Dear Agents,

You have access to online marketing tools through our company's affiliation with ListHub. To take advantage of these resources, you must create a free account.

WHAT YOU GET:

Free exposure for your listings- See all the sites where your listings are distributed for exposure to millions of potential buyers. The feeds are completely automated so there is no effort required by you! If you enter a new listing or make a change in the MLS, it is automatically updated on all the Web sites

ListHub Channel Scorecard – This is the tell-all report that contains everything you want to know about all of the real estate Web sites.

Technical Support – Ever have trouble finding your listing online? ListHub's help desk is free and they will help you troubleshoot problems like this, and answer any other questions you have about your online listings!

Even better, ListHub offers an exclusive upgrade package which our firm has chosen to purchase for the entire company! We believe that Internet marketing is one of the major keys to success in real estate today and in the future. That is why we want you have the tools to understand the results of your listings on these sites, as well as the ability to access tools that will help you to explain our program in both listing presentations as well as to seller clients. ListHub has marketing pieces, reports for you and your sellers, and much more!

You cannot sign up until you have your first active listing, once you have one sign up immediately to get your listing marketed. To create your Listhub agent account follow the instructions below.

INSTRUCTIONS:

1. Visit www.ListHub.com
2. Click "Create an Account"
3. Follow the on-screen prompts
4. Your account will be ready instantly!

Attend a Free Educational Webinar – On Listhub's Educational calendar you will find times and dates for their webinars for agents entitled: "ListHub for Agents: My company purchased the ListHub Upgrade, Now What?" Here's a link to the educational calendar on their site.

http://www.listhub.net/education-calendar.html

If you have any questions about ListHub and what they do for our company, you can find out more at www.ListHub.com.

Your Listing Asset Management Company

ListHub Agent User Manual

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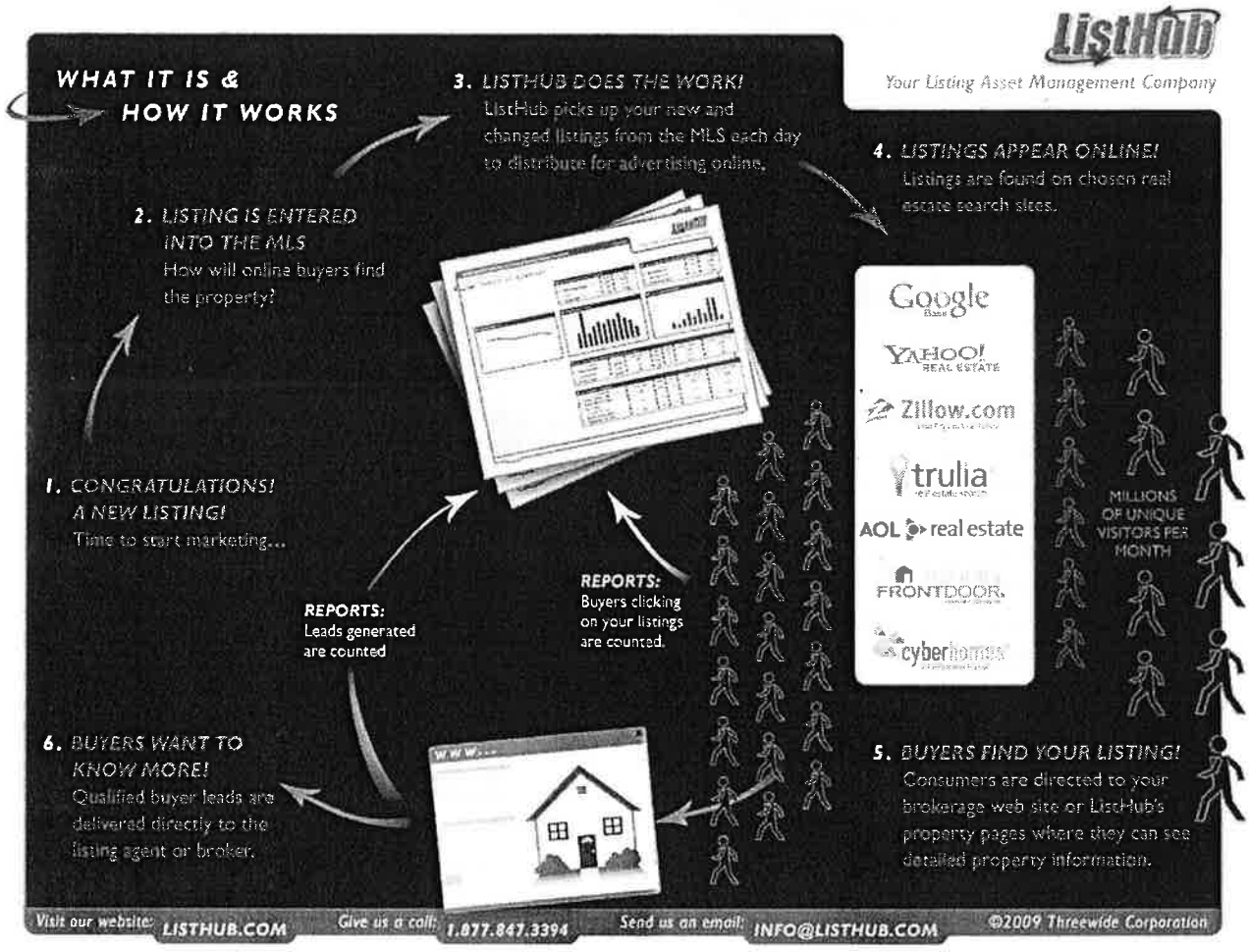
What it is and How it Works



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ListHub Benefits

- **The ListHub service includes the following benefits:**
  - **All of your listings will be sent to the channels selected by your head broker or your MLS (depending on your MLS configuration)**
  - **Listings will be branded on all selected channels**
  - **Consumers will be redirected to the destination chosen by your broker which is either a ListHub hosted property page or your brokerage Web site**
  - **Agent marketing reports showing the number of visits and click-throughs for all of your listings, the geographic location of online consumers, popular property characteristics, and more!**
  - **Include the traffic metrics from your agent Web site in the ListHub reports**
  - **eMarketing flyers to use in your listing presentations**
  - **Individual property reports to share with your sellers**

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Create a ListHub Account

- Go to www.ListHub.com and click on Create an Account at the top of the page (Figure 1)
- Select the link: "I am a listing agent."(Figure 2)

