS NAME> will receive a free Syndication Dashboard. Within your own Syndication Dashboard you can configure your syndication partner preferences, access prospect information and reports from syndication traffic, all for free.

Additionally, you can create your own Point2 Agent account through your free Syndication Dashboard which will give you more in-depth prospecting reporting tools and comprehensive analytics. The Point2 Agent account is completely optional and available for you to set up at any time right through your Syndication Dashboard.

### How much work is this going to take?

Simply put, no work at all. <MLS NAME> is taking care of everything. All you'll need to do is keep an eye on your email inbox for a specific invitation email with a link to create your Syndication Dashboard should you wish to further manage your syndication preferences. Don't worry, we'll send out email reminders in advance.

### What do I need to do in order to start?

Absolutely nothing. <MLS NAME> will take care of everything. We'll keep you informed of the progress of our integration with regular emails to all our members. **Do not sign up for a Point2 Agent account.** We will help you with this at a later point in the integration. You do not need to sign up for anything.

## Is Point2 the same as IDX? Do they provide IDX?

No - Point2 is a syndication aggregator, giving your listings massive exposure. Point2 takes the listings from <MLS NAME> and automatically syndicates them to the partners of your choice. Then they provide all the leads and traffic reports directly back to you. Our partnership with Point2 provides our members with an added advertising and exposure opportunity for your listings. This is not an IDX solution.

## Syndication Dashboard

### What is the cost of a Syndication Dashboard?

Syndication Dashboards are provided to each and every <MLS NAME> member at absolutely no cost. You can access your syndication preferences, prospects, and listing stats right in the Syndication Dashboard, free of charge.

### What is considered a "View" when looking at reports in the Dashboard?

Within the Syndication Dashboard a "view" is recorded any time a prospect looks at your listing from one of our syndication partners.

### Are the Dashboards different if I am a broker than if I am an agent?

Yes.

The Syndication Dashboard for **Brokers** includes the tools to set the overriding syndication preferences for all the listings in your entire office. This allows brokers to set which syndication partners receive their office listings.

The Syndication Dashboard for **Agents** allows agents to view the syndication partners that have been selected by their Broker and can then further select syndication partner preferences on a per listing basis.

### What if I am a Broker who is also actively selling property (a broker and an agent)? Which version of the Dashboard do I receive?

You will have access to the features of both Dashboards within one Dashboard account. This means you will have the ability to set the syndication partner preferences for your office as well as your own personal listings within one account.

### Other Brokers and Agents have received a Syndication Dashboard but I haven't. Why?

If you currently do not have any listings you will not have a Syndication Dashboard yet. Once you have a listing you will be sent your own Syndication Dashboard invitation. If you do currently have listings and still have not received a Syndication Dashboard invitation, please check your email Junk Mail folder. The Syndication Dashboard invitation is sent to the email address which the MLS has on file for you. Please ensure that this is the email address you are checking. Feel free to contact Point2 to have your Syndication Dashboard invitation resent.

## **Why do some agents not appear in my Broker Syndication Dashboard?**

The Point2 Syndication Dashboard displays to brokers only their agents with active data. Agents without active data are not displayed to keep the information appearing in the Dashboard tidy and organized. The Point2 Syndication Dashboard is not designed to allow or require brokers to 'manage their agents', it is designed to give brokers the power to syndicate their active listing data. Managing a current up-to-date list of agents is possible using a Point2 Agent website account and its Roster feature.

## **I own multiple offices. Will I receive more than one Syndication Dashboard?**

Yes. At this time you will receive one Syndication Dashboard for every office you own. You will need to login to each Syndication Dashboard to set your syndication preferences and access prospects and stats for each office. We are currently working on a better way to combine all office data into one singular Dashboard.

## **I am an office manager, why didn't I receive a Syndication Dashboard?**

The Syndication Dashboard invitation email is sent to the designated listing broker. It is their responsibility to review and approve of the Point2 syndication partner settings. If you wish to obtain the login information to access their Syndication Dashboard, please consult with your broker.

