

**Sherri Hausmann**

**From:** Sherri Hausmann  
**Sent:** Wednesday, March 10, 2010 2:28 PM  
**Subject:** SWMAR Agents...Listing Syndication Coming Soon to REALTORS in the Southwestern Michigan Association of REALTORS®

**Listing Syndication Coming Soon to REALTORS in the Southwestern Michigan Association of REALTORS®**

Recently, we announced that we have joined the Point2 Agent network to provide the Brokers with more listing advertising opportunities.

Brokers will be able to advertise their Office listings to 35+ consumer search sites, with their listings displaying on over 300 destinations, at no cost to them. Additionally, leads from the listings will be delivered to the Broker and their Agents at no cost.

**How does it work?** All Brokers with active listings will receive a **FREE Syndication Dashboard** courtesy of Southwestern Michigan Association of REALTORS® to manage their syndication preferences on Tuesday, March 30<sup>th</sup>.

**The Broker Syndication Dashboard Includes:**

- Access to over 35 Listing Syndication partners
- Ability to disable any Syndication Partners from displaying your listings
- Basic Listing Syndication Traffic Reports

**Tuesday, March 30<sup>th</sup>, 2010 – Syndication Dashboard**

All Agents who have active listings will receive a Syndication Dashboard invitation for their own dashboard via email. By default your listings will syndicate to all partners that your Broker has determined. You will receive the leads from your listings on your dashboard. If you do not activate your dashboard your Broker will receive the leads from your listings. You can familiarize yourself with the Syndication Dashboard now by reviewing the Syndication Dashboard Getting Started Guide for Agents.

Keep an eye on your inbox for the special email **from 'Point2 Agent'** with the link for your own Dashboard. The email will be sent to the email address on file within the MLS system.

**Tuesday, April 6<sup>th</sup>, 2010- Listings Syndication**

1. Listings are Syndicated
2. Brokers may edit their Syndication Partner list at anytime and changes will be executed the next day.
3. **Agents must activate their Syndication Dashboard in order to receive their online leads** (your Broker will receive your leads if you do not login to your Dashboard at least one time)

**Additional Point2 Package**

A 3-month trial of the upgraded Point2 marketing package is also available to you through your Syndication Dashboard (\$19.99/month after the trial).

The additional Point2 package includes:

- A fully customizable website
- In-depth listing and traffic reports

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- Powerful prospect management tools
- Blogs, Drip Email Campaigns
- And much more, with no commitment upfront

**Your Syndication Dashboard will continue to be available to you at no cost during and after the 3-month trial period of the additional Point2 package.**

If you do not receive a Syndication Dashboard (have no active listings) on March 30<sup>th</sup>, you may still access the additional Point2 marketing package. Click [here](#) to start your trial.

We will keep you posted on further updates as we near our anticipated launch day!

Gary Walter, RCE

Executive Vice President

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