

# Columbia Board of REALTORS®

## Immobel website setup



Your 2004 Equal Opportunity & Cultural Diversity Committee

Shannon O'Brien Calvert, Chair

Gerry Blaise  
Lisa Elliott  
Mary Ann Groves  
Carol Harl

Trisha Lee  
Dawn McGhee  
Adam Plevyak



Dear Agent:

Your Board of Directors, upon the recommendation of the Equal Opportunity & Cultural Diversity Committee, has purchased individual websites in eleven different languages for each member of the Columbia Board of REALTORS®. We are the first Board in the state of Missouri to reach out in such a meaningful way to the non-English speaking public.

The staff at the Board will assist you and try to personally setup your websites for you. However, in the interest of the time involved, instructions to set up your site and personalize it yourself follow this. We'll be having workshops throughout the summer and visiting each office to help you get started.

I promise that it's not difficult and the skill level involved is primarily filling in the blanks in a template. After all, you're REALTORS® and trained to fill out forms!

Keep in mind a few things:

- ❖ It's easy!
- ❖ You can't hurt it
- ❖ You can always change your mind. You can go back and change anything you want to. Nothing is "cast in concrete"!
- ❖ You do not have to re-enter any listings. They will find your site automatically.
- ❖ It doesn't cost you anything extra
- ❖ It's a great tool that will make you \$\$\$\$\$\$\$\$\$\$ - and a great service to our diverse community.

Carol Van Gorp

# Q. How do I set up my immobel website?

Go to <http://columbia.immobel.com>

Use your assigned User ID and Password from us.

Your Login will be your NRDS Number.

Your password will also be your NRDS Number.

NOTE: You may still login at the old site, <http://mysite.immobel.com>. Your login will be cbormlsXXX (where XXX is your NRDS number) and your password will be your NRDS number.

Click on Continue to Start the Setup Wizard.

Fill in the website type for your specific website.

This page will let you determine whether your immobel website is a private website for yourself or a website for your entire team.

Fill in the Contact information.

Click “Next” when complete.

Check off what describes you.

**Choose ONE phrase that best describes you/your business**

We've sold over  Million Dollars of Real Estate for our clients!

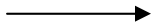
Over  years in the Real Estate profession!

Over  Million Dollars worth of Real Estate sold!

Multimillion Dollar producers!

Enter your Professional Designations

If you wish to add information, click the box and type in your information.



**Your professional qualifications**

<input checked="" type="checkbox"/> Accredited Buyer Representatives	<input checked="" type="checkbox"/> Certified Residential Specialists
<input type="checkbox"/> Accredited Buyer Representative Managers	<input type="checkbox"/> e-PRO Internet Professionals (e-PRO)
<input type="checkbox"/> Accredited Land Consultants	<input type="checkbox"/> General Accredited Appraisers
<input type="checkbox"/> Certified Commercial Investment Members	<input checked="" type="checkbox"/> Graduates, REALTOR Institute
<input type="checkbox"/> Certified International Property Specialists	<input type="checkbox"/> Leadership Training Graduates
<input type="checkbox"/> Certified Property Managers	<input type="checkbox"/> Residential Accredited Appraisers
<input type="checkbox"/> Certified Real Estate Brokerage Managers	<input type="checkbox"/> REALTOR Assoc. Certified Executive
<input type="checkbox"/> Counselors of Real Estate	<input type="checkbox"/> Soc. of Industrial and Office REALTORS

Some association names or awards that do not need to be translated

Realtor Salesperson of the Year 2001|

Click off anything that is your specialty.

