rDesk® Website

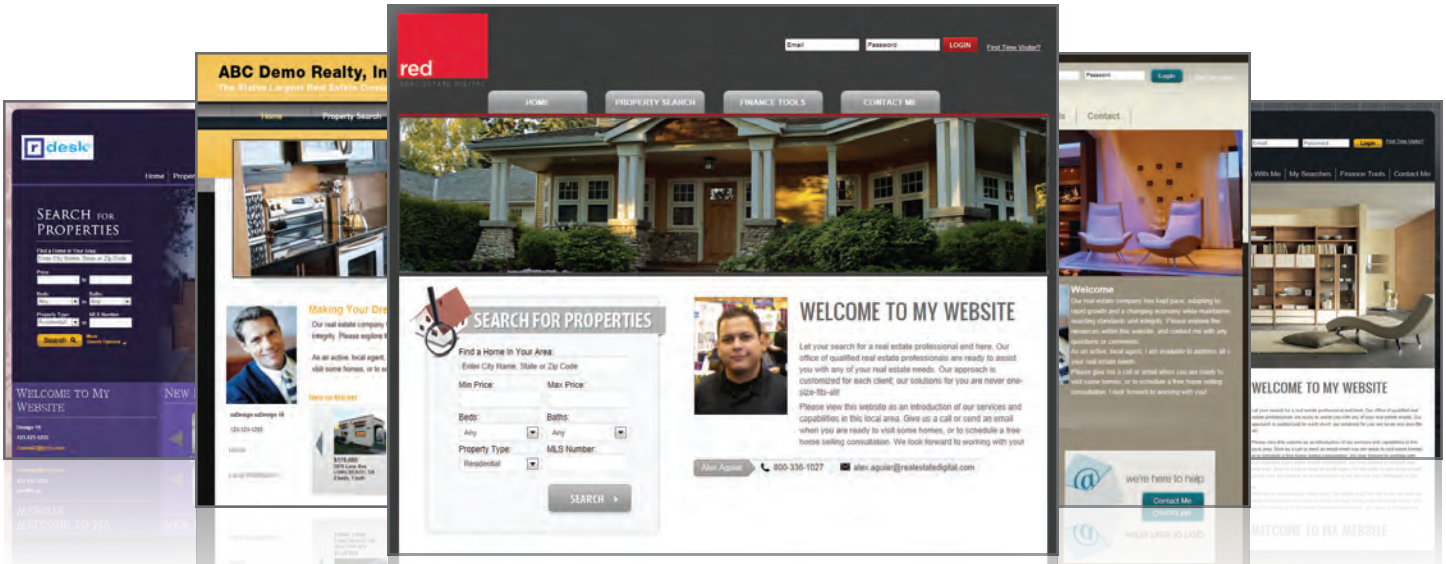
Your Best First Impression

For Agents and Offices — Feature-packed. Easy to Use.

START TODAY!
800.336.1027, Select Option 2

Agents and Offices using rDesk Websites:

- Engage prospects and customers with a robust MLS property search
- Position yourself as the local expert by offering rich community and school information
- Effectively track leads with in-depth website analytics
- Efficiently manage your business through easy integration with rDesk® CRM (Contact Manager)
- Social media integration with Facebook, Twitter, Google+ and RSS Feeds
- Mobile website including IDX search



Engaging. Empowering. Effective.
Your Personalized rDesk Website.

For an easy way to matter online and create more business, contact:

red
REAL ESTATE DIGITAL

800.336.1027
REDsales@realestatedigital.com
www.realestatedigital.com

rDesk® Website

Agent Packages

FEATURES	Silver	Gold	Platinum
Professional website templates w/ Web 2.0 technology	•	•	•
Automatically loaded MLS IDX data with latest active listings info from MLS	•	•	•
Display virtually all member MLS active listings branded to you	•	•	•
Receive all requested information inquiries on ALL active listings	•	•	•
Property search of homes utilizing Microsoft® Bing™ Virtual Map Search with Bird's Eye View	•	•	•
Points of Interest Icons on Bing Map Search: locate child care, banks, hospitals, etc.	•	•	•
Property search of homes using School District, Subdivisions & Neighborhoods. Great for relocation prospects!	•	•	•
Customizable property search criteria tailored to your local market	•	•	•
"Weighted" Listing Search Feature – your personal listing(s) will always appear first	•	•	•
Ability to Map this Property and get Point-to-Point driving directions to listings	•	•	•
Neighborhood and School Data statistics available on every property (ZIP code-based)	•	•	•
NEW! Social Media Icons: Share this property – bookmark homes to Facebook, etc.	•	•	•
Mortgage Calculator and Finance Tools: Powered by LeadFusion	•	•	•
Ability to create additional jump searches to showcase listings in specific market segments	•	•	•
NEW! Available Widget Token Generator for embedding real estate widgets	•	•	•
NEW! Listing Carousel of homes for sale	•	•	•
Ability to add additional content pages to make your content unique, rich and engaging	5	20	100
Ability to enter keywords, meta tags, browser titles for your local market for Search Engine Optimization (SEO)	•	•	•
Available website home page traffic visitors report	•	•	•
Google Analytics Tracking Code: Track where consumers come from, page views, etc.	•	•	•
Toll Free Customer Service	•	•	•
Work with Me – visitor/client registration	•	•	•
Visitors can save favorite search criteria and bookmark properties and receive new property alerts through email	•	•	•
Additional enhanced website design templates		•	•
Consumer Dashboard - Visitors can log in to access saved searches and brookmarked properties		•	•
Ability to require visitor registration after viewing a certain number of properties to capture more leads		•	•
NEW! Ability to customize Contact and Registration Forms		•	•
Recommend properties to registered visitors based on their search criteria		•	•
Full visibility to registered visitors' activities		•	•
Featured Home widget on home page		•	•
All My Listings link on home page		•	•
Prior Sales link on home page (*depends on the MLS IDX availability)		•	•
Listing Detail Traffic Report – communicating with your sellers and/or for price reductions		•	•
rDesk CRM Contact Manager – fully integrated contact and lead management system		•	•
Integration of all inquiries (leads) into the rDesk CRM Contact Manager		•	•
Action Plan Manager – create personalized drip email campaigns		•	•
Create Professional Listing Flyers – send out your "new listing" to agents in your region		•	•
Customizable rDesk dashboard: real estate news, lead source reports & daily motivations		•	•
NEW! Mobile website including IDX search		•	•
Listing Enhancement – add additional photos (up to 100 per listing)			•
Listing Enhancement – add additional personal property description remarks			•
Listing Enhancement – add Open House announcement			•
Listing Enhancement - add Virtual Tour link			•
"Sell My Home" – communication feature that allows your sellers to access traffic report			•
Real Estate Video Feed widget (Source: RIS Media)			•

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