MRED
Midwest Real Estate Data
REinventing MLS

innovator AWARDS 2013 WINNER

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Midwest Real Estate Data brings to you a full-fledged social marketing tool we call the "**Share My Listings Widget**" (**SMyL**).   **SMyL** is a powerful tool that will allow you to perform some of the following:

- Share your listings on eight popular social networking sites including **Facebook**, **Twitter, Google+, Craigslist, LinkedIn,** and **Pinterest**!
- A **Flash embedded** or **HTML based iFrame** link that will always show your active inventory on your **blog** or **company website**.
- Use the **SMyL Facebook app** to always show your active listings on your **Facebook business page**.
- Grab a custom **QR code** for each active listing.
- Use the social research tool "**TweetPhishing**" to view live tweets as they happen, near your listings.
- Quick, one-click **courtesy buttons** to view your listings representations on popular consumer sites.
- Gather **real time web stat analytics** to show how successful your marketing is.
- View your **SMyL Power Ranking** to see how you measure up to others!
- And much, much more!

You can find a link to **SMyL** in the **connectMLS** in the **My MLS** tab within the **Tools** widget or from the tools icon in the systems tray AND by logging into mredllc.com and clicking on the "**My Listings**" link on the left.
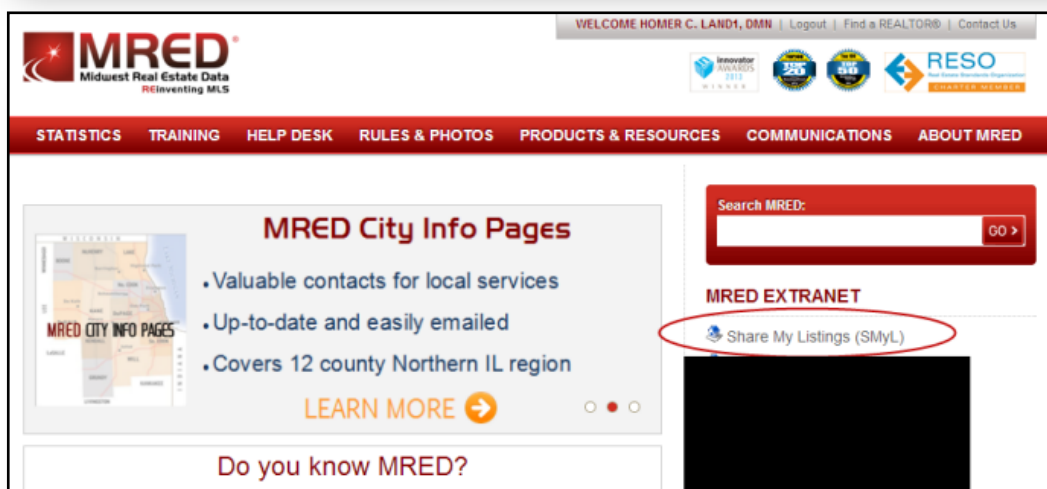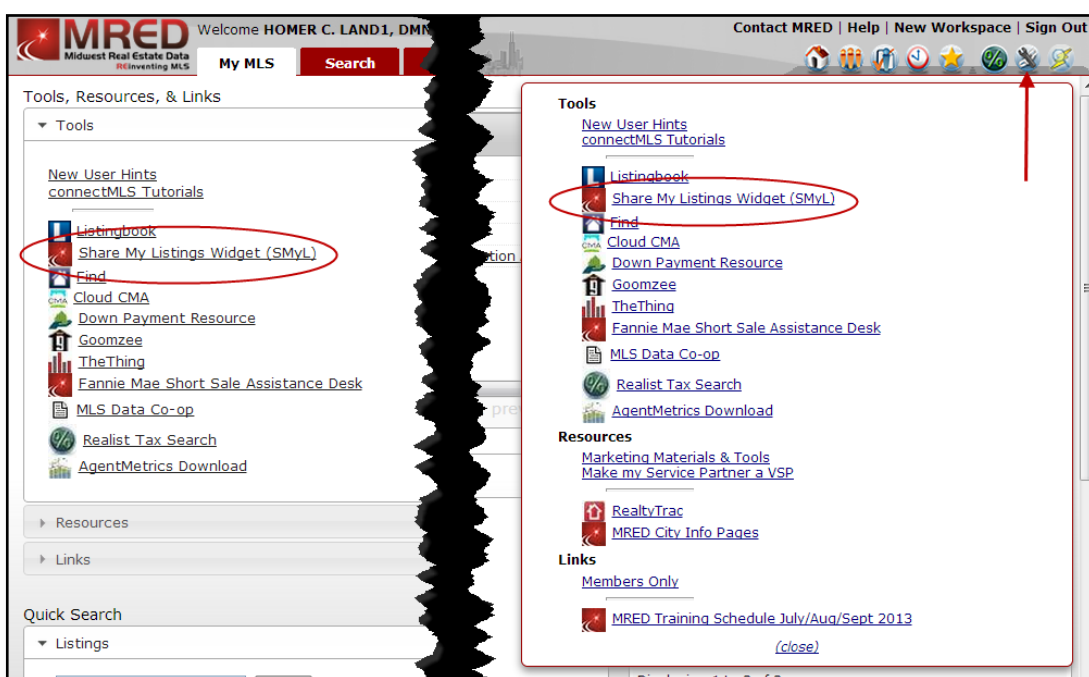
SMyL will display your active MLS inventory in an advanced one-line format. This data is automatically pulled from the MLS system and requires **no maintenance** at all!

