



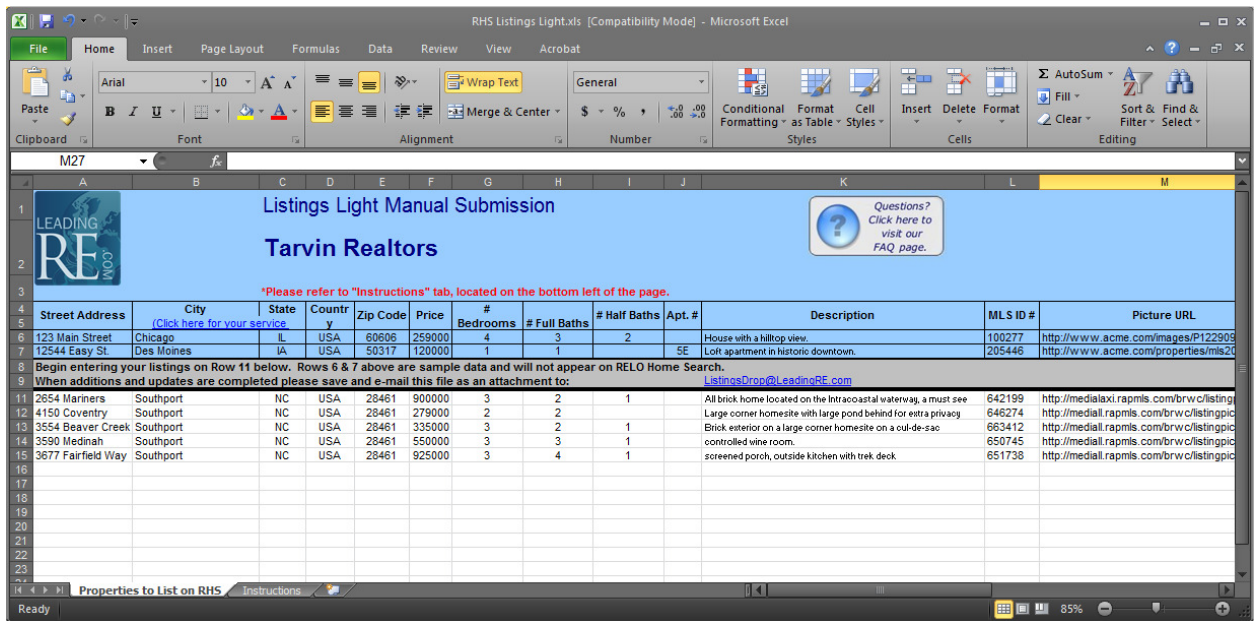
LEADINGRE
LISTINGS LIGHT
USER GUIDE

WWW.LEADINGRE.COM

LEADINGRE'S LISTINGS LIGHT PROGRAM

What is LeadingRE's Listings Light Program?

LeadingRE's Listings Light program is another way to get your company listings on LeadingRE.com without having to set up an automated feed through your web hosting company. This new solution offers a simple and cost effective way for you to import your listings on LeadingRE.com.



Who is it for?

Eligible members for Listings Light include companies with 100 or less property listings who don't have the technological resources or the budget to implement an automated xml feed.

Why should I participate?

Having your listings on Leadingre.com increases exposure of your sellers' properties nationwide and increases out-of-town buyer opportunities. Submitting your listings to LeadingRE.com can help drive more traffic to your company's website from consumers outside of your local market.

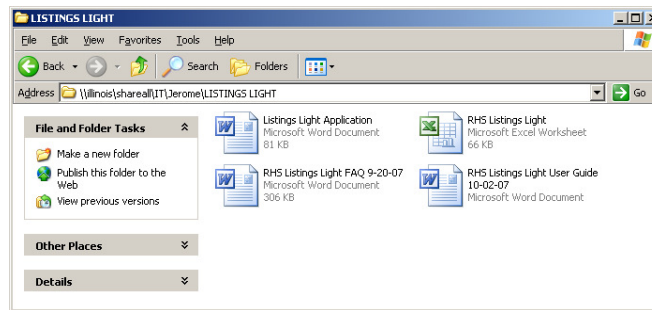
How do I get involved?

If you would like to begin providing your listings to LeadingRE through this Listings Light program, you can email Jerome Elver, WEBContact@LeadingRE.com; he will send you the proper files and documentation.

HOW TO USE LEADINGRE'S LISTINGS LIGHT PROGRAM

Members who decide to submit their property listings using LeadingRE's Listings Light program can upload and update their properties in 3 easy steps:

Step 1. After receiving all required files and documents, save the Listings Light spreadsheet to your computer.



Step 2. Read the format requirements (located in the appendix) and enter your properties into the Excel sheet.

Step 3. When complete, **SAVE** your updated file and e-mail the Excel sheet to listingsdrop@leadingre.com.

Please resend a new file whenever you add, remove, or revise a property in your file, or every 7 days, whichever comes first (to ensure we have your most up-to-date properties on our site). We will notify you if we have not received a file from you within our **7 day time frame**. This notification is to make you aware that your listings are at risk of expiring on LeadingRE.com.