**Specializing in (choose so many as you wish)**

<input checked="" type="checkbox"/> New Homes	<input checked="" type="checkbox"/> Luxury Residential
<input type="checkbox"/> Corporate Relocation	<input type="checkbox"/> International real estate
<input type="checkbox"/> BiLingual	<input type="checkbox"/> Multi Lingual
<input type="checkbox"/> Estate Homes	<input type="checkbox"/> Golf Property
<input type="checkbox"/> Waterfront Residential Property	<input type="checkbox"/> Beach Area
<input type="checkbox"/> Ski Property	<input type="checkbox"/> Condominium
<input type="checkbox"/> Relocation	<input type="checkbox"/> Investment, Commercial & Income Property
<input type="checkbox"/> Residential Leasing	<input checked="" type="checkbox"/> Vacation Home
<input type="checkbox"/> Ranch & Farm	<input type="checkbox"/> Equestrian Property
<input checked="" type="checkbox"/> Historic Homes	<input type="checkbox"/> Marina real estate
<input checked="" type="checkbox"/> Land & Building Site	<input type="checkbox"/> Foreclosures, Repossessions, Bank Owned Properties
<input type="checkbox"/> Multi Family Income Property	<input type="checkbox"/> Appraisals
<input type="checkbox"/> Buyer Representation	<input type="checkbox"/> Buyers' Broker

Enter only descriptions that do not need to be translated

Click off all of the information that applies to you.

**Which languages do you speak?**

<input type="checkbox"/> English	<input type="checkbox"/> Spanish	<input type="checkbox"/> German
<input type="checkbox"/> Italian	<input type="checkbox"/> Portuguese	<input type="checkbox"/> Japanese
<input type="checkbox"/> Russian	<input type="checkbox"/> Chinese	<input type="checkbox"/> French
<input type="checkbox"/> Polish		
<input type="checkbox"/>		
<input type="checkbox"/>		

**Contact me for Expert Advice on**

<input checked="" type="checkbox"/> Buying	<input checked="" type="checkbox"/> Selling	<input type="checkbox"/> Renting
<input type="checkbox"/> Mortgage Loans	<input type="checkbox"/> Best Deals on Mortgages	<input type="checkbox"/> Low Down Payment Mortgages
<input type="checkbox"/> Appraisals	<input checked="" type="checkbox"/> Best Buys	<input checked="" type="checkbox"/> Good Deals
<input type="checkbox"/> Local Attractions	<input type="checkbox"/> Local Schools	<input type="checkbox"/> Local Churches
<input type="checkbox"/> Best Neighborhoods	<input type="checkbox"/> Great Reasons to Move Here	

Enter only descriptions that do not need to be translated

<input checked="" type="checkbox"/> New Construction	
<input type="checkbox"/>	

**Specializing in these Areas**

Your city, state or neighbourhood

Choose a header for your immobel home page.

Click "Continue" when finished.

**Choose one**

- Personal Service! Let me help You Find Your Next Home!
- Let me help You get the right Deal!
- The Best Selection of Properties in the Area!
- Meeting all of Your Real Estate Needs!

**Continue**

Choose the color and style you want for your immobel website.

Click "Continue" when finished.



### Select template and color

If you want to change the template, just click on the one that you want to use on your web site. To keep your current web page design, click 'Continue'

Note: if you select the Template for Frame option, the agent photo, company logo, left bar image or top page image will not be displayed on your immobel.com site. The Template for Frame is designed for framing your immobel.com site within another web site. Since your other web site will contain photos and graphics, the Template for Frame will only display the welcome image.

Have your new immobel web site customized for you!  
Choose the **full service** option



- Setup Wizard pages
- web site type
- name and contact
- your description
- color-style template
- language selection
- MLS information
- web site address
- logo, picture
- designations, certifications



### Select Your Languages

Please select languages to be shown on your page

Have your new immobel web site customized for you!  
Choose the **full service** option

Choose the languages you would like your listings translated to.

