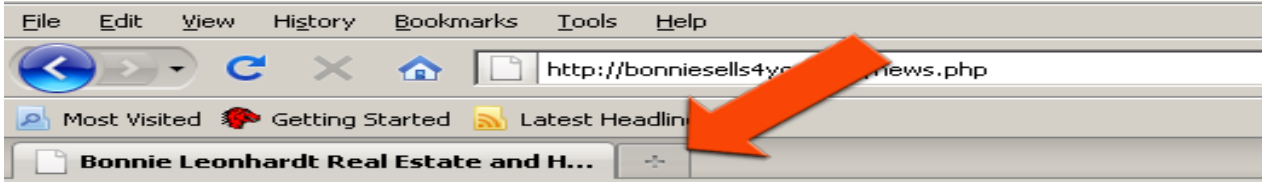
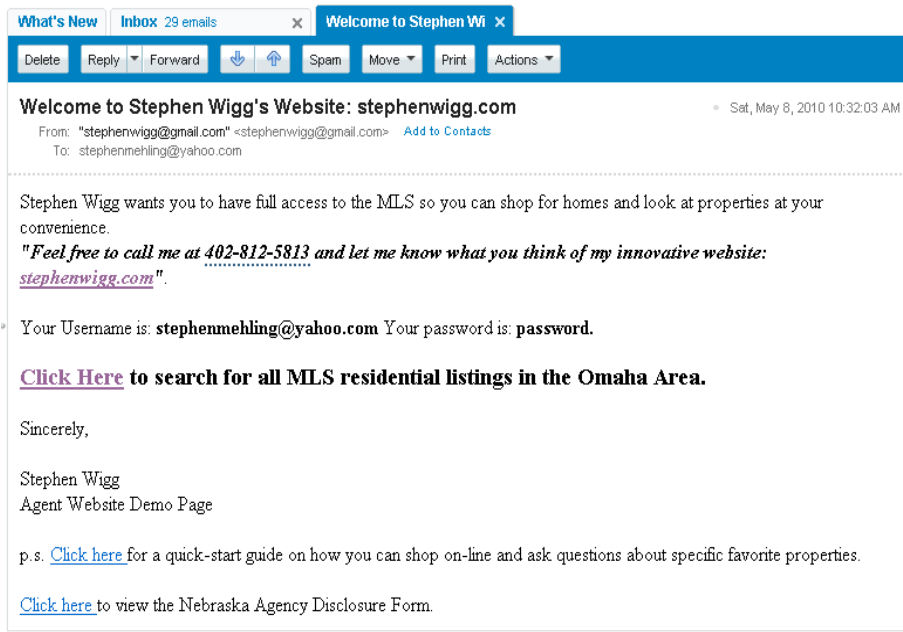


Instructions for Agent Website:

Lesson 1: What Clients will experience when they register:



1. Open New Tab.
2. Go to <http://stephenwigg.com>
3. Register as one of Stephen's clients (Demo Page, not a REAL Website)
 - a. Use your Agent Email (the email address you typically use in your business)
 - b. Use "password" as your password
4. Your new Client will then receive the following Email.



5. Login.
 - a. Always click on "Keep me Logged in"
 - b. (Agents receive an Email when their Clients initially log in.)

A screenshot of a web form titled "Returning User Login". At the top, there is a blue button labeled "Click to Register". Below the title, there are two input fields: "Email address:" and "Password: (Forgot password?)". Below the password field, there is a checkbox labeled "Keep me logged in" with a red arrow pointing to it. At the bottom of the form, there is a "Login" button.

Search 4 Homes

- 6. Search for Subdivision "Swanson Towers"
 - a. Subdivisions are the quickest way to search for similar properties because they are usually the most similar in price and size.
- 7. Save this search and name it "Swanson Towers"
 - a. Click On: **Save This Search**
 - b. This will notify Clients when new listings become available that meets these criteria.

Add a few Swanson Towers properties to your Favorites **Add to Favorites**

- 8. Send a note on one of the favorites.
 - a. (This is where you will hook your clients into shopping on-line with you)

Add / Reply to Notes Below

Submit Note Show me this home [?](#)

Added by you on: Mar 28, 2010, 3:01 pm
Why do the 2BR 2Ba range in price so much?