BENEFITS OF LISTING YOUR PROPERTIES ON LEADINGRE.COM

LeadingRE incorporates the cost of the program into each LeadingRE member's annual membership fee. There are no extra set-up or maintenance fees to have your properties displayed on LeadingRE.com.

LeadingRE.com Benefits

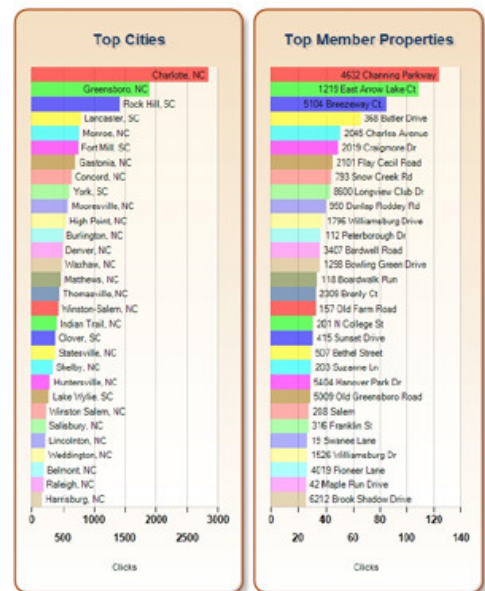
LeadingRE is designed to benefit participating companies in the following ways:

- Drive more traffic to your company's website from out-of-town buyers who are linked to your site from the sites of leading LeadingRE members across the country (and the world). Resulting leads will be handled within your site, as would any other Internet lead, with no referral fees due.
- Increase exposure of your sellers' properties nationwide, increase out-of-town buyer opportunities from that exposure, and use this situation as a valuable listing tool to generate more listings.
- Extend your brand recognition and marketing at no additional cost in other cities domestically and internationally by becoming a property resource on all of the sites of Leading Real Estate Companies of the World.

LeadingRE Reporting and Tracking

Submitting your property listings to LeadingRE can increase the amount of traffic we send to your website. We will email a monthly report to your relocation director (and others, if you choose), which will show various types of traffic data:

- The total number of unique people who have discovered your website through LeadingRE.com (how many people arrived at your site by either clicking a property search result, or your logo. They landed on the respective property detail page or on your company's property search landing page. Users clicking upon multiple properties are not double-counted).
- The daily variability in property clicks from LeadingRE.com to your website.
- The breakdown of how LeadingRE.com acquires its traffic and customers.
- The most popular cities and properties as determined by inbound clicks to your website.



If you are not receiving a monthly Property traffic report, please email: WebContact@leadingre.com and we will add your name to our email list.

APPENDIX

LeadingRE Listings Light Field Requirements

Field	Format Requirements	Character Limit	Example	Required for Posting Live
Street Address	Enter full street address; some companies omit the address, for greater agent control of active properties.	100	123 Easy Street	Recommended
City	Enter the city name with the first letter capitalized, and the rest lower-case.	100	Grand Rapids	Yes
State	Standard, 2 letter state-code abbreviation. Please do not enter the full state name.	2	MI	Yes
Country	<u>"USA" should be entered for all domestic properties. For International country code listings, click here</u>	3	USA	Yes
Zip Code	5-digit zip codes are acceptable. There is no need for the 4-digit suffix, but you can enter it if you choose.	15	49501	Yes
Price	Prices are to be in USD. No commas or "\$" are needed or accepted	20	259000	No
Qty Bedroom	Number of bedrooms. Only integers are accepted (3); no decimals or fractions will be processed (3.00, 3.5, 3 1/2)	5	3	No

Qty Bathroom	Number of bathrooms. Only integers are accepted (3); no decimals or fractions will be processed (3.00, 3.5, 3 1/2)	5	2	No
Qty Half Bathroom	Number of half-bathrooms. Only integers are accepted (3); no decimals or fractions will be processed (3.00, 3.5, 3 1/2)	5	1	No
Apt. Number	Enter full apartment number or code (3A); if not applicable, leave cell blank	10	5B	No
Description	Brief narrative describing property. Can be pasted from your property detail page; if unavailable, leave cell blank .	1000	Fabulous House on Lake	No
MLS ID	MLS ID assigned to property. No "#" needed or accepted	20	4562155	No
Picture URL	URL of property photograph image file. To find your picture URL, right click on your property picture, click on "properties." The picture URL will be listed adjacent to the address URL text. Note: We will resize the image after we upload data; full-size picture URL's are acceptable.	200	http://misc.leadingre.com/RHS2/ListingImages/9834207026533.jpg	Yes

Property Detail Page URL	To ensure a positive user experience, you must provide a property detail page URL. If your site does not have property detail pages, provide an alternate URL (for example, your "search property" page URL).	200	http://www.real.com/detail.aspx?id=45480	Yes
Virtual Tour	Refers to whether or not the member's site offers a "virutal tour" of the said property. If yes, enter " true ," if not, leave cell blank	5	TRUE	No
Scheduler	Refers to if the member's website offers the option to schedule an open house or a viewing appointment. If yes, enter " true ," if not, leave cell blank .	5	TRUE	No

Questions? E-mail WebContact@LeadingRE.com
or call Jerome at
1-800-621-6510 ext. 147