Languages that will appear on your web site		
<input checked="" type="checkbox"/> English	<input checked="" type="checkbox"/> Spanish	<input checked="" type="checkbox"/> French
<input checked="" type="checkbox"/> German	<input checked="" type="checkbox"/> Russian	<input checked="" type="checkbox"/> Polish
<input checked="" type="checkbox"/> Italian	<input checked="" type="checkbox"/> Portuguese	<input checked="" type="checkbox"/> Vietnamese
<input checked="" type="checkbox"/> Chinese Simplified	<input checked="" type="checkbox"/> Chinese Traditional	<input checked="" type="checkbox"/> Japanese
<input checked="" type="checkbox"/> Korean		

Continue

- Setup Wizard pages
- web site type
- name and contact
- your description
- color-style template
- language selection
- MLS information
- web site address
- logo, picture
- designations, certifications

Enter your MLS information.

If you have listings, be sure to click “Enable featured properties”

That way, your listings will automatically be under a button called Featured Properties on your website.

Click “Continue” when finished.

Enter the name of your website. This usually is your first and last name.

DO NOT ENTER .COM after your name


Your web address is [www.immobe.com/yourname.com](http://www.immobe.com/yourname.com)

If you want to have a different web address (one without the [www.immobe.com](http://www.immobe.com)) you can check availability and purchase it here.

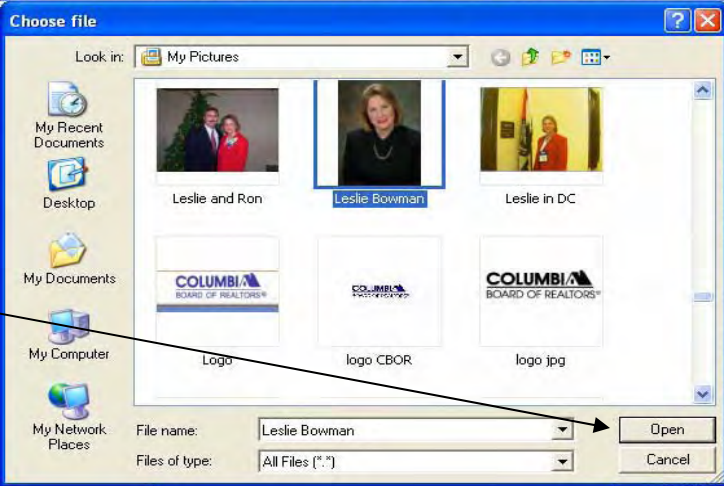



NOTE: There is a \$25 fee to immobel to have this site come up.

Click “Continue” when finished.

Add your picture. Click on "Browse" and find your digital picture on your computer disk.

Click below to add your picture or logo:	
<p><b>Your photo</b></p> <p><input type="text"/> <input type="button" value="Browse..."/></p> <p><input type="button" value="Add image"/></p>	<p><b>Placement</b></p> <p>Your photo is displayed on every page in upper left corner of the screen.</p> 
<p><b>Your company logo</b></p> <p><input type="text"/> <input type="button" value="Browse..."/></p> <p><input type="button" value="Add image"/></p>	<p><b>Placement</b></p> <p>Your company is displayed on every page in upper left corner of the screen.</p> 
<p><b>Welcome image (picture / logo)</b></p> <p><input type="text"/> <input type="button" value="Browse..."/></p> <p><input type="button" value="Add image"/></p>	<p><b>Placement</b></p> <p>Welcome image is displayed on the language selection page in the center of the screen.</p> 

Find the picture on your disk. Click on the picture and then click "Open"

<p><b>Choose file</b></p> <p>Look in: My Pictures</p>  <p>File name: Leslie Bowman</p> <p>Files of type: All Files (*.*)</p> <p><input type="button" value="Open"/> <input type="button" value="Cancel"/></p>	<p>Displayed on every page in upper left corner of the screen.</p>  <p>Displayed on every page in upper left corner of the screen.</p> 
<p><b>Welcome image (picture / logo)</b></p> <p><input type="text"/> <input type="button" value="Browse..."/></p> <p><input type="button" value="Add image"/></p>	<p><b>Placement</b></p> <p>Welcome image is displayed on the language selection page in the center of the screen.</p> 

