

AdEssential

*A personal web site
just for you!*



The best part...

AdEssential is provided to *Homes & Land* advertisers at
no additional charge!

This easy to read brochure will show you how your AdEssential web site can help you manage your business and generate more leads.

Welcome to AdEssential!

Your User Name is: _____

Your Password Is: _____

Your personal URL is: _____

Almost 70% of consumers use the internet to search for a home. They are looking for home listings and credible information they can use to make smart buying decisions.

At Homes & Land, we know the best marketing strategy integrates print, direct mail and Internet advertising. So we are pleased to be able to provide you with your own AdEssential website; the perfect online partner for your Homes & Land print advertising. Over 28,000 people just like you have used AdEssential to generate more leads.

With AdEssential it's easy to create a professional looking website. You don't need graphics knowledge or special software. Your AdEssential website features easy-to-use setup tools, so you can be up and running in just minutes.

Just log-in to begin personalizing your own AdEssential website!

AdEssential Benefits

- Your image presented with clarity and style
- AdEssential is a complete website, not just one or two pages
- Your Homes & Land listings are automatically uploaded for you
- Display multiple photos for your listings
- Strategic links in and out of your website
- Lead harvesting through your mail center
- Password protected control panel
- Domain name of your choice
- Promote "Featured Properties"
- Unlimited free support
- Submit your next Homes & Land ad using Online AdMaker
- Display local school data
- Provide professionally written articles to help consumers

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What You Get With Your AdEssential Website

Your AdEssential website is packed with features to help turn visitors into leads. Your AdEssential control panel makes it simple for you to quickly personalize your website by adding information consumers want to know.

Your AdEssential Home Page

Your personal photo - Points to the agent's profile picture.

Link to your email address - Points to the agent's name, which is a clickable link.

Your AdEssential channels - Points to a vertical menu of navigation links: Home, My Listings, My Open Houses, My Email Alerts, My Favorites, My Alerts, My Links, School Info, Articles, Contact Me.

Link to local school data - Points to the 'School Info' link in the menu.

Professionally written articles - Points to the 'Articles' link in the menu.

Your personal information - Points to the contact information section: Phone: (850) 555-1212, Fax: (850) 555-1213, Toll Free: (850) 555-1225, Call: (850) 555-1297, Fax: (850) 555-3670, Office: 123 Real Estate.

Your personal introduction - Points to the introductory text: "Your next agent...Missy Gallarini! Welcome! Whether you're first-time to the world of real estate or an old pro, I will help make your experience the best it can be..."

Your company logo - Points to the "123 Real Estate" logo.

Spotlight property - Points to the "Spotlight Property" section featuring a house image and details: "QUALITY EVERYWHERE! Look no further... Your family will fall right at home in this 4 bedroom home with a tropical setting, tilewood cabinets, and custom floor plan..."

Featured properties - Points to a table of featured properties:

Description	Details	View
Lottery Deal	\$140,000 • 3 BR, 2 BA	View Listing
Beautiful Home	\$180,000 • 4 BR, 3 BA, 1000 Sq. Ft.	View Listing
Great value, great location	\$180,000 • 4 BR, 2 BA, 1100 Sq. Ft.	View Listing

Your Listing Detail Page

Links to more information - Points to a sidebar menu: Maps, Map, Print Out Map, Mortgage Calculator, School Information.

Extra large, high quality photo - Points to the large image of a house with a garage.

Caption and Property details - Points to the text: "QUALITY EVERYWHERE! Look no further... Your family will fall right at home in this 4 bedroom home with a tropical setting, tilewood cabinets, and spacious floor plan..."

Your personal photo displayed with your listings - Points to the agent's profile picture in the bottom section.

Contact information, links to email address - Points to the contact information section: Agent Name: Missy Gallarini, Phone: (850) 555-1212, Fax: (850) 555-1213, Toll Free: (850) 555-1225, Call: (850) 555-1297, Fax: (850) 555-3670, Office: 123 Real Estate.

Getting Ready to Use AdEssential

It only takes a few minutes to personalize your website to ensure that your web presence is both effective and unique.

In this section we'll show you a fully featured AdEssential website and teach you the simple steps to create your own.

Log in to Your AdEssential Website

Log in to your AdEssential control panel and follow a few simple steps to add text, images, property listings and more.

1. Using your computer's web browser, connect to the Internet.
2. Go to the login page for your control panel at <http://mysite.homesandland.com>.
3. Enter the user name and password provided by your Homes & Land Publisher.
4. Click **Sign On**.

5. You should see a page with two tabs. My Website Tools and Online AdMaker.

The My Website Tools tab is where you can begin to personalize your AdEssential website.

From	Subject	Posted	Action
Homes & Land of My Hometown	Your Website Features	04/22/2011 05:53 PM	View Details
Homes & Land of My Hometown	Ad Copy Deadline Reminder	04/21/2011 05:48 PM	View Details

Using the AdEssential My Website Tools

The AdEssential Site Management tools allow you to:

- Change Template and Style
- Change Website Photo
- Edit Personal Data & Photo
- Edit Home Page & Logo
- Use Image Manager
- Change Greeting and Password
- View Web Stats

Change Your AdEssential Password

Your Homes & Land Associate Publisher will provide you with a password to access your AdEssential website. If you like, you may change your password. Choose something meaningful so you can easily remember it.

To Change Your Password:

1. Log in to your AdEssential control panel.
2. In the My Website area, click **Change Greeting and Password**.

A screen titled “Change Greeting and Password” will appear.

3. If you like, enter a greeting. Your greeting will display in your control panel when you are logged in to AdEssential.
4. If you like to change your password, enter your old one then your new one as instructed on the screen.

Change Greeting and Password

Here you can change your Password and your Greeting. The Greeting text that appears at the top right corner of the Control Panel. Note you will not see the change until you login again. For your security, to change your password your password you must also provide your current password.

Greeting and Password

Greeting:

Explanation: The Greeting text that appears at the top right corner of the Control Panel. Note you will not see the change until you login again.

Changing your password is optional
Leave the password fields blank to retain your current password.

