

PARKS



OUR ADAPTIVE COMPANY CULTURE IS A REFLECTION OF THE LEADERSHIP.

Our company culture is a living, breathing, adapting force that attracts like minded talent. Its not something we've spent time defining, it has developed while we were focusing on the business of successful employees building successful relationships.

Over time as our culture has grown and matured, we realized that it is a shared vision. Our culture is evident when we come together to solve a problem, find the right buyer, or represent a new seller.

We encourage collaboration - our culture is based on relationships. This has expanded to include not only our clients but each other because we've learned that when we're all working together, we're working better for our clients.

We don't look to compare ourselves to the competition, we look to the needs of our clients and our agents - this is what defines us; how we treat each other.

VISION

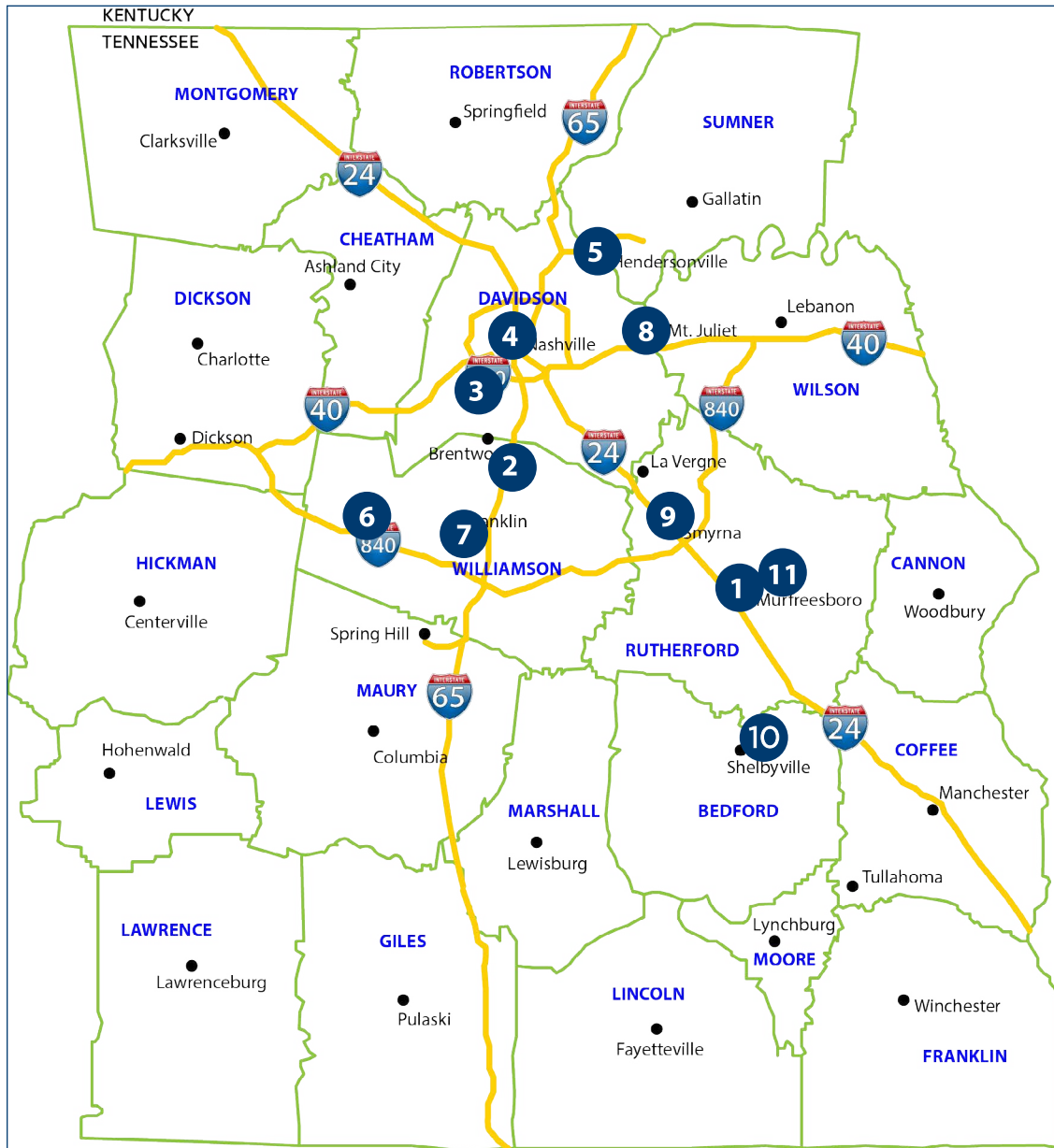
To be the most respected real estate company in Middle Tennessee and the preferred choice of all real estate customers, Realtors® and/or professionals pursuing a career in real estate.
To provide a level of service for our customers that is unsurpassed by any real estate company anywhere.

MISSION

Our mission is achieved by being a pro-active leader in all business activities; putting Parks on the cutting edge of the real estate industry; adhering to a strict code of ethical and professional business standards; and a commitment to excellence in customer and community service.
To interact with other Realtors® in an ethical, fair, and honest manner in order to nurture an atmosphere of mutual respect and trust.



PARKS OFFICE LOCATIONS



- 1 Parks in the 'Boro**
1535 W Northfield Blvd, Suite 7, Murfreesboro, TN 37129
- 2 Parks in Cool Springs**
8119 Isabella Ln, Suite 105, Brentwood, TN 37027
- 3 Parks in Green Hills**
4025 Hillsboro Rd, Suite 601, Nashville, TN 37215
- 4 Parks in the Gulch**
311 12th Ave South, Nashville, TN 37203
- 5 Parks at Indian Lake**
305-B Indian Lake Blvd, Suite 220, Hendersonville, TN 37075
- 6 Parks in Leiper's Fork**
4208 Old Hillsboro Rd, Franklin, TN 37064
- 7 Parks on Main**
415 Main St, Franklin, TN 37064
- 8 Parks in Mt. Juliet**
547 N Mt. Juliet Rd, Suite 200, Mt. Juliet, TN 37122
- 9 Parks in Smyrna**
557 Sam Ridley Parkway West, Smyrna, TN 37167
- 10 Parks in Shelbyville**
202 Lane Parkway, Shelbyville, TN 37160
- 11 Parks Auction & Land Division**
1535 W Northfield Blvd, Suite 17, Murfreesboro, TN 37129

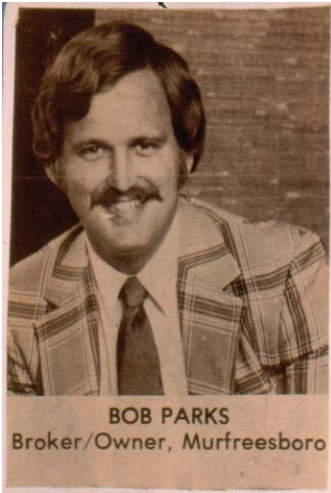


1975 1985 1995 2005 2015

Company Timeline

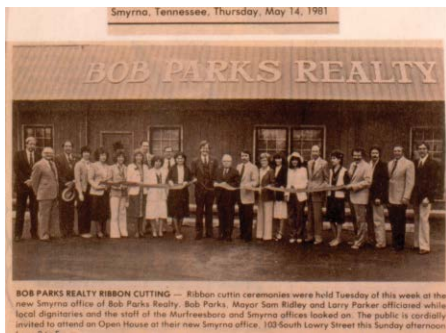
CELEBRATING

40
YEARS
1975 - 2015



Bob Parks Realty started from one man's passion about real estate, relationships and supporting the community he serves. Fast forward to 2015 and that vision has helped thousands of people buy and sell homes, and also thousands of children and families in the Middle Tennessee area.

Fairness. Honesty. Commitment. These are the guiding principles upon which Bob Parks founded and built a successful business when he opened in 1975. "The true measure of commitment is one's willingness to give not only of his resources, but also of his personal time."



"Buying my first house got me hooked on real estate. I was completely infatuated with it." This began the illustrious career and company known as Bob Parks Realty, LLC.

1975

Nissan Motors manufacturing plant came to Smyrna. Anticipating growth that new industry brings, the Smyrna office of Bob Parks Realty was opened.

1981

The Brentwood office was opened this year - the first office outside of Rutherford County. Development on Princeton Hills, 160 luxury estate homes, would begin the following year.

1995

Bob Parks Realty acquired Sharon Langford & Associates which moved the company into Davidson County, creating the Green Hills office and growing the company to over 300 agents.

1999

Financial Milestone: Bob Parks Realty reached the billion dollar mark in sales volume.

2003

2007

The first office on "The Beach" was opened, The Premier Property Group along Florida's Emerald Coast. Within the first year, The PPG was ranked among the top 10%.



2011

We released the first mobile app on the east coast to offer augmented reality. Our app set standards in Middle Tennessee for the way today's consumers search real estate.

2012

An urban real estate gallery, PARKS, opened its doors in 2012. The idea of a boutique firm, specializing in urban dwellings, filled a much-needed niche for us and the office has been consistently successful.



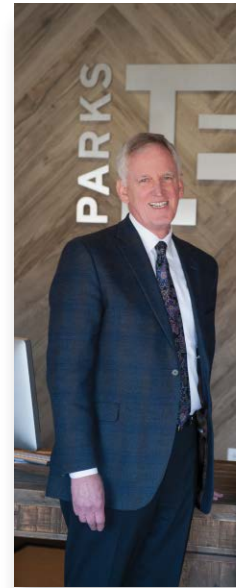
2013

In November 2013 we grew to over 500 agents.

2015

Rebranding: the company now shares one logo - PARKS.

July 2015. Celebrating 40 years of relationships serving Middle Tennessee.



Company Timeline

1975 1985 1995 2005 2015





BOB PARKS

Founder and Chairman

Following his graduation from Middle Tennessee State University in 1970, Bob Parks was employed as an underwriter for State Farm Insurance. A short time later he purchased his first home, the catalyst that landed him where he is today. "Buying that first house got me hooked on real estate. I was completely infatuated with it," Bob said. Deciding to convert his interest into a career, Bob became a licensed Realtor in 1972 and joined Clark Maples Realty in Murfreesboro. After spending three years as an affiliate broker, Bob decided

to put his philosophies to work as broker of his own real estate company.

Fairness. Honesty. Commitment. These are the guiding principles upon which Bob Parks founded and built a successful business when he opened in 1975. *"The true measure of commitment is one's willingness to give not only of his resources, but also of his personal time."*

- Rutherford County Chamber of Commerce - President & Board
 - Business Person of the Year (1986)
 - Business Legend of the Year (1998)
- Rutherford 20/20 - President & Board
- Rutherford County Association of Realtors - President & Board
 - 1981 Realtor of the Year
- United Way - President & Board
- American Heart Association of Realtors, Hall of Fame Award 2002
- The Guidance Center - board
- Optimist Club - President & Board
- Middle Tennessee Association of Realtors - Hall of Fame Award (2002)
- MTSU College of Business - Exemplar Award (2001)
- MTSU - 1998 Distinguished Alumni
- Blue Raider Athletic Association - President 2000-2001
- MTSU Foundation - Trustee
- Motlow State Community College - Trustee
- Stones River Country Club - President & Board
- Tennessee Walking Horse Breeders & Exhibitors - President & Board
- Walking Horse Celebration - Hall of Fame (2002)
- Christmas for the Children - Bob Parks Realty
- Primary Care and Hope Clinic - Bob and Marie Parks are major contributors and host to 2002 fundraiser
- YMCA Humanitarian of the Year Award 2006
- Opened The Premier Property Group in Florida – June 2007



Supporting the communities in which we live and work is important to all of us at PARKS. We believe in creating change through the well-being of humankind - enriching the lives of children, families, and members of our communities. Our individual donations make a collective difference.