Next, click “Add image”

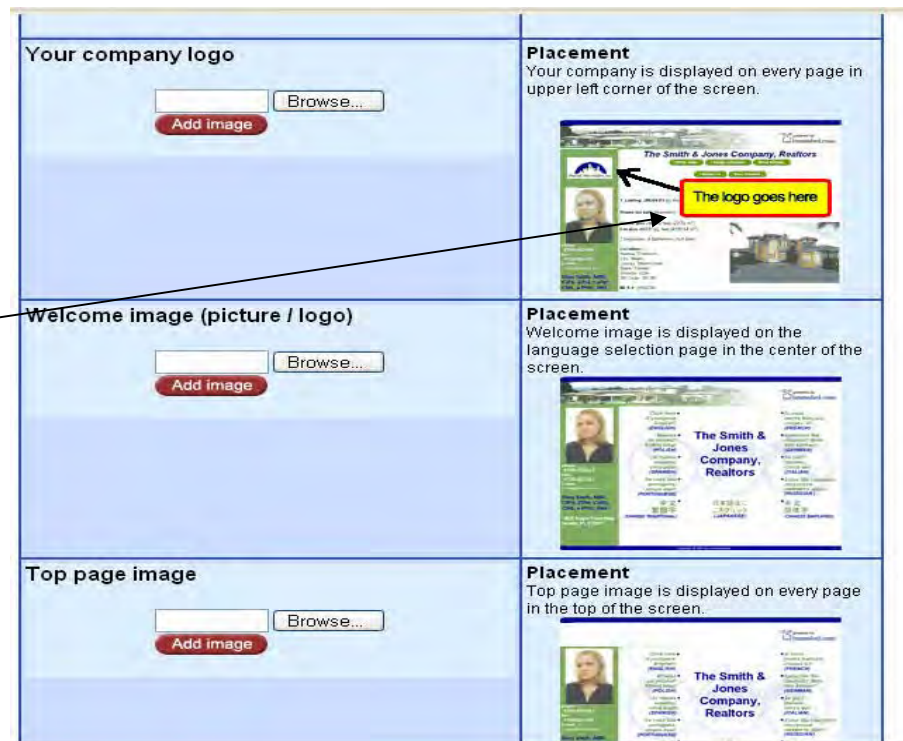
You will see your smiling face!



NOTE: Your company logo and Welcome picture may be added using the same method as above. You may also add a Custom banner or picture to the top of the page.

The yellow box on the right side of the screen will let you know where your picture and logo will be placed.

Click “Continue” when finished.



Click the box next to your professional designations to have the designation logo displayed on your immobel website.



### Professional designations

This page allows you to add logos of your professional designations and certificates.  
You can choose any number of images from the list below. If the logo you are looking for is not on the list, you can add it using the upload form.

The images you select will appear on the bottom of your web site

Use custom graphics! Choose the **full service** option

- Setup Wizard pages
- web site type
- name and contact
- your description
- color-style template
- language selection
- MLS information
- web site address
- logo, picture
- designations, certifications

Professional Designations & Certifications					
<input type="checkbox"/>		Accredited Buyer Representative (ABR)	<input type="checkbox"/>		Accredited Buyer Representative Manager (ABRM)
<input type="checkbox"/>		Accredited Land Consultant (ALC)	<input type="checkbox"/>		Certified Commercial Investment Member (CCIM)
<input type="checkbox"/>		Certified International Property Specialist (CIPS)	<input type="checkbox"/>		Certified Property Manager (CPM)
<input type="checkbox"/>		Certified Real Estate Brokerage Manager (CRB)	<input type="checkbox"/>		Counselor of Real Estate (CRE)
<input type="checkbox"/>		Certified Residential Specialist (CRS)	<input type="checkbox"/>		e-PRO Internet Professional (e-PRO)
<input type="checkbox"/>		General Accredited Appraiser (GAA)	<input type="checkbox"/>		Graduate, REALTOR Institute (GRI)

If the logo you are looking for is not listed, you may upload the image using the same method you used to upload your picture.

