

Homes.com Endorsement FAQ

- 1) **What are Homes.com Endorsements?** The Endorsement feature allows AgentAdvantage customers to receive testimonials from clients, colleagues, and friends that can be seen on the agent's Homes.com Profile Page. Every endorsement received will improve your ranking in the Agent Directory which is available to the 3.5 Million home buyers that visit Homes.com each month.
- 2) **How do endorsements help agents?** Endorsements help agents by allowing them to rank higher in the Agent Directory on Homes.com. The endorsements build trust among buyers who are looking for an agent online, and the testimonials can be used in the agent's other marketing materials as well.
- 3) **Who can endorse an agent on Homes.com?** Agents can invite anyone with an email address to endorse them on Homes.com. Current and past clients, colleagues, and friends, are great candidates for agent endorsements.
- 4) **How do agents invite people to endorse them?** Invitations are sent out via email; agents simply go to the Endorsements page and enter the person's name and e-mail address to have a request emailed on their behalf. When the endorsement is received the agent will be notified so they can approve or deny it.
- 5) **What if someone writes an endorsement with a negative or inappropriate comment?** All endorsements must be approved by the agent before they are posted 'live' on the agent's profile page. Agents have complete control over which endorsements are seen by the public.
- 6) **Where can agents go to access their Homes.com profiles?** Agents can access their Homes.com agent profile by logging in to the AgentAdvantage Control Panel, clicking the 'Leads and Marketing' tab, and clicking the 'Get Endorsed by Homes.com' icon.

How-to Section

- 1) Log in to your AgentAdvantage Control Panel.
- 2) Go to the 'Leads and Marketing' Tab.
- 3) Click on the 'Get Endorsed by Homes.com' icon.

Figure 1: Control Panel-Leads and Marketing Tab

The screenshot shows the AgentAdvantage Control Panel interface. At the top, there is a navigation bar with links for Home, View My Site, Mail Manager, and Log Out. The main header features the AgentAdvantage logo and contact information for Andrea Atkins. Below the header, there are four main tabs: Website & Content, Listings, Leads & Marketing (which is currently selected), and Account & Contact. A QUICK LINKS dropdown menu is also visible. The main content area is titled 'Manage Leads & Settings' and contains several icons with descriptions:

- Lead Manager**: Follow-up with leads generated by your site.
- Address Book**: View contacts stored in your address book.
- Website Activity**: View your site's traffic.
- Email Listings from a Search**: Send a search-generated set of listings to a client.
- Email Listings**: Email your listings to a client.
- My Home Tracker Settings**: Configure your My Home Tracker preferences.
- My Home Tracker Subscriptions**: List or export your My Home Tracker subscribers.
- Auto-Responder**: Create an automatic reply for when you're away.
- Edit Site Email Signature**: Create a signature for your email.
- Create Home Seller Report**: Generate a home seller's report.
- Get Endorsed on Homes.com**: Increase your ranking in Homes.com agent search by having your clients, colleagues and friends endorse you!