PARKS in the 'Boro

Principal Broker: Kathy Jones
Top Charitable Organization: Christmas for the Children

PARKS in Cool Springs

Principal Broker: Gail Wallin Johnson
Top Charitable Organization(s): CASA, Habitat for Humanity

PARKS in Green Hills

Principal Broker: Rusty Moore
Top Charitable Organization: Tennessee Prison for Women Angel Tree

PARKS in the Gulch

Principal Broker: Zach Goodyear
Top Charitable Organization(s): Peterson Foundation for Parkinson's

PARKS at Indian Lake

Principal Broker: Leanne Hively
Top Charitable Organization: Sumner County Food Bank

PARKS on Main

Principal Broker: Danny Anderson
Top Charitable Organization(s): P-38 supporting 1st Brigade Combat/101st Airborne Ft. Campbell, Make-A-Wish, Art Crawl

PARKS in Mt Juliet

Principal Broker: Michael Leach
Top Charitable Organization: Tennessee School for the Blind

PARKS in Shelbyville

Principal Broker: Kent Curtis
Top Charitable Organization(s): Relay for Life

PARKS in Smyrna

Principal Broker: Virginia Pappafotis
Top Charitable Organization(s): Shop with a Cop, Waterford Assisted Living, MDA

Our agents donate more than
11,714 hours | **184,172 dollars**
supporting Middle Tennessee!

Parks Office Information

Corporate Office

CFO - Jenni Barnett
Main #615-574-7315
8119 Isabella Lane, Ste 105
Brentwood, TN 37027
Jenni Barnett 615-574-7315
Carrie Mundy 615-574-7318

Relocation – Michele Barnes

Phone #615-574-7319
Adele Diehl 615-574-7321
8119 Isabella Lane, Ste 105
Brentwood, TN 37027

Brentwood

Broker -Gail Wallin Johnson
Office Mgr – Michelle Lee
Main #615-370-8669
8119 Isabella Lane, Ste 105
Brentwood, TN 37027

Franklin

Managing Broker - Danny
Anderson
Office Mgr-Mary Catherine
McAnulty
Main #615-790-7400
415 Main Street
Franklin, TN 37064

Murfreesboro

Managing Broker – Kathy
Jones
Office Manager – Doris Prince
Main #615-896-4040
1535 W Northfield Blvd Ste 7
Murfreesboro, TN 37129

Green Hills

Managing Broker – Rusty
Moore
Office Manager – Carol Nichols
& Ellen Crouch
Main #615-383-6600
4025 Hillsboro Pike, Ste 601
Nashville, TN 37215

Smyrna - 01

Managing Broker – Virginia
Pappafotis
Office Manager – Julie Edgin
Main #615-459-4040
557 Sam Ridley Pkwy, West
Smyrna, TN 37167

Sumner – 11

Managing Broker – Leanne
Hively
Office Mgr – Christe Endsley
Main #615-826-4040
305 – B Indian Lake Blvd
Suite 220
Hendersonville, TN 37075

Mt Juliet -10

Managing Broker - Micheal
Leach
Office Mgr – Samantha Hickey
547 N. Mt. Juliet Road
Suite 200
Mt. Juliet, TN 37212
Main # 615-583-5050

Gulch

Managing Broker - Zach
Goodyear
Office Mgr – Pam Sidbury
311 12th Ave South
Nashville, TN 37215
Main# 615-522-5100

Parks Auction Company

Managing Broker – John
Higgins
Office Manager – Cindy Spears
Main #615-896-4600
1535 W Northfield Blvd
Suite 17
Murfreesboro, TN 37129

Shelbyville Branch

Managing Broker – Kent Curtis
Main #931-685-2010
202 Lane Parkway
Shelbyville, TN 37160

Commercial

The Parks Group
John Harney
Main #615-896-4045
630 Broadmor Blvd,
Suite 100
Murfreesboro, TN 37129

Parks Property Mgmt

Ron Harmon (Williamson Co)
Phone #615-225-1200
8119 Isabella Lane Ste 105
Brentwood, TN 37027
ppm@bobparks.com

Brian Williams (Rutherford Co)
Phone #615-415-9063
1535 W. Northfield Blvd. Suite 7
Murfreesboro, TN 37129
brian@parks-realty.com

Premier Property Group

www.ThePremierPropertyGroup.com
Managing Broker – Barbara
Schott & Grady Elder
Main #850-213-5000
10343 E Hwy 30A
Suite 105
Seacrest Beach, FL 32413

Watercolor Office

1701 E Hwy 30A Ste 101
Santa Rosa Beach, FL 32459
Phone #850-231-6500

SanDestin Office

495 Grand Boulevard
Suite 201A
Miramar Beach, FL 32550
Main #850-337-1555

Kelly Plantation

4393 Commons Drive East
Destin, FL 32541
Main #850-269-8430



PARKS | P

ANNUAL REPORT 2015

TABLE OF CONTENTS

Message from Bob	2
Make A Wish	3
Highlights in 2015	5
Listing Units Graph	6
Results for 2015	7
Building Permits	8
Top Agents	9-10
A Word from our Partners	12
Managing Brokers	13
Nashville Highlights	14





A MESSAGE FROM BOB

Nashville and Middle Tennessee had a tremendous 2015, ranking #1 in destination travel in the U.S. and making the Hottest City List in the U.S. It was also an outstanding year for our area's real estate market, with indicators that 2016 will continue on the same course.

This past year was one of the best our industry has seen in over 10 years with sales up 18% from 2014. The employment rate is a leading indicator of real estate activity by 12 to 18 months, with Middle Tennessee's unemployment rate lowering to 5.6% in 2015. 2016 shows that the future is bright with the job market continuing to grow, consumer confidence strong and more growth in monthly home sales.

Millennials made up one-third of homebuyers in 2015. Persons aged 25 to 35 are becoming more confident about buying a home; and with a strong economy and job market, they will be a big portion of the first-time homebuyers in 2016.

Many potential sellers will enter the market, but with strong buyer demand, it will take some time for the market to reach a preferred inventory level. New construction combined with existing homes sales will help fulfill buyer demand, but buyers should be ready to act quickly.

When I began this journey over 40 years ago, I never imagined Parks would be what it is today. We are truly blessed to live in Middle TN and have the best jobs in the world! The culture that each office has created and our momentum in the Nashville market is amazing; It's so special to be at this place with you - to have the friendliest and most welcoming offices, a culture that feels like family and to see how much we give back to the communities we live in. It's all important and makes Parks what it is today.

Thank you for being a part of Parks!

God Bless,



Make-A-Wish of Middle Tennessee grants the wishes of local children with life-threatening medical conditions. Parks is proud have been in partnership with Make-A-Wish as a corporate sponsor since the chapter's inception in 2000. We are extremely grateful for the support of the Parks ambassadors and agents for exceeding the collective goal of raising **\$22,500**.

IN 2015, PARKS RAISED

\$78,896

THROUGH WORKPLACE GIVING, INDIVIDUAL CONTRIBUTIONS, AND OFFICE EVENTS.

In 2016, we plan to continue the Ambassador program, engaging new agents with the Make-A-Wish mission to help us grant more wishes than ever before!



