

# Point2 Agent Syndication Dashboard Getting Started Guide For Brokers

**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 use Point2 Agent to syndicate your listings.**

**This Getting Started Guide will walk you through some initial steps for getting your Point2 Agent Syndication Dashboard syndication implemented in conjunction with your MLS/Association so that you can start getting further listing exposure and leads. It also provides the steps necessary for linking the Syndication Dashboard to a new or existing Point2 Agent website and Online Office.**





## Welcome to Point2 Agent!

Point2 Agent is designed to give you and your agents the tools to effectively syndicate listings and track initial listing performance through the Syndication Dashboard.

Through Point2 Agent websites, you will also have the opportunity to further market listings, track online performance, manage prospects and leads, and, in doing so, increase your market share.

For further information on Point2 Agent, visit [www.Point2Agent.com](http://www.Point2Agent.com).

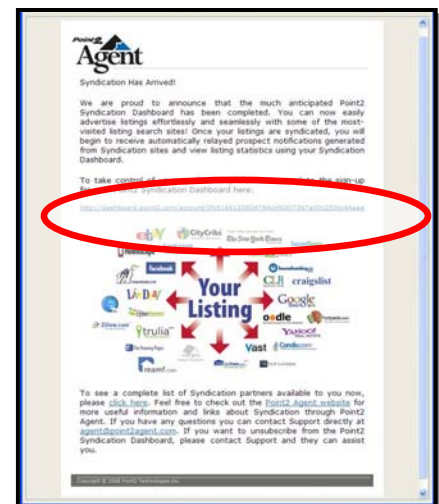
For educational resources, including Training Videos and other Getting Started Guides, visit [www.Point2AgentEducation.com](http://www.Point2AgentEducation.com).

## Getting Started Checklist

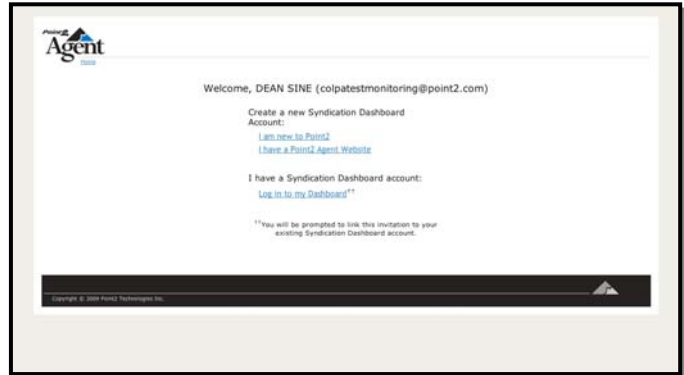
- Step 1: [Activate Your Syndication Dashboard](#)
- Step 2: [Access Your Syndication Dashboard](#)
- Step 3: [Access Account Details](#)
- Step 4: [Advertise/Syndicate Your Listings](#)
- Step 5: [Analyze Your Progress](#)
- Step 6: [Access Education Resources](#)
- Step 7: [Take Your Business to the Next Level](#)

## Step 1. Activate Your Syndication Dashboard

- Prior to the Syndication Dashboard being available to you, you will receive numerous emails from your MLS/Association regarding syndication through Point2 Agent.
- On the specified "launch day", you will receive a final email indicating that you now have access to your Syndication Dashboard, the tool that will syndicate your listings to a variety of marketplaces. Follow the specified link to create your Syndication Dashboard.
- If you are unable to locate this email, contact your MLS/Association to have it resent to you.

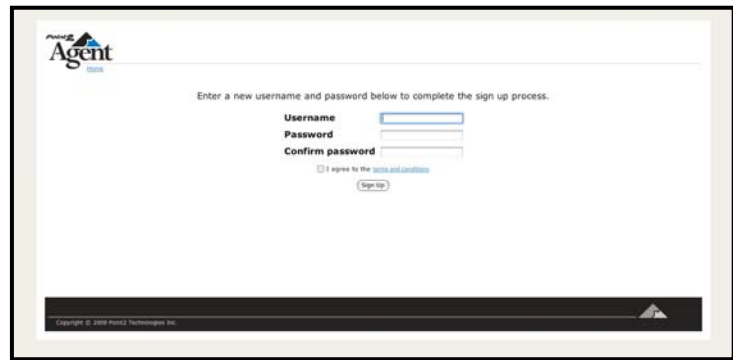


- The link in the email is designed for your initial account creation. Following the link will direct you to a screen where you can either create a new Syndication Dashboard, indicate that you are currently a Point2 Agent member (you already have a website and/or Online Office with Point2 Agent), or provides you access to sign into a current Syndication Dashboard (available once you initially create your account in the next few steps).