Figure 1

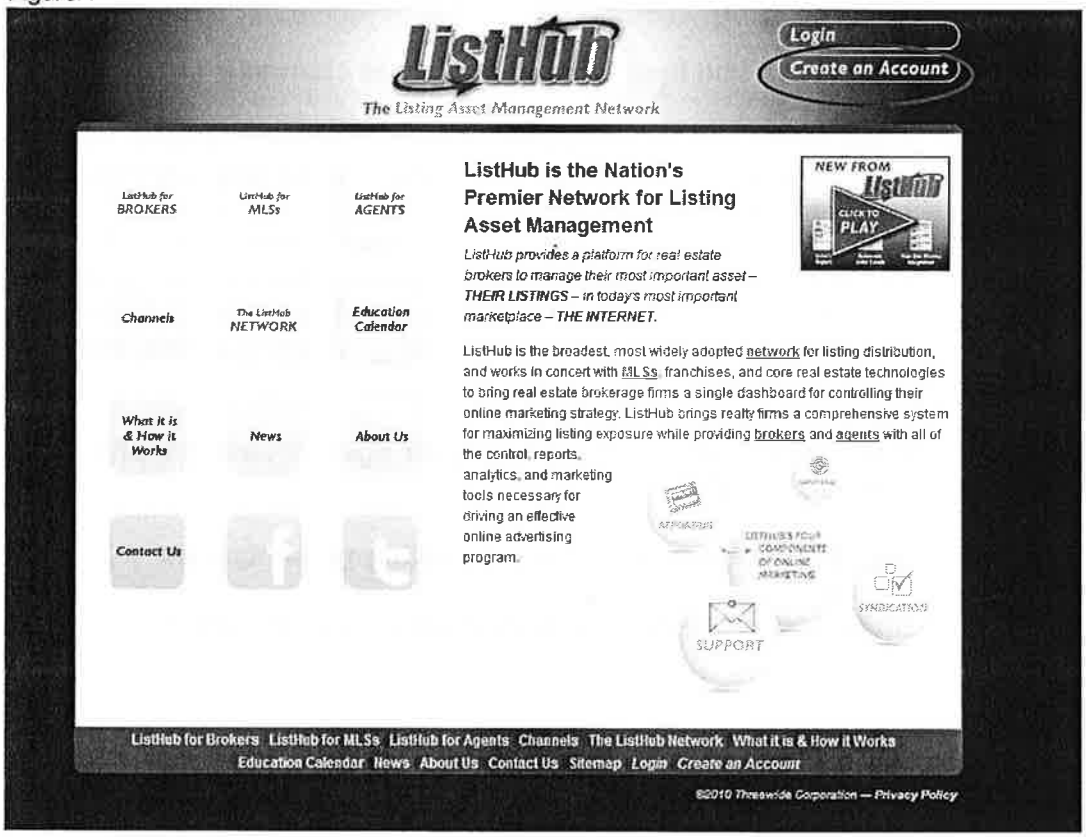
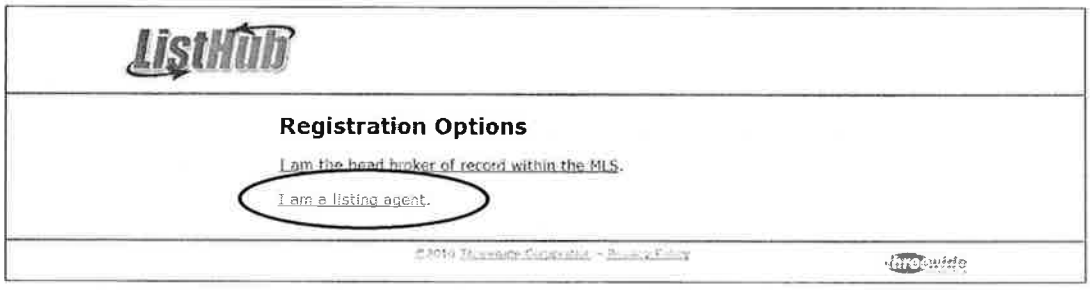


Figure 2



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Create a ListHub Account (continued)

- Select your MLS from the drop down menu, enter your MLS Agent ID and one of your MLS Numbers for which you are the list agent of record
- If you are a Keller Williams agent and you select KWLS from the drop-down menu instead of an MLS, then enter your KWLS ID.
- Select Lookup Agent

Figure 3

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Create a ListHub Account (continued)

- Fill in basic information (first and last name, email, and phone number) if it is not automatically done for you
- Create a username and password and select Submit
- * please note, your broker can also send an invitation to agents directly from their account upon request

Figure 4

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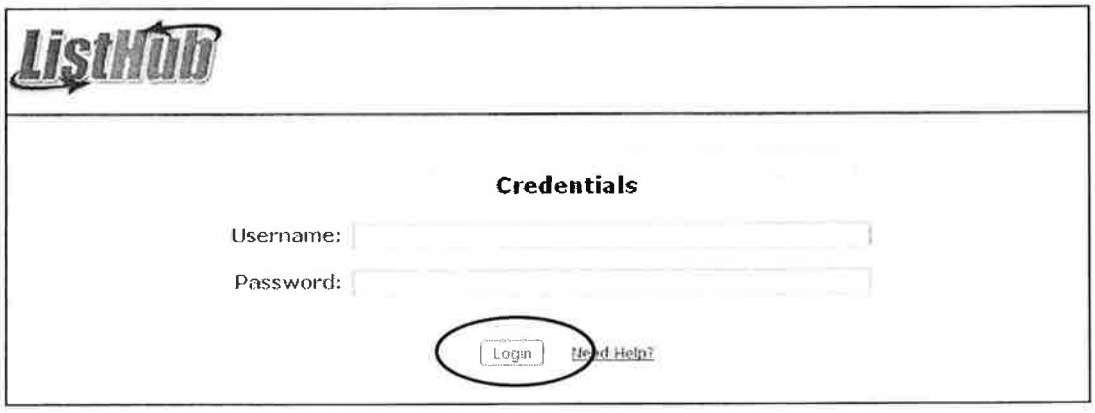
Login to ListHub Account

- To login to your account after it has been created, go to www.ListHub.com and click on the Login button at the top of the page (Figure 5)
- Enter ListHub Username and Password (Figure 6)
- Select the Login button