SMyL is "**Open House Aware"** and will display a notice on each listing if an Open House is scheduled in the MLS… automatically!

Use **SMyL** to **share your listings** on eight popular **social media sites**!

$530,000
1530 S State St #1025, Chicago, Il
2 Bed, 2.1 Bath | MLS 07702958

Details ➡️

Web hits: 102
Craigslist hits: 0
Last view: 3/5/2012 12:36:47 PM
Last viewed in SAN RAFAEL ⚙️

OPEN HOUSE - Sunday, March 18, 2012 @ 1:30 PM

The New Drama of the Loft: Second Decade Ready. Renovated and reconfigured duplex with floor to ceiling windows at Dearborn Tower. 3 bed converted to 2 for open spacious living area. All new kitchen and baths. Incredible quartz and Carrera Marble kitchen with Professional Series Appliances. Upper level private master suite with tons of closets . Full laundry room and terrace. One Garage Parking $35,000

1 of 16

SOCIAL SHARE

SHARE
Facebook Share

PUBLIC SITES

TweetPhishing

[More ▼]

+1 → Share on Google+

Like → Share on Facebook

Tweet → Share on Twitter

Digg → Share on Digg

Add → Share on Delicious

→ Share on Stumble upon

Share → Share on LinkedIn

Pin it → Share on Pinterest

Unique URL for each listing!

URL http://listings.northstarMLS.com/myListing.asp?ln=4076785&ag=49

QR Code

QR code for each listing!

Courtesy links for you to check your listing on popular consumer sites

TweetPhishing will show you live tweets as they appear near your listing

Prior to marketing your listings on Facebook, Twitter or other sites, there are some options you may want to explore:

1. The **Craigslist template** section is where you can easily prepare your next **Craigslist post**.
2. **Facebook** – if you already have a **Facebook business page** as opposed to a Facebook Profile, this function will provide you with a link to MRED Facebook apps from which you can display all your listings on. This is a dynamic function and will automatically display your active residential listings, and remove any listings that subsequently go off-market. Click here to go directly to one of the two MRED Facebook apps.
3. **iFrame** – this function provides an HTML based **iFrame** link for use on your **blog**, **website**, or any webpage you control. There is no **Adobe Flash** used here.
4. **Flash** – this function provides a Flash link to your active residential listings that can be posted to your **blog**, **website**, or any webpage that allows **Adobe Flash** embedded links. NOTE: currently the **iPad** device does not display **Adobe Flash**.

Use **SMyL Themes** to differentiate yourself from others and brand the look and feel of the **SMyL reports** to your taste and liking!

There are currently **14 different SMyL themes** for you to choose from with new ones added all the time!