Current Password:

Explanation: For your security, to change your password your password you must also provide your current password.

New Password: (Repeat)

Explanation: Type your new password here. In order to assure that we get it right please type it in twice.

5. Click the **Save** button to save your changes.

Update Your Personal Data & Photo

Personal information includes your name, photo, address, phone numbers, email address, and any other URL you'd like to link to from your AdEssential website.

You should take a moment to verify and update this personal information since it is displayed on your website and will be used by consumers who want to contact you.

Your email address is used to forward leads to you from HomesAndLand.com consumers so be sure your current email address is displayed on your AdEssential website.

Michael Dustin

Home

- My Listings
- My Open Houses
- My Qualifications
- My Testimonials
- My Gallery
- My Links
- School Info
- Articles
- Contact Me

Offered by:
Michael F. Dustin
 License #: 996954321
[Michael F. Dustin](#)
 Phone: (888) 675-1100
 Cell: (888) 675-1100
 Email: mfdustin@abc.com
 Web: www.abc.com

ABC Real Estate
 64C Real Estate
 Phone: (888) 675-1100
 Address: 1000 Strong Road
 Suite 2
 Quincy, FL 32351

Your Personal Data & Photo →

To Update Your Personal Data & Photo:

1. Log in to your AdEssential control panel.
2. Select the **My Website** tab.
3. Click the **Edit Personal Data & Photo** link.
4. Upload your photo, add or change information as needed. (Make sure your email address is always current)
5. Click the **Save** button to save changes.

Agent Personal Data & Photo

Add and update contact information and other details on this page.

Existing Agent #396188

Current Photo:

Print New Photo: [Refresh Image List](#)

Real Estate: Michael Dustin

Phone: 996954321

Primary Phone Number: (850) 675-1100 ext. 3000

Cell: (850) 675-1100

Address: (850) 675-1100 ext. 3001 Cof

Address: (850) 675-1100 ext. 3002 Pager

Address: (850) 675-1100 ext. 3003 Evenings

Address: (850) 675-1100 ext. 3004 Toll Free

Update **Cancel**

How to use the Image Manager

The Image Manager is a powerful, easy to use tool that provides a single location for you to manage the images you use throughout your AdEssential website. The Image Manager helps you upload your images and store them in your Image Library.

Once an image has been uploaded to your Image Library, you can use it on any of your AdEssential pages. Simply go to your control panel for that page then select the image from your Image Library pull-down menu.

In this section, we’ll show you how to upload images to your Image Library.

To use the Image Manager:

1. Log in to your AdEssential control panel.
2. Select the My Website tab
3. Click on the “Image Manager” link.

A new window called “Image Manager” will pop up. It will look something like the one shown here.

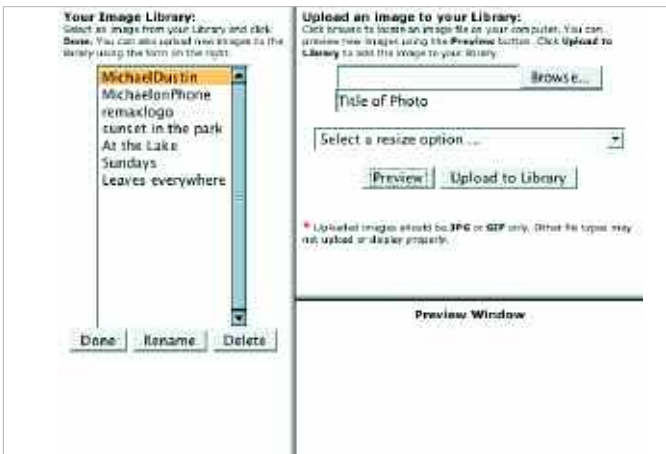


Image Manager

Note: The **Image Manager** is comprised of three areas:

- **Your Image Library:** (left side) which contains a list of the current images in your collection.
- **Upload Area:** (upper right), where you can add images to your website from your computer. This area is also where you can select resizing options (explained on page 9).
- **Preview Window:** (lower right), where you can preview an image prior to uploading it, or view an image currently contained in your library.

- Click the **Browse** button in the Upload Area. A dialog box will appear, prompting you to locate the image you want to upload.
- Locate the image you want to upload then click the **Open** button. The name of the file you selected should appear in the field next to the Browse button.

Note: The **Image Manager** will only accept ".jpg" or ".gif" images since these are the only fully-supported image types for the web. In addition, your image should be saved in "RGB" color mode. Most digital cameras save images in "RGB" plus "JPG" format.

- Name your image so it's easy to identify. You'll be able to select it later to apply to your web pages. Consumers will not see the image name so choose a descriptive name that will be meaningful to you. If you do not provide a name for your image, a generic name will be applied. Example: ("Title of Photo).
- To ensure your image is the best size for display, select a Resize Option from the pulldown menu.

Upload an image to your Library:
Click browse to locate an image file on your computer. You can preview new images using the **Preview** button. Click **Upload to Library** to add the image to your library.

/Users/betsyhobbs/Desktop **Browse...**

Sunrise

Scale my image for use in a gallery. ▾

Preview **Upload to Library**

* Uploaded images should be **JPG** or **GIF** only. Other file types may not upload or display properly.

AdEssential can optimize your photo for use as a "Horizontal Image" or a "Vertical Image".

Choosing the appropriate resize option will ensure your image displays correctly on your site. Failing to resize can cause unpredictable results.

- If you like, click the **Preview** button to view your image prior to upload. Your Image will appear in the "**Preview Image**" area.
- Click **Upload to Library** to send the image from your computer to your website.



There will be a delay of a few seconds depending on the size of your image and your Internet connection speed.

While your image is loading, you will see this image in the "Upload Area" .

Uploading image to your Library...