Figure 5

Figure 6



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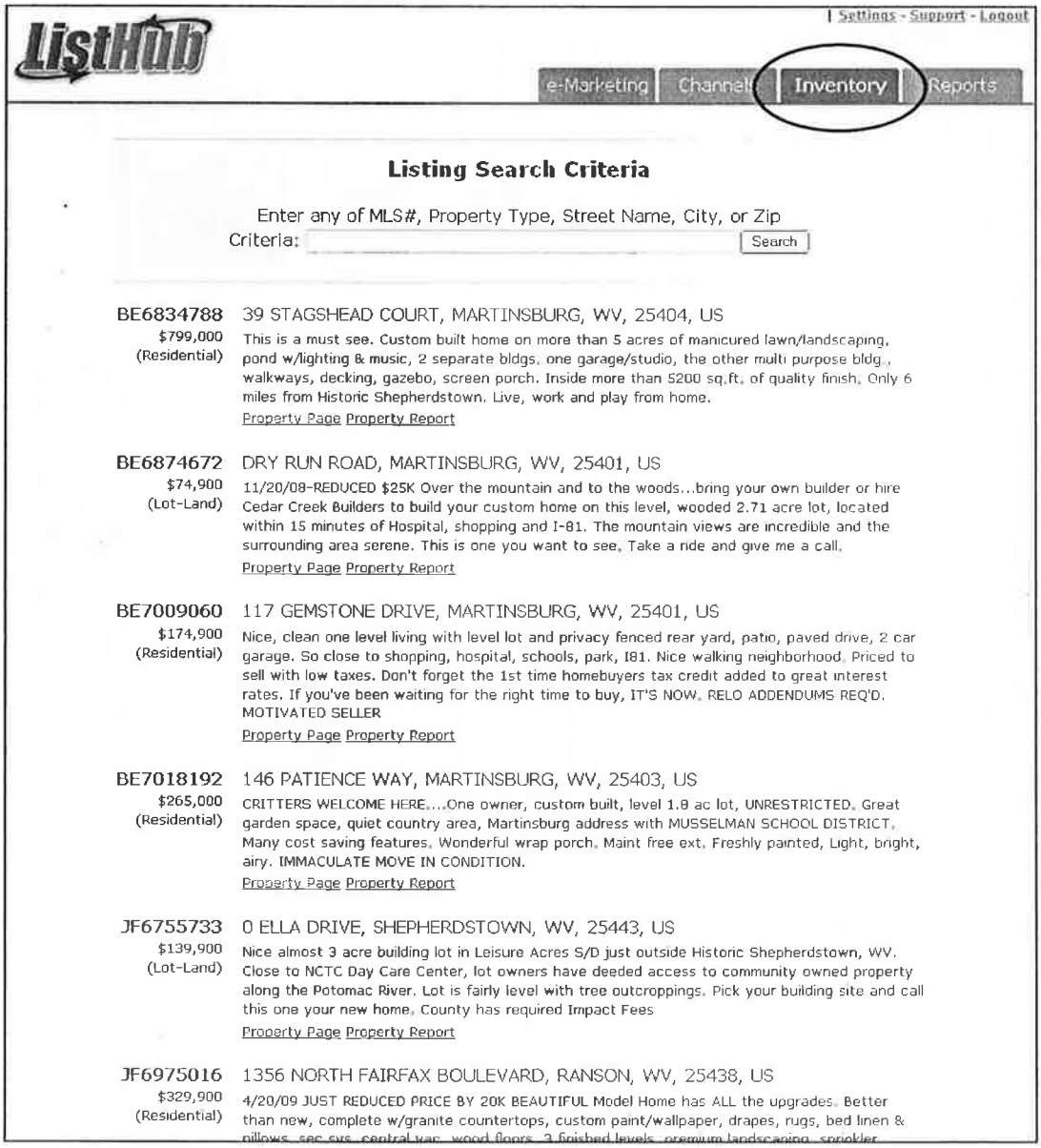
View Listing Inventory

- Select the Inventory tab at the top of the page to view your current active listings
- Use the shaded Listing Search Criteria box to search for a specific listing

Figure 7



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View Property Page

- Select the Inventory tab at the top of the page
- To view the redirect option that your broker has chosen, select the Property Page link under the listing description (Figure 8)
- By default, consumers will be redirected to a ListHub hosted landing page (sample shown in Figure 9) unless your broker has chosen a different option, for example, the brokerage Web site

Figure 8

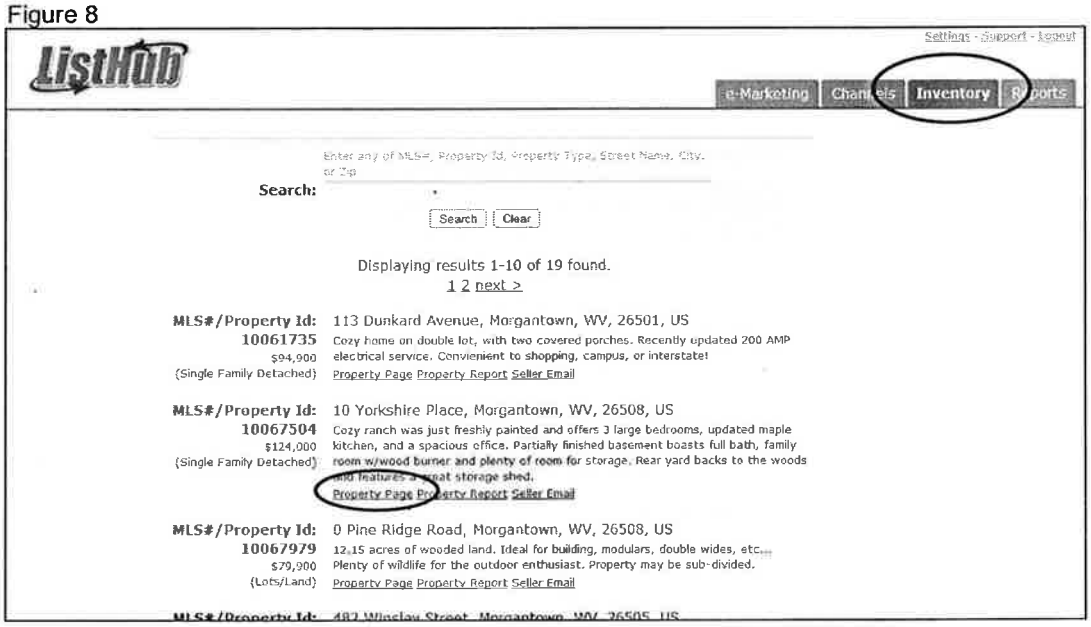

Figure 9

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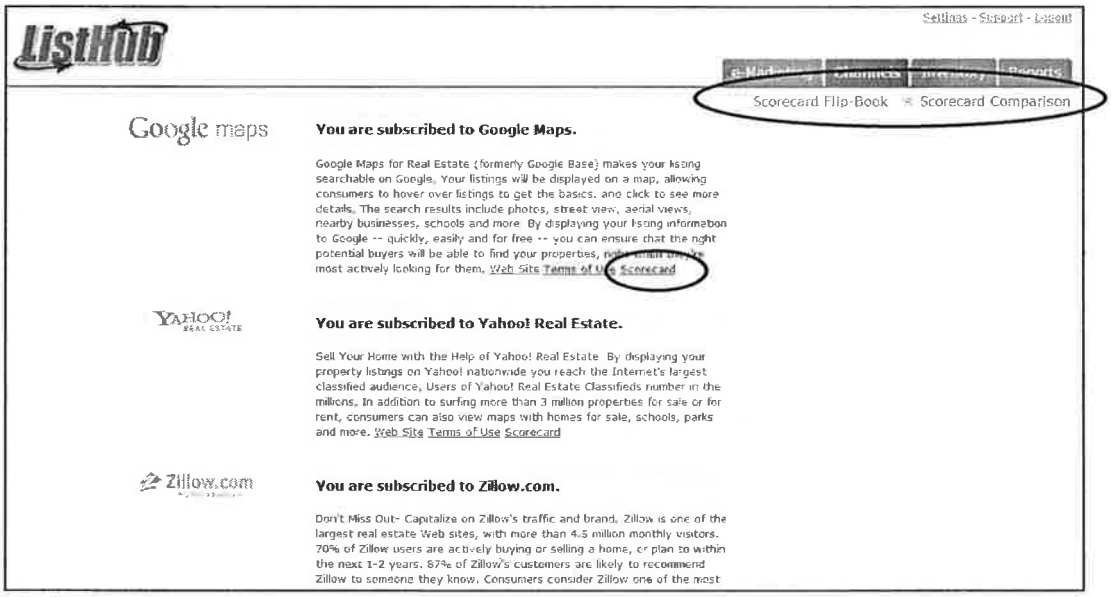
View Channel Scorecard