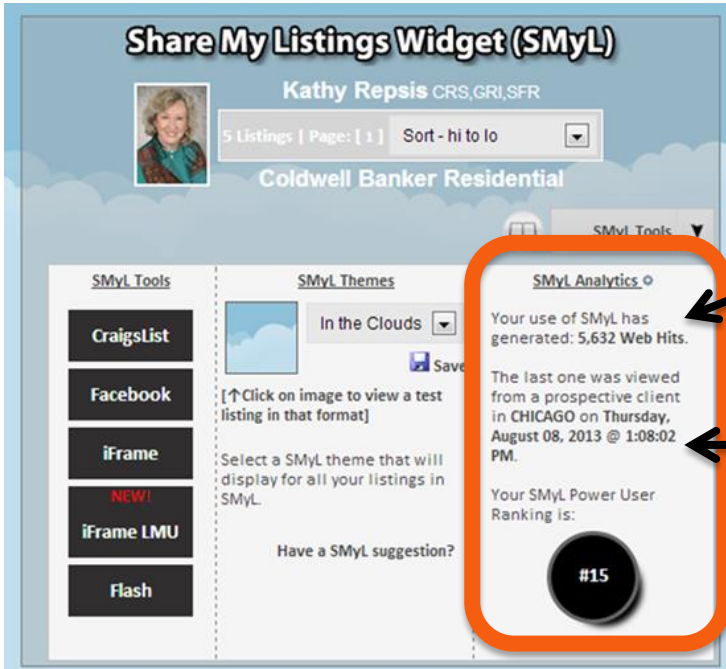These themes also display in the **SMyL client reports** for your listings as well.

The **SMyL Analytic summary** is where you can easily view how well your SMyL Internet marketing efforts are going.

All the **web hits** from prospective clients are tallied up and your **Power User Ranking** is shown.

The Power User Ranking shows where you are when compared to your peers.

All web hits are tallied among all users and ranked from 1st to last.

Remember: once your listing goes off the market all of its analytic data is removed and your ranking will change. This is only for active listings being shared via SMyL.

SMyL gives you the location of the last viewer of your listing
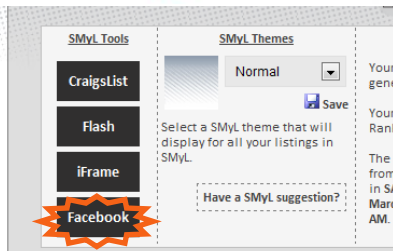
The **Facebook** button - clicking this link gives you access to **MRED Facebook app** (or this link for the **FLASH version**). These apps will display your listings on your Facebook business page. They are dynamically controlled by your active inventory in the MLS.
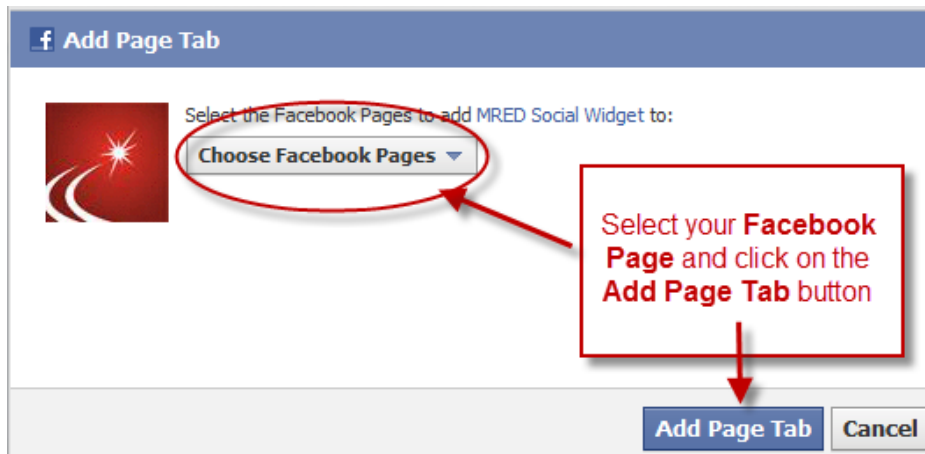
NOTE: You must have a Facebook business page and Facebook account in order to use this application. To create a Facebook business page, click here.

