Pon REAL ESTATE COMPANIES º THE WORLD LEADING RE LISTINGS LIGHT **USER GUIDE** WWW.LEADINGRE.COM

## LEADINGRE'S LISTINGS LIGHT PROGRAM

## What is LeadingRE's Listings Light Program?

LeadingRE's Listings Light program is another way to get your company listings on LeadingRE.com without having to set up an automated feed through your web hosting company. This new solution offers a simple and cost-effective way for you to import your listings on LeadingRE.com.

🗙   🔚 🦘 • 🗠 -	🛛 🙀 💁 🔿 🕞 👘 RHS Listings Light.xls [Compatibility Mode] - Microsoft Excel 📃 🗖											
File Home	File Home Insert Page Layout Formulas Data Review View Acrobat 🔶 🗘 🕫 🕫											
Paste J Clipboard S	- 10 -	A* A* * <u>A</u> *			-	Wrap Text کو Merge & ۱ t		eneral • • % •	0. 0.+	Conditional Format Cell Formatting * as Table * Styles * Styles Cells Cells	Format	Σ AutoSum * Fill * Clear * Sort & Find & Editing
M27	$\checkmark$ ( $f_{x}$						111					×
A	В	С	D	E	F	G	Н	1		к	L.	M
1 LEADING 2 REg	Listings Light Manual Submission Tarvin Realtors "Please refer to "Instructions" tab, located on the bottom left of the page.											
4 Street Address	City (Click here for your se	State	Countr	Zip Code	Price	# Bedrooms	# Full Baths	# Half Baths	Apt. #	Description	MLS ID #	Picture URL
6 123 Main Street	Chicago	IL	USA	60606	259000		3	2		House with a hilltop view.	100277	http://www.acme.com/images/P122909
7 12544 Easy St.	Des Moines	IA	USA	50317	120000		1			Loft apartment in historic downtown.	205446	http://www.acme.com/properties/mls20
	our listings on Row 11 b nd updates are comple							ar on RELO Ho	me Sea	arch. ListingsDrop@LeadingRE.com		
11 2654 Mariners	Southport	NC	USA	28461	900000		2	1	-	All brick home located on the Intracoastal waterway, a must see	642199	http://medialaxi.rapmls.com/brw.c/listing
12 4150 Coventry	Southport	NC	USA	28461	279000		2			Large corner homesite with large pond behind for extra privacy	646274	http://medialuxingpins.com/brwc/listingpic
13 3554 Beaver Creek	Southport	NC	USA	28461	335000	3	2	1		Brick exterior on a large corner homesite on a cul-de-sac	663412	http://mediall.rapmls.com/brwc/listingpic
14 3590 Medinah	Southport	NC	USA	28461	550000	3	3	1		controlled wine room.	650745	http://mediall.rapmls.com/brwc/listingpic
15 3677 Fairfield Way 16 17	Southport	NC	USA	28461	925000	3	4	1		screened porch, outside kitchen with trek deck	651738	http://mediall.rapmls.com/brwc/listingpic
17 18 19												
20												
21 22												
23	s to List on RHS / Ins	tructions	120	1								
Ready	a to that on KID 2 115	0.000013	1							10.54		u 85% 🗢 🔹 🖸

### Who is it for?

Eligible members for Listings Light include companies with 100 or less property listings who don't have the technological resources or the budget to implement an automated xml feed.

#### Why should I participate?

Having your listings on LeadingRE.com increases exposure of your sellers' properties nationwide and increases out-of-town buyer opportunities. Submitting your listings to LeadingRE.com can help drive more traffic to your company's website from consumers outside of your local market.

### How do I get involved?

If you would like to begin providing your listings to LeadingRE through this Listings Light program, you can email us at: <u>WEBContact@LeadingRE.com</u>; and someone will send you the proper files and documentation.

## HOW TO USE LEADINGRE'S LISTINGS LIGHT PROGRAM

to your computer.

Members who decide to submit their property listings using LeadingRE's Listings Light program can upload and update their properties in 3 easy steps:

Step 1. After receiving all required files and documents, save the Listings Light spreadsheet

e Edit View Favorites	Lools Help			
) Back 🔹 🕤 👻 🍠	Search 🧭 Folders	·		
dress 🗀 \\ilinois\shareall\IT\J	rome\LISTINGS LIGHT		•	→
File and Folder Tasks	* Listings Microsol 81 KB	Light Application ft Word Document	RHS Listings Light Microsoft Excel Worksheet 66 KB	
Publish this folder to the Web Mew previous versions		tings Light FAQ 9-20-07 If Word Document	RH5 Listings Light User Guide 10-02-07 Microsoft Word Document	
Other Places	*			
Details	×			

**Step 2**. Read the format requirements (located in the appendix) and enter your properties into the Excel sheet.

**Step 3**. When complete, SAVE your updated file in the (.xls) format and e-mail the Excel sheet to <u>listingsdrop@leadingre.com</u>.