- Select the Channels tab at the top of the page
- To view a scorecard for an individual channel select the link found under each channel description (Figure 10)
- To view a comparison of all the ListHub channels select Scorecard Comparison at the top of the page (Figure 10)

Figure 10



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Account Settings:

Change User Contact Information and Address

- Select the Settings link at the top of the page (Figure 11)
- Select User Information
- Fill in the new User Contact and Address information (Figure 12)
- Select the Save button at the bottom of the page

Figure 11

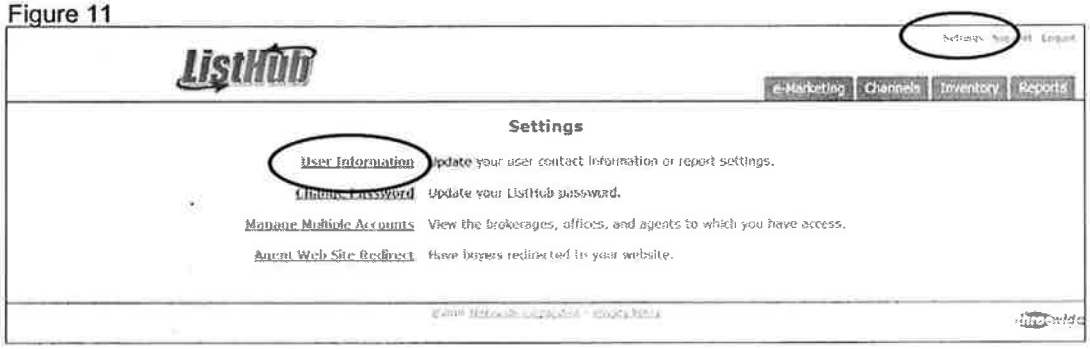

Figure 12

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Account Settings:
Upload Photo on Property Pages (when applicable)

- Select the Settings link at the very top of the page (Figure 13)
- Select User Information
- Select Browse and then upload the photo (Figure 14)
- Select the Save button at the bottom of the page

Figure 13

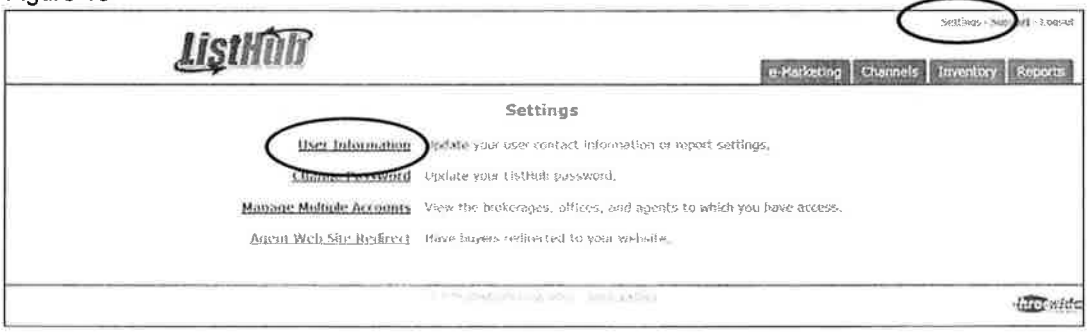
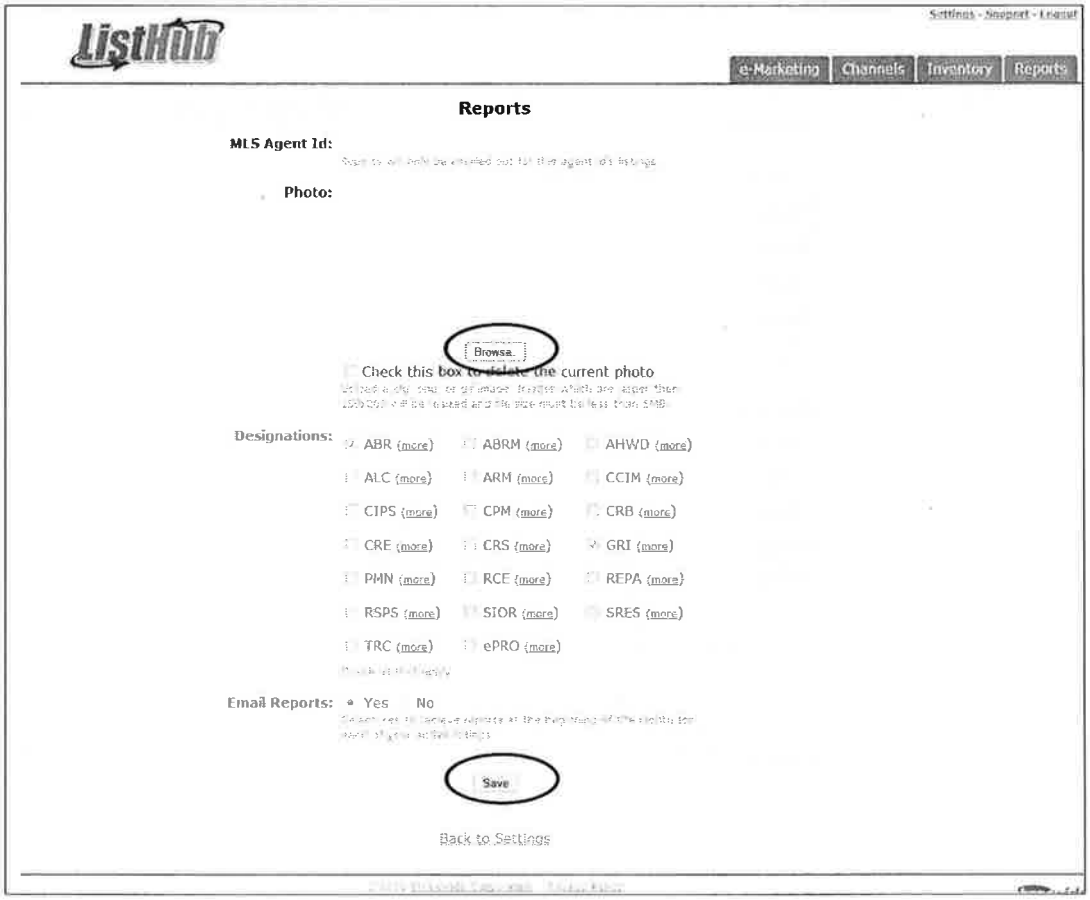


Figure 14



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Account Settings:
Change Password

- Select the Settings link at the very top of the page (Figure 15)
- Select Change Password
- Enter current password and then desired new password (Figure 16)
- Select the Change Password button