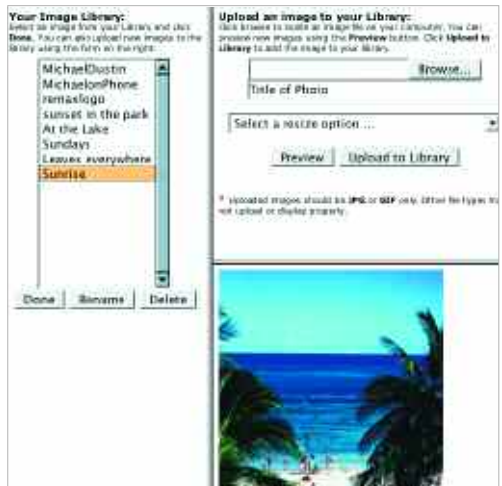


When the image has finished uploading, you'll notice your image's name will appear in the menu of the "Image Library" on the left side of the screen. If you click the name of your image in that menu, its preview will appear in the "Preview Window" .

10. Continue adding images this way, and come back to add more as needed.

To apply these images to your website, you will use a pull-down menu provided on any page where a photo display is available.

11. To permanently delete an image, select its name in the Image Library, then click the **Delete** button.
12. When you are finished using the Image manager, click the **Done** button in the Image Library section of the screen.



Note: You can also access the **Image Manager** from any page that allows you to add images. Look for the link next to the pull-down menu for selecting an image.

Change Your Website Photo

You may want to personalize your AdEssential website by adding a portrait photo or other personal image. Consumers feel more comfortable when they can get to know you. Adding your photo is a good place to start.

Website Photo

To Add or Change Your Website Photo:

1. Log in to your AdEssential control panel.
2. Select your My Website tab
3. From your Control Panel Home page, click the **Change Website Photo** link.
4. If you have already uploaded an image and simply need to apply it to this page, skip to step 6.

If you need to upload an image now, click the link to the **Image Manager** (the link text is “click **here**”).

5. Use the **Image Manager** to upload your photo. (If you are not familiar with the **Image Manager**, see page 8).
6. Once you’ve uploaded your image, click the **Refresh Image List** button.
7. Select your image from the pull-down menu.
8. Click the **Save** button to save your changes.

Edit Home Page & Logo

Your Home Page is one of the most important pages on your AdEssential website. Since it's the entryway for many of your site's visitors, it must provide them with a compelling reason to stay and review your site further.

This section will show you how to add a personal bio and logo to your home page.



Personal Biography or Introduction

Logo

To Edit Your Home Page:

1. Log in to your AdEssential control panel.
2. Select the **My Website** tab
3. Click on the **Edit Home Page** text link.
4. You should see a page that looks something like the one pictured here.

5. Enter **Heading Text**, which is the large text greeting or heading that appears at the top of your Home Page. The best heading is probably just your name or marketing slogan.



6. Enter a **Biography or Introduction**. Make your best cold pitch here. Tell your visitors why they should choose you. Mention any specialties or distinguishing qualities of your service, etc.
7. Optionally, select a logo to appear on your home page. (See page 8 to use the **Image Manager**.)
8. When you're finished making changes to your **Personal Information**, click **Save** to save your changes. To exit this page without saving your changes, click **Cancel**.

Select a Template for Your Adessential Website

AdEssential offers several eye-catching designs and color schemes so you can effectively differentiate your website.

To Select a Template:

1. Log in to your AdEssential control panel.
2. Select the My Website tab.
3. Click the **Change Template and Style** link.

You'll get a screen that looks something like this:



4. To select a style, simply click the thumbnail version of the template you want to use.

Once you've made your selection, the new style will be applied to your site.

5. To change the color scheme for your template, scroll to the bottom of the page and click the **Select Color Style** button.
6. Click the image depicting the color style you want to use. Your changes will be applied immediately.
7. When you are finished, click the **Done** button to exit and return to your control panel home.

Your AdEssential Channels

Your AdEssential website comes with several customizable pages called Channels. These pages are already set up for you. You simply need to take a few minutes to add your information.

Use your channels to:

- Advertise your "Open House" events
- Show your Listings
- Display your "Qualifications"
- Display "Testimonials" from your satisfied customers
- Display a "Gallery" of images and text. Use this page to post model homes, provide photos of your community, or perhaps provide a little more info about yourself.
- Display "Links" to other websites

This section will describe how to manage your channels to make your AdEssential website a powerful, effective marketing tool.

Advertise Your Open Houses

Advertise your Open House events on your AdEssential website. Consumers will see a list of the events you have scheduled, including directions and even a map.

You simply select the listings from your current AdEssential inventory, provide dates & times, any other information you like, then let AdEssential do the rest for you.

Open Houses for Missy Galitarian
I have scheduled these open house events for your convenience. If you are interested here, and drive out to visit! Please call to confirm dates and times.

Address	Date & Time	Contact
33 Ben Willis Road	Date: April 10, 2004 - April 17, 2004 Times: 10 AM till 4 PM	Missy Galitarian, & Plus Scotty (850)555-1212
1435 Plymouth Dr.	Date: April 24, 2004 - May 1, 2004 Times: 10 AM till 4 PM	Missy Galitarian, & Plus Scotty (850)555-1212

Open House details page
Open House
33 Ben Willis Road , CRAWFORDVILLE, FL
33 Ben Willis Rd-Crawfordville
 Date: April 10, 2004 - April 17, 2004
 Times: 10 AM till 4 PM
 Description
 This open office and only with its price can't beat it to your neighborhood offering.
 Structure
 This #3 Highway 90 in Crawfordville. Turn left onto Ben Willis Road. Travel 2 miles. On your right is at the end of the road.
 Map

Your Open Houses page

To Create or Edit Your Open Houses:

Note: To create an open house for your AdEssential website, you must first have listings in your AdEssential inventory. To learn how to create listings, see page 22.

1. Log in to your AdEssential control panel.
2. Select the My Web Listings tab.
3. Click the **Edit Open Houses** link.
4. You will see a screen similar to the one shown here. (Yours may look a little different if you haven't created any open houses).

Edit My Open Houses

Announce Open Houses for your online listings using this page. **Notes:** Open Houses you add will be available to consumers from both the left-bar navigation of your site pages, as well as from the individual listing's page.