PARKS SUPPORTS



HIGHLIGHTS IN 2015

NASHVILLE MARKET ENDED WITH AN INCREASE OF 11% ON TRANSACTION SIDES

**PARKS
INCREASED**

23%

RANKED #1 REAL ESTATE AGENCY IN MIDDLE TENNESSEE

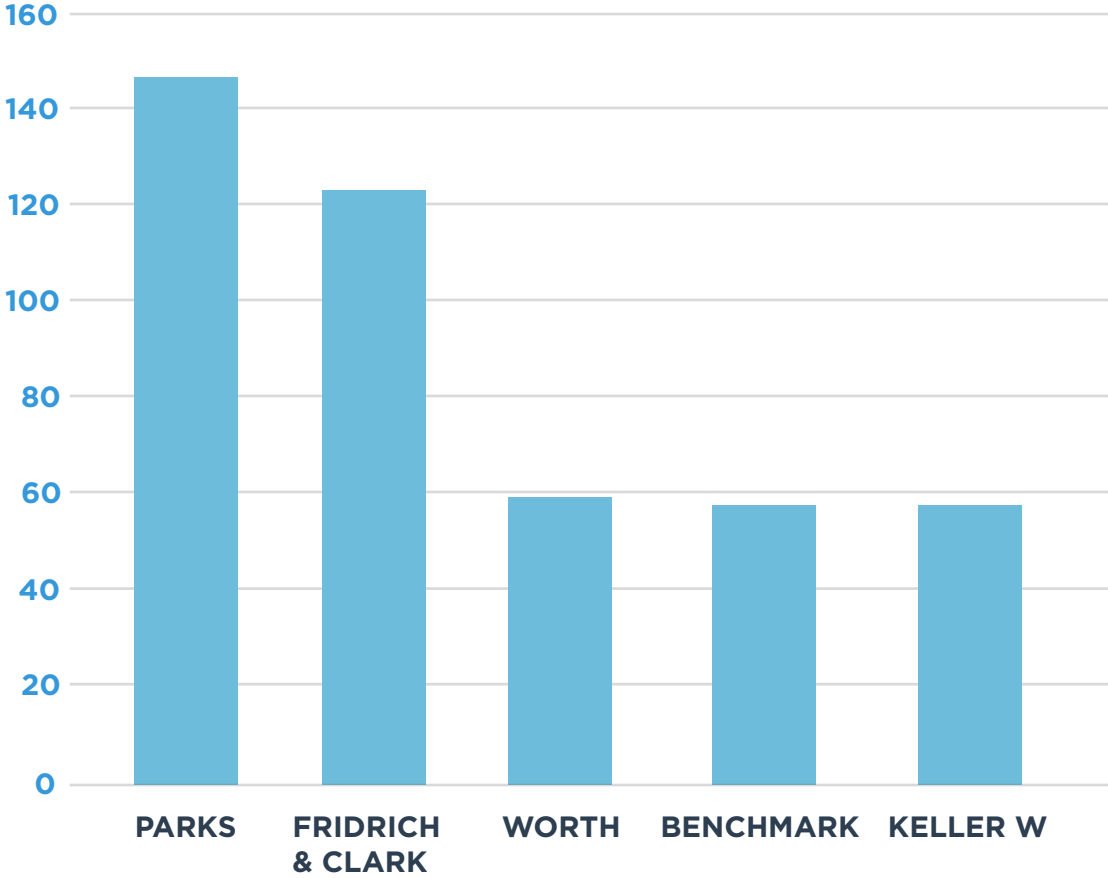
NASHVILLE MARKET ENDED 2015 WITH AN INCREASE OF 18% IN SALES VOLUME

**PARKS
INCREASED**

41%

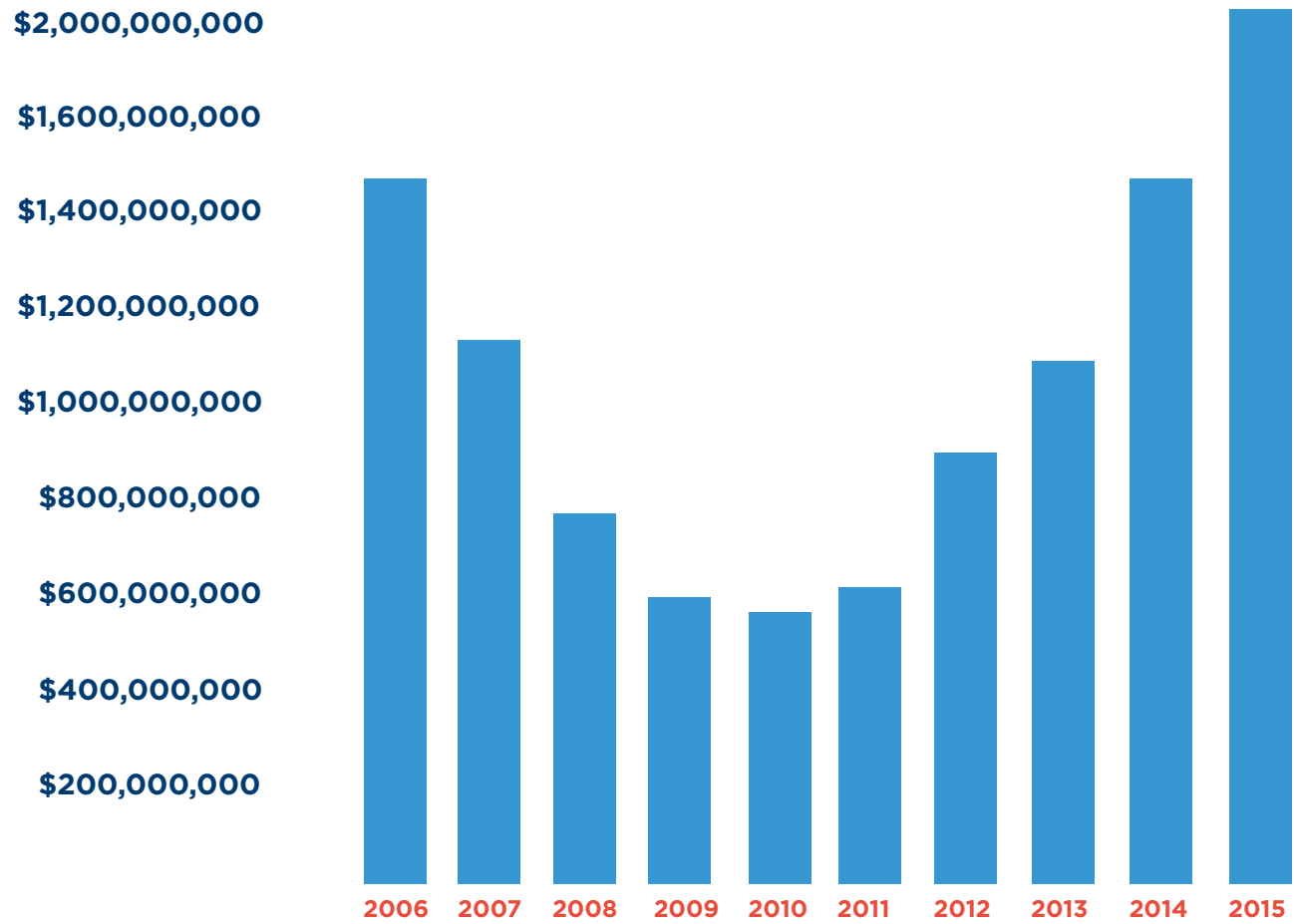
* NASHVILLE BUSINESS JOURNAL-TOP 25 RESIDENTIAL REAL ESTATE FIRMS

LISTING UNITS OVER \$750,000 SOLD

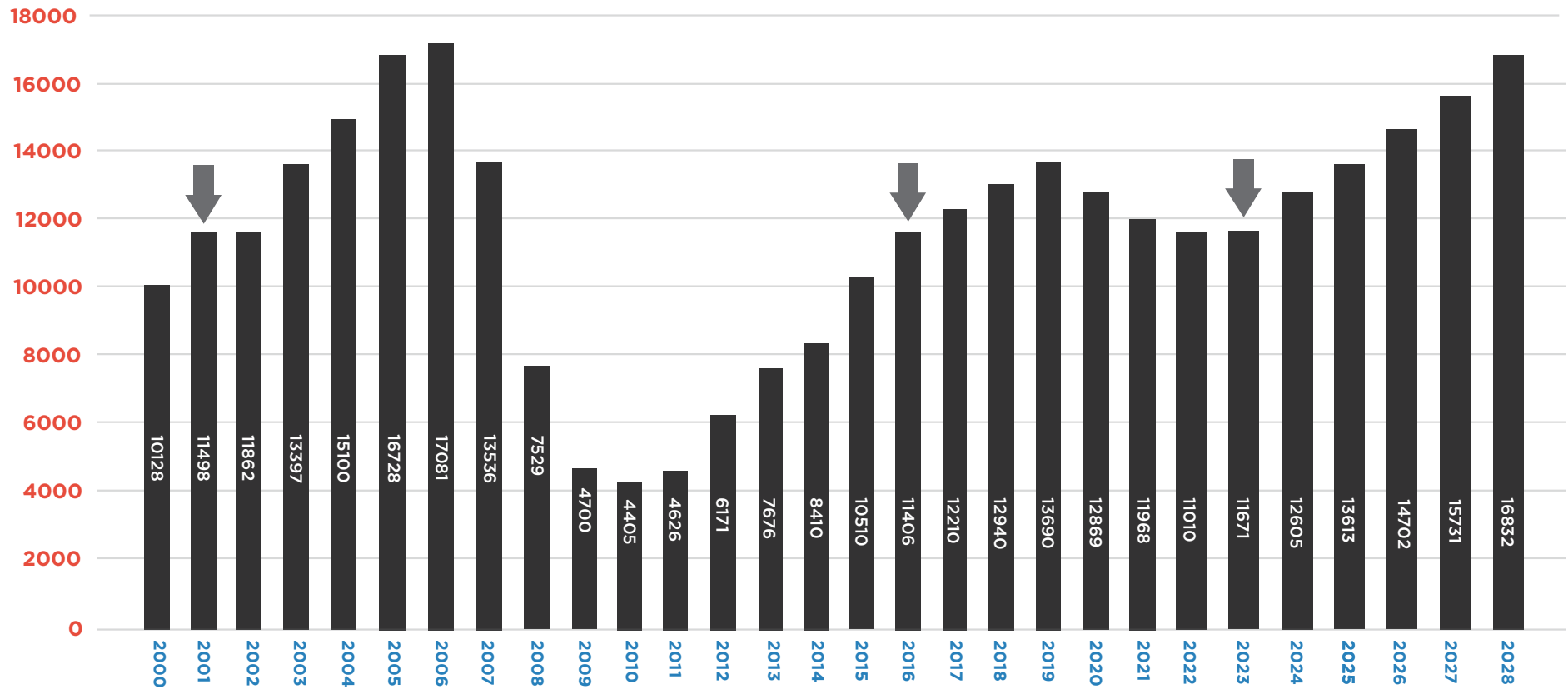


* WWW.TRENDGRAPHIX.COM

2015 RESULTS AND GROWTH



PREVIOUS STARTS AND FORECAST OF STARTS



Building permits in 2016 are approximately equal to 2001. 2001 was a good but not great year for new construction. Looking forward, we see a slight increase followed by a small dip in 2022, approximately equal to 2016.

* MARKETGRAPHICS RESEARCH GROUP

TOP AGENTS BY PRODUCTION

\$60 MILLION+

JOHN HARNEY
EVANS | GOODYEAR
TURNER-VICTORY TEAM
THE BUD GEORGE TEAM
SUSAN GREGORY

THE PARKS GROUP COMMERCIAL
GULCH
MURFREESBORO
MURFREESBORO
BRENTWOOD

\$40 MILLION+

BRIAN STOLTZFUS
SYDNEY MCCANN

GULCH
GULCH

\$20 MILLION+

ALCORN & ASSOCIATES
BRENT MORRIS
CHAD WOHLERS
CINDY STANTON TEAM
IVY ARNOLD
JOHN BRITTLE INFILL
NASHVILLE TEAM
LEANNE VANDEKAMP
LISA CULP TAYLOR
LOY HARDCASTLE
RITA ASH

MURFREESBORO
GREEN HILLS
GULCH
BRENTWOOD
GULCH
GREEN HILLS
FRANKLIN
BRENTWOOD
FRANKLIN
MURFREESBORO

\$15 MILLION+

JANE & KIM
JENNIFER BICKERSTAFF
MARY BETH THOMAS
STUTTS-MILLER TEAM
TEAM TRIUMPH

BRENTWOOD
FRANKLIN
GULCH
GREEN HILLS
MURFREESBORO

TOP AGENTS BY PRODUCTION

\$5 MILLION+

ADAM LANNING	GULCH	KAY PETTY	AUCTION AND LAND DIVISION
ALLYSON WOOSLEY	GREEN HILLS	KEITH STRAIN	AUCTION DIVISION
AMY TARTER	FRANKLIN	KIM HENDERSON	FRANKLIN
ANDREA WOODARD	GULCH	KYLE THOMAS	MURFREESBORO
ANNA ASHTON	MURFREESBORO	LAUREN SULLIVAN	FRANKLIN
BOB BUGG	AUCTION DIVISION	LEA ANNE BEDSOLE	MURFREESBORO
BOBBI BRYANT	SMYRNA	LESLIE WHITE	THE PARKS GROUP
BONNIE KEARNS	GULCH	MARC ADKINS	SMYRNA
CANDACE REVELETTE	BRENTWOOD	MARGARET WEBSTER	MURFREESBORO
CAROLYN JENNINGS	BRENTWOOD	MCD REAL ESTATE GROUP	GULCH
CHRISTINA SCOTT	BRENTWOOD	THE MCINTOSH TEAM	GREEN HILLS
CORY HOLMAN	BRENTWOOD	MELINDA MORRISSEY	MURFREESBORO
CURRIN KOZAK	BRENTWOOD	MIMI GENET	AUCTION DIVISION
DANA HASSELBRING	BRENTWOOD	NICOLE BIRD	GREEN HILLS
DANNY ANDERSON	FRANKLIN	RACHEL BROOKS	GREEN HILLS
DALE NICHOLS	AUCTION DIVISION	RANDY MORRIS	SMYRNA
DAVID BROWN	MURFREESBORO	RON JONES	BRENTWOOD
DAVID ESTES	SMYRNA	SCOTT CORNETT	GULCH
DAVID VOTTA	BRENTWOOD	SHELBY HUNTON	MURFREESBORO
DAWN FRANKLIN	GREEN HILLS	TIM WILSON	MURFREESBORO
DEBBIE COLEMAN	BRENTWOOD	TOM CRIBBS	MURFREESBORO
DOUG TULUMARIS	GULCH	VIRGINIA PAPPAFOTIS	SMRYNA
ELIZABETH CROCKETT	GREEN HILLS		
HANNAH DILLS	BRENTWOOD		
FRANCES GARNER	GULCH		
JACKIE HOGENCAMP DAY	GULCH		
JEAN O'BRIEN	AUCTION AND LAND DIVISION		
JONI MILLER	GREEN HILLS		
JUSTIN HARNEY	MURFREESBORO		
JUSTIN HOLDER	MURFREESBORO		

PARKS PARTNERS



LEGACY

HOME LOANS



A WORD FROM OUR PARTNERS

LEGACY HOME LOANS

2015 was a terrific year for legacy. Our annual production was 619 loans for production of \$137 million dollars, this was an increase over 70% from the previous year. 2016 is looking to be even better.