Figure 15

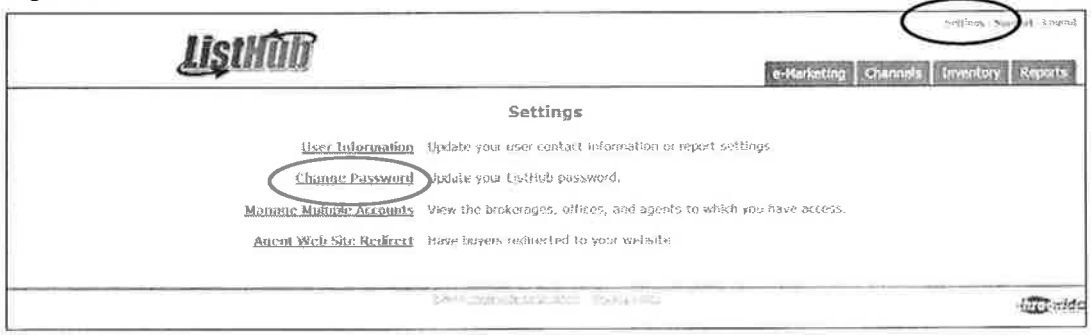
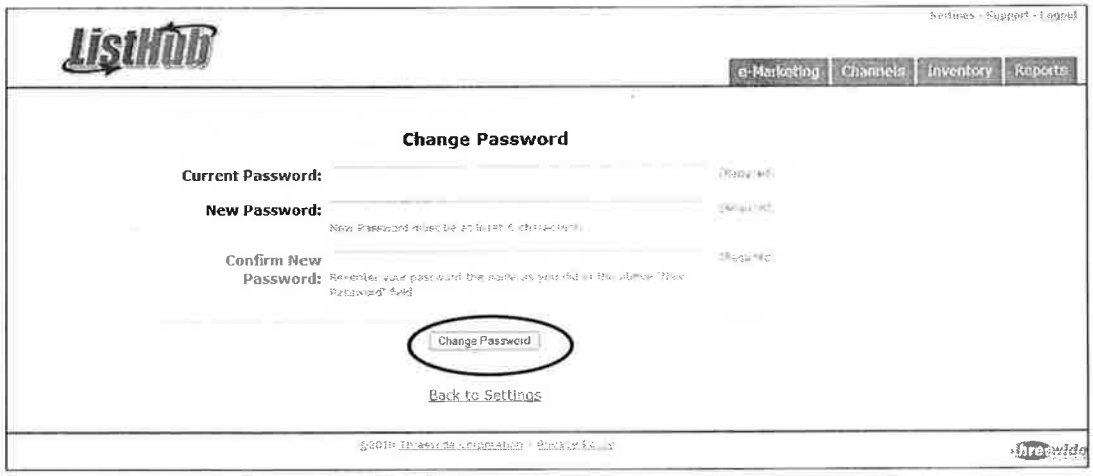


Figure 16



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Account Settings:
Purchase Agent Web site Redirect

- Once your broker has given you permission within their ListHub account, you may purchase the option to have consumers redirected to your agent Web site
- Select the Settings link at the very top of the page
- Select Agent Web site Redirect
- Fill out all required information and select Purchase at the bottom of the page (Figure 17)

Figure 17

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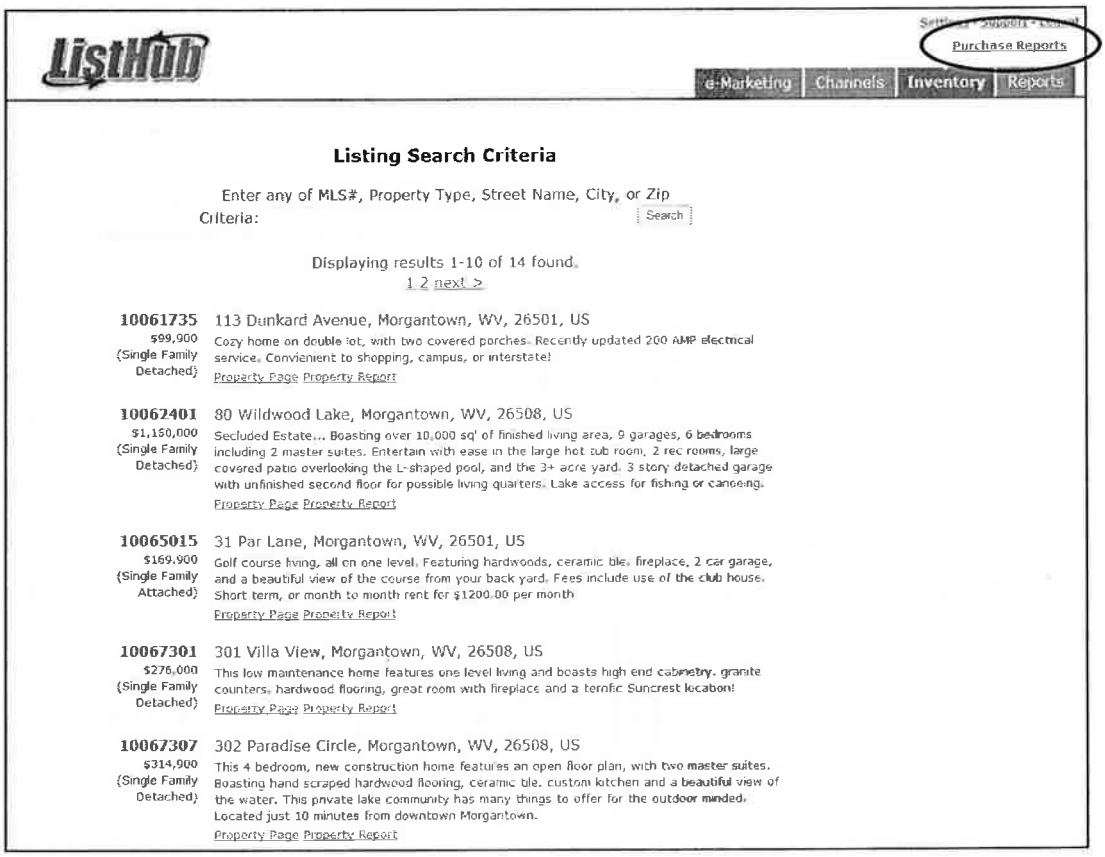
Purchase the ListHub Upgrade Service

- *Please note: this only applies if your broker or MLS has NOT already purchased the ListHub upgrade service for the entire office or MLS
- Select Purchase Reports in the at the top of the page (Figure 18)
- Fill in all required information and select Purchase (not shown)

Figure 18



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Download Agent Report

- Select the Reports tab at the top of the page (Figure 19)
- Under Agent Reports, select either HTML or PDF to download the report; see sample report (Figure 20)