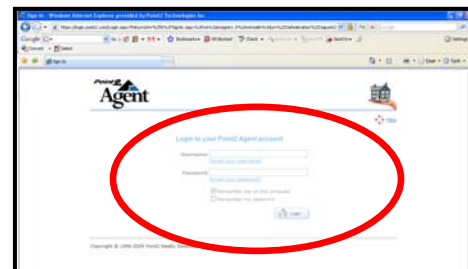


### **I am new to Point2**

- Following the link will prompt you to enter in a personally-created username and password. Clicking "Sign Up" will indicate that you agree to the Terms and Conditions, as well as create your Syndication Dashboard account.
- You will receive a confirmation screen that your account has been created. There is also a sign-in link that you can follow to sign into your Syndication Dashboard.



- You will then be directed to the sign-in page, which should be bookmarked in your browser, as you will use this page in the future to access your Syndication Dashboard's syndication and reporting capabilities. To sign-in, enter the username and password you selected during the account creation process.



### **I have a Point2 Agent Website**

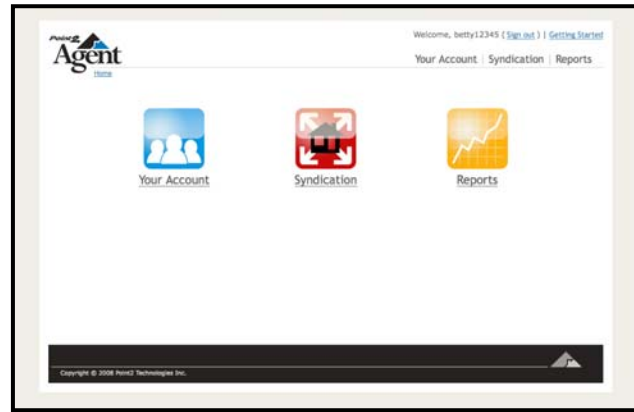
- If you are currently a member of the Point2 Agent community and possess a Point2 Agent account, you will want to link this account to your Syndication Dashboard so that your MLS listings can be automatically populated in your Online Office and website. That's right – no more manual entry of listings!
- To link your Syndication Dashboard and Online Office, please read these [special instructions](#).

### **Log in to my Dashboard**

- Once you have followed the steps above to create your Syndication Dashboard, either as a new or existing Point2 Agent member, you will follow this option to gain access to your Syndication Dashboard.

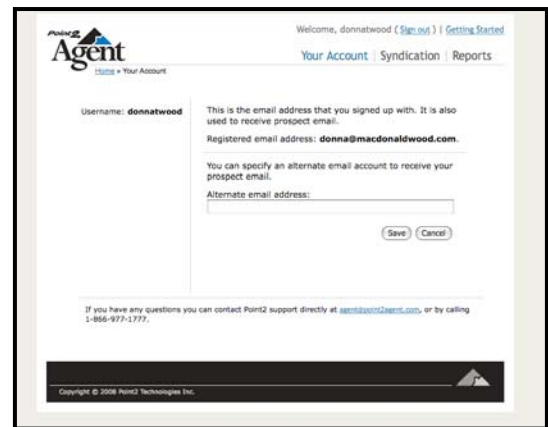
## **Step 2. Access Your Syndication Dashboard**

- Upon signing in, you will be directed to the Syndication Dashboard Home page, where you can access controls to not only syndicate your listings to Point2 Syndication Partners for further exposure and lead generation opportunities, but also reports regarding this exposure.
- Your Syndication Dashboard is available at anytime at <https://Dashboard.Point2.com>
- You may want to bookmark this page in your browser favorites for easy access in the future, if you have not done so already.