Today, incredibly, the 30 year fixed is still sitting below 4% and most experts are calling for rates to be no higher than 4.50% throughout the remainder of the year. So with super low rates and a red hot real estate market here in Middle Tennessee, 2016 is definitely shaping up to be a very exciting year for us at Parks.

solomon | parks TITLE & ESCROW, LLC

Thanks to all Parks Realty agents for making 2015 the best and biggest year yet for Solomon Parks Title & Escrow! Our three year old company, with its seven locations and 17 team members, facilitated over 2500 transactions in 2015 and increased our business by 48% from the prior year. We could not have done it without great agents who recommend our services! We will always provide a professional, top quality experience for you and your clients.



PARKS
LAND DIVISION



Our division held over 350+ auctions in over 55 counties in Tennessee and Alabama. From the Mississippi River in the west to the Smoky Mountains in the East, we serve the entire state of Tennessee. Our highly experienced team specializes in selling all types of real estate, including residential, commercial and multi-family property, with an emphasis on farms and land. We have a successful history of serving estate settlements, complete farm dispersals, business liquidations, as well as helping people downsize their households. Whether it's one item such as a home or car, or a home full of items, we can design a marketing and auction plan to fit your needs.

MANAGING BROKERS



Gail Wallin Johnson
BRENTWOOD



Danny Anderson
FRANKLIN



Zach Goodyear
GULCH



Kathy Jones
MURFREESBORO



Leanne Hively
SUMNER



Virginia Pappafotis
SMYRNA



Rusty Moore
GREEN HILLS



Kent Curtis
SHELBYVILLE



Michael Leach
MT. JULIET

NASHVILLE HIGHLIGHTS

NASHVILLE IS NO. 5 ON *FORBES.COM*'S LIST OF CITIES AMERICANS ARE "FLOCKING TO."

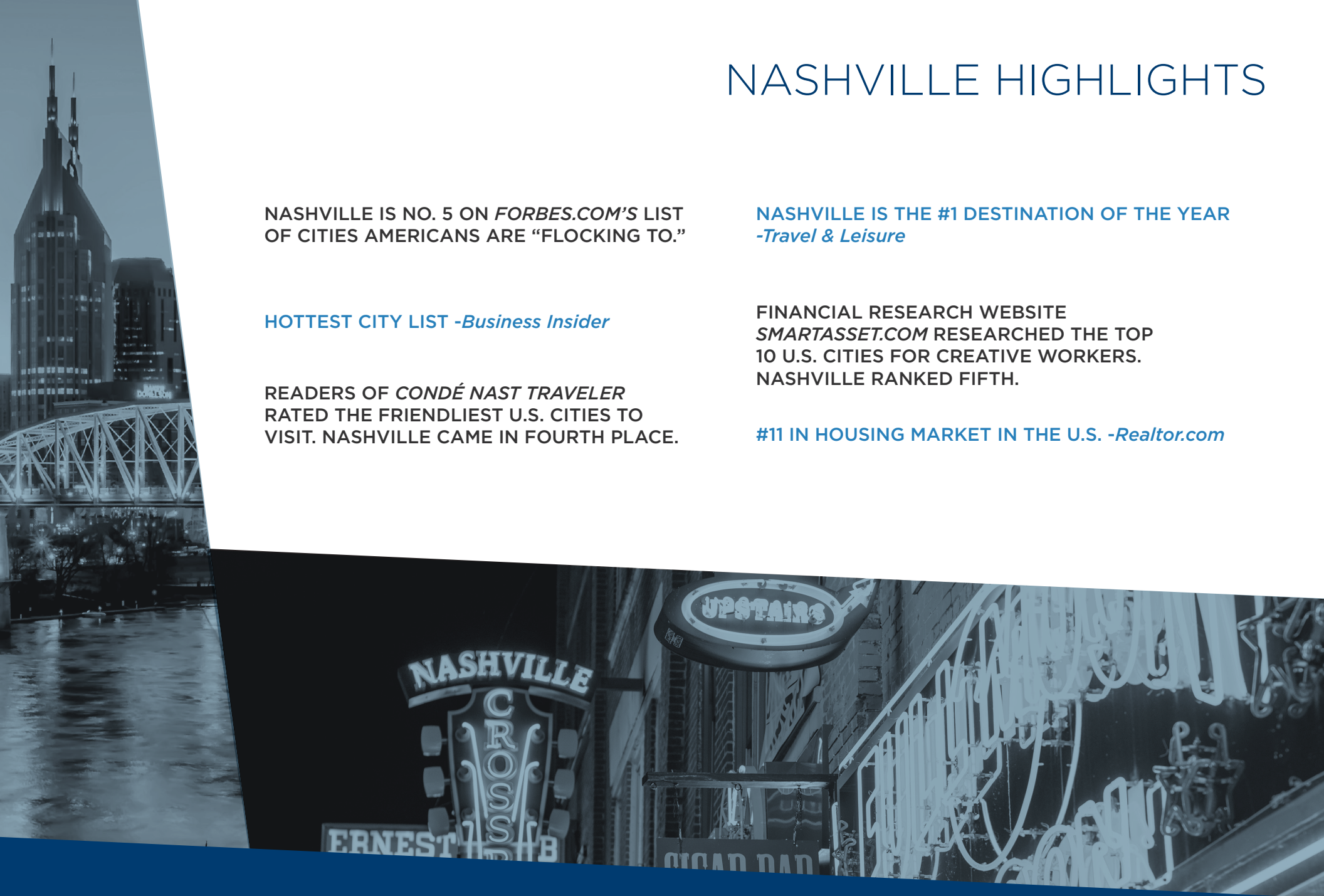
NASHVILLE IS THE #1 DESTINATION OF THE YEAR
-Travel & Leisure

HOTTEST CITY LIST *-Business Insider*

FINANCIAL RESEARCH WEBSITE
SMARTASSET.COM RESEARCHED THE TOP
10 U.S. CITIES FOR CREATIVE WORKERS.
NASHVILLE RANKED FIFTH.

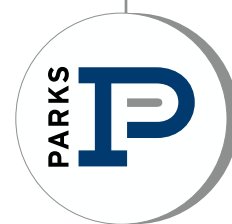
READERS OF *CONDÉ NAST TRAVELER*
RATED THE FRIENDLIEST U.S. CITIES TO
VISIT. NASHVILLE CAME IN FOURTH PLACE.

#11 IN HOUSING MARKET IN THE U.S. *-Realtor.com*



PARKS | **P**

www.parksathome.com



GETTING STARTED

Initial Start-Up Costs for REALTORS®

Please note that this is just an estimate for agents/affiliate brokers based on 2016 dues, subscriptions and fees. This is in no way meant to serve as a budget, it is merely a chart of some of your expected start-up costs and annual expenses.

Local, State & National Fees	Amount	Type
E & O Insurance	\$250 - \$300/two years	State requirement, every two years
Supplemental E & O	\$120	annual
Tennessee Real Estate Commission (TREC)	\$80 (license renewal)	every two years
Association Board Application	\$150	one-time
Board Fees	\$400 - \$500	annual
Agent Services Fee	\$75	monthly
License Application & Transfer <i>(if you are transferring from another firm)</i>	\$25	one-time
MLS/Realtracs Service Fee	\$450	annual
60-hour pre-licensing classes	\$350	one-time
30-hour new affiliate course	\$185	one-time
TREC required fingerprinting <i>(as of 1/1/14)</i>	\$42	one-time
Exam Fee	\$55	one-time
SentriLock Card Service & Lockboxes	\$240 <i>(approximately)</i>	\$100/per lock & card service \$140/year
Marketing Services & Tools		
Business Cards	\$35 - \$125	as needed
Yard Signs	\$171/three signs	as needed
Website	free	
Name badge	free	
just joined marketing cards	first 100 cards, free	
Personalized App	free	
QR Codes	free	
Press Release	free	
Weekly training in your office	free	ongoing
Parks Professional Development Series	free	ongoing
UpStart Training for new agents	free	ongoing
Dotloop		
Facility / Office Support	free	

Board of Realtors

As a licensed Realtor and member of NAR, you are required to join a local board of Realtors. Each of our managing brokers is a member of the local board of realtors and you will join the Board of Realtors appropriate for your office.

Murfreesboro & Smyrna office

Middle TN Association of Realtors www.mtar.org 615-893-2242

Brentwood Office

Williamson County Association of Realtors www.wcartn.org
615-771-6845

Greater Nashville Association of Realtors www.gnar.org
615-254-7516

Franklin office

Williamson County Association of Realtors www.wcartn.org
615-771-6845

Southern Middle TN Associaton
www.southernmiddletennessee.com

615-381-5556

Green Hills & Gulch Offices

Greater Nashville Association of Realtors www.gnar.org
615-254-7516

Mt Juliet Office

Eastern Middle TN Association www.emtar.com (615) 758-9851

Hendersonville Office

Sumner Association of Realtors www.sumnercountyrealtors.com
(615) 824-6629

Your local board of realtors offers continuing education classes required for your real estate license - please check the appropriate website for the continuing education calendar

Board dues are due annually by December 31 and must be kept current. Amounts vary somewhat from the different associations.

Errors & Omissions Insurance

Errors and Omissions Insurance (E&O)

The ever-increasing complexities of real estate transactions and the rising use of litigation have prompted a need for errors and omissions (E&O) insurance programs to reduce the risk to sales associates and the real estate firms they represent against potential lawsuits.

There are many options to satisfy the state requirement of a \$100,000 policy for E&O insurance. The \$100,000 refers to the limits on the E&O policy.

E&O is a state requirement to hold a real estate license and is renewed every two calendar years. The current plan continues through 12/31/16 - our next renewal month will be December 2016 for the next two year period.

We recommend two different options for E&O - please review each option carefully. Both plans offer the required limits of \$100,000 for your real estate license required by the State of Tennessee.

RISC Insurance

www.risceo.com

Use the navigation bar on the left side of the screen to Tennessee - then go to Enroll or Renew. You will need your social security number.

PLEASE NOTE the additional endorsements. There are several occasions that the policy does not cover including but not limited to:

property management

personally owned property that you buy or sell

other circumstances explained in the policy

Williams Underwriting Group

www.wugioe.com

Use the navigation bar across the top to Tennessee and Online Enrollement/Renewal

Williams Underwriting policy does offer some additional coverages when compared to the RISC policy. Please review the policies!

Excess Errors & Omissions Insurance

Excess E&O is a policy carried by Parks Realty which provides additional coverage to all agents licensed with Parks. The state required E&O policy provides coverage for up to \$100,000 in damages or claims.

Our excess E&O policy provides coverage for up to \$1 Million in claims or damages. This is a requirement for our Parks Realty agents.

This is an annual policy - not biannually as the state required E&O. This policy is charged to each licensed agent with Parks Realty as of the first day of the year (January 1) and the annual cost ranges from \$90-\$110 each year per licensee.

Lawsuits/Claims for E&O Insurance

In the circumstance of having a lawsuit or other claim arise, you must notify your managing broker immediately.