Figure 19

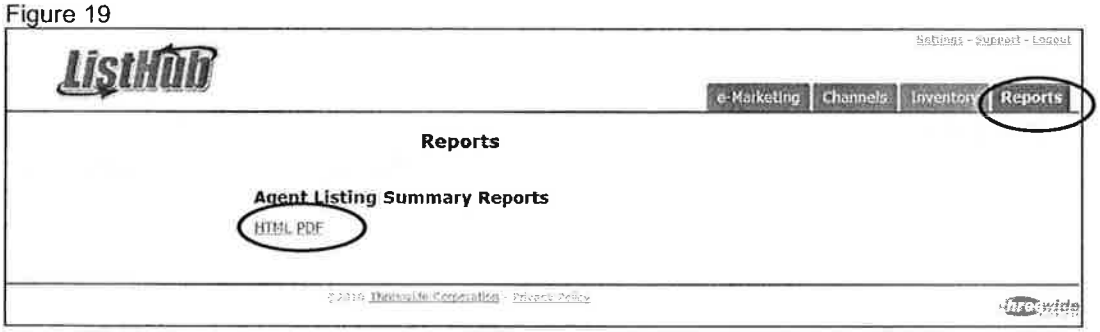
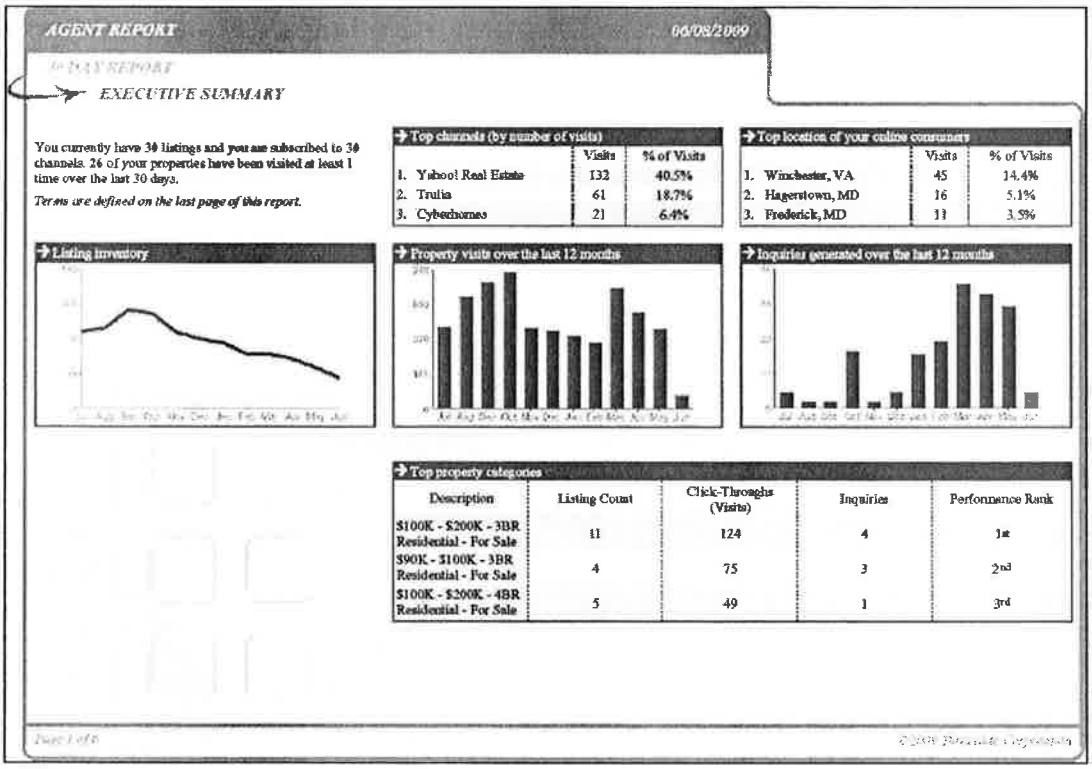


Figure 20



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View and Download Property Report

- Select the Inventory tab at the top of the page
- Select the Property Report link under the listing (Figure 21)
- Select one of the theme's on the right side of the page to change the background theme (Figure 22)
- Select the HTML or PDF link to download, email or print a copy of the report

Figure 21

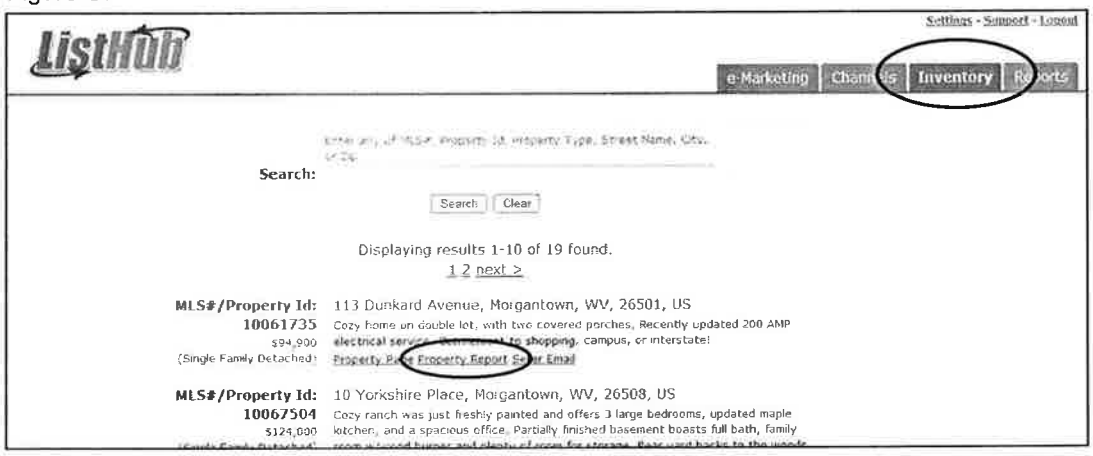
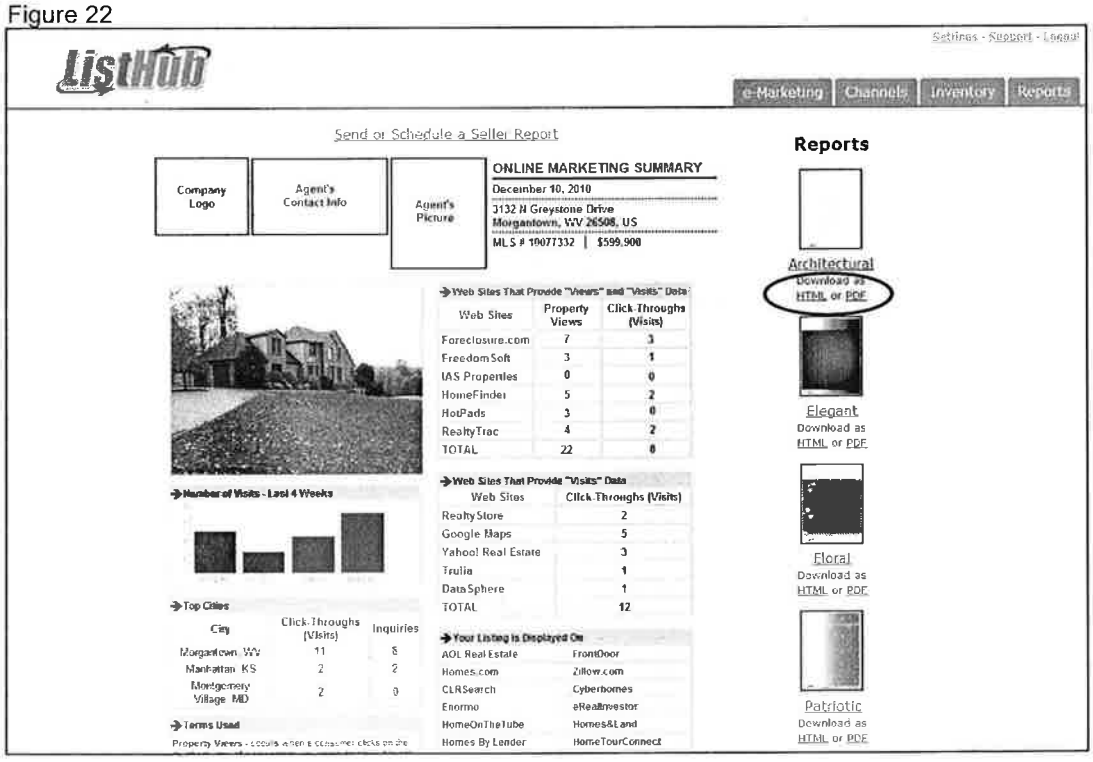