Installing the MRED MLS Facebook app

1) Click on one of the five links found in the "Facebook" section of the SMyL Widget

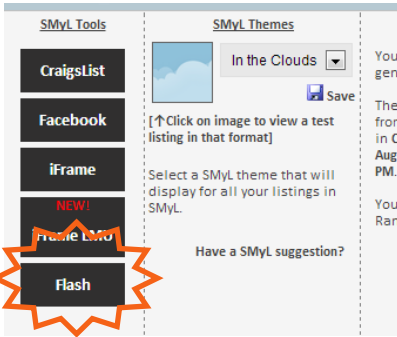2) Select your page from the list and click on the "Add Page Tab" button.

3) On your Facebook page, you will see a new app with a title of "**My Listings**". Click on it and you will be asked to enter your **MRED connectMLS ID & password**.

4) **That's it.** The app is set and will always show your current **Active Residential Inventory** on your **Facebook business page!**
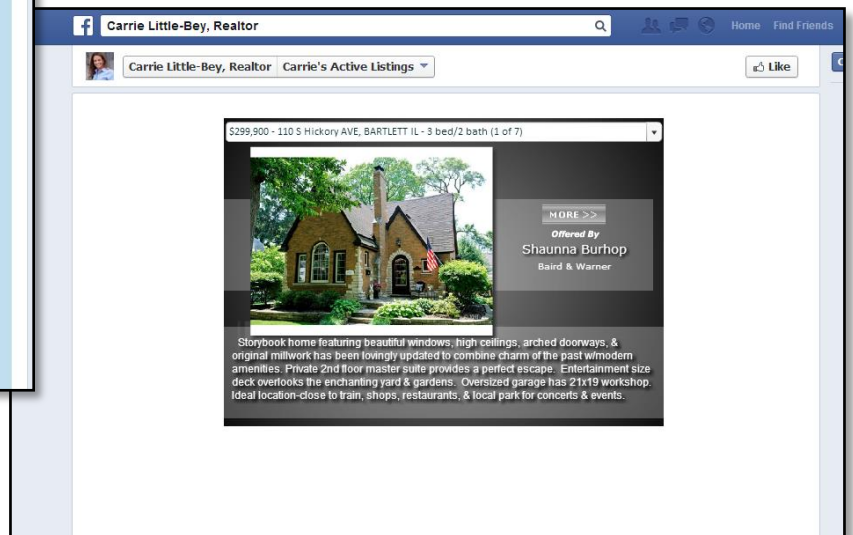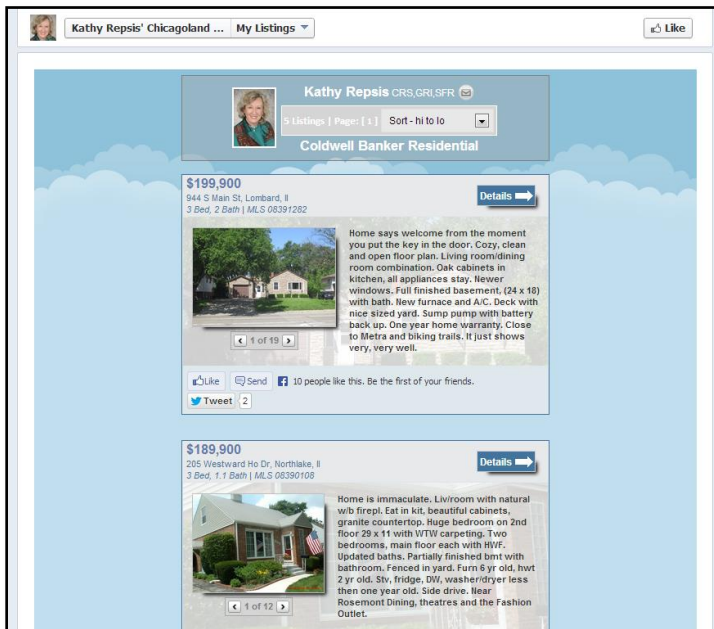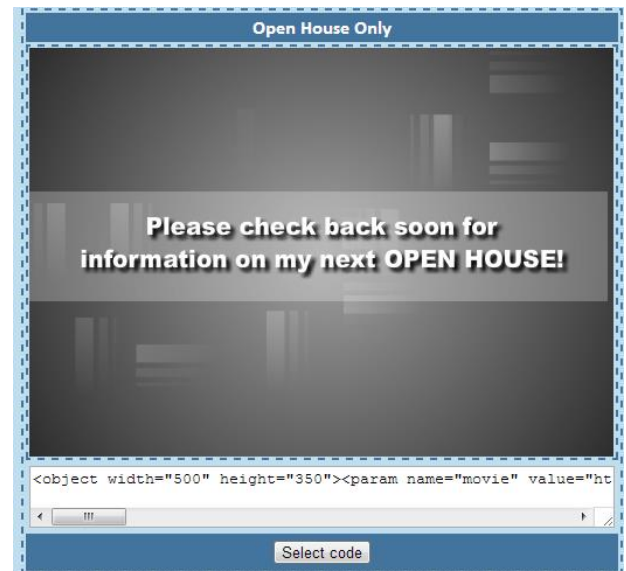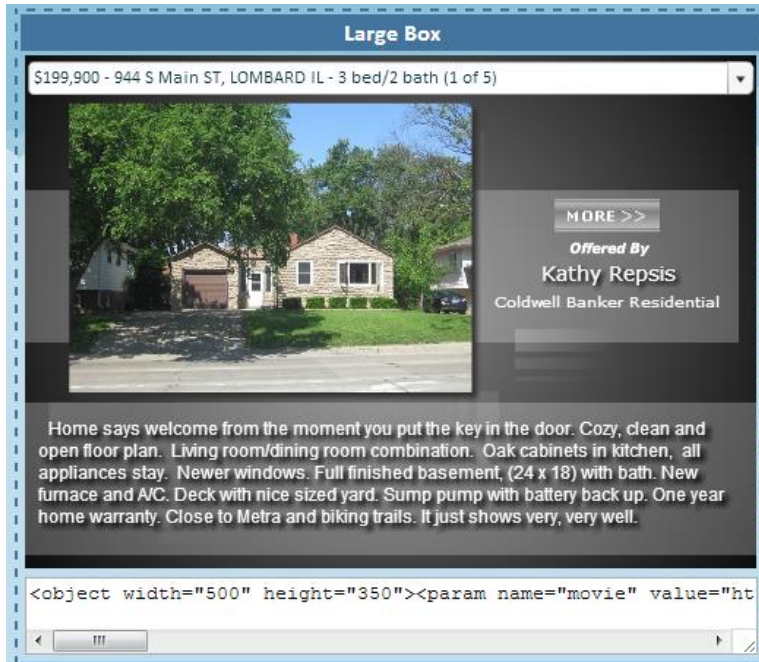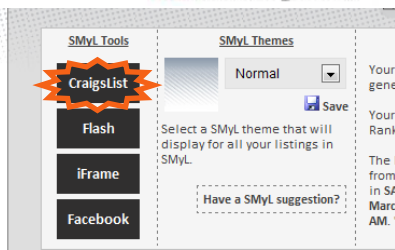
The **Flash** button of the **Share My Listings Widget page** will present you with your **personalized embedded link** that will always display your active residential listings or open house events in the formats shown below.

Simply copy the link and place it on any web location that accepts **Adobe Flash** embedded links. Use this link to publish your active residential listings or open house events to your **blog, personal web site,** etc.

Please note that the popular mobile device **iPad** and **iPhone** do not display **Adobe Flash** content.

