

## The Point2 Agent Network Working For You

### The Point2 Agent Network Working For You Intro

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Intro

What is Point2 Agent?

Point2 Agent is a complete listing syndication solution for REALTORS® that includes a network of over 30 online partners - including Zillow, Trulia, Homescape, Point2 Homes and more - the largest syndication network available in the marketplace today.

What are the benefits to me as the broker or agent?

The partnership Victor Valley Association of REALTORS® has with Point2 will provide every broker and agent within VVAR with the ability to syndicate their property listings to over 30 Point2 Syndication Partner websites using Point2's syndication tools. The websites will be updated automatically every 24 hours.

Previously, most VVAR brokers and agents had to update their listings in the Point2 network individually and manually - a tedious and time consuming task.

Through our new partnership, VVAR will provide Point2 with all the listings from our database so brokers and agents will be able to syndicate their listings automatically, eliminating the need to perform manual updates, saving them time and effort.

Additionally, and most importantly, VVAR brokers and agents will begin to receive reports and leads from the internet traffic that your listings generate!

How does it actually work?

Each member of VVAR will receive a free Syndication Dashboard. Within your own Syndication Dashboard you can configure your syndication partner preferences, access prospect information and reports from syndication traffic, all for free.

Additionally, you can create your own Point2 Agent account through your free Syndication Dashboard which will give you more in-depth prospecting reporting tools and comprehensive analytics. The Point2 Agent account is completely optional and available for you to set up at any time right through your Syndication Dashboard.

How much work is this going to take?

Simply put, no work at all. VVAR is taking care of everything. All you'll need to do is keep an eye on your email inbox for a specific invitation email with a link to create your Syndication Dashboard should you wish to further manage your syndication preferences. Don't worry, we'll send out email reminders in advance.

What do I need to do in order to start?

Absolutely nothing. VVAR will take care of everything. We'll keep you informed of the progress of our integration with regular emails to all our members. Do not sign up for a Point2 Agent account. We will help you with this at a later point in the integration. You do not need to sign up for anything.

Is Point2 the same as IDX? Do they provide IDX?

No - Point2 is a syndication aggregator, giving your listings massive exposure. Point2 takes the listings from VVAR and automatically syndicates them to the partners of your choice. Then they provide all the leads and traffic reports directly back to you. Our partnership with Point2 provides our members with an added advertising and exposure opportunity for your listings. This is not an IDX solution.

Syndication Dashboard

What is the cost of a Syndication Dashboard?

Syndication Dashboards are provided to each and every VVAR member at absolutely no cost. You can access your syndication preferences, prospects, and listing stats right in the Syndication Dashboard, free of charge.

What is considered a "View" when looking at reports in the Dashboard?

Within the Syndication Dashboard a "view" is recorded any time a prospect looks at your listing from one of our syndication partners.

Are the Dashboards different if I am a broker than if I am an agent?

Yes.

The Syndication Dashboard for Brokers includes the tools to set the overriding syndication preferences for all the listings in your entire office. This allows brokers to set which syndication partners receive their office listings.

The Syndication Dashboard for Agents allows agents to view the syndication partners that have been selected by their Broker and can then further select syndication partner preferences on a per listing basis.

What if I am a Broker who is also actively selling property (a broker and an agent)? Which version of the Dashboard do I receive?

You will have access to the features of both Dashboards within one Dashboard account. This means you will have the ability to set the syndication partner preferences for your office as well as your own personal listings within one account.

Other Brokers and Agents have received a Syndication Dashboard but I haven't. Why?

If you currently do not have any listings you will not have a Syndication Dashboard yet. Once you have a listing you will be sent your own Syndication Dashboard invitation. If you do currently have listings and still have not received a Syndication Dashboard invitation, please check your email Junk Mail folder. It is also possible that the invitation email was sent to a different email address which we have on file for you. Please contact us to confirm which email address the Syndication Dashboard invitation email was sent to.

Point2 Websites/Accounts

What are the differences between a Dashboard and a Point2 account?

Your Syndication Dashboard shows general information and reports compared to what the Point2 Agent account provides. Your Syndication Dashboard will include:

- \* A list of all syndication partners and the ability to manage which ones you syndicate to (your Syndication partner preferences within your Dashboard will affect where all your listings appear)
- \* Statistics for each listing
- \* Reports of all prospects generated from syndication sites

The Point2 Agent account will provide you with even more flexibility and options for:

- \* Detailed statistics on listing activity on a per partner basis and comprehensive website activity
- \* Advanced prospect management and CRM tools
- \* A fully functional website, suite of broker tools, drip email campaigns, and more

The ability to activate your own Point2 Agent account will be available within your Syndication Dashboard. Creating a Point2 Account is optional.

Once I create a Point2 account what benefits?

With your Syndication Dashboard all prospect information is emailed to you and some details are included within the Dashboard.

Once you create your Point2 Agent account not only will the prospect information still be emailed to you, but also all the prospect information and listing statistics are pulled directly into your account. Within your Point2 agent account you can access additional prospect management tools, more detailed stats, and more in-depth analytics.

After you create a Point2 Agent account all prospects who view specific listings at various syndication partner sites will actually be taken directly to your listing on your Point2 Agent website.