## **Step 3. Access Account Details**

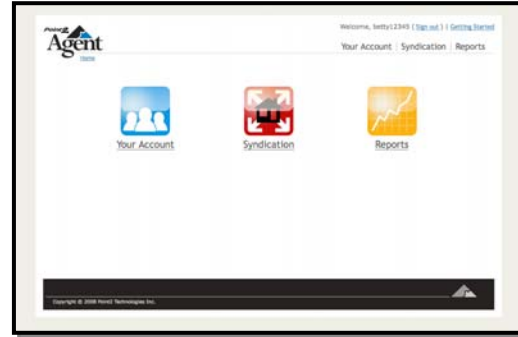
- To access the details of your account, select “Your Account” from the Home page, or from the top navigational bar in the Syndication Dashboard.
- Along the top, the email address that you use for your MLS system will be displayed. This is the email address where all of the prospect emails will be sent.
- If you would prefer to have your prospect emails to be sent to an alternate email address, you can enter one into the system.
- Ensure that you press “Save” to enter the alternate email into the system.



## Step 4. Advertise/Syndicate Your Listings

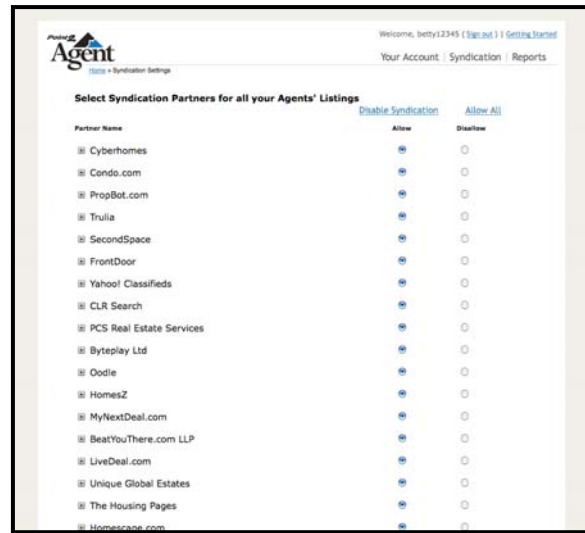
- With over 30 Syndication Partners, Point2 Agent provides the most comprehensive online exposure of your listings in other marketplaces, putting each listing, and you, in front of hundreds to thousands more buyers and sellers.

- The Syndication Partners available to you will depend on the selling area that you service, so that you can target relevant marketplaces. To access your list of Syndication Partners, select “Syndication” from the Home page, or from the top navigational bar in the Syndication Dashboard.

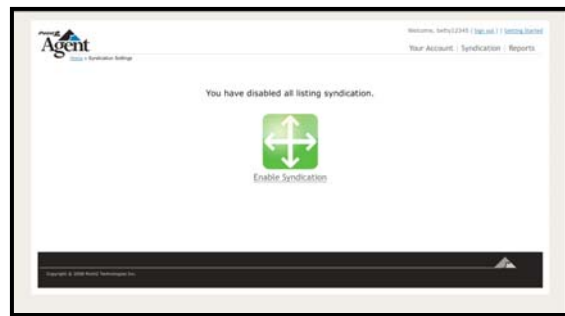


- If you are a Broker who advertises listings, you will be able to go to the Syndication Partners for your Brokerage’s listings or your personal listings (to set syndication on a per-listing basis).

- As the Broker, you have the control to determine which Syndication Partners your Agents can choose for syndication at a global level, which means that if you choose to “Disallow” a Syndication Partner, none of your brokerage’s listing will be syndicated to that Partner. If you choose “Allow”, all of your Agents have the option to syndicate to that Partner. At no time can any of your Agents override your Syndication Partner settings. Should you wish to change your syndication settings in the future, you can do so at any time by returning to this syndication menu.



- If you wish to “Disable Syndication”, you are completely turning off syndication for your entire brokerage, which means that none of your listings will receive the additional exposure and advertising on Syndication Partner sites. You can, at any time, choose to enable syndication once again.



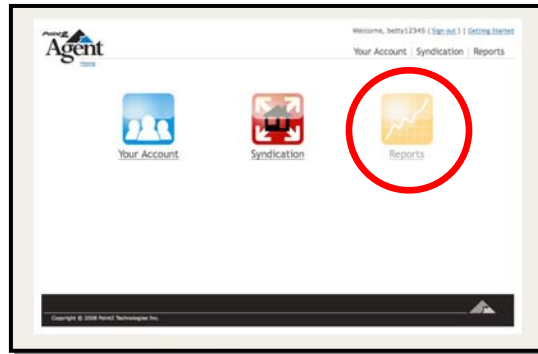
- To gain more knowledge of each Syndication Partner, clicking on the “+” button will yield a description of the Syndication Partner, as well as indicates if they then

syndicate the listings to other partner sites.

