



#### Greetings



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When there is an original sound in the world, it makes a hundred echoes.

-John A. Shedd



## What is IDX,LLC?

Based in Eugene, Ore., IDX, LLC is nationally known as a leading provider of real estate search applications.

IDX, LLC actively manages more than \$1 trillion worth of active listings from more than 550 individual Multiple Listings Services (MLS). IDX, LLC provides integrated IDX software, customizable listing search utilities and lead management tools for real estate based blogs and websites, as well as HTML mobile optimized pages for all mobile devices.

#### \$1 trillion worth of active listings data...

The entire suite of real estate software available from IDX, LLC is easy to manage and maintain and helps real estate professionals display real estate data from their MLS regardless of their technical ability.

#### Introduction TO PLATINUM

### What is Platinum?

IDX Broker Platinum is a leading IDX solution for real estate agents and brokers.

IDX provides essential real estate search tools to help attract homebuyers, along with all the features needed to create the ideal home search experience.

#### the ideal home search experience...

Our team has built IDX Broker Platinum from the ground up, to offer the most customizable and powerful IDX solution in the industry. We're confident that clients will feel the same way when they log in to their dashboard and discover what they can do with all of the new capabilities.



# YOUR ALL-IN-ONE IDX SOLUTION

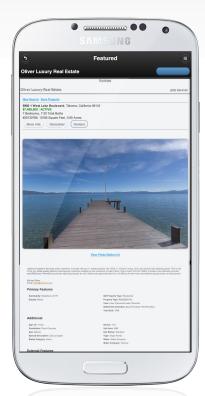
IDX Broker Platinum offers you a comprehensive toolkit that includes an extensive amount of robust features for one flat-rate price!

- Fully customizable, responsive-ready mobile IDX pages
- · Listing data that automatically updates multiple times a day, seven days a week
- An unlimited number of customizable widgets, with inline styling through the use of CSS
- A fully customizable Map Search Widget that can be placed on any page
- SEO-friendly, customizable listing page URLs
- A powerful new API-based WordPress Plugin
- · Sophisticated lead routing and agent assignment tools for offices
- Extensive lead traffic statistics; including property click tracking, logins and referring URLs
- Fine-tuned custom search links using our Polygon Map Link Generator

# **IDX** Features

#### Mobile Optimized Experience

Our web-based solution provides site visitors with powerful real estate search tools they can access on-the-go! Create an engaging user experience allowing mobile users to search & save listings, sign up for email updates and schedule showings from any device!



#### Next Generation WordPress Plugin

Create and customize IDX search forms and widgets from your IDX Broker control panel. IDX will pick up your site design and display the most robust IDX search experience available. This makes it simple to implement and organize the content throughout your WordPress site.





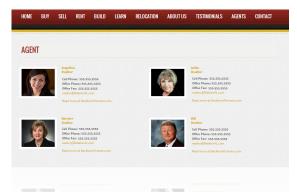


#### Call the Shots

Make your office the lead source in a competitive real estate market! Manage your office members right from our comprehensive control panel. Our system is great for alleviating administrative stress so you can focus your energy on selling homes.

Give your clients a robust, modern listing search resource to start their house hunt on the right track. Then, put them in the best hands using IDX Broker Lead routing parameters based on price range, property types, neighborhoods or any other important criteria in your market.

Promote your office with a roster that shows staff, broker and agent bios, for every agent and broker. Your talented staff can display their featured listings along with contact and bio information on their personalized Agent Bio Pages.





#### **Promote Your Properties**

Syndicate your listings to Trulia, automatically. Activate syndication for all major real estate aggregate sites from your dashboard. IDX Broker will produce an RSS feed that you can submit to the real estate search sites of your choice.

Use the ShareThis application to share your listing pages. Provide a fast and easy way to share property detail pages with personal connections on Facebook, Twitter, Pinterest, as well as via email and text messaging.

# IDX Broker Platinum Integration & Syndication

# Making Connections









## LEAD CAPTURE

#### **Engage with Your Clients**

Use your Lead Signup Widget and saved search update wizard page to entice visitors into signing up for email updates.

Your leads will receive emails when saved properties or searches generate updates due to price changes, new listings, etc.

#### The Right Tools to Retain Leads

Sign in as your leads and gain insight to their interests. Combining your real estate expertise with IDX technical prowers ensures you will find clients the property of their dreams!

Your IDX dashboard offers lead organization in one spot! In addition to saved searches and listings, registered leads will leave a history of searches performed and properties viewed.



#### **Build Your Niche with Custom Searches**

Include all the essential search tools such as Basic, Address and Listing Number Search. Customize your Advanced Search to match the interests of your target market.

Create saved search links with personalized names and labels for neighborhoods, communities, school districts and more! Fine-tune further using our mapbased Polygon Link Generator to predefine your search region by simply drawing a shape on a map.

#### Interactive Map Search and Display

Unlimited mapping possibilities come standard with all IDX Broker account types. GPS location based search works on all browsers and mobile devices.

Add Walk Score® maps to give viewers a way to explore schools, parks, restaurants and more, all within walking distance of a particular listing!

