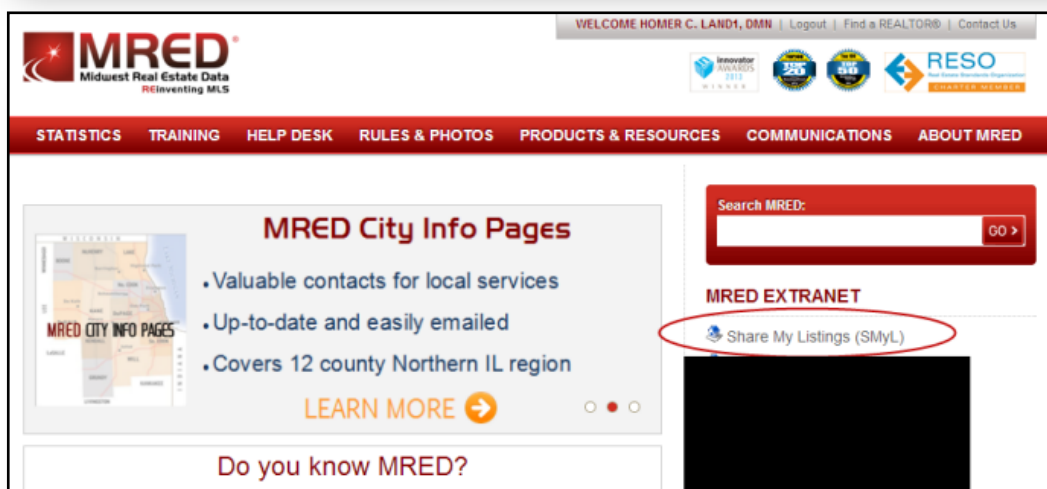
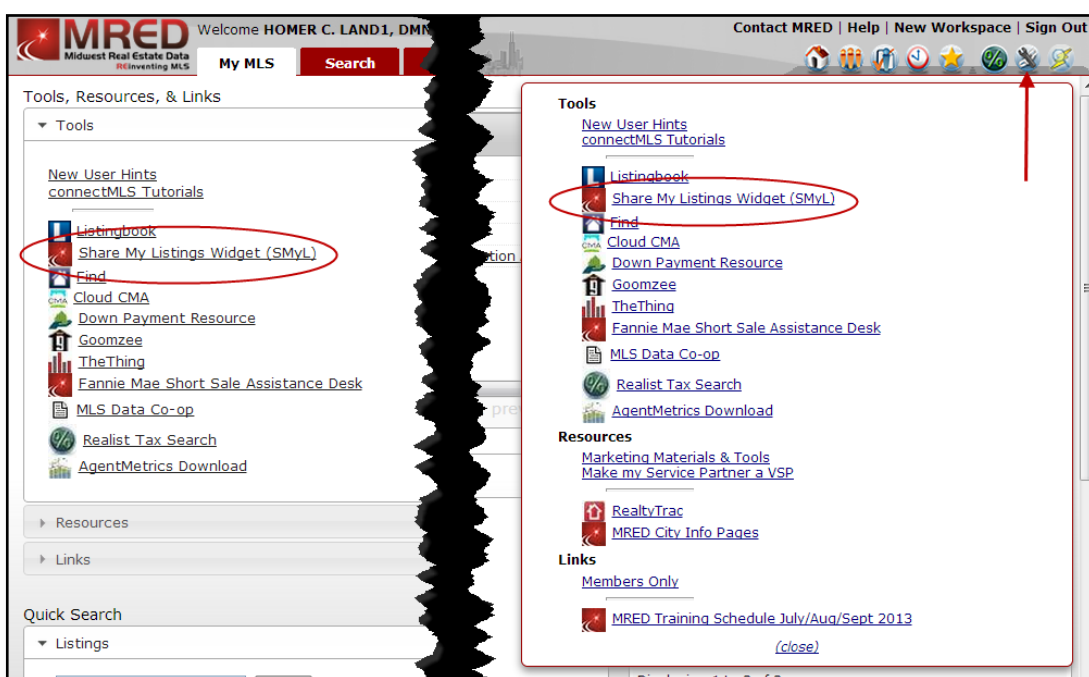


Midwest Real Estate Data brings to you a full-fledged social marketing tool we call the “Share My Listings Widget” (SMyL). SMyL is a powerful tool that will allow you to perform some of the following:

- 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**!