Click "Continue" when finished.

#### Add your own image

Here you can upload any image that you would like to use that does not appear on the above list.

The maximum size of the image is **150x150 pixels**.  
All pictures and images should be uploaded as GIF or JPG images.  
Please do not upload files larger than 30kB.

Continue

This completes the basic setup. If you want to see your website, click on your address.



## Setup Wizard completed

**Congratulations!**

You have just completed the construction of your web site. Your web site is now available at the following address:  
<http://www.immobel.com/lesliebowman>

You can now go directly to your new web site, or go to your **Web Site Administrator**. Web Site Administrator enables you to make changes to your site, as well as add new listings, modify and enhance existings listings, add photographs to listings etc.

To view you new site click [here](#).

To go to Web Site Administrator click [here](#).

If you want to attach your immobel site to your existing web site, click [here](#)

If you ever need to make changes to your site, just go to <http://mysite.immobel.com>, enter your login and password and you will be taken directly to your Web Site Administrator.



Immobel.com - Windows Internet Explorer  
 http://mysite.immobel.com/personal/1/index.jsp?per=lesliebowman

powered by immobel.com

Click here if you speak English! (ENGLISH)

Si vous parlez français, cliquez ici! (FRENCH)

Если Вы говорите по-русски нажмите здесь (RUSSIAN)

Se parli italiano, clicca qui! (ITALIAN)

Bấm vào đây nếu quý vị nói tiếng Việt (VIETNAMESE)

中文 繁體字 (CHINESE TRADITIONAL)

日本語はここをクリック (JAPANESE)

¡Si hablas español, clicca aquí! (SPANISH)

Sprechen Sie Deutsch? Bitte hier klicken! (GERMAN)

Mówisz po polsku? Kliknij tutaj! (POLISH)

Se você fala português, clique aqui! (PORTUGUESE)

中文 简体字 (CHINESE SIMPLIFIED)

한국어를 사용하시면 여기를 클릭하십시오 (KOREAN)

Leslie Bowman  
 1515 Chapel Hill Road  
 Columbia, MO 65203  
 phone: 573-446-6550  
 office: 573-446-6767  
 mobile: 573-999-4459  
 fax: 573-446-5408  
 e-mail: lbowman@houseofbrokers.com

ABR CRS GRI REALTOR MLS

The data relating to real estate on this web site comes in part from the Columbia Multiple Listing Service.

# Q. How do I put my Immobil website on my own website?

Go to <http://columbia.immobel.com> and login using your Username and password.

Click on “Make changes to the site”

immobel.com Admin Menu

immobel.com Control Panel

You are logged in as user: cbormls510000389  
Your web site is available at: <http://www.immobel.com/lesliebowman>

Control Panel options

What would you like to do?

**Update your Language Bar™**  
Language Bar™ is a unique feature letting you add listing translation to your other web site.  
[Click here to find out more](#)

Have your new immobil web site customized for you!  
Choose the full service option

**Make changes to the site. Click here to:**

- start your Setup Wizard
- change your web site type
- change your contact information
- change your description
- select languages to be active on your web site
- change your MLS information
- upload pictures, photos, logo
- change color style or layout of your site
- change your web site address
- change images of professional designations and certifications

[Change password](#)  
[Logout](#)

Click on “Connect immobil site to existing site”

You are about to make changes to your immobil.com web site.  
To return to your Control Panel without making changes [click here](#)

Site Setup options

What would you like to do?

**Start the Setup Wizard. Click here to:**

- go through all the pages of the Setup Wizard and have the possibility of changing any option on your web site. **Note:** If you do not know which option to select, just start the Setup Wizard.

