

Point2 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 to syndicate your listings.

This Getting Started Guide will walk you through some initial steps for getting your Point2 Syndication implemented in conjunction with your MLS/Association so that you can start getting further listing exposure and leads.



Welcome to Point2 Syndication!

Point2 is designed to give you the tools to effectively syndicate listings and track initial listing performance.

You will also have the opportunity to further market listings, track online performance, manage prospects and leads, and increase your market share by purchasing optional Point2 products. For more information, visit www.Point2.com.

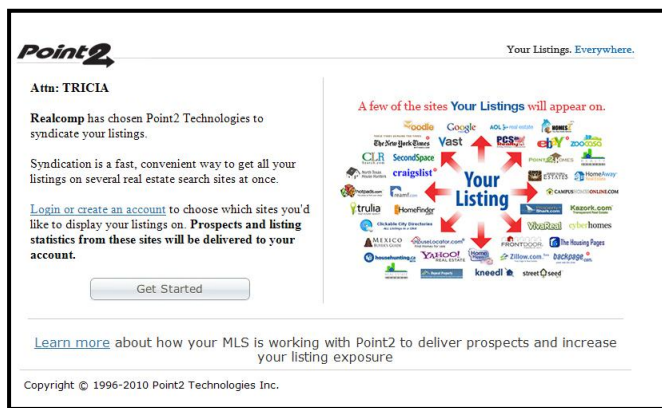
For educational resources on both Syndication and Point2, including Training Videos and Education Sessions, visit www.Point2Education.com.

Getting Started Checklist

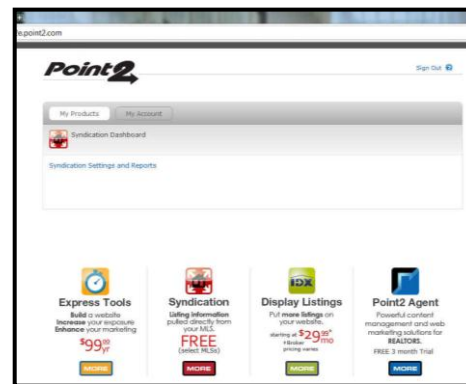
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Step 1. Activate Your Syndication Dashboard

- Prior to Syndication being available to you, you will receive numerous emails from your MLS/Association regarding syndication through Point2.
- On the specified "launch day", you will receive a final email indicating that you now have access to Syndication, which will advertise your listings in a variety of marketplaces. Follow the "Get Started" button.
- If you are unable to locate this email, contact your MLS/Association to have it resent to you or call 866-977-1777.
- The "Get Started" button is tied directly to the email address you have in your MLS system and is exclusive to you.



- You will then be prompted to either create a new Point2 Account if you don't have one, or enter in your credentials to log into your current Point2 Account.
- After doing either, your Syndication Dashboard will appear on the My Products page.
- You now have access to your Syndication settings and reports.

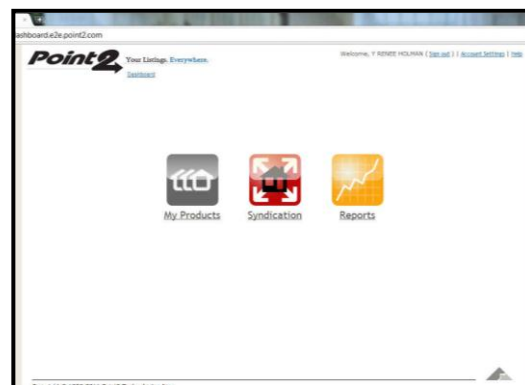


I have a Point2 Agent Website

- If you are currently a member of the Point2 Agent community and possess a Point2 Agent account, you will want to sign into your My Products page and verify that the Syndication is setup on your Account.
- You will now be able to import your listings from your MLS system directly onto your Point2 Agent website and into your Online Office. That's right – no more manual entry of listings!

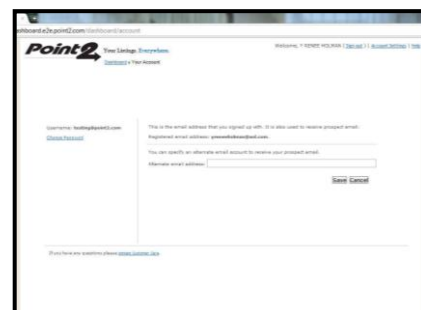
Step 2. Access Your Syndication Settings

- Upon signing in, you will be directed to the Syndication Dashboard, 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.