Large Box

$199,900 - 944 S Main ST, LOMBARD IL - 3 bed/2 bath (1 of 5)

MORE >>

Offered By

Kathy Repsis

Coldwell Banker Residential

Home says welcome from the moment you put the key in the door. Cozy, clean and open floor plan. Living room/dining room combination. Oak cabinets in kitchen, all appliances stay. Newer windows. Full finished basement, (24 x 18) with bath. New furnace and A/C. Deck with nice sized yard. Sump pump with battery back up. One year home warranty. Close to Metra and biking trails. It just shows very, very well.

```
<object width="500" height="350"><param name="movie" value="ht
```

Mini-Box

$199,900
LOMBARD
3 Bed/2 Bath

View >>

$189,900
NORTHLAKE
3 Bed/1.1 Bath

View >>

More Properties

```
<object width="200"
height="300"><param
name="movie"
value="http://www.mr
edllc.com/fb/mredInv
entoryLeft.swf?
ag=245147&pg=0%>">
<param
name="allowFullScree
n" value="true">
<param
name="allowscriptacc
ess" value="always">
<embed
src="//www.mredllc.c
```

Select code

Open House Only

Please check back soon for information on my next OPEN HOUSE!

```
<object width="500" height="350"><param name="movie" value="ht
```

Select code

SMyL Tools

CraigsList

Facebook

iFrame

NEW!
Frame Live

Flash

SMyL Themes

In the Clouds

💾 Save

[↑Click on image to view a test listing in that format]

Select a SMyL theme that will display for all your listings in SMyL.

Have a SMyL suggestion?

The **Craigslist** button of the **Share My Listings Widget page** will present you with your own HTML flyer template to be used on Craigslist or any other site that allows HTML.

- ✓ Select an active residential listing from your **MLS inventory** and a custom **HTML flyer** is created for you to copy and paste right into craigslist.
- ✓ Choose from **different color themes** to match your personal or company branding.
- ✓ Preview the flyer with one button click – to make sure there are no surprises.
- ✓ Data for the HTML flyer is pulled directly from the MLS ensuring the most current and accurate information.
- ✓ Main photo and all additional photos display in the flyer.
- ✓ Use in craigslist or any other site that allows HTML flyers.

There are a couple of ways to post on craigslist. A user can just go through the steps and post. No login needed.
You will have to provide an email address and there will be a confirmation email sent from craigslist where you'll have to click on a link provided to activate the post.

The other way is to post with a craigslist account. This way makes it easier to find your posts in case you need to remove or modify them.

When you post without a craigslist account, the confirmation email is very important. It will contain the link to your post on craigslist and a link to remove it (if you need to). Otherwise the post will expire in 7 days on its own.
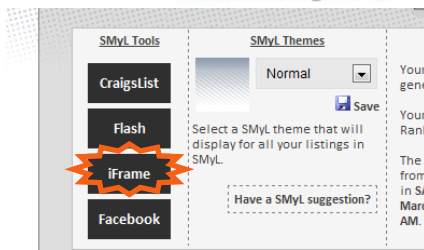
The **iFrame** button of the **Share My Listings Widget** will present you with your **personalized link** that will always display your active residential listings in the SMyL formats shown below. Note: the iFrame solution Large is available cor commercial listings as well.

Simply copy the link and place it on any web location you control that accepts HTML iFrames. Use this link to show your listings on your **blog, personal web site,** etc.

This solution is **100% HTML** and does not use any **Adobe Flash**.

Tweet Phishing

Tweet phishing allows you to grab the current pulse of the entire twitter community in regards to your listing. You can search **keywords** from your listing or conduct a **radius search** that grabs actual tweets from around your listing. You can even view on a Google map where each tweet came from. A powerful way to: "*find out what the neighbors are tweeting*".

Facebook, **Twitter, LinkedIn, Pinterest** and all the other shares will refer back to the **SMyL client report** that includes contact information for you and your company.

Included with the report are **brief property details**, a **map location** of the property *(clicking on the map image opens up a new window with a larger map)*, **contact Information** that includes an email section where your **Brokerage Name**, **agent photo** are displayed and where viewers can contact you for further information on the property. NOTE: Emails will be sent to the primary email address found in the MLS system. Also included are links to send property info to a **cell phone via SMS**, **Google Plus** and **Facebook Like** buttons and integration with the popular **WalkScore**™ website.

✓ SMyL detail reports are now "**smartphone aware**" and change the format to better suit the device being viewed on!