[Change Your Web Site type](#)

[Change Your Name, Company Name Or Your Contact Information](#)

[Change Your Description](#)

[Change Colors Or the Layout of Your Web Site](#)

[Select Languages to Be Active On Your Web Site](#)

[Change Your MLS Information](#)

[Change Your Web Site Address](#)

[Add, Remove, Update Pictures On Your Web Site](#)

[Change Images of Professional Designations And Certifications that Appear On Your Web Site](#)

[Modify Advanced Options](#)

[Connect immobil.com Site to Your Other Web Site \(manage Language Bars On Your Other Web Sites\)](#)

You may choose from the various predefined language bars immobel offers, or you may design your own.

immobel.com Admin Menu

You are logged in as user: cbormls51000389  
Your web site is available at: <http://www.immobel.com/lesliebowman>

Language Bar Help | Help

Main Menu

**Language Bar Options**

[Click here if you want to use one of the predefined language bars.](#)

[Click here if you want to create your own language bar using our Language Bar Designer](#)

Copyright © 2000-2007 by immobel.com Terms of use

Choose the language bar that you wish to see on your own website. Be sure to scroll down as there are many choices!

Click on the bar of your choice.

immobel.com Admin Menu

You are logged in as user: cbormls51000389  
Your web site is available at: <http://www.immobel.com/lesliebowman>

Main Menu | Language Bar Options

**Predefined Language Bars**

Please click on the language bar that you want to put on your other web site.

German Spanish French Italian Portuguese Russian Polish Japanese Korean Chinese Chinese Vietnamese

Deutsch Español Française Italiano Português Русский Polski 日本語 한국어 简体中文 繁体中文 Tiếng Việt

German Spanish French Italian Portuguese Russian Polish Japanese Korean Chinese Chinese Vietnamese

HTML code will appear.

Copy this code and give it to your webmaster to insert into the HTML code of your existing Website.

immobel.com™

**Language bar selection** [BACK](#)

You have selected the following language bar to be used on your existing web site:

Spanish Portuguese Polish German French Italian Russian Japanese Chinese

In order for it to appear on your existing web site, please paste the following line of HTML text into your web page:

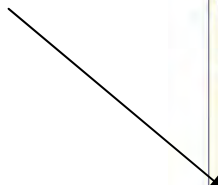
```
<a href="http://www.immobel.com/-48577/bar/bar15"></a>
```

[BACK](#)

# Q. How do I set up “My Links”?

Go to <http://columbia.immobel.com> and login to your Setup using your Username and Password.

Click on “Make changes to the site”



immobel.com Admin Menu

immobel.com Control Panel

You are logged in as user: cbormls51000389  
Your web site is available at <http://www.immobel.com/lesliebowman>

Control Panel options

What would you like to do?

**Update your Language Bar™**  
Language Bar™ is a unique feature letting you add listing translation to your other web site.  
[Click here to find out more](#)

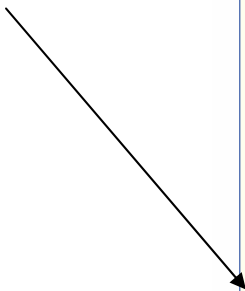
Have your new immobil web site customized for you!  
Choose the full service option

**Make changes to the site. Click here to:**

- start your Setup Wizard
- change your web site type
- change your contact information
- change your description
- select languages to be active on your web site
- change your MLS information
- upload pictures, photos, logo
- change color style or layout of your site
- change your web site address
- change images of professional designations and certifications

[Change password](#)

Click on “Modify Advanced Options”



You are about to make changes to your immobil.com web site.

To return to your Control Panel without making changes [click here](#)

Site Setup options

What would you like to do?

**Start the Setup Wizard. Click here to:**

- go through all the pages of the Setup Wizard and have the possibility of changing any option on your web site. **Note:** If you do not know which option to select, just start the Setup Wizard.

