

RPCRA/FGCMLS Member Lead Generation

Florida Gulf Coast MLS is pleased to provide you with several business solutions that save you time and money. These products cost you nothing extra. As a subscriber to FGC MLS, they are among your many benefits.

In this course, you will learn about these lead generation resources and how you can use them, starting today, to connect to serious buyers and sellers.

You will discover how to access what you need quickly and easily from the convenience of your FGC MLS Dashboard and have confidence in using these platforms to generate new leads and increase effectiveness and productivity.

We will cover:

- Agent 3000
- MLS-Touch Mobile App - Brand and Share
- Builders Update - A Powerful Sales and Marketing Tool For Real Estate Agents
- How to Share Your MLS Listings Anywhere on the Internet
- ePropertyWatch – Never be Forgotten Again! Fully automated emails directly to your clients.
- NAR – That’s Who We R Campaign
- Florida REALTORS® Sun Stats



Access Agent 3000 from your FGC MLS Dashboard. Create unlimited landing pages (also known as lead capture pages, a landing page is a single webpage that appears in response to clicking on a link from a search engine, marketing promo, email, or website), beautiful custom flyers, and listing collage templates for posting on social media, create single property websites, and more.

Create a Landing Page

A video for Landing Pages is available. See the Video Library.

- From the menu on the left side of the screen click Landing Pages.
- Add the name of your landing page in the Landing Page Name field.
- Check the box to add your contact information to the landing page.
- You may select a map or image for the landing page background.
- Click Select Image. Choose from stock photos or you may upload an image of your own. Note: 1600 px width is recommended.
 - If using a stock photo, click on your selection, then click Select at the bottom of the screen.
 - If you wish to use a photo of your own, click Choose File to locate the photo on your device, then click Upload.
 - If you select a map background, you'll be able to enter a city and state to set your map area.
- Select the background color for your text by clicking the arrow in the Dialog BG color field.
- Then use the slider to select the opacity of the text background.
- In the Call to Action Text field enter a simple message with a sense of urgency. For example, See all waterfront homes in Cape Coral First! In the upper section of this box, you can select the font you wish to use, the color and size of the font, and more. You can add links to your website or other links by clicking on the link icon in the upper section of the field. You can embed a video. Click Source, and place your cursor where you want the video to go. Go to the source of your video, for example, YouTube. Click Share from your video, select Embed, and copy the code. Return to Agent 3000 and paste the code. Click Source again to return and continue.
- Button Text. This is what the button link will say. For example, Send me my free list now! View now! etc.
- Enter the email address that you would like the leads to go to.
- Check the box if you want prospects to get to your landing page using their Facebook account.
- Select the boxes for Required Fields. Checking the box will require the prospect to include that information before viewing your landing page. Note: A lot of people don't like giving out their phone numbers or address,

but they will provide an email address. The important thing to remember is, that you don't want to scare anyone away from continuing to your landing page.

- Response is either a message the lead will see if you select Text or if you select Redirect URL you will copy and paste the URL to a link on your website that is set to match the description of your call to action.
- Enter a subject link for the email that will be sent to the leads who visit your landing page. Then enter an email message. The email message can include whatever links you'd like to add including the Redirect URL in the Response section.
- You can choose to track using a Facebook Pixel, Google Analytics number, or Adwerx number.
- If you wish to embed code from any other website provider, please contact Agent 3000 at support@agent3000.com and they will it to your landing page.
- Click Submit to complete your landing page. A URL will be generated for your landing page. You can copy and paste the URL into all your marketing including social media posts, websites, email addresses, print ads, etc.

Landing Page Leads

This is where you will find the leads generated to your landing page. You'll find the information you required such as name, email address, etc. If you chose to allow prospects to continue with Facebook, you will see a Facebook link that will take you to the leads' Facebook profile page. You can also see the URL for the page each lead was generated from and the date the lead was generated. There is a delete option for each lead to use at your discretion.

You will never get duplicate leads. For example, if someone clicks on your ad link multiple times, you will only see one lead for that person.

Flyers

You can create all of the following flyers:

1-Photo, 4-Photo, 10-Photo, Open House, Just Listed, Just Sold, For Rent.

Simply select the type of flyer you wish to create and fill in the information on the corresponding page.

You can select to create the flyer as a PDF, or JPG image, and post to social media. You may create an HTML code to embed into 3rd party software such as Mail Chimp or Constant Contact. You may create an HTML page to generate an HTML flyer. When the new tab opens just copy and paste the URL into an email regardless of your email provider.

Single Property Websites

Find the Single Property Websites video in the Video Library.

If your broker allows you to advertise any office listing, then you can ask them to email support@agent3000.com and permit them to show all your office listings on this page for your convenience and to easily locate a listing's MLS Number.

QR Codes

There are four options found on the QR Codes page.

- Listing - Enter MLS Number: Type the MLS Number of your listing. Force the customer to enter their Email address to view the Listing (Lead Capture): You can also check this box to force the customer to enter their email address before they see the listing. This is great for generating leads! Select the type of advertising to track: This is how you will know where your QR Code was scanned. For Example, you might create 1 for a postcard mailer and another to post on Facebook. By creating 2 QR codes with each of these types selected, you will be able to see how much activity each gets in the QR Tracker. This is great for testing if QR codes are effective in your advertising.
- Vcard - This will create a QR code with your contact information. This is ideal for the back of your business card or an email signature. Note, that the less information you type in, the clearer the QR Code will be. For this reason, we recommend using just your Name, Phone, Email, and website.
- URL - This will create a QR Code that, when scanned, will go to the website you enter. This is great if you have a long URL and want to save someone time typing it all in.
- Text - This is a handy way to share a small text blurb with someone. Could be some custom contact info or anything else you can think of.