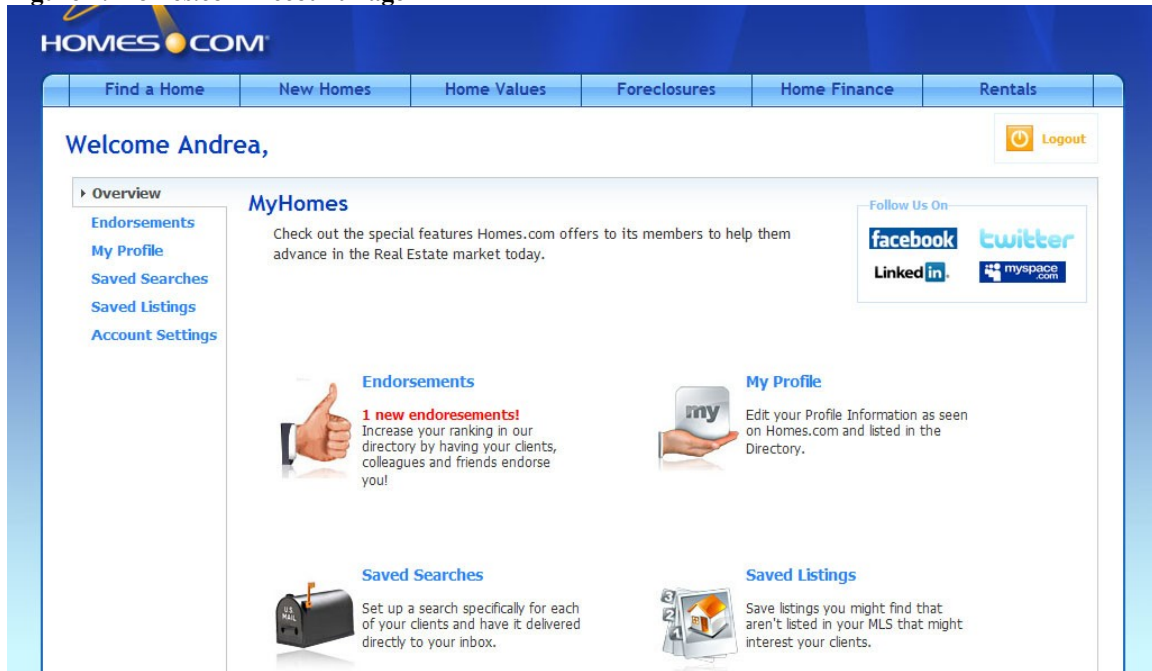
At the bottom, there is a 'Marketing Tools' section with two options:

- Print Marketing (MDC)**: Create printable flyers and Flash tours.
- Email Marketing (EMC)**: Send brochures and newsletters via email.

On the right side of the 'Manage Leads & Settings' section, there is a 'Help' icon with links to Videos, FAQs, Tutorials, and Help.

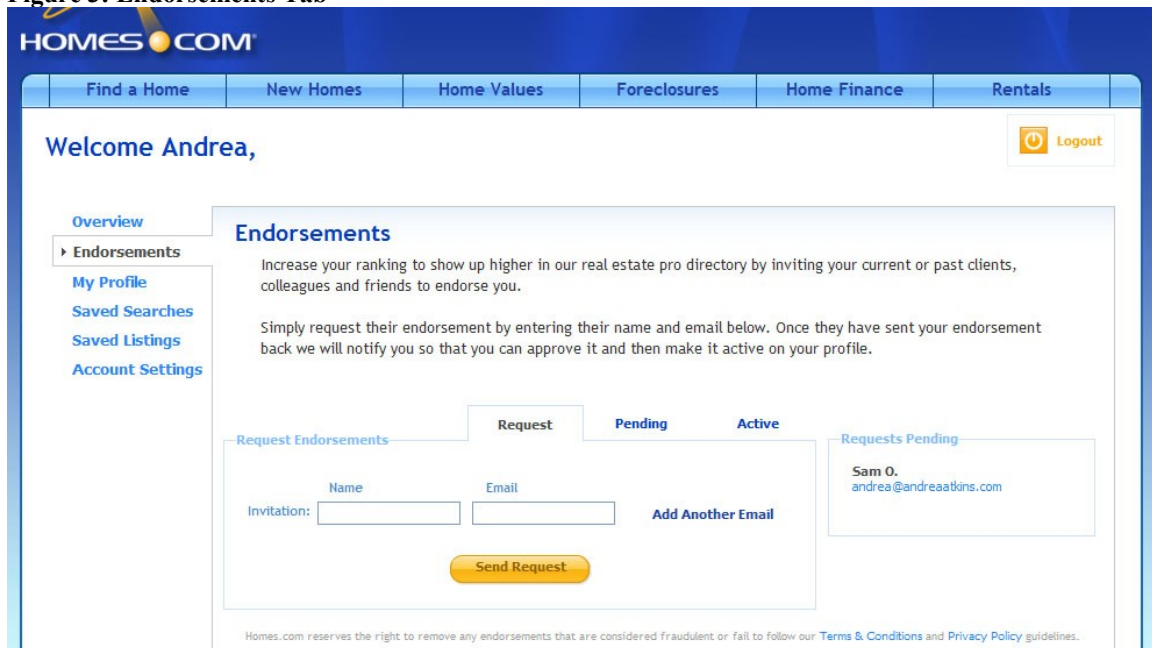
- 4) After clicking the icon you will automatically be logged into your Homes.com account (you do not need to enter your username and password).