[Create New Open House](#)

Property	Title	Description	Date & Time	Links
ID# 6323M73	GreenWood Circle	Come see your new home!	Date: May 3, 2008 - May 10, 2008 Time: Open at 2pm - Close at 8pm everyday	SEE Delete

[Done](#)

5. Click **Create New Open House**.
6. Select the listing you want to use from the pull-down menu provided.
7. Enter the dates & times for your open house and any other information you like.
8. Click the **Save** button to save your changes.
9. When you are finished creating or editing Open Houses, click the **Done** button to exit and return to your control panel home.
10. Click the **Edit** link next to an existing Open House to make changes later if needed.

Edit An Open House

Use this page to edit information about an upcoming open house.

* **Select a Listing:** [▼](#)
Explanation: Select the online listing for which you are creating this Open House.

* **Title:**
Explanation: Create a title for the Open House. You may just want to use the address of the property.

Date of Open House: **Start Date:** **End Date:**
Explanation: Enter the starting and ending dates when the Open House is taking place. If it's a one-day Open House, use the same date for both. Use the format "MM/DD/YYYY."

Time of Open House:
Explanation: Enter the start and end time for your Open House. Limit 100 characters. (eg. "Starts at 2pm to 5pm Saturday and 2pm to 5pm on Sunday.")

Description:
Explanation: Optional. Type a description of the Open House, including any special details. Limit 300 characters.

Directions:
Explanation: Optional. Type directions for helping consumers find you. Limit 1000 characters.

[Save](#) [Cancel](#)

Display Your Qualifications

Use your “My Qualifications” page to display information about your experience and professional credentials.

My Qualifications

I have helped dozens of families find their dream home over the past seven years. As a specialist in long-distance moving and military relocation, I have met people from all over the US. Helping those people navigate the rough waters of real estate.

I also hold a Bachelor's degree from the University of your Hometown, where I majored in Business Administration.

I also take frequent continuing education courses so I can stay completely up to date and always provide you with the best service I can!

Real Estate Credentials

- REALTOR®
- GRI - Graduate, REALTOR® Institute
- CRS - Certified Residential Specialist

Your Qualifications page

To Edit Your Qualifications:

1. Log in to your AdEssential control panel.
2. Click the **Edit Qualifications** link.
3. Enter **Heading** text. “My Qualifications” works best.
4. Enter text describing your experience and qualifications.
5. Check the boxes to indicate your professional accreditations.
6. Click the **Save** button to save your changes.

Edit My Qualifications

Add a custom message plus any accreditations that you'd like consumers to see.

Show Channels: You His

Heading Text:

Explanation: This is the text heading that appears at the top of your main content wall.

Introductory Text:

Explanation: Type any introductory text you'd like to appear near the top of your main content wall. Optional.

Accreditations:

<input checked="" type="checkbox"/> REALTOR®	<input checked="" type="checkbox"/> GRI - Graduate, REALTOR® Institute
<input checked="" type="checkbox"/> CRS - Certified Residential Specialist	<input type="checkbox"/> ABH - Accredited Buyer Representative
<input type="checkbox"/> ABRN - Accredited Buyer Representative Manager	<input type="checkbox"/> ALC - Accredited Land Consultant
<input type="checkbox"/> CSM - Certified Property Manager	<input type="checkbox"/> CCIM - Certified Commercial Investment Member
<input type="checkbox"/> CIPS - Certified International Property Specialist	<input type="checkbox"/> CRE - Certified Real Estate Brokerage Manager
<input type="checkbox"/> CRE - Counselor of Real Estate	<input type="checkbox"/> GSA - General Accredited Appraiser
<input type="checkbox"/> LTC - Leadership Training Graduate	<input type="checkbox"/> RAA - Residential Accredited Appraiser
<input type="checkbox"/> RCI - REALTOR® Association Certified Executive	<input type="checkbox"/> RECS - Real Estate CyberSafe
<input type="checkbox"/> SIRM - Society of Industrial and Office REALTORS®	

Explanation: Select any real estate accreditations you'd like to display.

Explanation: Click "Save" when you're satisfied with the way your page will look. Click "Cancel" to exit without saving your changes.

Display Testimonials

There is no better salesperson for your service than a satisfied customer. You can make it easier for buyers to say "Yes" to your offer when you use testimonial letters as part of your selling approach.

My Testimonials

It's very gratifying to me that so many of my clients and customers are using my services for the second or even third time. Hear what some of these nice people have had to say...

Mr. & Mrs. Navin Johnson
Tupelo, MS
"Missy was so helpful. We'd use her again in a second!"

Mr. Russell Cosby
Philadelphia, PA
"I can't imagine buying a house without Missy's help."

Mr. & Mrs. Len Tofsen
Miami, FL
Dear Missy, As you know, when I retired from 25 years in the military, I was very anxious about moving myself and my wife to a new community in Florida.
You've made the purchase of our home, and the move there, so easy for us. We can't thank you enough!
Kindest regards,
Col. Len Tofsen, USA (Ret.)

Navigation menu:
Missy Galitarian
Home
My Listings
My Open Houses
My Qualifications
My Testimonials
My Gallery
My Links
School Info
Articles
Contact Me

Your Qualifications page

To Edit Testimonials:

1. Log in to your AdEssential control panel.
2. Click the **Edit Testimonials** link.
3. Enter **Heading** text. "My Testimonials" works best.
4. Enter **Introductory** text.
5. Enter the testimonials you'd like to display on your AdEssential site.
6. Click the **Save** button to save your changes. When you save, you'll get an option to add more testimonials.
7. When you are finished, click the **Save and Exit** button.

Edit My Testimonials

Share success stories with your site's visitors by posting testimonials from previous clients and customers.

Show Channel: Yes No
Explanation: If you like, you can choose to "hide" this page by clicking "No." Your information will be saved for you, and you can turn it back on any time by clicking "Yes."

Heading Text: My Testimonials
Explanation: This is the text heading that appears at the top of your main content wall.

Introductory Text: It's very gratifying to me that so many of my clients and customers are using my services for the second or even third time. Hear what some of these nice people have had to say...
Explanation: Type any introductory text you'd like to appear near the top of your main content wall. Optional.