**Change Your Web Site type**

**Change Your Name, Company Name Or Your Contact Information**

**Change Your Description**

**Change Colors Or the Layout of Your Web Site**

**Select Languages to Be Active On Your Web Site**

**Change Your MLS Information**

**Change Your Web Site Address**

**Add, Remove, Update Pictures On Your Web Site**

**Change Images of Professional Designations And Certifications that Appear On Your Web Site**

**Modify Advanced Options**

**Connect immobil.com Site to Your Other Web Site (manage Language Bars On Your Other Web Sites)**

Select "Setup My Links page"



### Welcome to your Advanced Site Setup

To return to your Site Setup basic options [click here](#)

Advanced Site Setup options

**What would you like to do?**

- [Setup My Links page](#)
- [Setup hit counter](#)
- [Return to Site Setup basic options](#)

Type in your favorite links.

NOTE: If you have your own website, this is where you would enter it to "cross-link" the sites.

### Advanced link options

Advanced link options	
Link URL:	<input type="text" value="http://www.cbomls.com"/>
Link description:	<input type="text" value="The Columbia Board of Realtors website."/>
Link URL:	<input type="text" value="http://www.houseofbrokers.com"/>
Link description:	<input type="text" value="House of Brokers website."/>
Link URL:	<input type="text" value="http://www.lesliebowman.com"/>
Link description:	<input type="text" value="Leslie Bowman Personal Page."/>
Link URL:	<input type="text"/>
Link description:	<input type="text"/>
Link URL:	<input type="text"/>

## Multi Language Services for your Listings

1. Your MLS Listings will soon be viewed in 11 languages from your public web site. Your *Immobel* powered multi language listings search site is reached by visitors clicking on a flag or other custom designed buttons on the main page of your public web site that will take visitors to the *Immobel* powered portion of your public web site, where clients can search all of your listings in their choice of 11 languages.

An example on an Association web site: [www.mobilerealtor.com](http://www.mobilerealtor.com)

2. If you do not have a public web site with property search pages, *Immobel* can provide you with such a web site.

Each listing will be available there in each and every language, and will contain a direct link to the agent or broker's home page, plus the listings details, photographs, and full contact info to the listing Realtor according to your local rules and preferences.

*Immobel* supports all types of virtual tours that can be linked to via URL, at no charge.

**THERE IS NO MACHINE TRANSLATION USED ON YOUR DATA. THE TRANSLATIONS ARE DONE BY PROFESSIONAL TRANSLATORS, AND THE RESULTS ARE PREDICTABLE, CONTROLABLE AND RELIABLE.**

***IMMOBEL WILL NEVER COMPROMISE THE INTEGRITY OF YOUR VALUABLE DATA WITH MACHINE TRANSLATIONS.***

The languages at present are:

English  
Spanish  
Brazilian Portuguese  
Italian  
French  
German  
Polish  
Russian  
Chinese (traditional  
and simplified)  
Japanese

### 3. Benefits to your Organization:

- Provides an enhanced marketing service for members
- Provides enhanced community service to both buyers and sellers
- Advances the highest possible interpretation of the Fair Housing Guidelines by insuring no international or English-as-a-second language buyer is denied full access to all properties in the market
- Makes available multi-language capability for firm and member web sites -- particularly those with an international practice -- an incredibly valuable marketing tool.
- Opens your city to the fullest for international business

4. Immobel Services: All data management, translation, and daily uploads are done by *Immobel*. Your organization simply provides a data link or other agreed method for data transfer capable of daily incremental updates and digital maps for use in displaying the listings' locations. *Immobel* already has working relationships with several large national MLS vendors.

(D). Your listings will be displayed at no charge on the [www.immobel.com](http://www.immobel.com) Global Real Estate Portal, which attracts about 50,000 unique visitors daily to view US real estate in other languages, and can be a valuable feed of new business back to your members. All contact information on listings on [immobel.com](http://immobel.com) is always direct to the listing Realtor. There are no "referral fees" or any other charges.