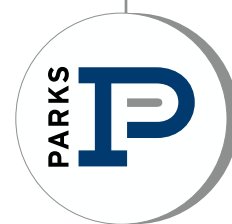
The suit must be filed with your E&O insurance carrier, and also filed with our Excess E&O carrier. Your office manager and broker can help through this process.

2016 Excess E & O Insurance Cost Sheet

PARKS carries an excess errors and omissions insurance policy that gives our agents coverage on transactions to \$1,000,000.00 (one million dollars).

Below are the prorated amounts for 2016.

2016	
Month	Amount
January	\$100
February	\$90
March	\$80
April	\$70
May	\$60
June	\$50
July	\$40
August	\$30
September	\$20
October	\$10
November	\$0
December	\$0



EDUCATION

PARKS PROFESSIONAL DEVELOPMENT

Jumpstart - An Investment in You

Jumpstart is offered each month at our corporate office in Cool Springs. Jumpstart offers an introduction to:

- Parks Relocation Department
- Marketing Department
- Parks Auction services
- Solomon Parks Title & Escrow
- Legacy Home Loans
- Parks Services 101
- Dotloop

Jumpstart begins at 9:00 and will last until 3:30 and is held in our Cool Springs training room.

Dates for Jumpstart can be found on the company calendar on the Parks website.

Thursday Parks Professional Development

Parks Professional Development classes are offered every Thursday at 10:00 and cover a wide variety of topics.

Classes include:

- Working with Investors
- House Parts
- Working with the Appraiser
- Parks Services 101
- Lending overview (types of loans, pre qualification, and more)
- Closing overview including TRID guidelines
- Home Inspections
- Dotloop
- Facebook 101 & 201
- Database
- Real Estate apps
- And More - calendar is available on Parks website

Classes are two hours each Thursday and are taught by top agents within Parks to offer you real life experience with these topics.

Parks Professional Development is held at our Cool Springs office in the training room.

Wednesday Weekly Webinars

Every Wednesday a thirty minute webinar is offered on agent services. These webinars are thirty minutes or less and focus on highlighting agent services and how to use them.

Weekly webinars include:

- Your Agent Website
- Parks mobile app
- Lumentus Social media
- Toolkit CMA
- One to One campaign
- Personal Marketing Company
- Wolfconnect
- Marketing resources
- And much more

You can find upcoming webinars by visiting:

www.webinar.parksathome.com

You must register to view the webinar, and you can find the registration links at www.webinar.parksathome.com as well.

If you miss a weekly webinar, you can view them anytime by viewing the recorded webinar. These can be found under the Media Center Tab on the Parks website.

Other Training Opportunities

Realtracs Training Classes

Realtracs offers training classes from basic to advanced and everything in between. These classes also offer CE credit! To find a schedule of classes and register

1. Go to www.realtracs.net and log in
2. Go to member info tab
3. Go to training classes

You'll see the list of classes available, the CE credit offered, and the registration link.

Local Board Classes

Each local board offers classes and the classes offered can be found on the local board's website and also the opportunity to register for classes.

MTAR	www.mtar.org
WCAR	www.wcartn.org
GNAR	www.gnar.org
SAR	www.sumnercountyrealtors.com
EMTAR	www.emtar.com
SMTAR	www.southernmiddletennessee.com

NINJA MASTERY

Ninja Selling Is A User-Friendly Selling System That Increases Your Income Per Hour, Increases Your Customer's Satisfaction, And Improves The Quality Of Your Life.

Parks offers NINJA Installation twice a year for our agents because we believe strongly in the values and success that this brings our agents.

Installations are held twice a year, spring and fall. Installations are four days and held at the Cool Springs training center

We are often asked, "**What makes Ninja Selling so unique? How is it different from so many other sales training programs?**"

Factor #1:

Stop Selling! People love to buy but dislike being sold. They tend to shy away from salespeople. Ninja Selling teaches you how to stop selling and start attracting customers. The key to attracting customers is to know what they want, what they are willing to pay for, and how they make buying decisions. Ninja Selling teaches you how to create value that attracts customers. It also shows you how to reposition yourself from being a salesperson to being a proactive trusted advisor.

Factor #2:

Business Strategy/System Ninja Selling has found that people prefer to buy from someone they know, like, trust, and are "in flow" with. As a result, your business strategy is primarily focused on people who know you rather than strangers. Ninja Selling teaches you the "flow systems" that will give your predictable results regardless of your market.

Factor #3:

Customer Centric Many sales programs are based on the Golden Rule – “Treat others the way you want to be treated.” Ninja Selling is based on the Platinum Rule – “Treat others the way THEY want to be treated.” Ninja Selling is about learning to read customers – their motivations, their personality, and their decision process. Ninja Selling teaches you how to take control of the 4-step sales process using the Socratic Method of asking the right questions, listening to customers, and offering them a solution.

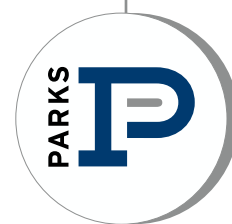
Factor #4:

Personal Mastery Much of your success in life and in communicating with others is based on your personal energy. The personal mastery you learn in Ninja Selling teaches you to run your brain, manage your energy state, focus your energy, and connect your energy with others. Many students of Ninja Selling say, “I came to Ninja Selling to improve my business, and it has definitely done that. More importantly, it has dramatically improved my life.”

At Ninja Selling, we have a unique vision and belief: “If we can change your business, we can change the industry. If we can change your life, we can change the world.”

For more information and upcoming classes - visit

www.parksninja.com



TOOLS & TECHNOLOGY

TOOLS AND TECHNOLOGY

Trendgraphix

www.trendgraphix.com

Login

BPAGENT (MUST BE ALL CAPS)

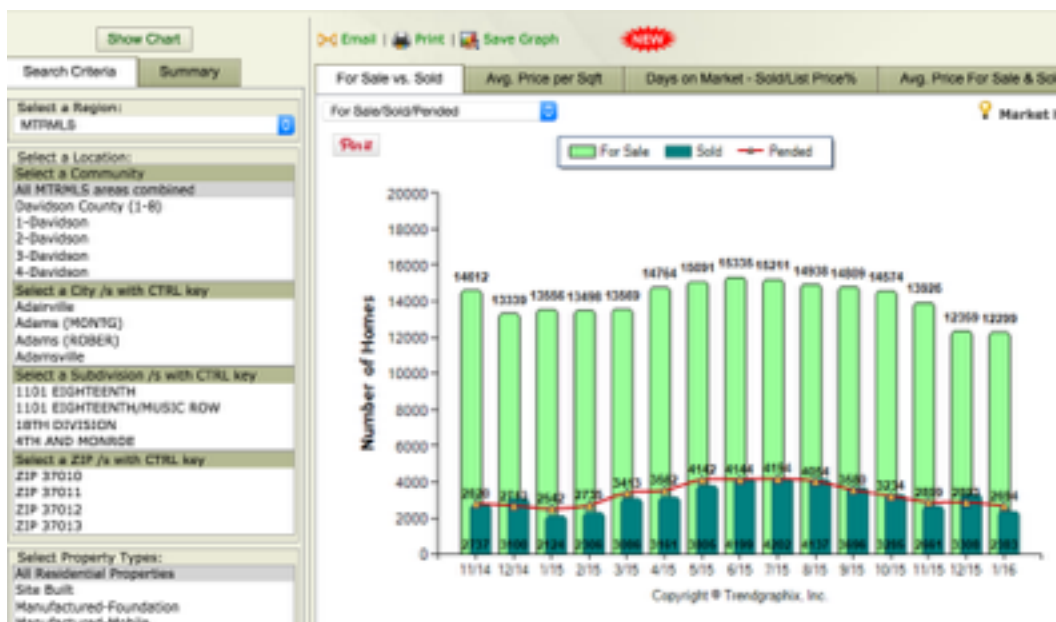
Password

PARKS2016 (MUST BE ALL CAPS)*

What is Trendgraphix? Market information from average days on market to absorption rates - everything you need to know about the market to set yourself apart as the expert

Trendgraphix data is updated from our MLS monthly to provide market data in easy to read graphs and data tables.

Once logged in, you can choose your geographic area - MLS Area, city, or zip code. You also have options to narrow down by price, square footage, resale or new construction and other options.



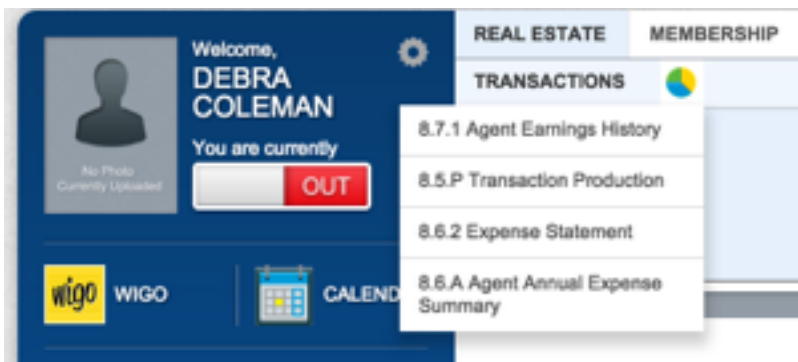
Then just
click -
**Show
Chart**

Check your Production/Income online

WolfConnect - <https://bob700-connect.globalwolfweb.com/login.aspx>
(this link is also available under the Resources tab on the Parks website)

PARKS keeps its agents informed by using an agent portal called WolfConnect. With updates every 24-48 hours, this system will allow you to keep connected to the office just like you were there. Inside you can check your production, print off your monthly expense statements as well as an annual summary for year end, and view your earnings history. All in the cloud and all available to you whenever you need.

your login is typically your first initial and last name and your password is assigned by the system - don't know your log in or password? Email information@parksathome.com



Once logged in - hover over the pie shape graph and you will see different reports available (earnings, production, agent billing, and annual expense summary)

Parks Website

www.parksathome.com

Agent Login - please log in as agent at the very bottom of the home page "Agent Login"



You will login with your email address and your password (the default password for your agent account is password)

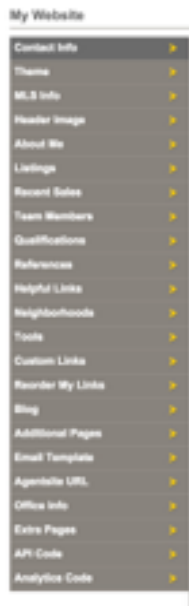
Once you log in, you will see the message board. This is an online bulletin board where messages are posted for upcoming events, specials and more.

To navigate - you will use the tabs across the top (please see the arrows to navigate to more tabs and more tools)



The next tab will be the tab to access your agent website. All agents have a fully customizable agent website and this tab controls your agent website

My Website



The tabs down the left side of your screen are the customization options for your agent website.

Contact Info - to edit your contact information the first step is to click Edit above the photo box. Once you click Edit, you can begin to make changes to your agent information including your agent photo.

You have basic contact information including **DRE#** - your DRE # is your TN real estate license number, which is required to be published in any online advertising (social media, website, etc.)

Website box - this box is only used if you have an outside site that you have published through an outside vendor not associated with Parks. This is not where you enter a domain name you have registered for example with GoDaddy. If you have a fully functional agent site that you have outside of your Parks agent site, you can enter the website address here. This will allow customers that come to your agent profile on the site to then go directly to your outside agent site. However, if you have registered a domain name (**youragentname.com**) this is handled differently and does not need to be entered here

Social Media - you will see boxes to enter your social media links. If you have a facebook, twitter, pinterest, google+, etc you can enter the links here and the appropriate icons will appear on your agent website page. If you leave the boxes blank, the icons will not appear.