Name:	City, State:	Testimonial:
Mr. & Mrs. Navin Johnson	Tupelo, MS	"Missy was so helpful. We'd use her again in a second!"
Mr. Russell Cosby	Philadelphia, PA	"I can't imagine buying a house without Missy's help."
Mr. & Mrs. Len Tofsen	Miami, FL	Dear Missy,

Explanation: Each time you save you will be able to add a new testimonial. To delete a testimonial simply blank out the name field and click Save.

Save **Save and Exit** **Cancel**

Explanation: Click "Save and Exit" when you're satisfied with the way your page will look. Click "Cancel" to exit without saving your changes.

Your Personal Gallery

The "Gallery" gives you an excellent forum for sharing additional images with consumers. You can post pictures from your community, snapshots of your family, or more photos describing your properties. Your Gallery is the perfect way to personalize your AdEssential website and enhance your marketing message.

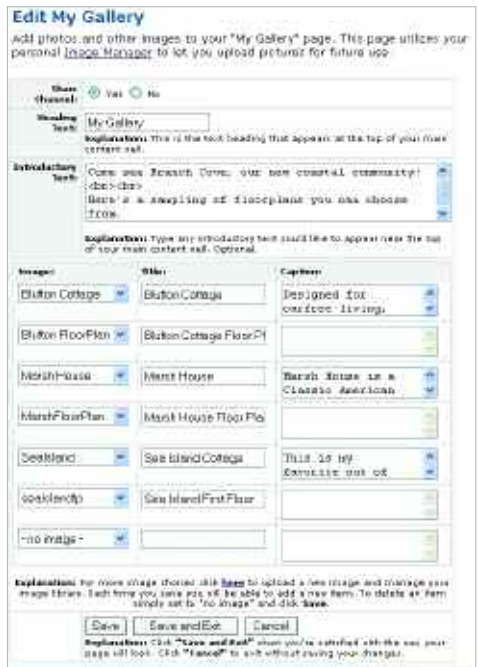


Your Gallery Page

To Edit Gallery Items:

Note: Before you can display an image in your Gallery, you'll need to upload it using your Image Manager.

1. Log in to your AdEssential control panel.
2. Click the **Edit Gallery Items** link.
3. Enter **Heading** and **Introductory** text.
4. For each gallery item you'd like to display, select an image from your inventory.
5. Add a title and caption if you like.
6. Click the **Save** button to save your changes. When you save, you'll get an option to add more items.
7. When you are finished, click the **Save and Exit** button.



Add Your Personal Links

Consumers will appreciate links you provide to useful information. You might provide a link to your company's website, to additional home buying information or to local businesses or attractions.

Your Links Page

My Links

We all use the Internet so much these days, I thought I'd share some of the links I find most useful.

Facts and Reference
URL: <http://www.factbook.com>

Use this site all the time!

HomesAndLand.com
URL: <http://www.homesandland.com>

Homes, land and resort listings in our area.

Local Weather
URL: <http://www.weather.com>

Use this site to plan my weekends!

Better Homes & Gardens
URL: <http://www.bhg.com>

Wonderful reference for decorating and gardening ideas and "how-to's".

Home

- My Listings
- Open Houses
- Qualifications
- Testimonials
- Gallery
- My Links
- Contact Info

HomesAndLand.com
URL: <http://www.homesandland.com>

Homes, land and resort listings in our area.

Each link contains a title, a url and any text you'd like to add

To Create or Edit Links:

1. Log in to your AdEssential control panel.

2. Click **Edit Links**.

3. Enter **Heading** and **Introductory** text.

4. Enter a title for each link.

5. Enter a URL for each link.

6. If you like, enter a short description for each link.

7. Click the **Save** button to save your changes. When you save, you'll get an option to add more links.

8. When you are finished, click the **Save and Exit** button.

Edit My Links

Create a list of items with descriptions/annotations. For example, you can create a list of links to point consumers to your favorite spots on the web.

Show Comments: Yes No
Explanation: If you like, you can choose to "hide" this page by clicking "No." Your information will be saved for you, and you can turn it back on any time by clicking "Yes."

Heading Text: My Links
Explanation: This is the text heading that appears at the top of your main content web.

Introductory Text: We all use the Internet so much these days, I thought I'd share some of the links I find most useful.
Explanation: Type any introductory text you'd like to appear near the top of your main content web. Optional.

Name of Item	URL (Optional)	Annotation
Facts and Reference	http://http://www.factbook.com	I use this site all the time!
HomesAndLand.com	http://www.homesandland.com	Homes, land and resort listings in
Local Weather	http://weather.com	I use this site to plan my weekends!
Better Homes & Gardens	http://bhg.com	Wonderful reference for
	http://	

Explanation: Each time you save you will be able to add a new item. To delete a item, simply blank out the name field and click **Save**.

Save **Save and Exit** **Cancel**

Explanation: Click "Save and Exit" when you're satisfied with the way your page will look. Click "Cancel" to exit without saving your changes.

Managing Your Listings with AdEssential

The more information you provide your visitors the more likely they'll consider you a valuable ally in their search. AdEssential displays complete information for your listings with clear contact information so consumers can quickly become leads.

An added bonus: the listings you place in Homes & Land magazine are automatically added to your AdEssential inventory!

Links to additional Photos, Map, Open House info



Extra large listing photo

Caption and Property Details



Your Personal Photo, contact information and link to your email address .



Your company's contact information and email link .