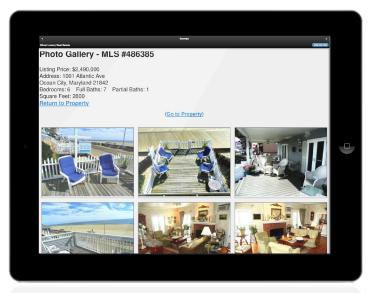
#### Analytics

Through our advanced analytic tools, it is easy to weed through your lead traffic statistics, track your search engine referrals and see which of your IDX pages are most popular. In addition to analyzing page health, you can also leverage the ShareThis social media statistics to determine which properties are getting the most attention from your site visitors.

#### Turn Interest into Action

Before finding your clients their perfect house give them a place to call home on your website. Site visitors can register for a My Listing Manager account which allows them to save and review listings and searches of interest. From here, clients can opt to receive automatic custom email updates for the searches and listings they save.

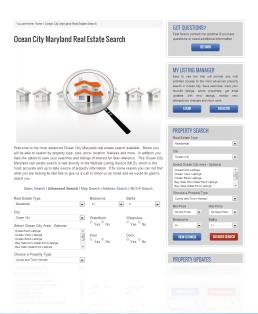
Visitors can also benefit from home buying resources such as Property Email Updates, scheduling house tours, establishing a budget using our Mortgage Calculator and relying on your mobile GPS location search to find available listings while they are house hunting!



#### Widgets

Generate an unlimited number of widgets and enjoy the freedom to place them anywhere on your site. Advanced designers can further customize any widgets using CSS! The possibilities are endless!

Store and manage all your widgets right in your IDX Broker Platinum control panel. Edit information and search criteria for any widget without having to start from scratch.



- Custom Search Showcase & Slideshow
- Custom Quick Search
- · Listing Showcase & Slideshow
- Featured Agent Showcase
- Featured Agent Listing Showcase
- Lead Login
- · Lead Signup
- · Map Search

#### Supercharged SEO

IDX Broker Platinum has made it simpler than ever to attain powerful SEO results.

Boost your ranking by maintaining speedy page load times with the Wrapper Cache and adding dynamic meta keywords, description tags and title tags to your IDX pages to include descriptive information that will help visitors reach your site.

With these tools and more, IDX has opened the door to get you the most exposure and search-ability through page indexing!



#### Give Your Office the IDX Advantage!

Pair your leads with the right agents using our variety of sophisticated lead routing methods.



# Search Save

#### **Connect Agents & Leads**

- · Choose to manually assign leads to agents anytime in the home search process.
- Create Round Robin routing lists that rotate through a roster of selected agents.
- Set up automated routes based on mulitple search criteria such as price range, location, property type and more!
- In addition to these routing options, you can also designate an experienced agent for each saved search link you create.

Once you establish a routing strategy, you can set it and forget it!

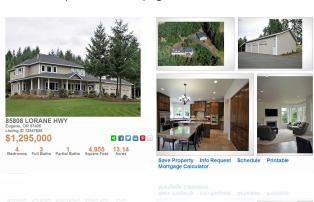
#### **Design Features**

# Cutting-Edge Design

We encourage clients to take advantage of our flexible platform using CSS to customize their page content. Set your website apart from the competition by customizing your IDX pages using our dynamic page wrapper.

Use our Featured Listings Management tools, such as Showcase and Slideshow Widgets, to tailor and highlight your properties.

IDX Broker Platinum offers a vast assortment of templates to implement for your page types. Benefit from having the capability to choose from a variety of layouts for each of your Search, Results, Maps and Details pages.



# Services

MLS Data Feeds-IDX Broker covers more than 550 MLS feeds across the United States and internationally in Canada, Mexico and more!

#### Support - Team IDX at your service!

Personal Dedication - Call (800-421-9668) or Email (help@idxbroker. com) to consult with one of our IDXperts. Our sales and support staff are well equipped and available to give you the information you need to get started and maintain a powerful real estate website!

Online Resources - Your one-stop-shop resource for information about features and tools is our massive Knowledgebase. Browse through a collection of articles and educate yourself on the many capabilities available with IDX Broker.

#### Developer / Partner Network

Choose from experts in WordPress, Joomla, CSS, and SEO. The sky is the limit! Benefit from our well crafted list of tech-savvy web designers.

#### Webinars

IDXperts from our Sales, Support and Executive staff present monthly training and informational webinars.

In addition to current and upcoming webinars, IDX Broker's YouTube channel is fully stocked with featured videos and tutorials from the past to explore.





There is a one-time setup fee of \$99 (50% off the standard setup fee). All plans are month-to-month with no long-term contracts.

Agent Account \$5999 Monthly

Single-User Accounts are great for solo agents.

Team Account \$69.99

A Two-User Account is great for partners.

Office Account \$9899 Monthly

A Multi-User Account is great for offices with three or more agents.

All accounts include one MLS data feed. Each additional MLS feed is \$19/month.

Pay by Debit/ Credit Card, or Via Checking (ACH)