- 9. Contact Agent by Text.

Contact Agent by Text

- 10. Texting is an implied request for a more immediate response.

Enter your phone # if you want a phone call.

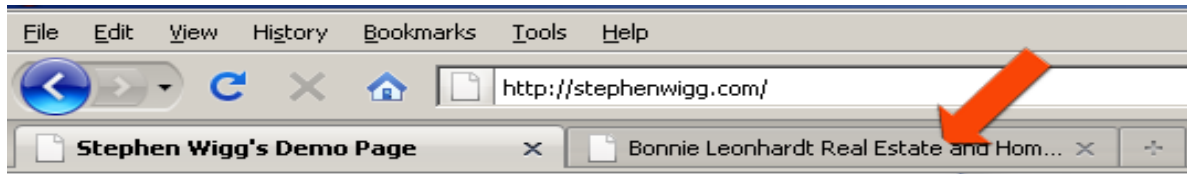
Leave brief comment:
This message is sent to Agent's Phone as a Text Message and also to their Email.

Preferred contact method:

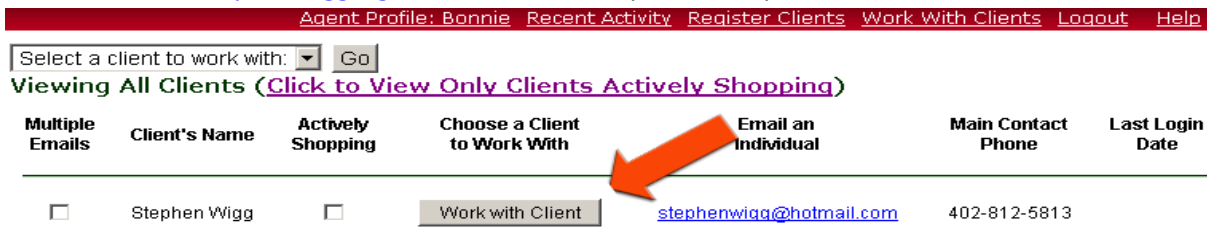
Phone #:
By providing a phone number, you are giving us permission to call you in response to this request, even if this phone number is in the State and/or National Do Not Call Registry

Lesson 2: Register Your Clients to Get Them Started.

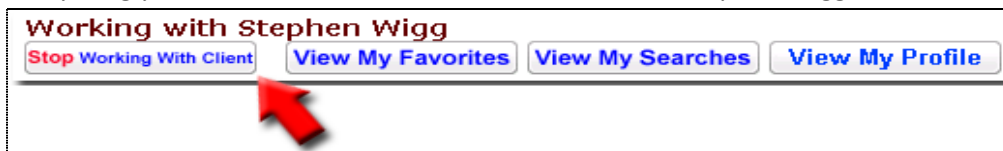
1. Click tab to go back to your website



2. Login to your website with your Agent login and password.
3. Register Stephen Wigg as one of your new Clients
 - a. Email is stephenwigg@gmail.com and make password "password"