To find the appropriate link to enter, simply visit your page for the social media you'd like to show (go to Facebook and go to your agent page) and copy the information in the address bar at the top. Then copy this information into the appropriate box here

Language - if you speak another language, you can check the box for the secondary language and if a customer is searching for an agent that speak Spanish, then you would appear in the search results

Neighborhood - you do not need to click every box in this section. This is only used if you would like to focus on specific areas.

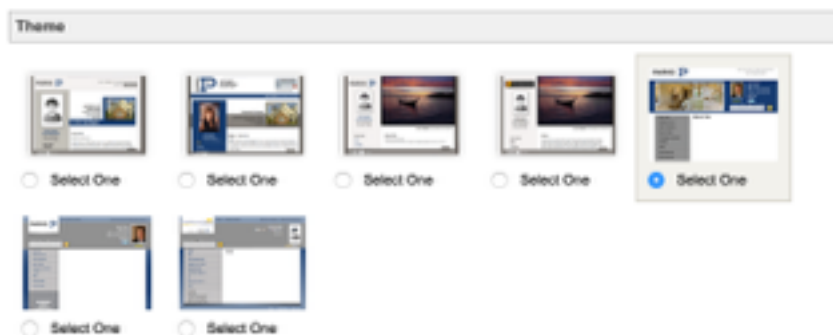
CLICK SAVE - your changes will be lost! The last step will be to click save on this page and save your information. If you have just change out your agent photo, you still need to click save for this to appear on your agent site

Theme

This controls what your agent site looks like - you have several options for the layout of your agent website

Select the option you would like - you can change at any time

Two of our themes have a built in box at the top of the page for custom images - to use the custom images which are located under **Header Images** - you will need to select a them that has the header image built in at the top of the web page



MLS Info - this is your MLS agent number (not your Realtracs agent ID). This information is entered by staff at the time you are entered on the Parks website. You should not need to use this section.

Header Image - this section has the gallery of images available to use as images at the top of your agent site. Remember - to use a header image, you will need to select the **THEME** that has the built in option for a header image

About Me - this is where you can write information about yourself, your business, the first impression that customers will have when they arrive at your website

About Me Back

Description:

Styles Format Comic Sans MS 4 (14pt)

Copyright/Disclaimer:

Save Cancel

REMEMBER TO SAVE

Listings

You have several options for how listings display on your agent website

Preview Website

My MLS Listings | My MLS Listings | My Pocket Listings | My Shared MLS Listings | Office Listings

Please choose one option :

Auto : New listings will be automatically displayed on your Agentsite

Manual : I will manually manage my listings

No Records are available

My MLS Listings are your listings that will pull directly from the MLS

My Pocket Listings are listings that you can manually add to your website that are not listed in the MLS system yet

My Shared MLS Listings - if you are a member of a team in your office, and your MLS listings are listed under another agent in MLS, you can add your team leader's MLS agent number to have those listings pull onto your agent site

My Shared MLS Listings | My MLS Listings | My Pocket Listings | My Shared MLS Listings |

Please choose one option :

Auto : New listings will be automatically displayed on your Agentsite

Manual : I will manually manage my listings

*MLS Number:

Enter the MLS number of properties you are co-listing to display them on your agent website.

Active Listings

No Records are available

*Datasource:

*Lag ID:

No Records are available

If you do not currently have active listings - we have an option for your office listings to appear on your agent website. Just check the box next to Display Office Listings and your office listing inventory will display on your agent website

Office Listings

Display Office listings

Recent Sales

You have the option for your recent sales to auto-populate onto your agent site.



Recent Sales

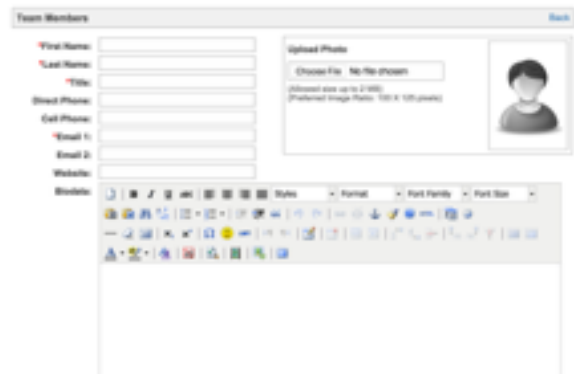
Mode: Auto Manual Both Order By: Sale Date High To Low

No Records are available

With the Auto option, recent sales will stay on your site for 12 months. At that time, you may enter the sale manually to stay in your sold inventory on your agent website.

Team Members

Have team members that you work with? You can add their information to your Parks agent site here. Add your partner agent, your assistant or more.



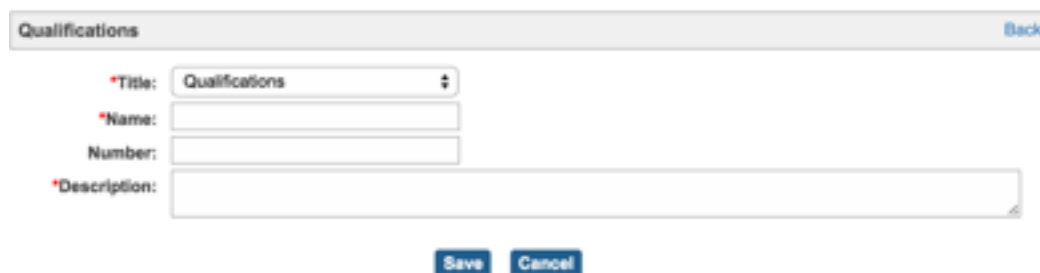
Team Members

*First Name:
*Last Name:
*Title:
Direct Phone:
Cell Phone:
*Email 1:
*Email 2:
Website:
Bio:

Upload Photo
Choose File No file chosen
Allowed size up to 2 MB.
Preferred image ratio: 100 x 100 pixels

Qualifications

Enter designations or other qualifications here that you have earned - ABR, CRS, or more. Be sure to enter a description of your qualification so that customers will understand the importance of what you have achieved



Qualifications

*Title: Qualifications
*Name:
Number:
*Description:

Helpful Links

Helpful LinksBack

Title:

Url:

Description:

Enter title, URL (website address) and description of other websites you would like to link to - this could be Chamber of Commerce, education information, or other helpful sites

Neighborhoods

Tools

Tools offers options to add a Home Valuation Tool, Mortgage Tool and Buyer/Seller Tips to your agent site. Be careful - when checking Buyer/Seller Tips - there are NOT pre-written buyer/seller tips. You will need to write your own tips for buyers/sellers

Just check the box beside the tools you would like to add to your agent website

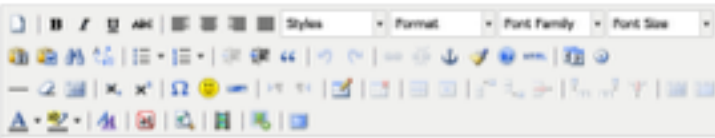
Tools

Mortgage Calculator
 You can include a mortgage calculator on your web site. If you would like this mortgage calculator, check the box below

Home Valuation
 You can include a home valuation tool on your web site. If you would like this home valuation tool, check the box below

Buyer/Seller Tips
 You can provide your customers with helpful tips when buying and selling homes in your area. Include any information that showcases your knowledge or expertise of the area, the transaction process, or other general information

Styles Format Font Family Font Size



Custom Links

Custom links are very similar to Helpful Links - Enter the title of the link and the URL (website address)

Custom Links

Note : The custom links will add tabs on the website menu which will are links to the external websites.

*Title:

*Uri:

Reorder My Links















As you add information to your agent site (listings, recent sales, helpful links, etc) this creates “links” on your agent site. If you would like to change the order in which your “links” appear, or the title of the “links” you can make those changes here under **Reorder My Links**

Use the pencil icon to make changes to the title of the link - and drag and drop to reorder

Reorder Links

Drag and Drop Page Title to change its order in the list.
Click on edit button to change Title.

Extra Page 1 (I am Awesome)

Jenni Info	
Blog	
Listings	
Neighborhoods	
Recent Sales	
Qualifications	
References	
Team Members	
Home Valuation	
Mortgage Calculator	
Buyer/Seller Tips	
Helpful Links	
Office	
Additional Pages	
Extra Page 2 (Data is not available)	
Extra Page 3 (Data is not available)	
Extra Page 4 (Data is not available)	
Extra Page 5 (Data is not available)	

Blog

An important way to increase web traffic to your agent site is through blogging. The blog platform built into your agent website is a great way to have visitors find your website through internet searches and also a great way to encourage visitors to return to your agent website.

Blog topics can be anything - but you could use information like our monthly market updates, info from Trendgraphix, or follow our company blog and have that repost to your agent site.

To have our company blog automatically post to your agent site - you will need to subscribe. The blog feed to enter is: <http://bobparks.com/blog/feed>



This will automatically post the company blog onto your agent site as they are published

To create your own blogs, it's easy to get started -

Click on Add Post

Type away - use the icons to add photos, or videos or links in your blog

A screenshot of a web form titled 'Add Post'. At the top, there is a navigation bar with the text 'Add Post | Manage Blogs | Categories | Tags | Comments | Subscribe'. Below this, the form is divided into several sections. The first section is labeled 'Title:' and contains an empty text input field. The second section is labeled 'Content:' and features a rich text editor with a toolbar containing various icons for text formatting, alignment, and media insertion. Below the content editor, there are two rows of input fields. The first row is labeled 'Category:' and has a 'New Category:' field with a 'Save' button next to it. The second row is labeled 'Tag:' and has a 'New Tag:' field with a 'Save' button next to it.

Category - this would be the subject of your blog - is this home maintenance, market update, decorating trends? Please do not use category that is not actually related to your blog.

Tags - key words to help someone find your blog in a website search. If this is a blog about home maintenance, you would use that as a tag. Also, do not tag your blog with key words that are not in your blog.

Additional Pages & Extra Pages

These are both options to add additional custom pages to your website. If you'd like to add a page of your listing videos, or a page for market information, you can create custom pages to add to your site. Each option does the same, they are just listed in two different places (this was an initial error on the website, but allows more extra pages for our agents so we kept it!)

The image shows two screenshots of web configuration interfaces. The first is titled 'Additional Pages' and includes a 'Back' button. A note states: 'Note : This will add a new tab to the website menu and multiple pages can be added to this tab and they will show up as a submenu when the tab is selected. You will create a name for this tab or can leave it as Additional Pages.' Below the note are input fields for 'Title' and 'Description', and a rich text editor toolbar with various icons. The second screenshot is titled 'Extra Pages' and also has a 'Back' button. A note states: 'Note : You can add up to 5 extra pages. Each page created will add a tab in the website menu and the title of the page will be the name of the tab.' It features a 'Page' dropdown menu set to '2', and input fields for 'Title' and 'Description', along with a rich text editor toolbar. Both windows have 'Save' and 'Cancel' buttons at the bottom.

Email Templates

When visitors come to your agent site and request a showing, or request more information or other actions, there are pre-written emails that are sent on your behalf to the customer.