Step 3. Access Account Details

- To access the details of your account, select "Account Settings" from the upper right-hand corner of the Dashboard.
- The registered email address that you use for your MLS system will be displayed. This is the email address

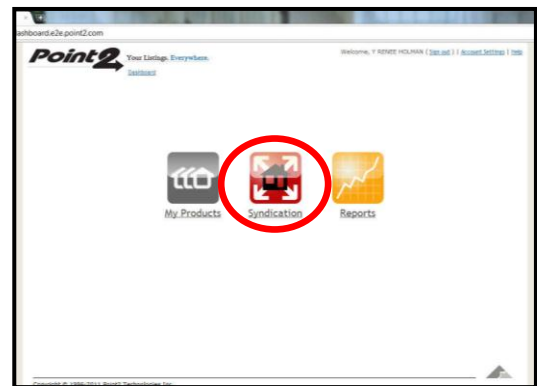


where all of the prospect emails will be sent.

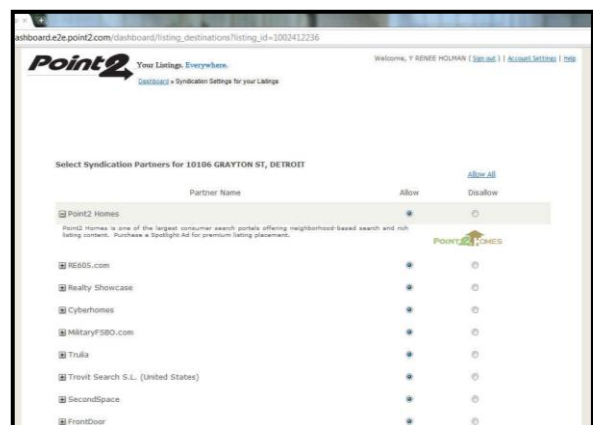
- If you have an assistant who handles new leads or if you would prefer to have your prospect emails to be sent to a different email address than all other emails, you can input an alternate email address. All prospect emails will now be sent to this alternate email address and all other communication sent to the registered email address.
- Some Brokers prefer that all of their Agents' leads go to one specific email address for tracking purposes. To do this, have all of your Agents enter the specific email address into the alternate email address field in their Syndication Dashboards. All of the prospect emails will then be directed to that address for your tracking purposes.
- Ensure that you press "Save" to enter the alternate email into the system.

Step 4. Advertise/Syndicate Your Listings

- With over 40 Syndication Partners, Point2 Syndication 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 Dashboard.

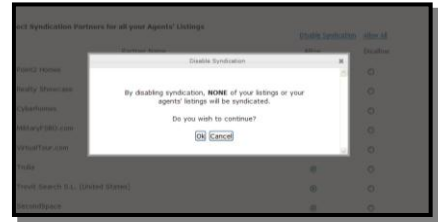


- If you are a Broker who advertises listings, you will be able to go to the Syndication Partners for your Brokerage's listings or your personal listings (to set syndication on a per-listing basis).



- 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 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.
- Clicking on the MLS listing number will take you to a Point2 single property landing page for that particular listing, complete with all of

MLS Number	Name	Views	Prospects
210001138	PAR A2 HIGHLAND DR, DRLAY	32	3
210001142	PAR A5 HIGHLAND DR, DRLAY	11	0
210001143	PAR A6 HIGHLAND DR, DRLAY	0	0
210001145	PAR A7 HIGHLAND DR, DRLAY	32	5
210001139	PAR B2 HIGHLAND DR, DRLAY	0	0
210001162	PAR B3 HIGHLAND DR, DRLAY	0	0
210001166	PAR B4 HIGHLAND DR, DRLAY	18	1
210001139	10969 COLUMBIA RD EAST, RICHFIELD	38	3
210001165	10909 SERVICE RD, HUSKEY	111	8
210001073	12677 DRLAY CITY RD, HUSKEY	48	2

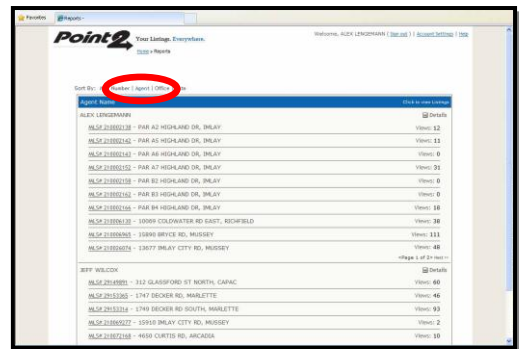
the listing information. This landing page will be shown if the online visitor chooses to 'view more details' on a Syndication Partner's website. Normally, when online visitors click on this link, they are redirected to the listing on the Broker's or Agent's Point2 Agent website, which is something you will be able to do if you sign up for a Point2 Agent website.



- The 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.