The screenshot shows a real estate listing for \$530,000 at 1530 S State St #1025, Chicago, IL. The listing includes details like 'Web hits: 102', 'Craigslist hits: 0', and 'Last view: 3/5/2012 12:36:47 PM'. It also features an 'OPEN HOUSE' notice for Sunday, March 18, 2012, at 1:30 PM. The listing description reads: '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'.

Below the listing, there is a 'SOCIAL SHARE' section with buttons for various social media platforms: Facebook, Twitter, Digg, Add, Submit, LinkedIn, and Pinterest. There are also counters for each platform showing the number of shares or likes.

On the right side of the listing, there is a vertical column of red buttons for sharing the listing on Google+, Facebook, Twitter, Digg, Delicious, Stumble upon, LinkedIn, and Pinterest. Each button has a corresponding icon and a '+1' or 'Like' button next to it.

At the bottom of the listing, there are three callout boxes:

- Courtesy links for you to check your listing on popular consumer sites** (pointing to the 'PUBLIC SITES' section)
- TweetPhishing will show you live tweets as they appear near your listing** (pointing to the 'TweetPhishing' section)
- Unique URL for each listing!** (pointing to the 'URL' field)
- QR code for each listing!** (pointing to the 'QR Code' field)

The 'PUBLIC SITES' section includes links to Facebook, Twitter, Digg, Add, Submit, LinkedIn, and Pinterest. The 'TweetPhishing' section shows a live tweet from the listing. The 'URL' field displays the unique URL for the listing: <http://listings.northstarMLS.com/myListing.asp?ln=4076785&ag=49>. The 'QR Code' field displays a QR code for the 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.**



Share My Listings Widget (SMyL)

Kathy Repsis CRS, GRI, SFR

5 Listings | Page: [1] Sort - hi to lo

Coldwell Banker Residential

SMyL Tools ▼

SMyL Tools

- 1 **Craigslist**
- 2 **Facebook**
- 3 **iFrame**
- NEW!**
- iFrame LMU**
- 4 **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?

SMyL Analytics ⚙

Your use of SMyL has generated: 5,632 Web Hits.

The last one was viewed from a prospective client in CHICAGO on Thursday, August 08, 2013 @ 1:08:02 PM.

Your SMyL Power User Ranking is:

#15

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.



Share My Listings Widget (SMyL)

Kathy Repsis CRS, GRI, SFR

5 Listings | Page: [1] | Sort - hi to lo

Coldwell Banker Residential

SMyL Tools

SMyL Themes

In the Clouds

[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?

SMyL Analytics

Your use of SMyL has generated: 5,632 Web Hits.

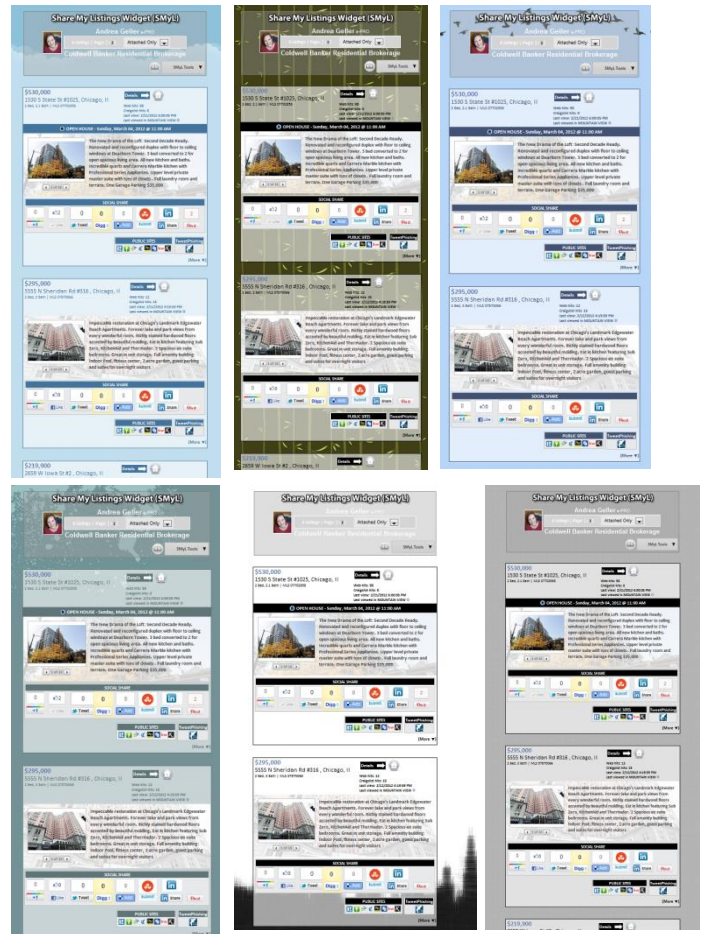
The last one was viewed from a prospective client in CHICAGO on Thursday, August 08, 2013 @ 1:08:02 PM.

