



Real estate user's guide

September 2010

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Background

This guide is designed for Realtors and Property Managers using the web-based administrative portal for Real Estate SMS. The portal allows Realtors to upload new properties and assign them to unique keywords. When a keyword is text messaged, the prospective consumer is returned a text listing and pictures; the Realtor receives the lead via e-mail, SMS, and/or web portal.

Registration

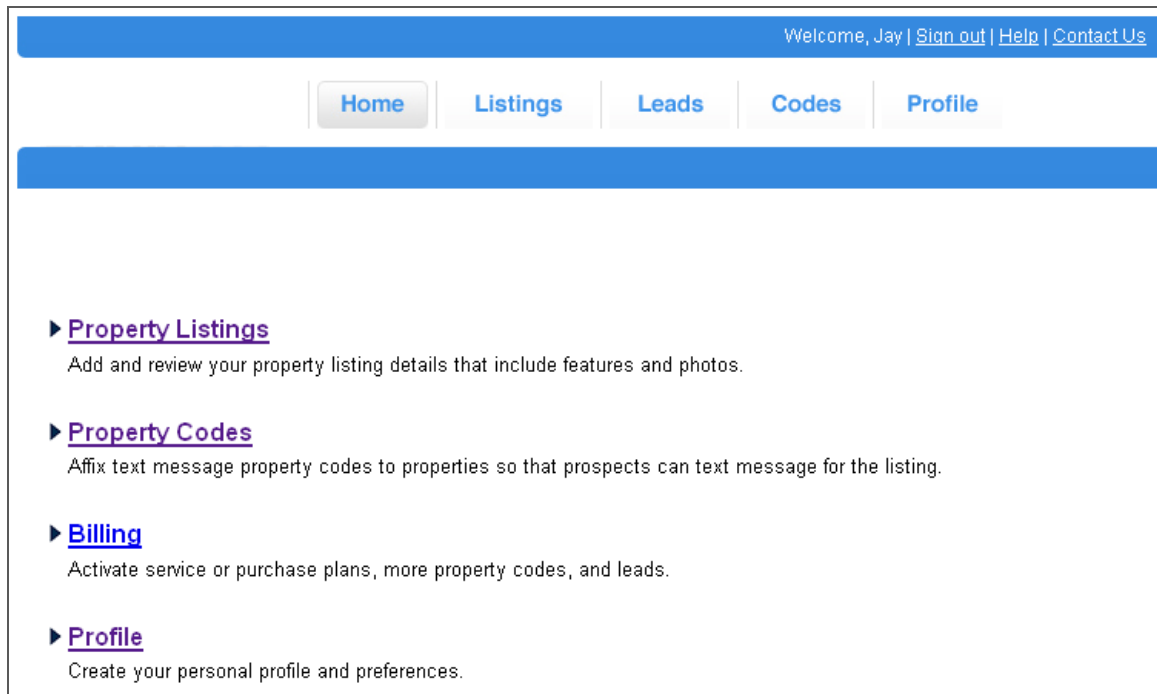
Enter the site from your Sales Representative's website and enter your credit card information and/or promotional code (if you were provided one). Each promotional code corresponds to a specific number of unique keywords. The pricing is defined on your Representative's website.

Signage

If you purchased signs up-front from your Representative, you can match the sign numbers to the keyword assignments. If you have not purchased signs, the system will automatically assign numeric keywords—please contact your AGENT511 to provide you the matching signs.

Dashboard

At the dashboard, you can select whether you would like to upload/edit/delete property listings, examine incoming leads, view your keyword (e.g. "codes") assignments, and edit your profile. You can also purchase additional keywords—you may be directed back to your Representative to acquire a new promotional code specific to the number of keywords you purchased.