- Once you have made your selections, at the bottom of the screen, choosing “OK” will save your settings. Choosing “Cancel” will exit you from the syndication screen without saving any changes that may have been made.
- Syndicating listings to Syndication Partners can take up to 72 hours to propagate, so you may not see your listing on those sites immediately. As well, changes to the Syndication Partner settings can take up to 72 hours to propagate, so you may still see your listings on those sites in the meantime.

## Step 5. Analyze Your Progress

- The Point2 Agent Syndication Dashboard provides basic statistical reports that give you relevant information on how the listings are performing, whether they are listed by one of the Agents in your Brokerage or they are listed by you, if you are a Broker who advertises listings.



### MLS Number Reports

- The first set of report information you can see is based on the “MLS Number” of the listings that are currently being syndicated.
- On the right-hand, the report indicates the number of views the listing has had on the Syndication Partner sites, as well as the number of prospects that have been generated from syndicating that listing.

MLS #	Address	Views	Prospects
2079549	94 Polaris Dr, South Mashpee	0	0
2050448	96 Shorewood Dr, Mashpee	0	0
20602791	127 Whippoorwill Cir, Mashpee	0	0
20703884	2C 300 Falmouth Rd, Mashpee	0	0
20799339	14 East Way, New Seabury	0	0
2070451	6 Santuit Ln, Mashpee	0	0
20710190	14D 195 Falmouth Rd, Mashpee	0	0
2071657	32 Amos Landing, New Seabury	0	0
20800751	0-96 661 Falmouth Rd, Mashpee	0	0
20801722	13A 195 Falmouth Rd, Mashpee	0	0

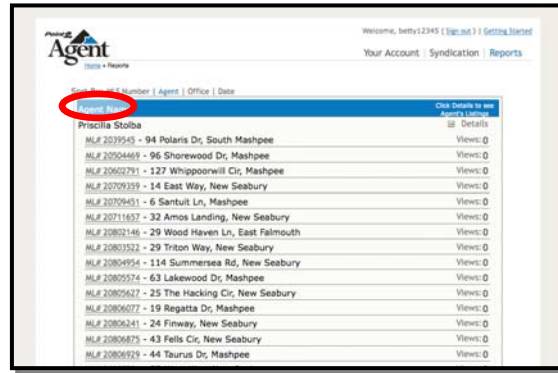
- Clicking on the MLS listing number will take you to a Point2 landing page for that particular listing, complete with all of the listing information. This landing page will be shown if the online visitor chooses to ‘view more details’ on a Syndication Partner’s website. Normally, when online visitors click on this link, they are redirected to the listing on the Broker’s or Agent’s Point2 Agent website, which is something you will be able to do, should you have a Point2 Agent website.

- The first fifteen photos entered into your MLS system will appear, as well as a Google map (“Show Map” link below photo), which provide more information to online buyers.
- Prospects can send you an email message via the text boxes below the listing photos.



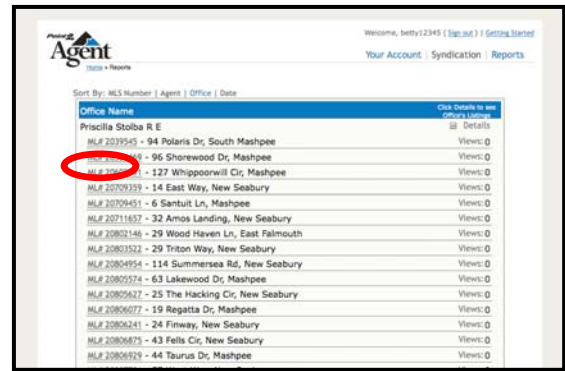
### Agent Reports

- To see the Agent reports, select “Agent” from the report “Sort By” menu. Agent names are listed alphabetically by first name.
- Clicking on “Details” will provide a list of the Agent’s current listings, as well as the number of overall views for that listing.