Your SMyL Power User Ranking is:

#15

SMyL Tools

- Craigslist
- Facebook
- iFrame
- NEW!**
- iFrame LMU
- Flash

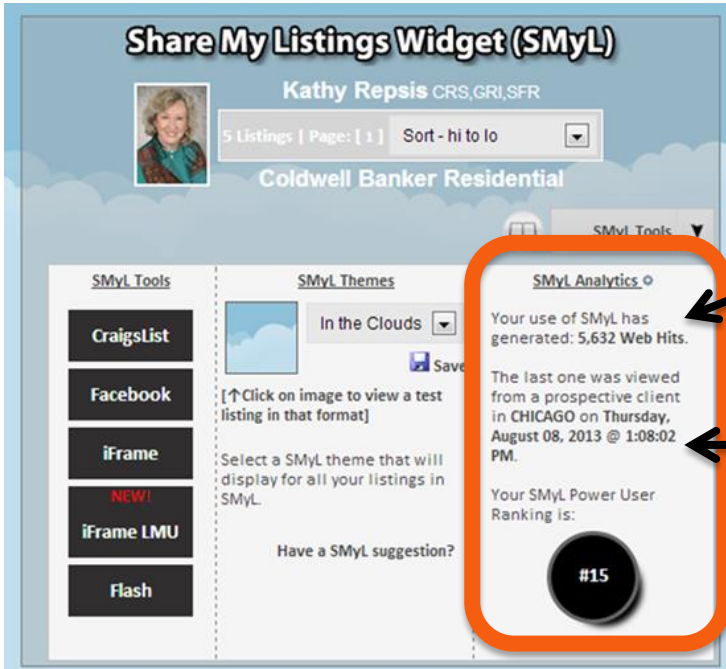


The **SMyL Analytic summary** is where you can easily view how well your SMyL Internet marketing efforts are going.

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

Your SMyL Power User
Ranking is:

#15



Share My Listings Widget (SMyL)

Kathy Repsis CRS,GRI,SFR

5 Listings | Page: [1] Sort - hi to lo

Coldwell Banker Residential

SMyL Tools

- Craigslist
- Facebook
- iFrame
- NEW! iFrame LMU
- Flash

SMyL Themes

In the Clouds

[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?

SMyL Analytics

Your use of SMyL has generated: 5,632 Web Hits.

The last one was viewed from a prospective client in CHICAGO on Thursday, August 08, 2013 @ 1:08:02 PM.

Your SMyL Power User Ranking is:

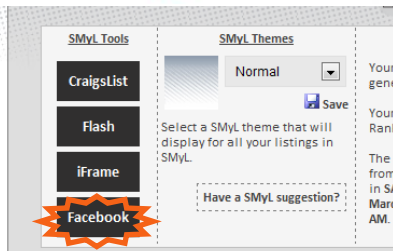
#15

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.