## **The list of Syndication Partners shown in my Dashboard is different than what was shown in our training session with Point2. Why is this?**

Some partners may have been suspended, or have dropped off completely. Also, some partners may not be available in all areas. You may notice that some partners won't appear in your Syndication Dashboard list at all, but will be available within the Point2 Agent account if you've selected that option.

## **Point2 Websites/Accounts**

## **What are the differences between a Dashboard and a Point2 account?**

Your Syndication Dashboard shows general information and reports compared to what the Point2 Agent account provides. Your Syndication Dashboard will include:

- A list of all syndication partners and the ability to manage which ones you syndicate to (your Syndication partner preferences within your Dashboard will affect where all your listings appear)
- Statistics for each listing
- Reports of all prospects generated from syndication sites

The Point2 Agent account will provide you with even more flexibility and options for:

- Detailed statistics on listing activity on a per partner basis and comprehensive website activity
- Advanced prospect management and CRM tools
- A fully functional website, suite of broker tools, drip email campaigns, and more

The ability to activate your own Point2 Agent account will be available within your Syndication Dashboard. Creating a Point2 Account is optional.

## **Once I create a Point2 account what are the benefits?**

With your Syndication Dashboard all prospect information is emailed to you and some details are included within the Dashboard.

Once you create your Point2 Agent account not only will the prospect information still be emailed to you, but also all the prospect information and listing statistics are pulled directly into your account. Within your Point2 agent account you can access additional prospect management tools, more detailed stats, and more in-depth analytics.

After you create a Point2 Agent account all prospects who view specific listings at various syndication partner sites will actually be taken directly to your listing on your Point2 Agent website.

## **Will I still be able to access my Dashboard once I activate my Point2 account?**

Yes, you will be able to access both with the same account login information and seamlessly between.

## **Existing Members with Point2 Agent accounts**

### **I already have a Point2 account, does this affect me?**

<MLS NAME> is providing all of our members with the ability to syndicate their listings using the Point2 Agent network. For the members who do not currently use Point2 Agent they require an area to manage their syndication preferences and track the stats and leads generated from syndication. The Syndication Dashboard provides this ability and is being sent completely free of

charge to all members of <MLS NAME>. <MLS NAME> members who already have a Point2 Agent account will still receive a Syndication Dashboard.

## **How does this benefit me?**

With this integration with Point2 you will only ever have to enter your listings once at <MLS NAME>. Your listings will automatically be imported to your Point2 Agent account. You will never have to enter your listings into your Point2 Agent account ever again.

## **If I already have a Point2 Agent account do I need to access/use the Dashboard?**

Yes. You must access your Syndication Dashboard at least once in order to connect your Dashboard to your existing Point2 Agent account and completing this step will allow for your listings to be imported directly to your Point2 Agent account. Instructions will be provided to you.

You do not need to continue using the Dashboard after you connect it to your Point2 Agent account.

## **Should I keep my Point2 website?**

Absolutely. Soon we will allow you to link your Syndication Dashboard with your Point2 Agent account. The reports and features within your Dashboard consist of a very small subset in comparison to the powerful features within your existing Point2 Agent account. As both the Syndication Dashboard and Point2 Agent accounts are free to <MLS NAME> members, we expect that all <MLS NAME> members will want to each use their own Point2 Agent account, and you will be ahead of the curve with your account already set up.

## **Is there any additional cost as an existing Point2 member?**

No, you keep your existing Point2 Agent account without any additional costs. We provide the Syndication Dashboard to all members free of charge, should you choose to use it.

## **How is the Syndication Dashboard different from my Point2 account?**

Your Syndication Dashboard shows general information and reports compared to what your Point2 Agent account provides. It includes:

- A list of all syndication partners and the ability to manage which ones you syndicate to (your Syndication partner preferences within your Dashboard will affect where all your listings appear)
- Statistics for each listing
- Reports of all prospects generated from syndication sites

As you may already know, your Point2 Agent account provides you with even more flexibility and options for:

- Detailed statistics on listing activity on a per partner basis and comprehensive website activity
- Advanced prospect management and CRM tools

- A fully functional website, suite of broker tools, drip email campaigns, and more

## **How does this new Dashboard affect me and my existing Point2 website? Do I need different login information to access my Dashboard?**

For the time being, you will need to **use both** the Syndication Dashboard and your Point2 Agent account. Use the Dashboard to configure your syndication preferences. Continue to use your existing Point2 Agent account. We will soon provide the ability to link your existing Point2 Agent account with your Syndication Dashboard so they function seamlessly. Once this takes place you can continue to use your Point2 Agent account alone. You can use your Syndication Dashboard also, if you wish. This functionality is already in the works and should be arriving soon.