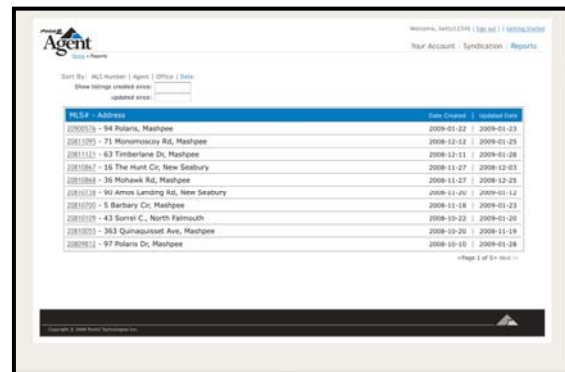
### Office Reports

- To see the reports relating to your brokerage’s listings, select “Office” from the report “Sort By” menu.
- Clicking on “Details” will provide you with the listings that the office currently has syndicated, as well as the number of overall views for that listing.



### Date Reports

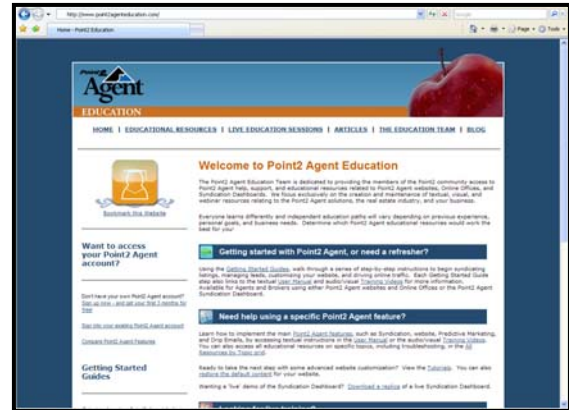
- You can also view the listings by the “Date” they were created or updated by clicking in the “Show listings since” box or the “Updated since” box. A calendar will appear where you can indicate the particular date.
- The grid will update to only show the relevant listings.



- Further syndication options and statistical information is available to you through the [complete Point2 Agent solution](#), which includes a customizable website, prospecting tools, advanced analytics, and more.

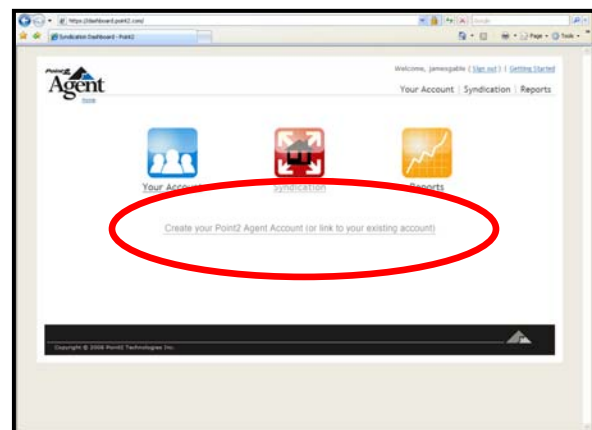
## Step 6. Access Education Resources

- Make note of this web address: [www.Point2AgentEducation.com](http://www.Point2AgentEducation.com). It will be your lifeline to information and resources that are at your disposal at any given time, helping you take your online marketing to the next level, whether through syndication and the Syndication Dashboard, or through the full Point2 Agent online marketing solution that includes websites, prospecting tools, and lead management.



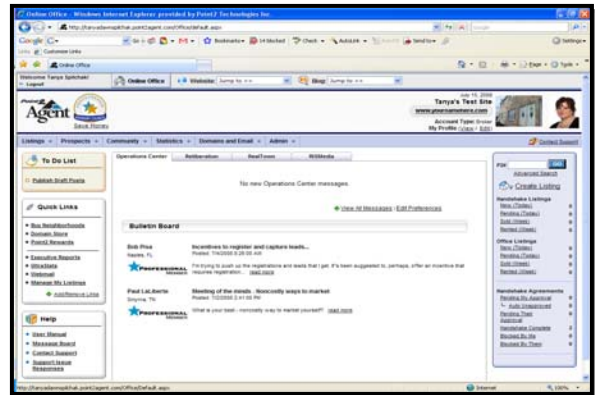
## Step 7. Take Your Business to the Next Level

- Having the Syndication Dashboard and syndication is one component of an overall online marketing strategy.
- You can enhance your online marketing strategy with additional Point2 Agent features that will extend your Syndication Dashboard syndication and include:
  - Roster Management
  - Manual or Automatic Lead Routing
  - Prospecting Tools, such as Drip Email and Predictive Marketing
  - Branded Email
  - Blogs
- For further information on the features of Point2 Agent websites, visit [www.Point2Agent.com/features](http://www.Point2Agent.com/features).
- You can create your Point2 Agent account, complete with website and administration console (the Online Office), from within the Syndication Dashboard by selecting "Create your Point2 Agent Account (or link to your existing account)". If you are a current Point2 Agent member who already has a Point2 Agent account, [view the special](#)