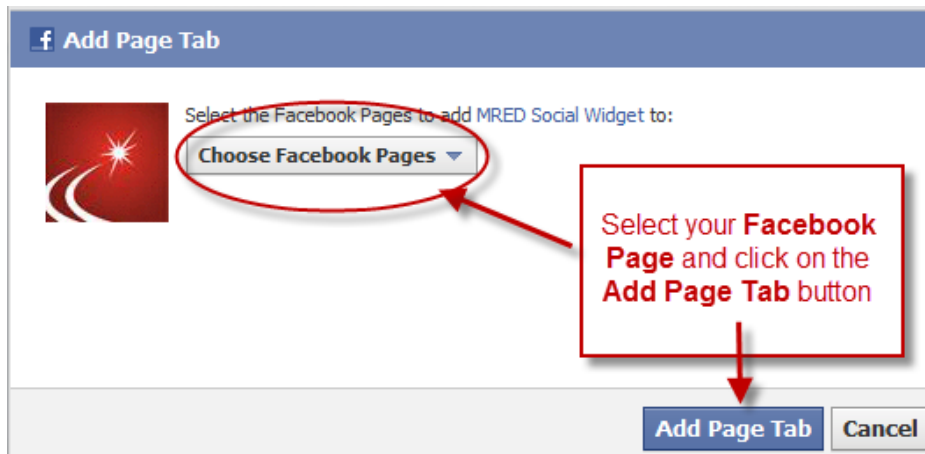
NOTE: You must have a Facebook business page and Facebook account in order to use this application. To create a Facebook business page, click [here](#).

Installing the MRED MLS Facebook app

- 1) Click on one of the five links found in the “Facebook” section of the SMyl Widget



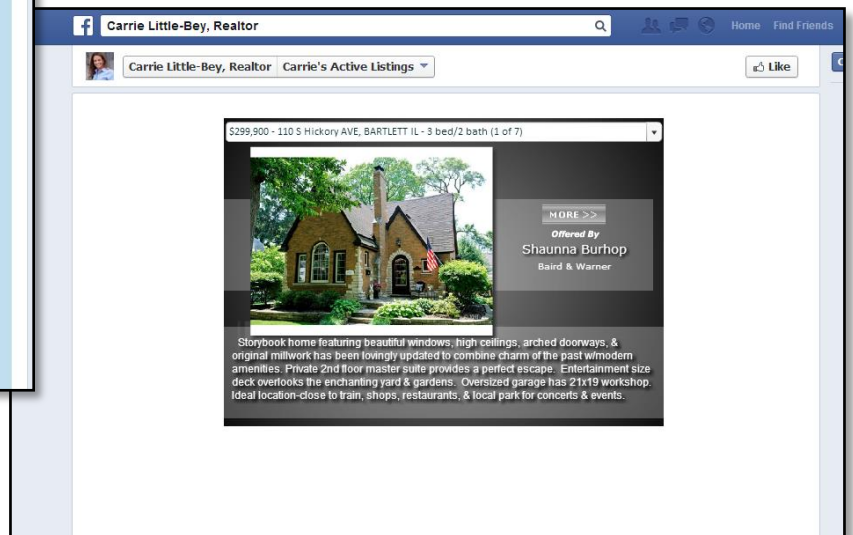
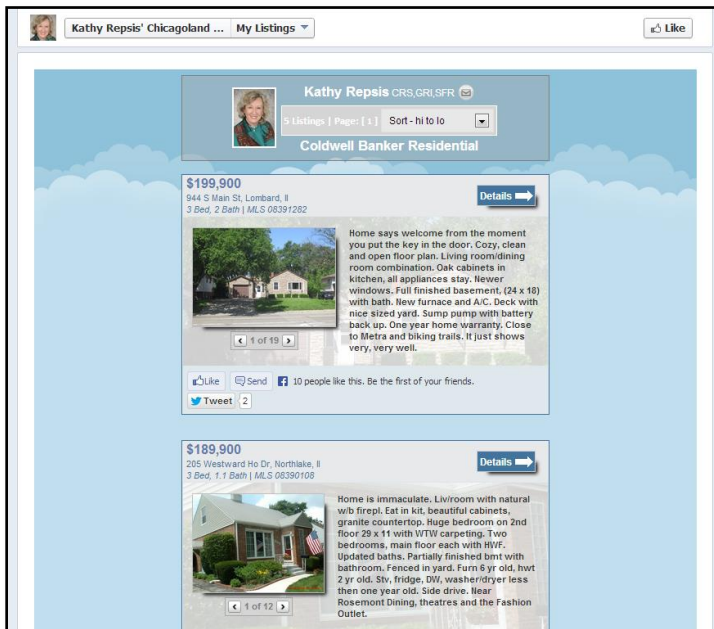
- 2) Select your page from the list and click on the “Add Page Tab” button.