## Use of Data

Your data will be used only as follows: To provide the contracted service, for display on the [www.immobel.com](http://www.immobel.com) global portal as described above in "Description of Menu Options" P.5 (D), and to provide IDX multi language immobel powered web sites for use by your members in accordance with your local rules. Your data will not be sold, rented, given or transmitted to, any third parties. Your data will not be used to generate referral leads. Your data belongs to you, and is protected by your copyrights and disclaimers, which will be displayed together with your data.

# Multi Language Services for your Listings

## Specifications of the *Immobel* 11-language IDX web sites

Working examples of the 11 languages IDX web site can be seen on:

[www.immobel.com/audreyross](http://www.immobel.com/audreyross), which is also attached to the custom web site:

[www.miamirealestate.com](http://www.miamirealestate.com) - a great way for REALTORS® to use the immobel service as an enhancement of their custom web sites.

These flexible web sites can be used as an “add-on feature” to any existing Realtor web site, custom designed *or* template. To add on, the *Immobel* web site is simply linked via an HTML icon of the REALTORS® choice from the *Immobel* selection, usually a row of flags or language buttons. Visitors may then choose from all of the languages, and proceed to personalized search pages in the chosen language, all branded to the Realtor who owns the web site.

The IDX web sites can also be used as “stand alone” *or* primary web sites.

Your MLS database will be displayed on the REALTORS® web sites, according to your local rules and regulations. This can mean, subject to your local guidelines, that each of your members could display your total MLS database on their personal web sites in all 11 languages.

The *Immobel* web site can be highly personalized. There are a number of template designs, and graphic elements, which can be mixed, and matched, or replaced with corporate logos, banners, unique photos and the like.

Each Realtor can build his or her personalized professional CV and list of specializations, member organizations and professional designations, all of which will be translated across all 11 languages, a great way to market themselves and their services.

Even “buyers representatives” with no listings, can display thousands of listings on their web sites, if your local rules allow.

For REALTORS® who do have their own listings, and wish to highlight them, there is a “featured listings” button on each web site, that will automatically select that REALTORS® listings from your data pool (using the REALTORS® public ID) and will display that REALTORS® own listings behind the “featured listings button” a nice listings tool, and neat way to spotlight their own listings inventory.

IDX home finder is a great marketing tool that would normally cost hundreds of dollars extra per year, but is included in with all *Immobel*/Web sites. It works like this: Clients can register on the REALTORS® web site setting their criteria as far as location, price, bedrooms, bathrooms, and other special features. The Realtor will also receive a copy of this registration, so they will be aware of this new client, and they will have the clients email address to add to their client contact database.

In addition, *Immobel* will constantly search your MLS IDXdatabase, and will email all new listings that match this clients criteria, to that client fully branded to the Realtor they registered with.

Clients will receive a full HTML color brochure, with photos and property details, and when they click on it, they are dragged to the REALTORS® own web site, where they may continue to search, email the Realtor for further information, or email the listing brochure on to a friend.

Because these are full HTML brochures, they load instantly in the clients email, and never “clog up” their email box like emailed photos do.

REALTORS® can also use the “email a friend” feature to send new listings with personal notes, to their clients, fully branded with their corporate look, their photos and all of their contact information.

This is a fantastic way for your members to actively market every listing in the MLS IDX database to their clients. Once the client is registered (by themselves, or by the Realtor) the marketing of all new listings runs with no action required by the Realtor.

REALTORS® can individually enhance their own listings on their websites by adding more photos, virtual tours, or additional remarks in any of our languages, by logging into the management portion of their web site. There is never any charge for this, or for changing or updating their info, photos or changing the whole look of their web site using our templates or modules

These web sites usually retail for \$299 set up, and \$399 per year. There are thousands of these websites in use in the USA today that were bought at retail prices.

The same full-featured web site is available to you, sponsored by the Columbia Board of REALTORS® as a membership benefit **at no additional cost to you**. This is what volume purchasing can do for our members!