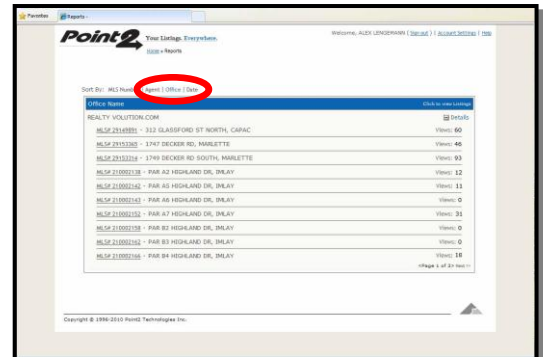
Agent Reports

- 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.



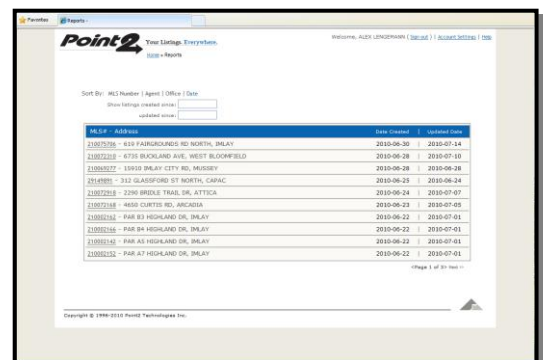
Office Reports

- 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

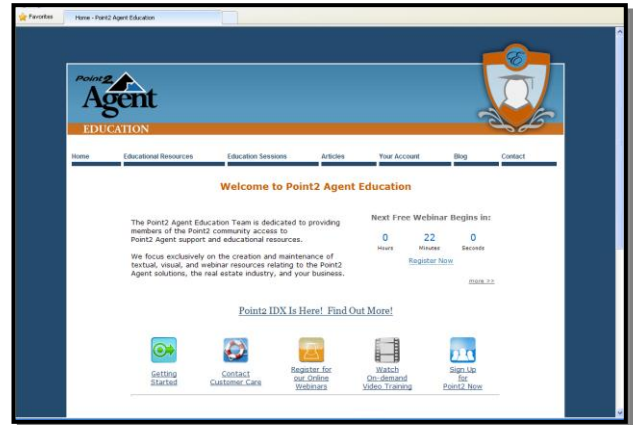
- You can also view the listings by the "Date" they were created or updated by clicking in the "Show listings since" box or the "Updated since" box. A calendar will appear where you can indicate the particular date.
- The grid will update to only show the relevant listings.



- 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.

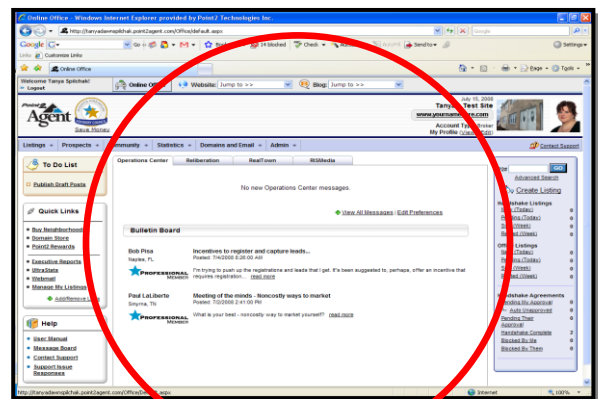
Step 6. Access Education Resources

- Make note of this web address: www.Point2Education.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 various Point2 online marketing solutions that include websites, prospecting tools, and lead management.



Step 7. Take Your Business to the Next Level

- Having Syndication is one component of an overall online marketing strategy.
- You can enhance your online marketing strategy by signing up for a Point2 website product, which include tools that will extend your market reach:
 - Customizable Website
 - Roster Management
 - Manual or Automatic Lead Routing
 - Prospecting Tools, such as Drip Email and Predictive Marketing
 - Branded Email
 - Blogs
- For further information on these tools and the various Point2 products, visit Features.Point2Education.com.
- If you are already a Point2 Agent member with a website, you will no longer have to manually enter your listings once you integrate your Syndication Dashboard with your current Point2 Agent account.





- If you are new to Point2 and want to have a website up and running in as little as three minutes, check out the Express Tools suite of products: www.Point2.com.
- Considering that 90% of real estate website visitors are looking for listings, having as many listings on your site as possible is going to mean more leads! The Point2 IDX solution provides you with the option of form-based and map-based searches, whether you have listings or not.
- All of these options are available on your My Products page in your Point2 Account.

Current Point2 Agent Members

One of the most exciting aspects of having a 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 Point2 Agent account! 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.

1. In your My Products page, ensure that you have both Point2 Agent and Syndication activated.
2. You will see a link that says "Enable import of my MLS listings". Click on it to begin the automatic import. You're done!

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 will provide further details on expanding your opportunity in the online marketing space.

Educational resources are available anytime at www.Point2Education.com, including on-demand Education Sessions that cover a variety of topics related to Syndication Dashboards, online marketing strategies, and Point2 solutions.