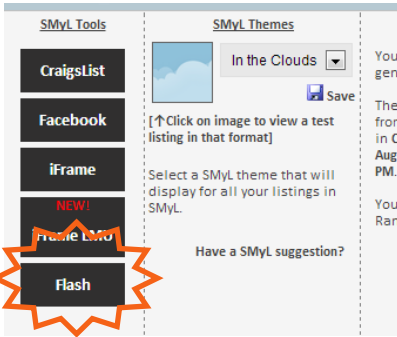


- 3) On your Facebook page, you will see a new app with a title of **"My Listings"**. Click on it and you will be asked to enter your **MRED connectMLS ID & password**.



- 4) **That's it.** The app is set and will always show your current **Active Residential Inventory** on your **Facebook business page**!

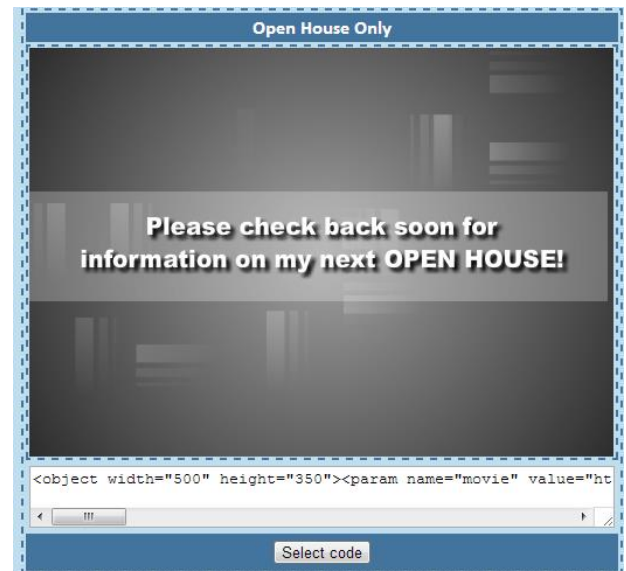
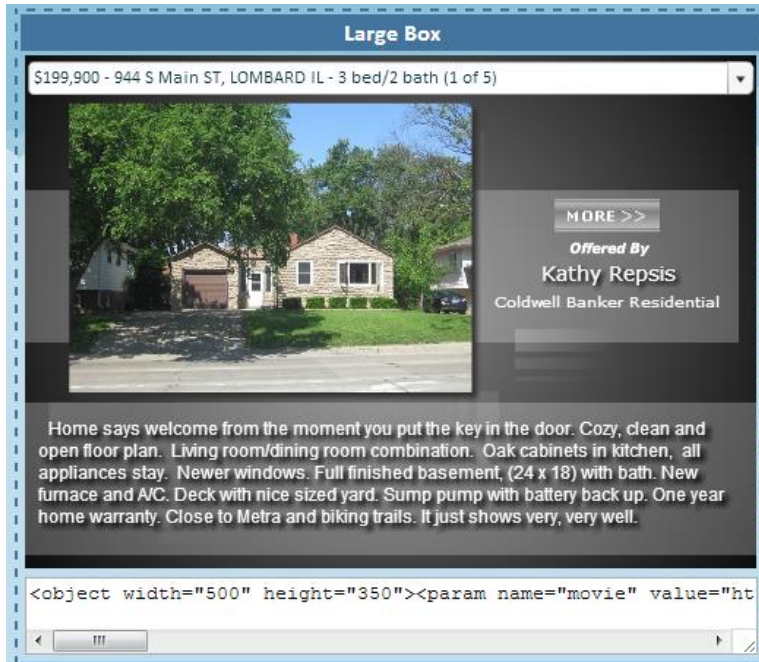


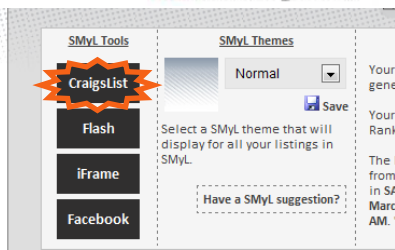


The **Flash** button of the **Share My Listings Widget** page will present you with your **personalized embedded link** that will always display your active residential listings or open house events in the formats shown below.

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.





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.