AdEssential Listing Features

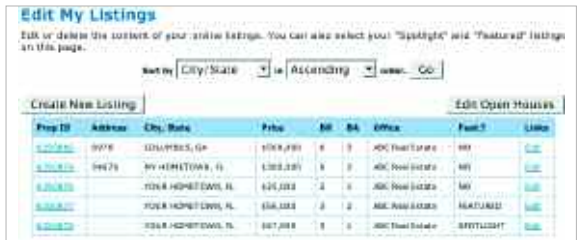
- Photo** Photos are one of the most important aspects of online listings. AdEssential displays your high quality image in an attractive layout.
- Caption** Displayed next to your listing photo.
- Property Details** Provides a summary of important details consumers want when searching for a home. You can add these details when you create or edit your listings for AdEssential.
- Contact Information** Your contact information is displayed prominently on every listing detail page, helping to generate leads for you. Consumers can send you email right from the listing detail page. When they do, you'll be notified of the exact listing they are interested in. Your company's contact info and email address are also displayed.
- Additional Photos** AdEssential gives you the ability to display multiple images of your properties.
- Open House Info** Are you planning an Open House? Display the details with your listing.
- Market Status** You can add Market Status for additional information. Add status to show when a listing is "New", "Under Contract", etc.

Create or Edit Listings

Creating a new listing is a two step process. First you'll create the listing, then you can add one or more images.

To Create a New Listing:

1. Log in to your AdEssential control panel.
2. Select the **My Web Listings** tab.
3. Click the **Edit Listings** link.
4. You'll see a page that looks something like the one shown here.
5. Click the **Create New Listing** button.

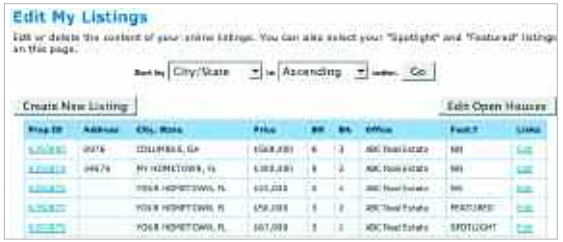


6. Enter details about your listing. Remember that the more information you provide, the more likely that your website's visitors will turn into leads.
7. Create your caption. Or, optionally, once you've entered your listing details, click the **Caption Writer** button to have AdEssential create a caption for you.
8. Click the **Spell Checker** button to check your spelling.
9. Click the **Create** button to save your listing.
10. To upload images for your listing, continue to the next section.

The screenshot shows the 'Create a Listing' form. It includes fields for 'Select a Metropolitan Area' (Harris County, TX), 'Feature This Property?' (New, Featured, Spotlight), 'Street Address', 'City', 'State' (TX), 'Zip Code', 'Load, Use & Capture' (None or attach (1), 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20), 'Caption Writer' and 'Spell Checker' buttons, 'Price' (Price, Price Min, Price Max), 'Display Price' (When Blank, this will display instead of the price above), 'Year Built', 'Square Feet', 'Bedrooms', 'Bathrooms', 'NE Section', 'Property Type' (Builder's Model Home), 'Market Status' (Available), 'Listing Status' (Live), 'Architectural Style' (Mid Architectural Style), 'Virtual Tour URL', 'Listing Expires' (07/22/2015 - 08/10/2015), and 'Create' and 'Clear' buttons.

To Upload Images for Your Listing:

1. If you're not already there, Log in to your AdEssential control panel.
2. Select the **My Web Listings** tab.
3. Click the **Edit** link next to the listing you want to edit.
4. Click the **Manage Images** icon at the top of the screen. See page 9 if you are not already familiar with the Image Manager.
5. Upload one or more images.
6. When you are finished uploading images, click **Done** in the Image Manager.
7. Click the **Refresh** button on your browser. The images you uploaded will appear at the top of your screen.
8. If you have uploaded multiple images for your listing, click the radio button above the image you want to use as the "Default" image.



Clicking the "More Photos" button on your listing detail page will show this page.

The default image displays on your "Listing Detail" page. Additional images will be available when the consumer clicks the **More Photos** button.

9. Click the **Update** button to save your changes.



To Edit an Existing Listing:

1. If you are already at the **Edit My Listing** screen for your listing skip to step 4. If not, log in to your AdEssential control panel.

You'll see a page that looks something like the one shown here, with links to edit any listings currently in your inventory.

Prop ID	Address	City, State	Price	BR	BA	Office	Feat?	Links
E15388E	807E	COLUMBUS, GA	\$58,000	E	3	ABC Real Estate	NO	Edit
E15067E	34478	MY HOMETOWN, FL	\$30,000	E	3	ABC Real Estate	NO	Edit
E15009E		YOUR HOMETOWN, FL	\$15,000	3	1	ABC Real Estate	NO	Edit
E15067E		YOUR HOMETOWN, FL	\$56,000	3	2	ABC Real Estate	FEATURED	Edit
E15067E		YOUR HOMETOWN, FL	\$67,999	3	1	ABC Real Estate	SPOTLIGHT	Edit

2. Click the **Edit** link next to the listing you want to edit.
3. Make any changes you like.
4. When you are finished, click the **Update** button to save your changes.
You'll be returned to the **Edit My Listings** page.
5. Click **Done** to exit and return to your control panel home.

To Delete a Listing:

1. If you are already at the **Edit My Listing** screen for your listing skip to step 4. If not, Log in to your AdEssential control panel.
2. Click the **Edit** link next to the listing you want to edit.
3. Scroll down to about the middle of the page to the **Listing Status** options. Select the **Delete** option in the drop down menu.
4. Answer **OK** to the warning “Do you really want to delete this listing?” You'll be returned to the **Edit My Listings** page.
5. Click **Done** to exit and return to your control panel home.

Display Market Status for Your Listings

You can bring special attention to your listings and highlight up to the minute changes using the Market Status feature. Use Market Status to indicate "Price Reduced", "Sale Pending", etc. Market Status displays in red on your My Listings page and your Listing Detail page.

Market Status - your My Listings page

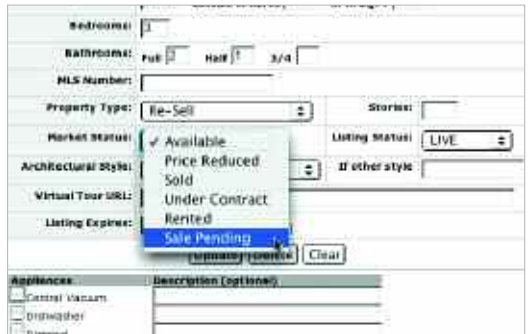


Market Status - your Listing Detail page



To Assign Market Status:

1. If you are already at the **Edit Listing** screen for your listing skip to step 4. If not, log-in to your AdEssential control panel.
2. Click the **Edit Listings** link.
3. Click the **Edit** link next to the listing you want to edit.
4. Select a **Market Status** from the pull-down menu.
5. Click the **Update** button to save your changes.



