



WEB SITES/LIST REPORTS AND MARKETING OVERVIEW

For Realtor partners of Red Diamond Home Loans

MIKE PORTER, RED DIAMOND HOME LOANS
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COMPANY OVERVIEW

Red Diamond Home Loans was established in 2015 by Mike Porter who is the primary owner and President of the company. Mike started his own mortgage banking company to create the best possible mortgage experience for his customers. His business model allows for more extensive product options at better prices, while keeping control of the customer experience to ensure the best possible service levels.

MARKETING OVERVIEW

Red Diamond Home Loans is rolling out Realtor Web Sites in that are built in cooperation with Blue Host as the hosting platform. The sites can be personalized by the agent and will have an MLS search capability via ListReports.

This overview will summarize the offering and provide you a good understanding of the features and benefits of our web site in coordination with ListReports.

BENEFITS OF LISTREPORTS:

List reports is available to assist with every stage of your business:

- ◆ Listing flyers for hosting an Open House
- ◆ Extensive marketing material for any property in MLS for your buyers or sellers
- ◆ Marketing material designed for Email or Social Media Distribution
- ◆ Nest.me web sites for property searches to help your clients find the perfect home
- ◆ Automated listing notifications to your client search for a home based upon their selected criteria
- ◆ Full listing package for your listing presentations
- ◆ Ability to share and post to Facebook, Twitter & Email
- ◆ ListReports contains client monitoring to track viewing and activity

REALTOR WEB SITE OVERVIEW:

- ◆ Red Diamond will provide Blue Host Word Press sites to our partner agents
 - ◆ Sites contain personal information provided and maintained by the Broker or agent
 - ◆ Single property web sites are provided by ListReports for your listings and any other listing
 - ◆ Many tools for buyers and sellers
 - ◆ Listing searches can be personalized with the agent's information with their Nest.me URL
 - ◆ Our sites will have mortgage information and a mortgage link to pre-qualify with Red Diamond
 - ◆ See www.rdhloans.com for an example of formatting and style
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HOW TO ESTABLISH YOUR LISTREPORTS PORTAL

- ◆ Email Mike Porter at mporter@rdhloans.com to obtain your ListReports account
 - ◆ Click Activate your FREE account in the email you receive
 - ◆ Click Personal at the top right of the screen to add your personal information
 - ◆ Update your photo, basic information, bio, company info and logo for all your ListReports flyers
 - ◆ Create your own ListReports for one of your listings or any listing in MLS
 - ◆ The new ListReports will appear on your Dashboard on the site
 - ◆ The system will notify you upon completion of a new ListReports
 - ◆ If printing assistance is needed, please notify Mike Porter and Red Diamond will assist you with printing your material
 - ◆ You can email the completed ListReports flyer for printing anytime
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LISTING & SOLD PROPERTY NOTIFICATION

- ◆ Click Relationships on the dashboard on the left side of your screen
- ◆ Click Add Lead and enter the client's information

- ◆ Click Submit and then click OK
- ◆ View all clients in the Relationship tab on the left (edit them there as well)
- ◆ Under List Alerts click “Create” under Just Sold or Just Listed
- ◆ Just Sold sends just sold property information, Just Listed sends just listed property information
- ◆ Your client must accept your invitation in order to activate these notifications

NEST.ME

- ◆ Click Nest.me on the dashboard on the left side of the screen
- ◆ Click the green button called YOUR NEST.ME SITE
- ◆ That links you to the MLS link and allows you to put in a property address or search an area
- ◆ This page will be personalized with your personal information that you loaded into List Reports
- ◆ You can use the Personalized Nest.me share link to share this property information on Facebook, Twitter, Email and Text message

TRACKING YOUR CLIENTS ACTIVITY

- ◆ Click the Activity Feed on the left side of the main screen for the Activity Feed
- ◆ You can see the usage of the Nest.me web site by your clients
- ◆ You can see which homes your clients are most interested in
- ◆ You can see the list reports that you’ve created
- ◆ You can see the leads that have been added to the site