Figure 2: Homes.com Account Page



- 5) On the Homes.com Overview page, click 'Endorsements'.
- 6) Enter the name and email address of the person you would like to endorse you. You can add additional contacts by clicking the 'Add Another Email' button.

Figure 3: Endorsements Tab



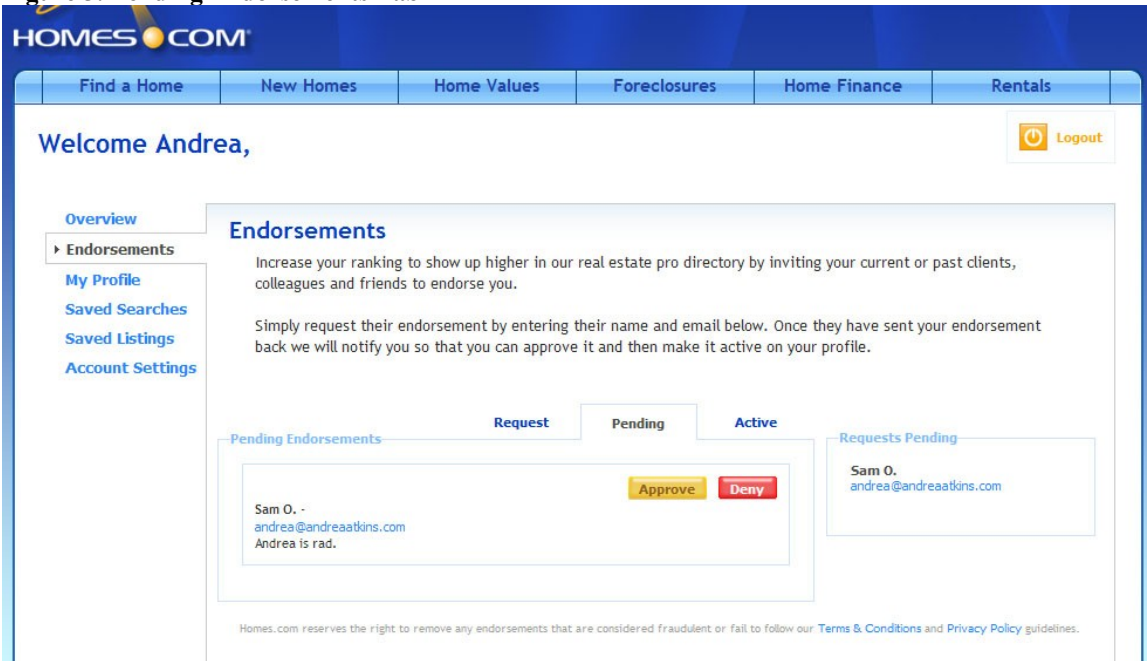
- 7) In the 'Endorsements' window you can also see your pending and active endorsements associated with your profile.

Figure 4: Active Endorsements Tab

The screenshot displays the HOMES.COM website interface. At the top, there is a navigation bar with links for 'Find a Home', 'New Homes', 'Home Values', 'Foreclosures', 'Home Finance', and 'Rentals'. Below this, a 'Welcome Andrea,' message is visible, along with a 'Logout' button. The main content area is titled 'Endorsements' and includes a sidebar with navigation options: 'Overview', 'Endorsements', 'My Profile', 'Saved Searches', 'Saved Listings', and 'Account Settings'. The 'Endorsements' section contains instructions on how to increase ranking by inviting clients and friends to endorse. It features three tabs: 'Request', 'Pending', and 'Active'. The 'Active' tab is selected, showing an endorsement from 'Lucy M.' with a 'Delete' button. A 'Requests Pending' section shows a request from 'Sam O.'.

- 8) When the person completes the endorsement form it will appear under the 'Pending' tab until you approve or deny it (approved endorsements are moved to the 'Active' tab and can be seen by the public on your profile page).

Figure 5: Pending Endorsements Tab



- 9) Endorsements can be denied by the agent, and approved endorsements can be deleted from the 'Active' tab (and your Homes.com profile page) at any time, but your ranking may be affected.
- 10) After you have accepted an endorsement it will appear on your Homes.com profile page.

Figure 6: View Profile