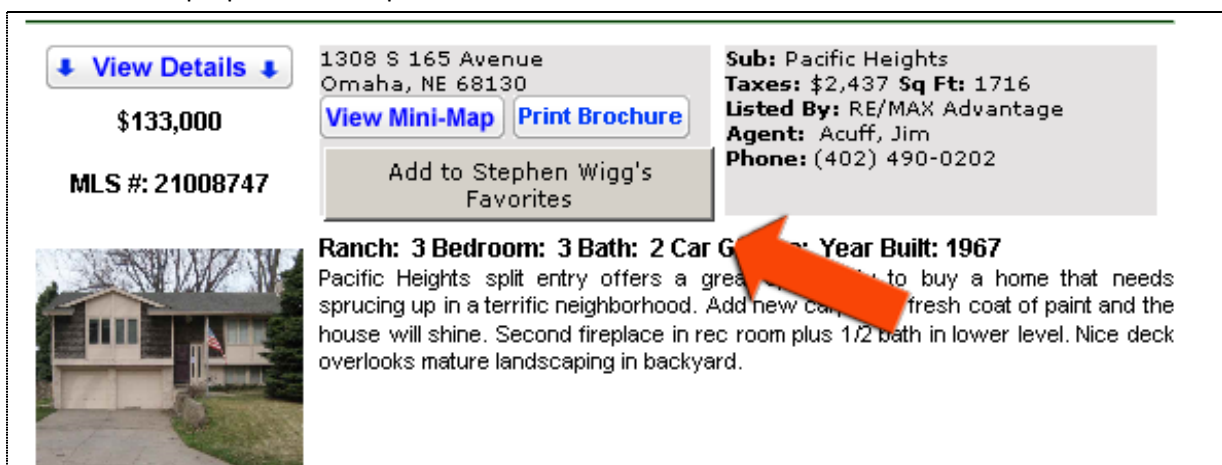
4. Click on "Work With Clients" and work with Stephen Wigg
 - a. Everything you do now, from Favorites to Searches is on Stephen Wigg's behalf.



5. Do a Search of Pacific Heights Subdivision & Search as "Pacific Heights Comparable Homes"
6. Click on the search you just created. (Click Below to Search Now)



7. Add 3 of those properties to Stephen's Favorites.



8. Send Stephen a Favorites Comment.
9. If you are sending multiple comments, you can opt out of sending the Client 3 Emails by un-checking the “Cc Email to Client” box on the other 2 Favorites Comments (example below).

[View Details](#)

\$133,000

MLS #: 21008747

1308 S 165 Avenue
Omaha, NE 68130

[View Mini-Map](#) [Print Brochure](#)

[Remove Favorite](#)

Sub: Pacific Heights
Taxes: \$2,437 **Sq Ft:** 1716
Listed By: RE/MAX Advantage
Agent: Acuff, Jim
Phone: (402) 490-0202

Ranch: 3 Bedroom: 3 Bath: 2 Car Garage: Year Built: 1967

Pacific Heights split entry offers a great opportunity to buy a home that needs sprucing up in a terrific neighborhood. Add new carpet , a fresh coat of paint and the house will shine. Second fireplace in rec room plus 1/2 bath in lower level. Nice deck overlooks mature landscaping in backyard.

Add / Reply to Notes Below

[Submit Note](#) Show me this home Cc Email to client

Lesson 3: Monitor Clients on Your Website.

1. Click on “Recent Activity.”

[Agent Profile: Stephen](#) [Recent Activity](#) [Register Clients](#) [Work With Clients](#) [Logout](#) [Help](#)

Where to spend your time!

- a. There are 7 different “Recent Activities” we track. Keeping up with these activities is the only way to provide the best, timely service to your buyers.
- b. Once you have reviewed a Recent Activity, remove it from the list.
- c. **New Listing Notifications:** are emailed to Clients and Cc’d to your Inbox, but also show up in Recent Activities.

[« Back to Inbox](#)
[Archive](#)
[Report spam](#)
[Delete](#)
[Move to ▼](#)
[Labels ▼](#)
[More actions ▼](#)

New listings match your search on stephenwigg.com Inbox | X



You have new listings for your saved search named Our competition:
[Click here to view new listings](#)

This notice was sent to stephenwigg@hotmail.com

d. Here is the breakdown, in order of importance, for Recent Activities.