You can view these emails, and make changes to these emails under Email Templates

The image shows a screenshot of the 'Email Alerts Template' editor. It features a rich text editor toolbar at the top. The main content area contains a pre-written email template with several placeholder variables in parentheses, such as (AlertReceiverFirstName), (AlertReceiverLastName), (AlertName), (AlertCriteriaString), (AlertFrequency), (AlertPropertyResult), (TotalRecordContent), (AlertSearchResultUrl), (AgentPhoto), (AgentFullName), (AgentTitle), (AgentOfficeName), (AgentAddress), (AgentCity), (AgentState), (AgentZip), (AgentDirectPhone), (AgentOfficePhone), (AgentAlternatePhone), (AgentMobile), (AgentFax), (AgentEmail), (AgentWebsite), (DeactivateAlert), and (MLSDisclaimer). At the bottom of the editor, there is a link that says 'Check out the Predefined Variables and Example' and 'Save' and 'Cancel' buttons.

Agentsite URL

THIS IS NOT WHERE YOU CHANGE YOUR URL to a URL (website address) that you have purchased through a domain provider (GoDaddy, Yahoo, etc).

The only change you can make through our website to your agent website address is to the very end of the website address

Agentsite Url

Current Url: <http://www.bobparks.com/agents/bobbyparks>

New Url:

Ex: <http://www.bobparks.com/agents/{agentsite}>

Save

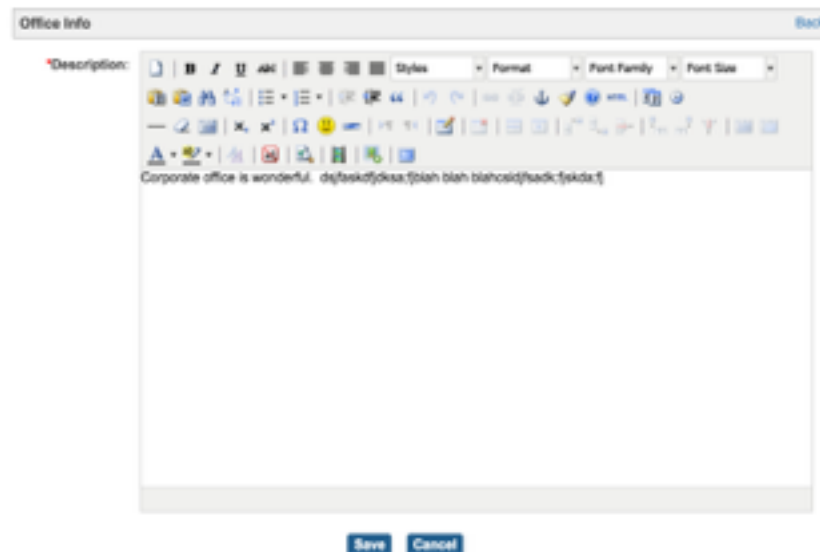
You can change anything after the word agents in the above website address

This is also where you can find your agent website address - this is a very long agent website. We understand that - and you can request a shortened version by emailing information@parksathome.com. We can shorten your agent website web address and customize this for you but it must be done by administrator.

If you have purchased a domain name (youragentname.com) through GoDaddy or another service - please email information@parksathome.com for help. We will set up a quick phone call and get this set up for your agent website address.

Office Info

You can add information about your office including a photo of your office here to add additional information to your agent site



The screenshot shows a web form titled "Office Info" with a "Back" button in the top right corner. The form contains a "Description:" label followed by a rich text editor. The editor has a toolbar with various icons for text formatting (bold, italic, underline, strikethrough, text color, background color), alignment (left, center, right, justified), and other functions like bullet points, numbered lists, link, unlink, and insert image. Below the toolbar, the text "Corporate office is wonderful. dg{taskd}kksa:fpiah blah blahoid{task-}skda:f" is visible. At the bottom of the form, there are "Save" and "Cancel" buttons.

API Code

API code is a section on your agent website to add a widget to your agent website for customers to download your mobile app



This widget is available by logging into the website for our mobile app (<http://parksathome.mobilerealtyapps.com>)

Then log in (your log in is the same as the log in for the Parks website)

Then go to Get Website Embed Code for SMS Widget

Copy everything in the box

Once you have this information from the mobile app website - come back to the Parks agent site and paste into the blank box under API code

API Code

Code:

```
<iframe type="text/javascript" src="https://rest.mobilerealtyapps.com/smswidget/mediumrectanglehtml/bobparks/127790/2E2E2E" frameborder="0" height="250" width="300" ></iframe>
```

Save

This will add your custom widget to your agent website

Analytics Code

Analytics can be useful to determine how and where customers are coming to your agent website. This option requires a few steps to set up.

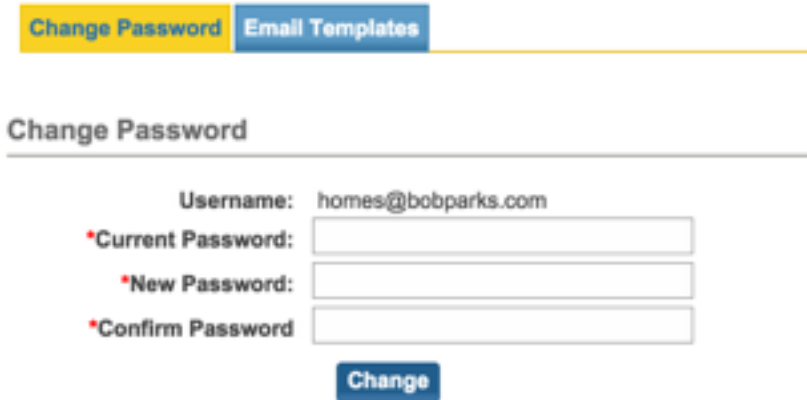
1. Register for a free google analytics account (<https://www.google.com/analytics/>)
2. Once you have your google analytics account - you will have instructions on how to link your website account to your google analytics account
3. On your Parks website - use this analytics code box to paste information from your google analytics account

Analytics Code

Save

Site Admin tab

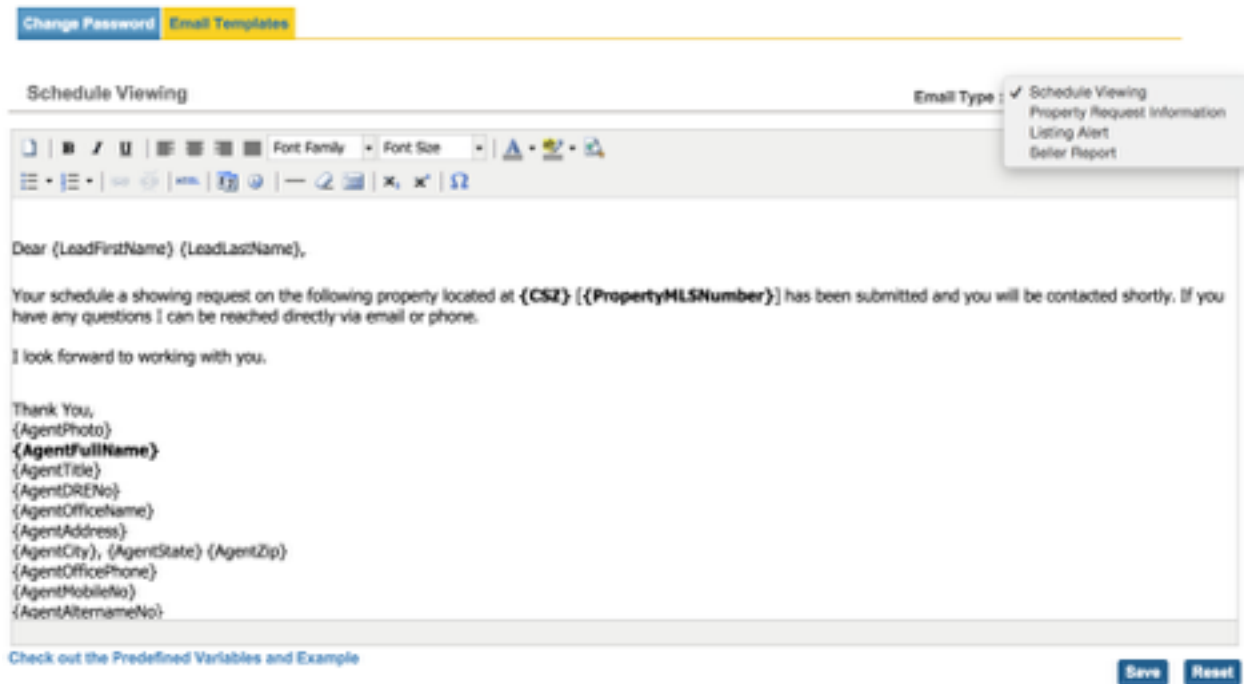
Here you can change your password to log in to the Parks website



The screenshot shows the 'Change Password' form. At the top, there are two tabs: 'Change Password' (highlighted in yellow) and 'Email Templates'. Below the tabs, the form is titled 'Change Password'. It contains the following fields and a button:

- Username: homes@bobparks.com
- *Current Password: [Text input field]
- *New Password: [Text input field]
- *Confirm Password: [Text input field]
- Change [Submit button]

You can also see the Email Templates for the auto-response emails that the website will send out on your behalf - these emails happen when certain actions are taken by customers on your agent site



The screenshot shows the 'Email Templates' form. At the top, there are two tabs: 'Change Password' and 'Email Templates' (highlighted in yellow). Below the tabs, the form is titled 'Schedule Viewing'. It contains the following elements:

- Email Type: Schedule Viewing, Property Request Information, Listing Alert, Seller Report
- Rich text editor toolbar with options for Bold, Italic, Underline, Text Color, Background Color, Font Family, Font Size, Bulleted List, Numbered List, Indent, Outdent, Undo, Redo, Link, Unlink, and Help.
- Text content: Dear {LeadFirstName} {LeadLastName},
Your schedule a showing request on the following property located at {CSZ} [{PropertyMLSNumber}] has been submitted and you will be contacted shortly. If you have any questions I can be reached directly via email or phone.
I look forward to working with you.
Thank You,
{AgentPhoto}
{AgentFullName}
{AgentTitle}
{AgentDRENo}
{AgentOfficeName}
{AgentAddress}
{AgentCity}, {AgentState} {AgentZip}
{AgentOfficePhone}
{AgentMobileNo}
{AgentAltnameNo}
- Check out the Predefined Variables and Example [Link]
- Save [Submit button] Reset [Submit button]

Media Center Tab

Media Center

Select Type :

- > Listing Packets
- > Training/How To Inst...
- > Policy Procedure Handbook
- > Company Logos
- > Webinars
- > Dotloop
- > Leading RE Information
- > Relocation
- > Make A Wish Middle TN
- > Company Meeting 2015
- > Home Appreciation Graphs
- > FEMA Flood Map Info
- > Centralized Showing ...

Media Center is where we store documents, videos, and other information for agents

This is any information that you can download to use - including listing/buyer packets, logos, information on Make A Wish and more

You can also find recordings of our weekly webinars here to watch at any time

Just click on the category and more information will open - all items are available to view and then download for your use

SEO Tags Tab

SEO (search engine optimization) is how you can “tag” your website to help search engines find your agent site.