Sign Rider

You can easily create a PDF for a sign rider to send to your printer. When consumers type in the code on your rider, you will receive an email and it will also be saved in the Riders & QR Tracker for your records.

Only one field is required - MLS Number. You can either type in the MLS Number of the property -OR- type in any part of the address and the drop-down will auto-populate the matches.

After you select the MLS Number and a Photo you can click Create PDF. However, it is recommended that you add your profile photo and background color for a more professional rider to brand you and match your company colors.

The Optional Fields are:

Background color, text color, size of the rider, and optional image.

You have 2 choices for the rider's size, but you can only add a photo to the 24x6 rider so it is recommended that you use 24x6.

You can add your profile photo as an optional image.

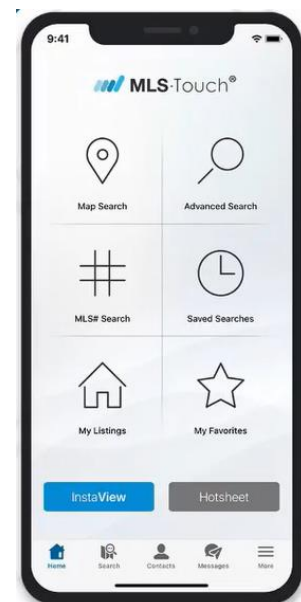
Track the QR Code scans in the Riders & QR Tracker located in the Agent 3000 menu.



Brand and Share

Did you know that approximately 75% of home searches begin from a smartphone or tablet? That's why it's so important to share your personally branded app that carries ***your name*** and ***your logo*** with your prospects and customers.

Your users will be able to search through listed properties from FGC MLS. They can mark listings as FAVORITES or



POSSIBILITIES, and you have access to their lists. And, any listing inquiries or showing requests made on your app will come directly to you.

First, download the MLS-Touch app from the App Store or Google Play. Go through the set-up process. Learn how to do that [here](#).

To Brand and Share the app, start from the **Home** screen.

1. Tap **More** in the bottom right corner.
2. Tap **Brand and Share**.
3. Tap **Select Logo**. Upload your logo from your phone or tablet's camera roll.
 - *The recommended logo size is 525px by 150px and in .png format.*
4. Select your color scheme.
5. Tap **Apply Colors and Logo**.
6. Tap **Share My App** to get your custom link to share your personalized app with a prospect, a customer, family, and friends. You can share via text message or email, or you can copy the link and paste it into your email signature, flyers, website, business cards, and other marketing materials.

Anyone who downloads the app using your link will view the app with your branding. They will be prompted to share their contact details with you.

You may also share Facebook, Instagram, and other social media posts and listing details from your app.

Facebook is integrated with the app. Tap on **Facebook Publishing Tool** in the **More** screen and synch your Facebook account.

Here are a couple of examples to get you started, but put your creative hat on and see what you can do.

Example #1: Post, "Download my free MLS search app to tap directly into the MLS for the most up-to-date listings available." When you paste your custom link at the end of your message, a nice photo is added to your post prompting your followers to download the app.

Example #2: Post an Instagram Story, select your layout, and tap on the create arrow. Choose your background color then post, "Download my free MLS app today and get direct access to the hottest listings!" Paste the link at the end of the

post and add hashtags. #mls #realestate #imyouragent and anything else you'd like to add. Finally, you can add a sticker. Look for a house or anything you like that might grab attention.



My New Home Spotlight

Through Builders Update, a new construction searching platform, you can get a snippet (icon) to embed on your website which will take potential buyers to a Builders Update search page to search for new home communities. **Only your** contact information will be displayed on search results (no builder information). You will receive all leads.

1. Launch Builders Update from the FGC MLS Dashboard.
2. Go to the Tools tab, and then to My New Home Spotlight.
3. To set up the My New Home Spotlight tool, upload or confirm your logo and agent photo, and create a URL. In Builders Update, you can decide the name of a custom URL. The URL can be linked directly from a website or social media posting.
4. If you want a button for your website, you may also select an icon to use. Once an icon is selected, an HTML code snippet will be emailed to you. Insert the code into the website.

Matrix Listing Share Feature

This feature allows an agent to share a link directly to their listings in Matrix. To configure, go to the My Matrix tab and then select My Listings. On the following page, choose the listing you would like to share by checking its selection box on the far left of the single line view. The 'Share Listing' button is then available in the button bar below the display. Please note: This feature is exclusive to the particular listing agent and available only for Active listings and those listings that have sold within the past six (6) months.

ePropertyWatch™

Surveys consistently show that a substantial amount of a seasoned agent's business comes from referrals and repeat business from past customers. eProperty Watch allows you to send both past and prospective customers a monthly report full of information on their home and neighborhood, with up-to-date information on their home's value, nearby listings and transactions, local trends, and more.

From the FGC MLS Dashboard, select the eProperty Watch link.

Under the **Clients** tab, up to 2500 contacts can be added or imported. To add or import a contact, enter their name email address, and property address. Then, monthly reports will be sent to that customer on your behalf with valuable information about their property and market. This keeps your customers off of the 3rd party real estate sites that provide AVMs that may lead them to unrealistic expectations of the value of their home. Plus, because they receive the email from you, you stay on their mind, never to be forgotten again.

NAR – That's Who We R Campaign

Visit <https://www.nar.realtor/thats-who-we-r> to access free and customizable campaign assets.

Florida REALTORS® SunStats

An infographic tool customizable by zip code empowers members to create personal, localized infographics they can share on social media.

See the course handout, SunStats Infographic Creator, for more information and detailed instructions.