Client's Recent Activity	
Displayed in chronological order. [HINT] Remove from list after reviewing.	
Apr 26, 2010, 7:10 am: Remove from List Stephen Mehling has new listings for a saved search named Omaha Real Estate Click here to view Client: stephenmehling@yahoo.com Work with stephenmehling@yahoo.com	This doesn't mean the Client even saw this email. Agent is Cc'd these Emails. Time to nudge the Client by adding one of these homes to Client's Favorites.
May 12, 2010, 2:12 pm: Remove from List stephenmehling@yahoo.com just clicked on the Welcome email link to your web site. Client: stephenmehling@yahoo.com Work with stephenmehling@yahoo.com	This means the newly registered Client saw the Welcome letter and clicked on the link to your website, but they don't have to login to search.
May 10, 2010, 6:50 pm: Remove from List Stephen Mehling logged in. Client: stephenmehling@yahoo.com Work with stephenmehling@yahoo.com	The Client saw a Favorites comment email & clicked on the link or the Welcome letter and logged in.
May 10, 2010, 6:50 pm: Remove from List Stephen Mehling read your comment about 315 S 20th Street Click here to view Client: stephenmehling@yahoo.com Work with stephenmehling@yahoo.com	The Client clicked on the link and read the comment on the details page for that property.
May 8, 2010, 11:03 am: Remove from List Stephen Mehling commented on 8405 Indian Hills Drive #6-06 Click here to view Client: stephenmehling@yahoo.com Work with stephenmehling@yahoo.com	The Client is now interacting but not necessarily shopping on your website
May 8, 2010, 11:03 am: Remove from List Stephen Mehling added a home to Favorites. Click here to view Client: stephenmehling@yahoo.com Work with stephenmehling@yahoo.com	Now this Client is shopping on your website! Getting the Client to SHOP themselves is the first goal!
May 8, 2010, 10:55 am: Remove from List Stephen Mehling just saved a search. Click here to view Client: stephenmehling@yahoo.com Work with stephenmehling@yahoo.com	Saving a search shows the Client is computer savvy and motivated.
May 8, 2010, 11:03 am: Remove from List Stephen Mehling added 8405 Indian Hills Drive #6-06, Omaha to homes to tour. Click here to view Client: stephenmehling@yahoo.com Work with stephenmehling@yahoo.com	This is the ultimate goal! The Client has narrowed the Favorites down to home they want to tour.

e. The key to getting Clients engaged with you in shopping and narrowing their search is adding a comment to a Favorite that gets the Client to write back!

Reply Reply all Forward |  

Please review notes about 8405 Indian Hills Drive #6-06


From: stephenmwig@gmail.com
Sent: Mon 3/29/10 6:19 AM
To: stephenwig@hotmail.com

This note is from stephenmwig@gmail.com:

"Click on Bird's Eye View and tell me if this is the view you were looking for? It's great, huh?"

[Click here](#) to reply to notes about this property at 8405 Indian Hills Drive #6-06.

Click on [Favorites] in red menu bar to exchange notes on all your Favorites.



Lesson 4: Working With Clients:

Agent Profile: Stephen Recent Activity Register Clients Work With Clients Logout Help						
Select a client to work with: <input type="text"/> Go						
All Clients (View Active Clients Only)						
Multiple Emails	Client's Name	Active	Choose a Client to Work With	Email an Individual	Main Contact Phone	Last Login Date
<input type="checkbox"/>	Stephen Mehling	<input checked="" type="checkbox"/>	<input type="button" value="Work with Client"/>	stephenmehling@yahoo.com	402-812-5813	2010-03-28 15:04:09
<input type="checkbox"/>	Stephen Wigg	<input type="checkbox"/>	<input type="button" value="Work with Client"/>	stephenwigg@hotmail.com	402-	2010-03-28 11:03:03
<input type="checkbox"/>	Rich Raposa	<input type="checkbox"/>	<input type="button" value="Work with Client"/>	richraposa@gmail.com	402-556-8583	

- You can track to see when Clients last logged in.
 - If they haven't logged in, chances are your Email went to their SPAM/Junk Inbox.
 - If you received their phone number a simple call or text to ask them to check it helps.
- You can categorize your Clients as Active or Inactive, so it's easier to work with your Clients List.
- Get the Clients' phone numbers when you've gained their trust and respect.
 - Most prospects today are much more apt to provide an Email before a phone number. The younger the prospect, the more apt they are to prefer Email as their initial contact and preferred method of communication with you. Encourage your younger Clients to text you & when they do, you know you have earned their trust and you have their phone number!