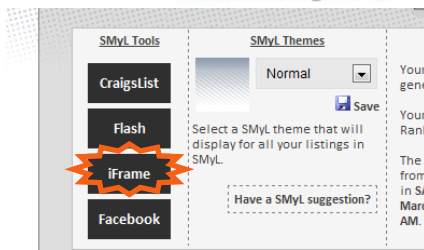
- ✓ Select an active residential listing from your **MLS inventory** and a custom **HTML flyer** is created for you to copy and paste right into craigslist.
- ✓ Choose from **different color themes** to match your personal or company branding.
- ✓ Preview the flyer with one button click – to make sure 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 for 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**.

HTML5 Carousel [Branded | Residential Listings]



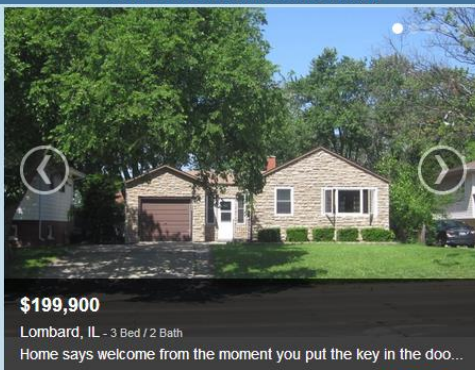
\$189,900
Northlake, IL - 3 Bed / 1.1 Bath
Home is immaculate. Liv/room with natural w/b firepl. Eat in...

Kathy Repsis CRS,GRI,SFR
Coldwell Banker Residential
(708) 705-4123

`<iframe frameborder="0" scrolling="no" width="650" height="375" src="http://www.mred.com/...>`

Select code

HTML 5 Carousel [Residential Listings]



\$199,900
Lombard, IL - 3 Bed / 2 Bath
Home says welcome from the moment you put the key in the doo...

`<iframe frameborder="0" scrolling="no" width="450" height="375" src="http://www.mred.com/...>`

Select code

iFrame Solution (Large) (Residential Listings)

Kathy Repsis CRS,GRI,SFR
5 Listings | Page: [1] | Sort - hi to lo
Coldwell Banker Residential

\$199,900
944 S Main St, Lombard, IL
3 Bedroom, 2 Bath | MLS 08391282

\$189,900
205 Westward Ho Dr, Northlake, IL
3 Bedroom, 1.1 Bath | MLS 08390108

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.

Home is immaculate. Liv/room with natural w/b firepl. Eat in kit, beautiful cabinets, granite countertop. Huge bedroom on 2nd floor 29 x 11 with WTW carpeting. Two bedrooms, main floor each with HWF. Updated baths. Partially finished bmt with bathroom. Fenced in yard. Furn 6 yr old, hwt 2 yr old. Stove, fridge, DW, washer/dryer less.

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”***.



The screenshot displays the MRED Tweet Phishing tool interface. On the left, a sidebar shows a property listing for 2836 N Paulina St, Chicago, IL, with a price of \$1,274,900. Below the listing, there's a section for "Currently phishing with keywords listed below..." with a search bar and filters. The main area shows a list of tweets, including one from @SPottofakutty and another from @matveyama. On the right, a map of the Chicago area is shown, with a red pin indicating the location of the property. A tooltip on the map says "Press SHIFT to activate listing tooltip".

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.

\$189,900

Anoka, MN 55303
 3 Bed, 2 Bath, 10,254 sq ft

Last Updated: 8/13/2011

Be the first of your friends to like this.



©Northstar | MLS

Property information for [redacted] St Anoka, MN (Presented By John Thorpe)


Realtor Comments

VERY CLEAN 3 BED, 2 BATH SPLIT WITH A SEPARATE WOODED HILL APARTMENT. ONE LIVES IN ONE LEVEL AND HUNT OUT THE OTHER. THIS BEAUTIFUL HOME NEEDS NOTHING, EVERYTHING HAS BEEN UPDATED AND MAINTAINED. GREAT LOCATION. SEE SUPPLEMENTS.


Property Features

✓ Basement: WALKO, FULL, FIN, DAYLI	✓ Year Built: 1970
✓ Fireplace: Y	✓ Taxes: \$2,320
✓ Parking: 2	✓ Tax Year: 2011
✓ Lot Size: 80X119	✓ Grade School District: Anoka-Hennepin
✓ Acres: 0.210	✓ County: Anoka
✓ Association Fee: N	

Map Location



Contact Information


 **John T.**
 Realty, Inc.

Your Name:

Your Email:

I would like more information regarding the property at \$180
 Cutter St, Anoka MN.

Your Message:



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