Will I still be able to access my Dashboard once I activate my Point2 account?

Yes, you will be able to access both with the same account login information and seamlessly between.

Once I create a Point2 account what are the benefits?

All of the prospect information and listing statistics will be pulled directly into your Point2 Agent account. Your Point2 Agent account includes advanced prospect management tools and comprehensive analytics for your stats. The Point2 Agent accounts include a whole host of other tools and features for your listings and online presence.

Existing Members with Point2 Agent accounts

I already have a Point2 account, does this affect me?

VVAR is providing all of our members with the ability to syndicate their listings using the Point2 Agent network. For the members who do not currently use Point2 Agent they require an area to manage their syndication preferences and track the stats and leads generated from syndication. The Syndication Dashboard provides this ability and is being sent completely free of charge to all members of VVAR. VVAR members who already have a Point2 Agent account will still receive a Syndication Dashboard.

How does this benefit me?

With this integration with Point2 you will only ever have to enter your listings once at VVAR. Your listings will automatically be imported to your Point2 Agent account. You will never have to enter your listings into your Point2 Agent account ever again.

If I already have a Point2 Agent account do I need to access/use the Dashboard?

Yes. You must access your Syndication Dashboard at least once in order to connect your Dashboard to your existing Point2 Agent account and completing this step will allow for your listings to be imported directly to your Point2 Agent account. Instructions will be provided to you.

You do not need to continue using the Dashboard after you connect it to your Point2 Agent account.

Should I keep my Point2 website?

Absolutely. Soon we will allow you to link your Syndication Dashboard with your Point2 Agent account. The reports and features within your Dashboard consist of a very small subset in comparison to the powerful features within your existing Point2 Agent account. As both the Syndication Dashboard and Point2 Agent accounts are free to

VVAR members, we expect that all VVAR members will want to each use their own Point2 Agent account, and you will be ahead of the curve with your account already set up.

Is there any additional cost as an existing Point2 member?

No, you keep your existing Point2 Agent account without any additional costs. We provide the Syndication Dashboard to all members free of charge, should you choose to use it.

How is the Syndication Dashboard different from my Point2 account?

Your Syndication Dashboard shows general information and reports compared to what your Point2 Agent account provides. It includes:

- \* A list of all syndication partners and the ability to manage which ones you syndicate to (your Syndication partner preferences within your Dashboard will affect where all your listings appear)
- \* Statistics for each listing
- \* Reports of all prospects generated from syndication sites

As you may already know, your Point2 Agent account provides you with even more flexibility and options for:

- \* Detailed statistics on listing activity on a per partner basis and comprehensive website activity
- \* Advanced prospect management and CRM tools
- \* A fully functional website, suite of broker tools, drip email campaigns, and more

How does this new Dashboard affect me and my existing Point2 website? Do I need different login information to access my Dashboard?

For the time being, you will need to use both the Syndication Dashboard and your Point2 Agent account. Use the Dashboard to configure your syndication preferences. Continue to use your existing Point2 Agent account. We will soon provide the ability to link your existing Point2 Agent account with your Syndication Dashboard so they function seamlessly. Once this takes place, you can continue to use your Point2 Agent account alone. You can use your Syndication Dashboard also, if you wish. This functionality is already in the works and should be arriving soon.

Temporarily, you will have a different login for your Dashboard and Point2 Agent account. The Syndication Dashboard that you will receive does require a unique username and password that is different from your Point2 Agent account login. However, once we provide the ability to link your Point2 Agent account, you will be able to select just one set of login credentials to use for both your Syndication Dashboard and Point2 Agent account.

Listings (new and existing Point2 members)

I already entered listings into my Point2 website, how will this affect listings already in my Point2 site?

As an existing member you will see two of the same listings when you first access your Point2 Agent account from your Syndication Dashboard. First will be the one imported from MLS and the other would be the one you manually entered directly in your Point2 Agent account. The MLS listing will be clearly identified in your Manage Listings area.

Will I have duplicate listings (one from my MLS and one that I entered) in my Point2 website?

Yes, you will see duplicate listings in your Point2 Agent account. We suggest archiving your manually entered listings. Find the instructions in the Point2 Agent User Manual.

If both of my listings appear which one will be syndicated out?

Both of your listings will be syndicated out, however, only one listing will be accepted by the various syndication partners. Each individual syndication partner determines which listing they choose to accept. If you archive your manually entered listings, only the listings imported from Duluth Area Association of Realtors® will be syndicated.

Note: Listings that are imported from MLS which are later marked as SOLD will no longer be syndicated. However, manually entered listings in your Point2 Agent account that are later sold must be marked as such manually within the Point2 Agent account or they will continue to syndicate. If you archive all your manually entered listings upon connecting your Syndication Dashboard with your Point2 Agent account, it should help to avoid any confusion.

Help!

Where can I find more information on Point2?

You can locate general information about Point2 as a company and about Point2 Agent specifically on their corporate websites.

Where can I find step by step instructions?

For more specific information about syndication, your Syndication Dashboard and using your Point2 Agent account you can access the resources at the following website:

[http://agent.point2.com/documents/SyndicationDashboardGSG\\_broke rs.pdf](http://agent.point2.com/documents/SyndicationDashboardGSG_broke rs.pdf)