Lesson 5: Customize your Homepage. (Advanced Training)

- You can do a couple things to customize your homepage, such as add more homes to your "Favorites"
 - Simply do a search for properties you'd like to display on your homepage.
 - Click on the Details page for that property.
 - Click on the button in the left column:

Add to Homepage

- You can change any contact information or the right column.
 - Click on Profile and "My Information"

[Search 4 Homes]		Agent Profile: Stephen Recent Activity Register Clients Work With Clients Logout Help	
Search 4 Homes		Welcome,	
Quick Search		<ul style="list-style-type: none"> My Information - change password, update addresses, phone, text, cell carrier, etc. Also, if you are somewhat computer proficient, change your agent home page and agent bio page, etc. My Saved Searches - manage your home searches. 	
Search by House Number (For "235 N Easy Street enter "235")			
<input type="text"/>	<input type="button" value="Go"/>		
Search by MLS Property ID Number: (8 digit number)			
<input type="text"/>	<input type="button" value="Go"/>		

- a. Here is where you can change your slogan, contact information, etc.

Agent Information
[My Info](#) -> Agent Information

Password:	••••••••
Email:	stephenwigg@gmail.com
First Name:	Stephen
Last Name:	Wigg
Street:	
City:	
State:	
Zip:	
Country:	
Primary Phone:	(402) 812-5813
Cell Phone:	402-812-5813
Cell number for text messages (no hyphens or spaces):	4028125813
Cell Phone Carrier:	Verizon
Slogan (appears at top of every page):	Agent Website Demo Page

- b. The next portion lets you change the right column where buttons and your brief bio are created.
c. Adding buttons is an advanced function and can be taught in your training if you understand everything up to this point.

Text Editing Tools

Font Name and Size: Arial 13 | Font Style: **B** *I* U ^{A_x} ^{A^x}

Undo/Redo: [Undo] [Redo] | Alignment: [Left] [Center] [Right] [Justify] | Paragraph Style: Normal

Indenting and Lists: [Bulleted] [Numbered] [Decrease Indent] [Increase Indent] | Insert Item: [Link] [Image]

[Quick Start Guide](#)

I am a 25 year resident of Omaha, with the last 20 years developing and residing in properties in the Old Market area.

Varied experience with buying, renovating, designing, decorating/ staging, and selling properties: houses, condominiums, and recreational properties.

My husband and I have four grown children and six grandchildren living throughout the United States.

body < a:4114home...

Lesson 6: Create a Marketing Letter. (Advanced Training)

3. You can send a Multiple Emails with one message using this On-line Editor.

Select a client to work with: Go

Viewing All Clients ([Click to View Only Clients Actively Shopping](#))

Multiple Emails	Client's Name	Actively Shopping	Choose a Client to Work With	Email an Individual	Main Contact Phone	Last Login Date
<input checked="" type="checkbox"/>	Bill Sullivan	<input checked="" type="checkbox"/>	<input type="button" value="Work with Client"/>	billsullivan1@gmail.com	402-306-2598	
<input type="checkbox"/>	Judy Vacek	<input checked="" type="checkbox"/>	<input type="button" value="Work with Client"/>	jvacek@npdodge.com	402.658.7900	
<input checked="" type="checkbox"/>	Stephen Wigg	<input type="checkbox"/>	<input type="button" value="Work with Client"/>	stephenwigg@hotmail.com	402-812-5813	2010-05-10 20:06:10

Choose who to send it to


Subject:

Text Editing Tools


Font Name and Size: Arial 13 | Font Style: **B** *I* U | | | |

Alignment: | Paragraph Style: Normal | Indenting and Lists: | Insert Item:

I'm having an Open House!
701 S 96th St. Sunday 1-3



Sincerely,
Stephen Wigg



body

4. You can even paste your photo in the Email
- a. Right-click on your photo in the top left of your webpage and Left-click on "Copy Image Location."



Stephen Wigg
Demo Page - I'm not an Agent
WebMaster for 4114Homes.com
Phone: 402-812-5813

Register Clients Work With

Right-Click and Copy Image Location

- View Image
- Copy Image
- Copy Image Location
- Save Image As...
- Send Image...
- Set As Desktop Background...
- Block Images from 4114homes.com
- View Image Info
- Inspect Element

- b. Right-click and paste it in the Marketing Image Options Section of the Email.

- a. This is advanced so if you understand “Clipboard,” you can even insert photos of houses, etc.

