



The Listing Asset Management Network

MLS MARKETING CHECKLIST: Registration Information for New Opt-In Accounts

Intermountain MLS Brokers and Marketing Managers:

IMLS has made a powerful new marketing tool available for all members.

ListHub allows brokers to take control of their Internet marketing by sending their office's listing inventory to more than 50 real estate search websites, like AOL Real Estate, Trulia, Homefinder.com, Zillow, and many more. Since ListHub is integrated with your MLS, there is NO data entry required and the liability associated with advertising incorrect information is reduced.

You can drive traffic to your brokerage website, and get reports on the traffic – property views, leads and more. Reports are powerful market indicators, and will help brokers and agents compete for listings, as well as providing marketing updates to your seller clients.

Send Your Listings

IMLS has already arranged for brokers to opt-in for listing distribution. The broker in charge must perform the initial registration, and it only takes a few minutes.

1. Visit www.ListHub.com
2. Click "Create Account" on the top right
3. Complete the online form
4. Click the "Channels" tab in your dashboard
5. Pick and choose from dozens of reputable marketing websites
6. Click "Support" and "Settings" to see the options for customization that are available to you

Marketing Means MEASURING!

ListHub reports will give you an analysis of how your listings perform across all sites, including REALTOR.com. Reports also include a customized, branded report for each listing that is perfect for demonstrating value to your sellers, and much more. Armed with ListHub reports, agents have a competitive advantage when it comes to critical daily activities:

- Getting the Listing
- Pricing A Listing to Sell, or Discussing a Price Reduction
- Generating Referrals
- Focusing Precious Ad Dollars Where They Count

PRINCIPAL BROKER MESSAGE #1

Email/Newsletter Communication – Registration Information for New Opt-In Accounts

www.ListHub.com



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ListHub Webinars, Videos and Contact:

Learn about Internet marketing and the options available through ListHub from the comfort of your own desk. You can sign up for a free webinar today – Webinars are presented live by an Online Marketing Expert from ListHub.

[CLICK HERE FOR THE LISTHUB WEBINAR CALENDAR.](#)

Visit the ListHub YouTube Page for short info-videos: WWW.YOUTUBE.COM/LISTHUB

If you have questions, visit www.ListHub.com, or call our regional account manager (insert name here) at 1-877-847-3394 Ext. (ext here).

Why ListHub?

ListHub is a well-respected technology provider in the real estate industry. The ListHub team works hard to monitor and report on the business practices of all the real estate search websites, making this information transparent to brokers and agents. The largest and most trusted listing syndication network in the USA, ListHub handles more than half the nation’s inventory online.

Sincerely,

The Intermountain MLS Team

Online Marketing Summary
Report Date: February 24, 2011
555 HIGHWAY LANE ANYTOWN, USA 12345
MLS # 000000000 | \$400,000

John Smith
123 Drive Road
Anytown, USA 12345
800-123-4567
johnsmith@robreidrealty.com

Brokerage Web Site	Views	Inquiries
www.RobReidRealty.com	37	6

Web Sites That Provide "Views" & "Visits" Data

Web Sites	Property Views	Click-Throughs (Visits)
Publisher "A"	21	5
Publisher "B"	19	3
Publisher "C"	17	3
Publisher "G"	7	1
Publisher "W"	5	0
Publisher "T"	2	0
TOTAL	103	17

Web Sites That Only Provide "Visits" Data

Web Sites	Click-Throughs (Visits)
Publisher "J"	4
Publisher "K"	2
Publisher "L"	2
Publisher "M"	1
Publisher "V"	1
Publisher "Q"	1
TOTAL	11

Property Views Over The Last 4 Weeks

Week	Views
01/27/11	2
02/03/11	4
02/10/11	1
02/17/11	2

Inquiries
Your property has received 3 inquiries.

Top Cities

City	Views	Inquiries
Middleburg, VA	2	0
Norfolk, VA	2	0
Alexandria, VA	1	1

Terms Used

Views: Occurs when a consumer views the property detail page for your listing on a third site.

Visits (Click-Through): Occurs when a consumer clicks a link for more information while viewing the property detail page for your listing.

Inquiries: Occurs when a consumer makes contact with a broker or agent regarding your listing. For example, filling out an inquiry form and sending an email are counted as inquiries.

Top Cities: The geographic location of the consumers who are viewing your property online.

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