The screenshot shows a web dashboard with a blue header bar containing the text "Welcome, Jay | [Sign out](#) | [Help](#) | [Contact Us](#)". Below the header is a navigation menu with buttons for "Home", "Listings", "Leads", "Codes", and "Profile". The main content area features four expandable sections, each with a purple arrow icon and a bolded title:

- Property Listings**: Add and review your property listing details that include features and photos.
- Property Codes**: Affix text message property codes to properties so that prospects can text message for the listing.
- Billing**: Activate service or purchase plans, more property codes, and leads.
- Profile**: Create your personal profile and preferences.

Listings

The main listings page (with one listing) is shown below. You can view the leads, edit the listing, and delete the listing from the listings dashboard. You can add as many listings as you would like without charge. To assign keywords to a listing, select “To assign property codes.”

The screenshot shows a web dashboard with a blue header bar containing the text "Welcome, Jay | [Sign out](#) | [Help](#) | [Contact Us](#)". Below the header is a navigation menu with buttons for "Home", "Listings" (which is highlighted), "Leads", "Codes", and "Profile". A secondary blue bar is below the navigation. The main content area features a green plus icon and the text "Add a new listing" on the left, and a right-pointing triangle followed by "To assign property codes, go to [Codes](#)" on the right. Below this is a listing card for a property at "23 Londonderry, Lincolnshire, IL". The card includes a small image of a bedroom, the address, a description: "Gorgeous 3/4 acre wooded yard. Gourmet kit. Call Julie @ 847-267-0077.", and the status "For Sale - Residential". On the right side of the card are four links: "View Brochure", "View Leads", "Edit Listing", and "Delete Listing".

Listing text

You can edit your listing on the site as shown below. The system will prompt you if a field is required; in several cases, leaving the field blank will eliminate the field from the text message. Keep the description tight and be sure to include primary contact information. The “phone” on the right shows the approximate format for the message. When you have selected update at the bottom, you will be able to edit the pictures.

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Agent511 ID: 06504429

Street:

City:

State:

Zip code:

Details: **BR:** **BA:** **CARS:**

Property type:

Price/Rent:

A single text message is limited to 160 characters. sends only one text message and the pictures messages to the prospect. The street address, details and website will be automatically added to the message. You should add a brief description, price and your contact information.

Description to cell phone

Gorgeous 3/4 acre wooded yard. Gourmet kit. Call Julie @ 847-267-0077.

You have 18 characters left.

Long description for website brochure

23 Londonderry
4BR 2.5BA 2.5CARS
Gorgeous 3/4 acre wooded yard. Gourmet kit. Call Julie @ 847-267-0077.

When you have updated the text, you can upload up to six (6) pictures. The format is .JPEG, .GIF, and .PNG. The picture will be compressed down for transmission via picture messaging (a.k.a. multimedia messaging service or MMS).

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Select up to six pictures for this property for the picture message and brochure. JPEG, GIF and PNG formats are accepted. Pictures should be less than 1 MB.

Picture 1:

Picture 2:



Picture 3:

Picture 4:



Picture 5:

Picture 6:

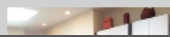
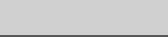
Picture 1 Picture 2

Picture 3 Picture 4

Picture 5 Picture 6

Keyword assignment

You can edit/assign keywords (e.g. “codes”) on the page below. The number at the right is a unique number that corresponds to the keyword; oftentimes, they are the same. The system will automatically create a keyword for each one purchased; you can change this (up to 6 characters). If the keyword you would like is not available, the system will let you know. Sometimes, it is being held for you to match your sign and has not yet been released; please contact your Representative to have it released.

Once a keyword is assigned, it is immediately active.

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[Home](#) | [Listings](#) | [Leads](#) | **Codes** | [Profile](#)

Assign each property a code that matches your signage. If you purchased signs, please ensure the code on the sign matches the code displayed here. For vanity codes and other questions, please [contact us](#).