Spotlight and Featured Properties

Give special importance to listings using the “Spotlight” or “Feature” options. You can spotlight one property and feature up to ten properties.

Spotlighted properties will appear prominently on your home page with a thumbnail image. A link to view Featured properties will appear on your home page below your spotlighted property.

Missy Gallitarran

Spotlight Property

Featured Property

Description	Details	View
View Home	\$150,000 3 BR 2 BA 2500 Sq. Ft.	View Listing
View Home	\$380,000 4 BR 2 BA 3250 Sq. Ft.	View Listing
View Home	\$200,000 3 BR 2 BA 2300 Sq. Ft.	View Listing
View Home	\$325,000 3 BR 2 BA 2500 Sq. Ft.	View Listing

To Spotlight or Feature a Listing:

1. If you are already at the Edit Listing screen for your listing skip to step 4. If not, log in to your AdEssential control panel.
2. Click the **Edit Listings** link.
3. Click the **Edit** link next to the listing you want to edit.
4. Click the radio button to make this listing “Featured” or “Spotlighted”.
5. Click the **Update** button to save your changes.

Edit a Listing (ID=5996040)

Edit the content of an individual listing on this page. Please be as detailed as possible when describing your property.

Listing is active: No Yes

Manage Images

Feature This Property? No Featured Spotlight

Street Address: 457 Woodland Way

City: Tallahassee

Your AdEssential Leads

Leads generated from visitors to your AdEssential website are delivered to your personal email account. In addition, AdEssential stores your leads so you can view them later. You can even add and store notes about your leads.

To ensure valuable leads can be delivered to you, make sure your current email address is always displayed on your AdEssential website.

View My Leads

View and respond to leads generated by your web site. Brought to you courtesy of **Homes & Land of My Hometown!**

Status	Name	Email	Phone	Mag Req.?	Date	Notes?	Links
New	Consumer Leads	webmaster@adec.com	1850 8875-1500	NO	04/28/05	NO	Edit Delete

[Set Auto-Responder](#) [View Web Stats](#)

To View Your Leads:

1. Log in to your AdEssential control panel.
2. Select the My Leads tab.
3. Click the **Edit** link.

Your **View A Leads** screen will appear. From here you can view your leads, send a reply to the consumer, or add notes to your lead for future reference.

3. To send an email to the consumer, click the sender's email address.
4. To view the complete details for a lead, click the sender's name.
5. To save a note for a lead, click the **Edit** link, add your notes, then click **Save**.
6. To delete a lead, click the **Delete** link, then answer **OK** to the warning: "Are you sure?"
7. To exit and return to your AdEssential control panel home, click **Done**.

View A Lead

Review details of your lead, change status, and generate email to your lead from this page.

Details: ID: 788182
 Name: Consumer Leads
 Date Entered: 04/28/2005 11:02 AM
 EIP: 111.144.144.68
 Date: 4/28/05
 IP Code: 31318
 Offer Phone: 1850-8875-1500
 Status: [View](#)

Message Body:

This email is being sent to Anne Row (ID: 788182) from a consumer regarding the following message has been submitted by a www.HomesAndLand.com while making Homes & Land of My Hometown:

Contact: EUSTACE HOOD
 TALAMON, FL 32310 **Contact Phone:** 1850-8875-1500

Email: webmaster@adec.com

Message: WEBSITE CONTACT FORM **Request Date:** 04/28/2005

Following URL:
<http://consumer.homesandland.com/Messages/Listing.asp?MagReq=000001>

Listing URL:
<http://consumer.homesandland.com/Messages/Listing.asp?MagReq=000001>

Listing Information:
 Address: Tallahassee, FL 32310

Queries:
 caller=phoenixcity (source=3, class=100)

[View Online Listing](#)

Remember that online if you the user 1000 characters.

[Save](#) [Remove](#) [Cancel](#)

The Auto-Responder

The Auto-Responder lets you send an automated email back to consumers who email you via your AdEssential website. You can personalize the message you'd like to send.

Set Auto-Responder

Set an Auto-Responder that automatically replies to your Leads:

Enable Auto-Responder:	<input checked="" type="radio"/> Yes <input type="radio"/> No Explanation: If you like, you can choose to "disable" the Auto-Responder by clicking "No." Your information will be saved for you, and you can turn it back on any time by clicking "Yes."
Auto-Response Subject:	<input type="text" value="Confirmation Message From HomesAndLand.com"/> Explanation: Type a subject you'd like the Auto-Responder to include when replying to a Lead. (200 characters max.)
Auto-Response Message:	<div style="border: 1px solid #ccc; padding: 5px; min-height: 100px;"> Your message has arrived and will receive attention shortly. Thank you for contacting us. Please continue to browse HomesAndLand.com! </div> Explanation: Type a message you'd like the Auto-Responder to include when replying to a Lead. (2000 characters max.)
<div style="display: flex; justify-content: space-around;"> <input type="button" value="Save"/> <input type="button" value="Cancel"/> <input type="button" value="Delete"/> </div> Explanation: Click "Save" when you're satisfied with the way your Auto-Response message looks. Click "Cancel" to exit without saving your changes. Click "Delete" to if you don't want to use an Auto-Responder. Your information will be lost, and you will have to type it again the next time you set the Auto-Responder.	