Figure 22



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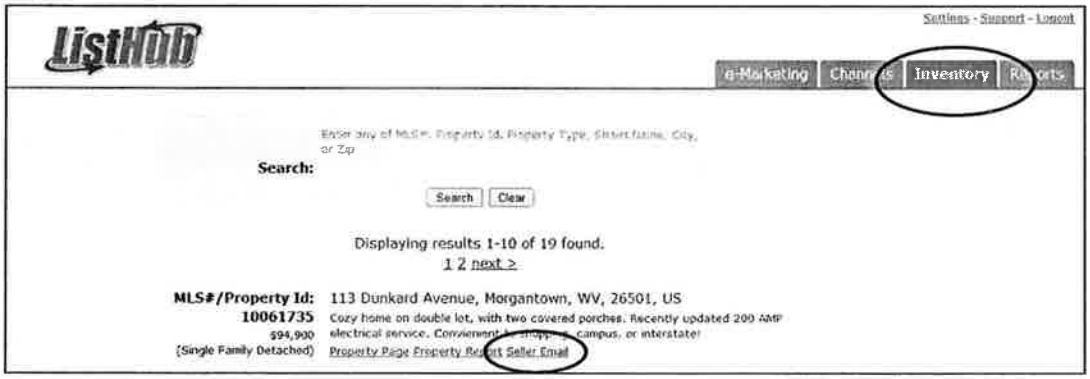
Email Property Report to your Seller

- Select the Inventory tab at the top of the page
- Select the Seller Email link under the listing
- Continued on page 19

Figure 23



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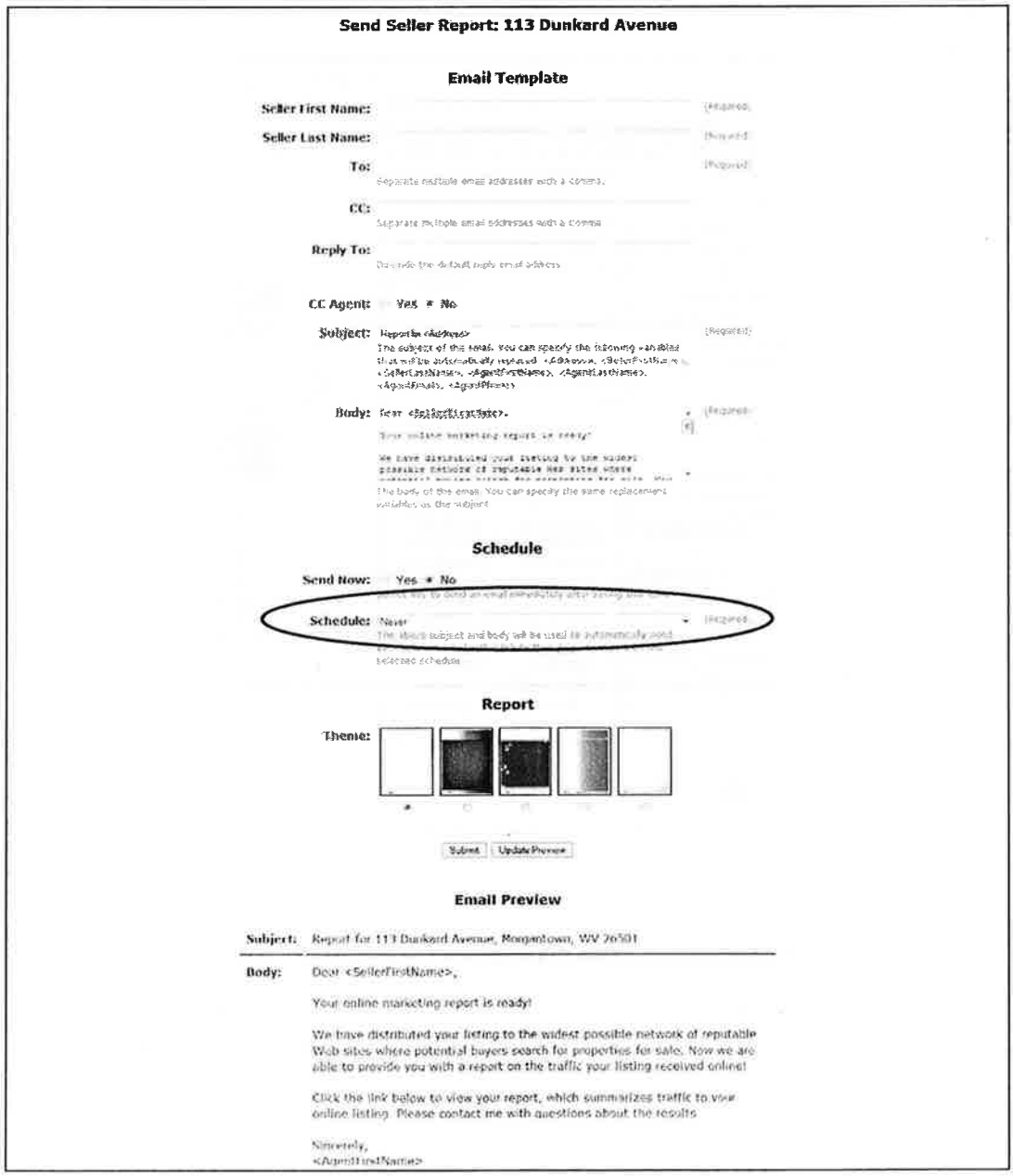
Email Property Report to your Seller (continued)

- Continued from previous page
- Fill out all required information, customize the subject line, body of email, and theme
- If you would like to send the report of a regularly scheduled basis select one of the options from the drop down menu as shown (Figure 24)