▶ To purchase more codes, please go [here](#)

2028	<input type="text" value="SIGN"/>	425 Huehl Rd - Brookheaven 60069	<input type="button" value="X"/>
1814	<input type="text" value="5254"/>	12 Portshire Dr. 60069	<input type="button" value="X"/>

Profile

Enter your personal and company information; your name and phone will automatically appear on the picture message. Your username is your e-mail and uniquely defines you. If you select e-mail lead notification, leads will be sent to the e-mail address. SMS will be sent to the mobile phone number; please provide the carrier; it helps route the messages. You can update your password as well.

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[Home](#) | [Listings](#) | [Leads](#) | [Codes](#) | [Profile](#)

Submit your complete profile for the website brochure. You can submit updates at any time for any field. Remember, your email address is your username.

<p>First name: <input type="text"/></p> <p>Last Name: <input type="text"/></p> <p>Company: <input type="text"/></p> <p>Street: <input type="text"/></p> <p>City: <input type="text"/></p> <p>State: IL <input type="text"/> Zip: <input type="text"/></p> <p>Telephone: <input type="text"/></p> <p>Cell Phone: <input type="text"/></p> <p>Wireless provider: Verizon Wireless <input type="text"/></p> <p>Email address: <input type="text"/></p> <p>Website: <input type="text"/></p> <p><input type="checkbox"/> Reset Password</p>	<p>You can select how you are notified of leads visiting your properties</p> <p>Instant notification</p> <p>By text message: <input type="checkbox"/></p> <p>By Email: <input checked="" type="checkbox"/></p> <p>Daily notification</p> <p>By text message: <input type="checkbox"/></p> <p>By Email: <input type="checkbox"/></p> <p style="text-align: center;"><input type="button" value="Update profile"/></p>
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TextBlast

You can sent a TextBlast follow-up to those who have already submitted text messages your property codes (after selecting “Subscribable”). Some examples include price updates and open houses. Respect the mobile phone user—the frequency should not be more than once weekly; otherwise, prospective buyers will opt-out by text messaging STOP.

On the “Codes” tab, select the “Subscribable” property codes as shown in the figure below. When you have selected submit at the bottom of the page, you will be provided the option to “blast code.”

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[Home](#) | [Listings](#) | [Leads](#) | [Codes](#) | [Profile](#)

Property codes updated!

Assign each property a code that matches your signage. If you purchased signs, please ensure the code on the sign matches the code displayed here. For vanity codes and other questions, please [contact us](#).

▶ To purchase more codes, please go [here](#)

2028	SIGN	425 Huehl Rd - Brookheaven 60069	Subscribable	<input type="checkbox"/>	
1814	5254	12 Portshire Dr. 60069	Subscribable	<input checked="" type="checkbox"/>	Blast code

When you are ready to blast the numbers which submitted text messaging inquiries, select “Blast code” and you will arrive at the page below. On this page, create your text description, 160 characters or less, including the phrase, “Text STOP to cancel alerts HELP for info.” You must add this language to your blasts. The blast will be sent to mobile phone users who have submitted text messaged after selecting “Subscribable.”

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Blast Property Code
5254

SMS Text Description:

```
23 Londonderry, Lincolnshire
price now $519. Open house Sun
@ 12-4. Call Julie @
312-498-5501 for details. Text
STOP to cancel alerts HELP for
info. |
```

Numbers subscribed to this code (total: 1)
3124985501

[Submit for Blast](#)

Terminate service

Contact AGENT511 to terminate your service and disable your account.

Troubleshooting

Problem: text unique code submitted and nothing returned

Check – does the user have text messaging capability?

Check – is the keyword correctly assigned in the system?

Check – does the keyword work on other phones on other carrier networks?

Check – is the user on a network supported [all major and superregional carriers]?

Problem: Multimedia not received

Check – Does the mobile phone support MMS? Some non-camera phones do not support MMS. Some carriers such as Sprint send messages to the web.

Please contact AGENT511 for support via support@agent511.com or 1-877-511-9511.