[Instructions on how to integrate your Syndication Dashboard with your current Online Office.](#)

- Select "Create a new Online Office", as you don't currently have a Point2 Agent account. Then, enter in your personal information, which will form the foundation and default content for your website and account.
- Your new Point2 Agent account will then be created, as well as linked to your Syndication Dashboard, and you will be directed to the main page of the Online Office. View the [Point2 Agent for Brokers Getting Started Guide](#) for more information on the Online Office and its features and capabilities.
- The username and password you chose when creating your Syndication Dashboard will now be the credentials you use when signing into either your Syndication Dashboard or Online Office.

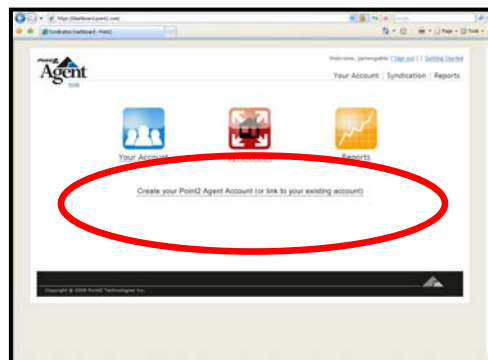


## Current Point2 Agent Members

One of the most exciting aspects of having a Syndication Dashboard is that you will no longer have to manually input your listings into your Point2 Agent account! All of your listing data that is entered at your MLS/Association will be automatically fed into your Online Office! This also means that updates to the listing information will be done at the MLS/Association side and automatically updated in your Point2 Agent account.

To effectively set up this listing feed, and to ensure a smooth integration between your existing Point2 Agent account and your Syndication Dashboard, there are a couple of key steps that need your attention:

1. Once you have signed into your Syndication Dashboard, select "Create your Point2 Agent Account (or link to your existing account)" on the home screen.





2. Select "Search for your existing Online Office" to find your current Point2 Agent account. Then, enter in the email address you currently use with your Point2 Agent account.

3. A list of all Point2 Agent accounts which match the email address you used for the Syndication Dashboard will appear. Choose the account you wish to link.

4. You will be prompted to verify your credentials by entering your Point2 Agent account login information that you use for your website.

5. To make it easier for you to access both your Syndication Dashboard and Online Office, you can choose to use one username/password to sign into both. Indicate which username and password you would like to use for future either you would like to use the sign-in information from either your existing Point2 Agent account login or the new username/password you entered to access the Syndication Dashboard. Whichever credentials you choose will be set for both your Point2 Agent account and your Syndication Dashboard going forward.

[Return to Step 2 of this Getting Started Guide to work with the Syndication Dashboard](#)

## After Dashboard and Online Office are Linked

- Once you have linked your Syndication Dashboard with your Online Office, either through creating a new Online Office or linking to a pre-existing Online Office, you will notice a few changes in your Syndication Dashboard.
- **Reports** – the overview of views and prospects that were in the 'Reports' area of your Syndication Dashboard will now be moved to your Online Office, where further information about your listings, website, and chosen Syndication Partners is tracked. A link will direct you to your Online Office to view your statistics.





- **Prospects** – the overview of the number of prospect emails received for listings will move from your Syndication Dashboard to your Online Office, where you can view further information that the Point2 Agent system has gathered in the 'Manage Prospect' screen regarding the prospect, such as listings they have viewed, the Neighborhoods that interested them, and their inputs into the Mortgage Calculator.



## Congratulations!

You are now on your way to not only gaining listing exposure through the Point2 Syndication Partners, but also reaching further marketplaces and generating leads!

Keep in mind that this is just the beginning. A solid online marketing plan takes time, effort, and additional components, such as website updates, email, and marketing, to see further success. Your MLS/Association will be able to answer your questions related to your listings and the syndication, while the resources at [www.Point2Agent.com](http://www.Point2Agent.com) will provide further details on expanding your opportunity in the online marketing space.

Educational resources are available anytime at [www.Point2AgentEducation.com](http://www.Point2AgentEducation.com), including [live online Education Sessions](#) with the Point2 Education Team that covers a variety of topics related to Syndication Dashboards, Online Offices, and online marketing strategies.