To Use Your Auto-Responder:

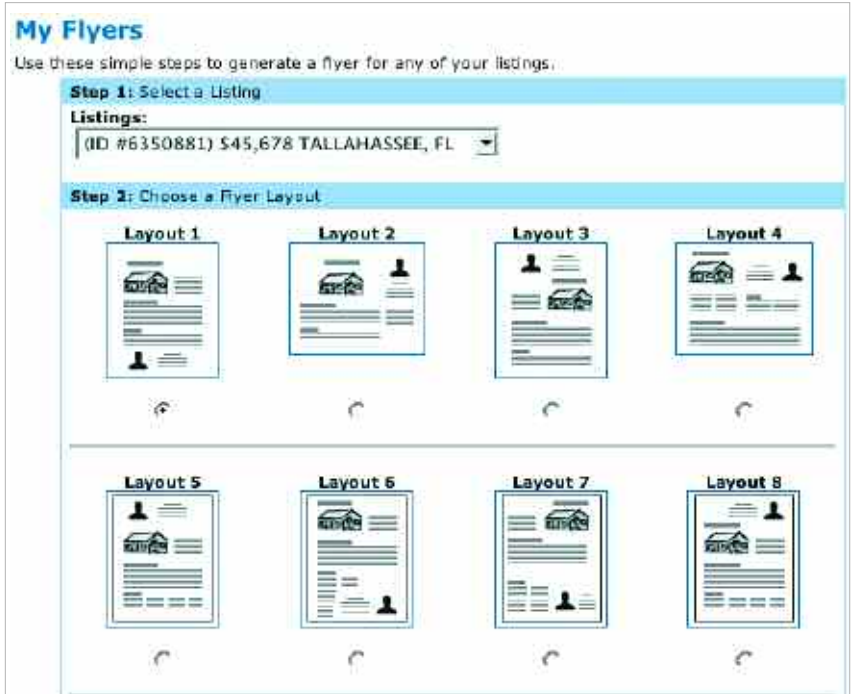
1. Log in to your AdEssential control panel.
2. Click the **Set Auto-Responder** link.
3. To enable your Auto-Responder, click the **Yes** radio button. To disable it, click the **No** radio button.
4. Enter the text you want to appear in the subject line.
5. Enter the text you want to appear in the body of the message.
6. Click the **Save** button to save your changes.
7. To erase your stored Auto-Responder text, click the **Delete** button.

My Flyers

Creat unique flyers for your listings! Choose from a variety of layouts offered.

To Create a Flyer:

1. Log in to your account
2. Click the **My Website Tools** tab
3. Click the **My Flyers** tab.



4. Select a listing for the flyer.
5. If the listing provides multiple images, choose the image you want to include in the flyer.
6. Choose your layout for your flyer.
7. Click the **Print Flyer** button to display the flyer.
8. Use your browser's print icon to print the flyer.

More AdEssential Features

AdEssential offers these additional features to help you make the most of your new website:

School Info

Your AdEssential website comes with access to national school data. Consumers who visit your website can get basic school data for your area or other locations by viewing your **School Info** page.

Articles

AdEssential comes with a series of professionally written articles aimed at consumers shopping for a home. These articles offer tips to consumers with helpful advice, and they add value to your online service. Consumers who visit your website can access these useful articles by going to your **Articles** page.

Online AdMaker

Online AdMaker is Homes & Land’s convenient, easy to use online ad submission tool. All you need is an internet connection to create and submit ad copy to Homes & Land Magazine.

Online AdMaker comes free with your AdEssential website. To use Online AdMaker, simply log-in to your AdEssential control panel then click on the Online AdMaker link.

Online AdMaker offers these options and more:

- Conveniently upload photos and text for your Homes & Land Magazine ad.
- Work when ever and where ever you want
- Sort your listings in the order you want them to display
- Send ‘special instructions’ for your ad’s details
- Proof your photos and captions before submitting

For more details on how you can take advantage of Online AdMaker, see your Homes & Land Associate Publisher.

Tips for Marketing Your AdEssential Website

Don't be satisfied with having a website just for the sake of having a website. Your AdEssential website can have a positive bottom line impact on your business. Market your AdEssential website to bring in visitors! Keep your website updated and visitors will turn into leads.

Advertise Your AdEssential Website

We can't stress how important this is. One of the most effective ways to get traffic to your website is to advertise it locally. Basically, include your website address everywhere you are currently advertising.

Real estate agents and brokers who advertise their websites locally in offline mediums consistently generate traffic to their sites.

Don't forget these other valuable opportunities to advertise your website:

- Business cards
- Lawn Signs
- Novelty gifts such as pens, calendars and fridge magnets
- Mail outs
- Open Houses
- Courses/Seminars
- On your vehicle
- Newspaper and radio ads
- MLS spotlights and newspaper inserts
- Park benches, bus stops, and billboards
- Place your website in your Homes & Land Magazine ads.

Add Your Link to Other Websites

Request to have a link to your website placed on the websites of your affiliates and related businesses. Look for local area websites such as community websites that are willing to provide a link for free. Often the best results can come from links on local community websites.

Frequently Asked Questions

What if I forget my password?

If you forget your password, contact the Homes & Land Associate Publisher who provided your account. Your Associate Publisher can remind you of your password or create a new password for you.

Can I have any domain name I want?

For a nominal fee, Homes & Land can help you transfer an existing domain name or purchase a specific domain name such as www.yourname.com

How do I make changes to my AdEssential website?

You can make changes to your website by logging in to your password-protected control panel. Follow the guidelines included in this booklet.

Can I preview my AdEssential website while I'm making changes?

Yes. The easiest way to do this is to have two browser windows open at the same time; one with your control panel, the other with your live website. Each time you make and save a change in the control panel, you can switch to the live website browser window, and click your browser's **Refresh** or **Reload** button to view the change.

Additionally, anytime you are working in your control panel, you can click the **View Website** link in the upper right corner of the screen. This will load your live website in the current window. You can use your browser's back button to get back to your control panel.

How do I get leads through AdEssential?

A link to your email address is displayed on each page of your AdEssential website and on HomesAndLand.com when consumers view your listings. Leads are generated when a consumer contacts you using your email link. Email is often the most convenient form of communication. It is vital to keep your email address current so consumers can easily contact you.

Where can I get more help?

Your Homes & Land Associate Publisher can provide live help for AdEssential. You can receive email support by writing to AdEssentialSupport@HomesAndLand.com.

**For more information about AdEssential
contact your local Homes & Land Publisher**