Please resend a new file whenever you add, remove, or revise a property in your file, or every 7 days, whichever comes first (to ensure we have your most up-to-date properties on our site). We will notify you if we have not received a file from you within our **7-day time frame**. This notification is to make you aware that your listings are at risk of expiring on LeadingRE.com.

LeadingRE incorporates the cost of the program into each LeadingRE member's annual membership fee. There are no extra set-up or maintenance fees to have your properties displayed on LeadingRE.com.

#### LeadingRE.com Benefits

LeadingRE is designed to benefit participating companies in the following ways:

- Drive more traffic to your company's website from out-of-town buyers who are linked to your site from the sites of leading LeadingRE members across the country (and the world). Resulting leads will be handled within your site, as would any other Internet lead, with no referral fees due.
- Increase exposure of your sellers' properties nationwide, increase out-of-town buyer opportunities from that exposure, and use this situation as a valuable listing tool to generate more listings.
- Extend your brand recognition and marketing at no additional cost in other cities domestically and internationally by becoming a property resource on all the sites of Leading Real Estate Companies of the World.

# **APPENDIX**

# LeadingRE Listings Light Field Requirements

Field	Format Requirements	Character Limit	Example	Required for Posting Live
Street Address	Enter full street address; some companies omit the address, for greater agent control of active properties.	100	123 Easy Street	Recommended
City	Enter the city name with the first letter capitalized, and the rest lower-case.	100	Grand Rapids	Yes
State	Standard, 2 letter state-code abbreviation. Please do <b>not</b> enter the full state name.	2	MI	Yes
Country	<u>"USA" should be entered for all</u> <u>domestic properties. For</u> <u>International country code</u> <u>listings, click here</u>	3	USA	Yes
Zip Code	5-digit zip codes are acceptable. There is no need for the 4-digit suffix, but you can enter it if you choose.	15	49501	Yes
Price	Prices are to be in USD. No commas or "\$" are needed or accepted	20	259000	No
Qty Bedroom	Number of bedrooms. Only integers are accepted (3); no decimals or fractions will be processed (3.00, 3.5, 3 1/2)	5	3	No

Qty Bathroom	Number of bathrooms. Only integers are accepted (3); no decimals or fractions will be processed (3.00, 3.5, 3 1/2)	5	2	No
Qty Half Bathroom	Number of half-bathrooms. Only integers are accepted (3); no decimals or fractions will be processed (3.00, 3.5, 3 1/2)	5	1	No
Apt. Number	Enter full apartment number or code (3A); if not applicable, leave cell blank	10	5B	No
Description	Brief narrative describing property. Can be pasted from your property detail page; if unavailable, <b>leave cell blank</b> .	1000	Fabulous House on Lake	No
MLS ID	MLS ID assigned to property. No "#" needed or accepted	20	4562155	No
Picture URL	URL of property photograph image file. To find your picture URL, right click on your property picture, click on "properties." The picture URL will be listed adjacent to the address URL text. <b>Note</b> : We will resize the image after we upload data; full-size picture URL's are acceptable.	200	http://misc.le adingre.com/ RHS2/Listingl mages/98342 07026533.jpg	Yes
Property Detail Page URL	To ensure a positive user experience, you must provide a property detail page URL. If your site does not have property detail pages, provide an alternate URL (for example, your "search property" page URL).	200	<u>http://www.re</u> <u>al.com/detail.</u> <u>aspx?id=454</u> <u>80</u>	Yes

Virtual Tour	Refers to whether or not the member's site offers a "virutal tour" of the said property. If yes, enter "true," if not, leave cell blank	5	TRUE	No
Scheduler	Refers to if the member's website offers the option to schedule an open house or a viewing appointment. If yes, enter " <b>true</b> ,", if not, <b>leave cell</b> <b>blank</b> .	5	TRUE	No

Questions? E-mail <u>WebContact@LeadingRE.com</u> or call Leading RE at 1-800-621-6510