Figure 24



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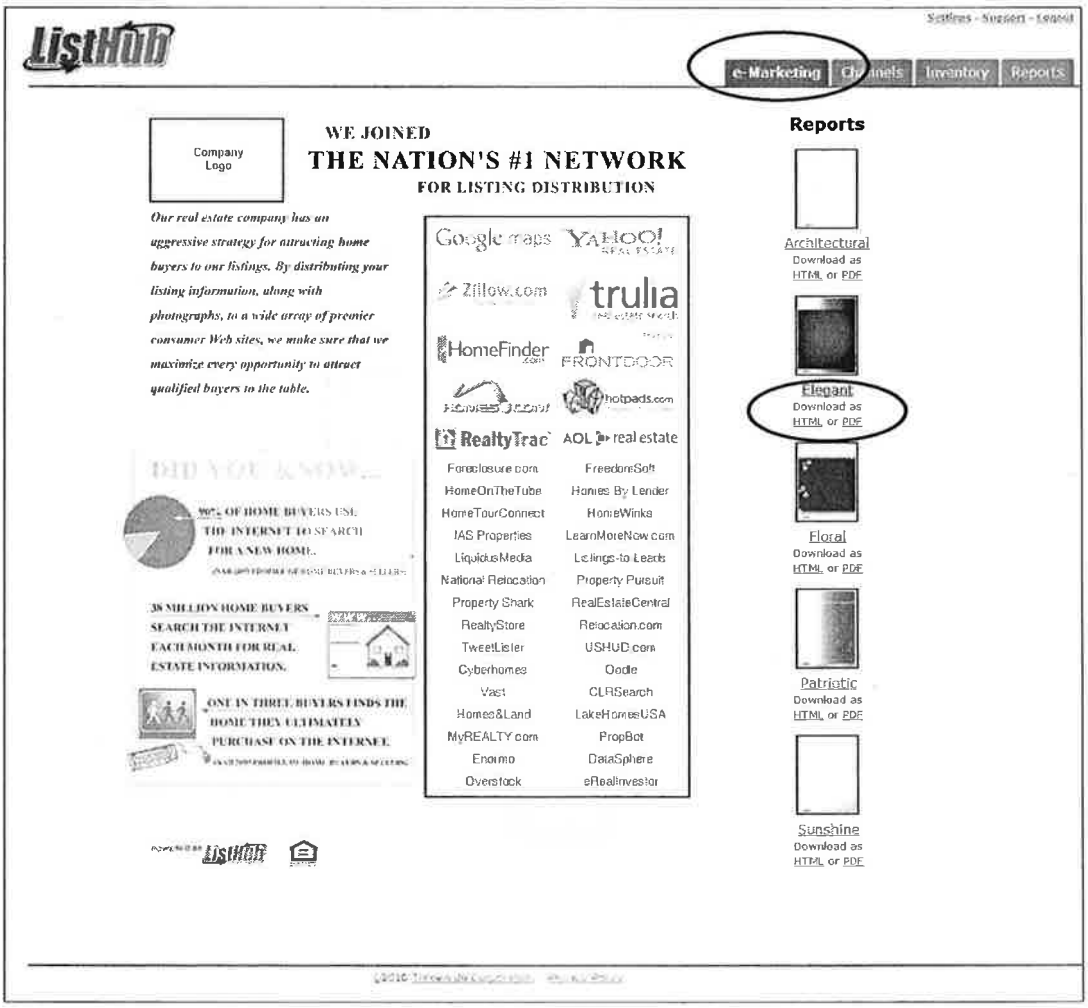
Download eMarketing Flyers

- Select the eMarketing tab at the top of the page to view your customized flyer
- Select one of the themes on the right side of the page to change the background theme
- Select the HTML or PDF link to download, email or print a copy of your flyer

Figure 25



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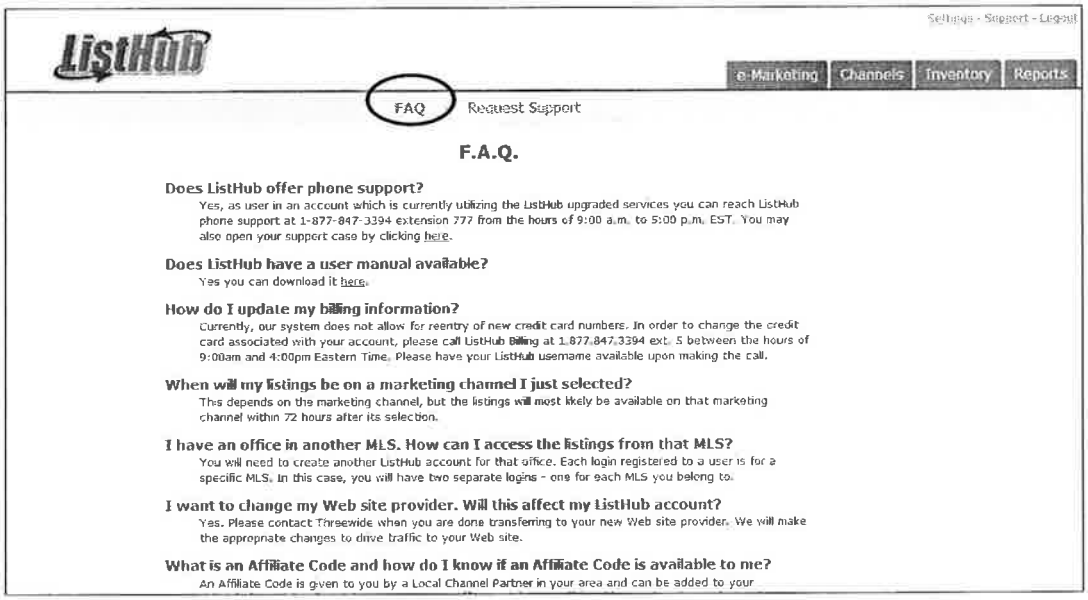
View Customer Support F.A.Q.

- Select the Support link at the very top of the page
- If you are not directly taken to the F.A.Q. page, select FAQ as shown

Figure 26



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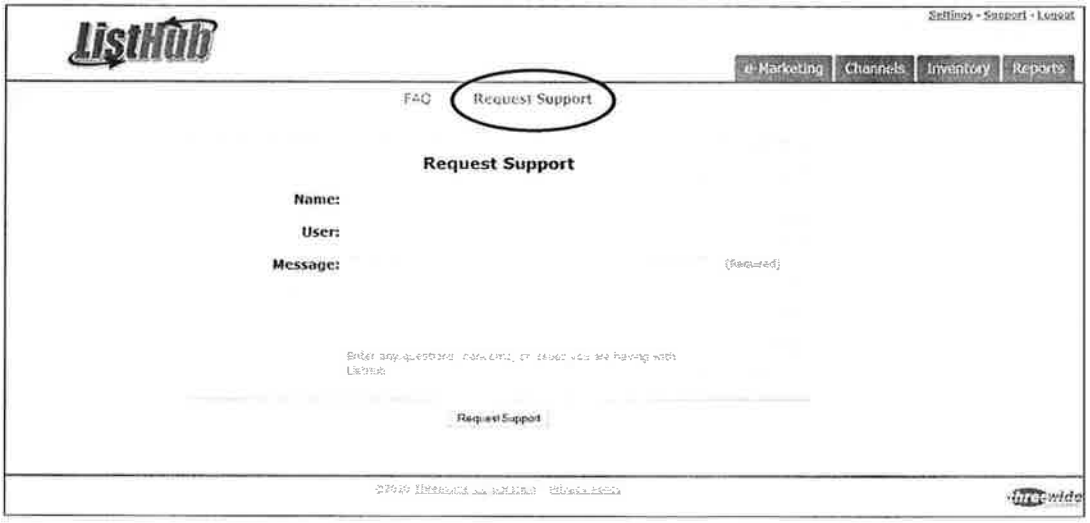
Request Customer Support

- Select the Support link at the very top of the page
- Select Request Support
- Fill in Support Request box provided and select the Request Support button

Figure 27



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