Temporarily, you will have a different login for your Dashboard and Point2 Agent account. The Syndication Dashboard that you will receive does require a unique username and password that is different than your Point2 Agent account login. However, once we provide the ability to link your Point2 Agent account, you will be able to select just one set of login credentials to use for both your Syndication Dashboard and Point2 Agent account.

## **Why do I have to manually set up a Roster in my Point2 Agent brokerage account?**

The Point2 Syndication Dashboard is a relatively limited interface, while the Point2 Agent solution has a full suite of many valuable features. The Roster feature allows the broker to easily create a network of accounts for each agent in their office. This allows the broker to route prospects more effectively and more oversight in their conversion process. The Roster will also distribute brokerage listings across the network to everyone's website, no re-entry necessary! Because each agent would need to have an individual Point2 Agent account and incur related fees, this is not an automated process.

## **Listings (new and existing Point2 members)**

### **I already entered listings into my Point2 website, how will this affect listings already in my Point2 site?**

As an existing member you will see two of the same listings when you first access your Point2 Agent account from your Syndication Dashboard. First will be the one imported from MLS and the other would be the one you manually entered directly in your Point2 Agent account. The MLS listing will be clearly identified in your Manage Listings area.

### **Will I have duplicate listings (one from my MLS and one that I entered) in my Point2 website?**

Yes, you will see duplicate listings in your Point2 Agent account. We suggest archiving your manually entered listings. Find the instructions in the Point2 Agent User Manual at [http://agent.point2.com/help/Default\\_CSH.htm#1045](http://agent.point2.com/help/Default_CSH.htm#1045)

## **If both of my listings appear which one will be syndicated out?**

Both of your listings will be syndicated out, however, only one listing will be accepted by the various syndication partners. Each individual syndication partner determines which listing they choose to accept. If you archive your manually entered listings, only the listings imported from <MLS NAME> will be syndicated.

Note: Listings that are imported from MLS which are later marked as SOLD will no longer be syndicated. However, manually entered listings in your Point2 Agent account that are later sold must be marked as such manually within the Point2 Agent account or they will continue to syndicate. If you archive all your manually entered listings upon connecting your Syndication Dashboard with your Point2 Agent account, it should help to avoid any confusion.

## **I'm a broker who set up a Point2 Agent website through the link in the Syndication Dashboard. Why are none of my office listings imported?**

Listings within the Point2 Syndication Dashboard are imported directly into the Point2 Agent account of the assigned listing agent. This means that the broker will only import listings on which they were also the assigned agent. To have all the office listings appear on the Point2 Agent brokerage website, every agent in the brokerage must have a Point2 Agent account and all these accounts must be linked together using the Broker Roster feature.

## **Help!**

### **Where can I find more information on Point2?**

You can locate general information about Point2 as a company (<http://www.point2.com>) and about Point2 Agent (<http://agent.point2.com>) specifically on their corporate websites.

For general information about the integration <MLS NAME> has planned with Point2 Agent please refer to <MLS website URL>.

### **Where can I find step by step instructions?**

For more specific information about syndication, your Syndication Dashboard, and using your Point2 Agent account you can access the following resources:

Syndication Dashboard for Brokers Getting Started Guide:  
<http://GettingStarted.Point2AgentEducation.com>

Syndication Dashboard for Agents Getting Started Guide:  
<http://GettingStarted.Point2AgentEducation.com>

Point2 Agent User Manual: <http://agent.point2.com/help>

Point2 Agent Education Website: <http://www.Point2AgentEducation.com>

**I do not have the email from Point2 with my Syndication Dashboard link. How can I retrieve it?**

You can either get in touch with your MLS contact or Point2 Agent Customer Service at [agent@point2agent.com](mailto:agent@point2agent.com).