Home Page >	Home Page http://www.bobparks.com/agents/bobbyparks
Property Details >	Title Real Estate Agency - Bob Parks Realty
Other Pages >	<small>Note: The maximum number of characters recommended for Title Tag is 60. Suggestion is to include your target market along with your name. Example: Boise Real Estate - Jane Smith Realtor</small>
	Description Search homes in Nashville, Brentwood, Mt Juliet, Franklin, The Gulch, Sumner County, Green Hills, Smyrna and Murfreesboro, Auctions, Relocation, Property Mgmt, Title Services.
	<small>Note: The maximum number of characters we recommend for Description Tag is 150. Suggestion is to include short phrases or sentences loaded with keywords that match your content. Example: Search homes in Bozeman. We offer real estate information for the Bozeman area including MLS listings, home values and schools.</small>
	Keywords bob parks realty, real estate listings, real-estate agency, real estate agents, homes for sale tennessees, houses for sale tennessees, property management, nashville, brentwood, mt juliet, franklin, the gulch,nashville, green hills tn, smyrna tn, murfreesboro tn
	<small>Note: Enter keywords in Comma Separated Format (e.g: real estate, find properties, search listings). The maximum number of recommended phrases is 20. Suggestion is to use keywords that match verbiage in the content of the Home Page. Do not repeat the same word more than 3 times. Example: homes, Real estate, boise, condos, Home, realtors, properties, houses, home value, Real estate market, Willow Bend, Homes in Boise, Jane Smith</small>

CRM Tab

CRM tab is where you can see leads that have come through your website or the Parks website. This will be leads that are registered users, schedule viewing requests and more.



Click on the CRM tab, and refine your search - then click GO

CLEAR ALL **GO**

Lead Status
New,Assigned,Active,Pending...

Lead Types

Contact Tags

User Type

Lead Rank
From To

Lead Creation Date
From clear
To clear

Leads Created in Last Week

Leads Created in Last 24 hrs

Lead Activity Date
From clear
To clear

Lead Name / Email

Lead Business Source
Select

Company

Birth Date
From clear

You can view your contacts here that you may have added through the Marketing tab

You can Add Contacts here directly

You can Import Contacts as well

Filter contacts by birth date, tags, or user type or anniversary date to manage your contacts and how to market to your database

You can store your entire database here under the CRM tab for use with the Marketing Tab options or to export and use with other marketing options (Boomerang, Impact, or TPMCO)

Marketing Tab

The Marketing tab offers several valuable options - but the first step is to load your database



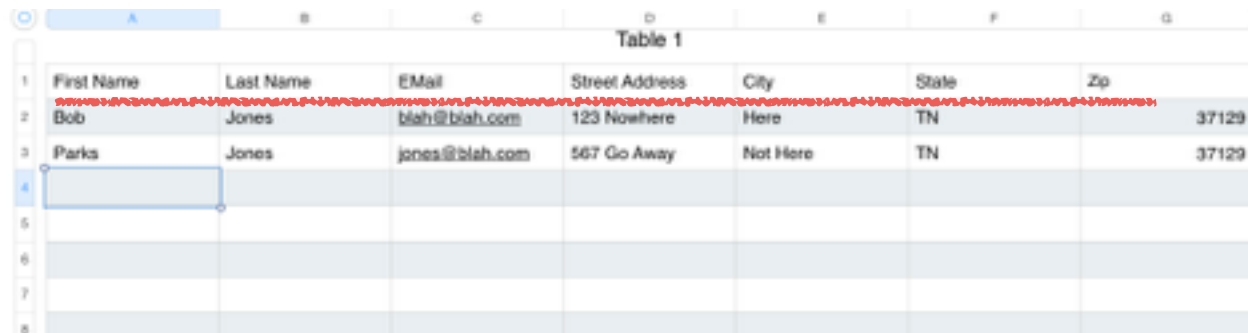
Under the Farms section - you will load your database for use in email marketing on the site including the monthly published newsletter that Parks creates for your use

Upload Farm

You will start with Upload Farm - this will open the options to load your Farm or database to the website

To start - you need your database in Excel (Numbers) spreadsheet. If you use GMail, Outlook, Realty Juggler, Top Producer, etc we can help you export your database. Email us at information@parksathome to set up a time to help.

If you do not have your database in any format - start with an excel spreadsheet



	A	B	C	D	E	F	G
	Table 1						
1	First Name	Last Name	Email	Street Address	City	State	Zip
2	Bob	Jones	blah@blah.com	123 Nowhere	Here	TN	37129
3	Parks	Jones	jones@blah.com	567 Go Away	Not Here	TN	37129
4							
5							
6							
7							
8							

The first row of your spreadsheet needs to be titles - what is in that column? You will see we have First Name, Last Name, Email, Street Address and more. The only information you must have will be First Name, Last Name and Email address. The rest of the fields are optional, and you can add other columns for information such as anniversary date, birth date etc.

Once you have your spreadsheet with your database information - you will need to save this as a specific file type

Go to File ; Save As ; then save as .CSV (on a mac, this will be listed as Windows CSV)

It may prompt you - are you sure you want to save as this format-some features may be lost? Just click Yes - you are sure!

Now that you have your database in a .CSV format - you are ready to load this to your website

Part One

Part Two

The screenshot shows a web interface for managing farm data. At the top, there are two tabs: 'Farms' and 'List Farms'. The 'Farms' tab is active. The interface is divided into two main sections: 'Upload Farm Data' and 'Map Your Farm Data'. The 'Upload Farm Data' section includes a file upload button, a note about CSV format, and an 'Add Manual Contact' button. The 'Map Your Farm Data' section contains various dropdown menus for mapping fields like Farm Name, Name, Email, First Name, Last Name, Address, City, State, Zip, Phone, Birth Date, Anniversary Date, Alternate Email, and Secondary Name/Birthdate.

Click on Upload File - and choose your file you created (in .csv format) for your database

If the upload is successful - your file name will appear next to Choose File and you are ready for Part Two

Part Two - Name your Farm - type in the name of your farm

Now you need to “map” your information to the website. The boxes next to Name, Email, First Name, Last Name, etc will become drop down boxes.

Use the drop down box to match the information on your spread sheet to the website field - Name would go with First Name on your spreadsheet, Email would go with Email on your spreadsheet, etc.

Make sure to hit Save as your last step!

Your farm will appear under the Farms tab for you to use with the marketing options available through the marketing tab

Marketing Tab - Newsletters

Newsletters tab is where you can access the monthly published newsletter by Parks for use to send out to your database and you also have template options to create your own newsletter

Under the newsletter tab - you will see a list of available newsletters for you to use (see section on **Monthly Newsletters** for more information in the Technology section)

Each month, Parks publishes a newsletter for your use with your database. This newsletter is branded to you - and can be sent out or changed before sending. The newsletter is published by the 1st day of the month for your use



You can email to your database, print, or share on social media

You also have template options to write your own newsletters - to access click CREATE

Newsletters

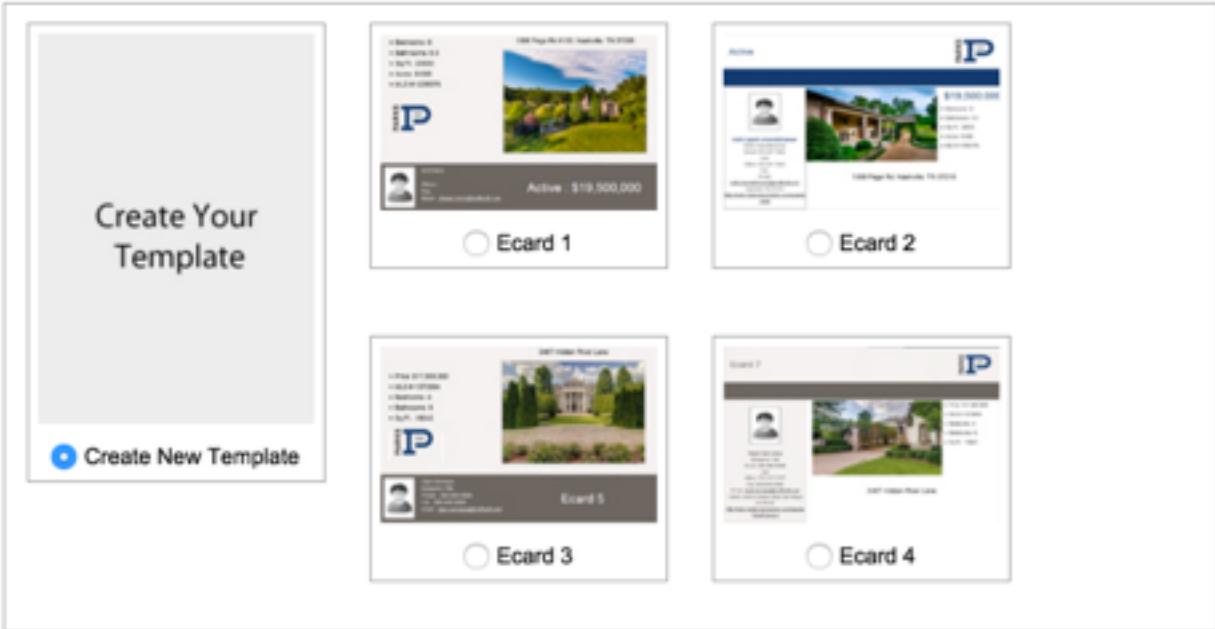


You will see two different template options ready for you to type your newsletter and send!

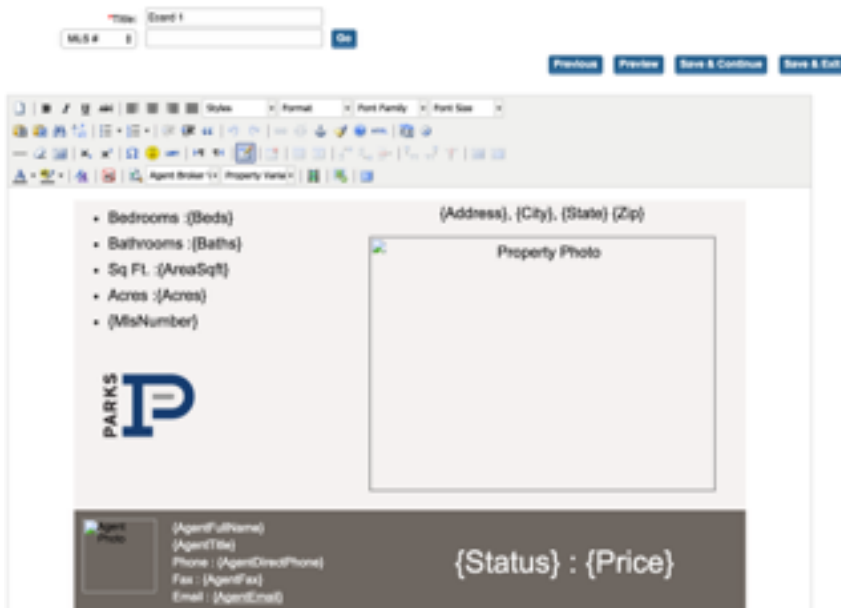
Marketing Tab Ecards

Also available under the Marketing Tab are Ecards

There are several Ecard templates and also a blank template to create from your own design. The great option on our Ecards and also on the Flyers tab is that by entering the MLS number of the listing you would like to create an ECard or Flyer for, the information will pull in directly from MLS, including the photos



Start by clicking CREATE under the ECards tab, then choosing the template you would like to work with - then click NEXT



Enter the MLS # and click GO

The information on your listing including the photo will pull in on the Ecard

Then click Save & Exit and your Ecard is ready to send

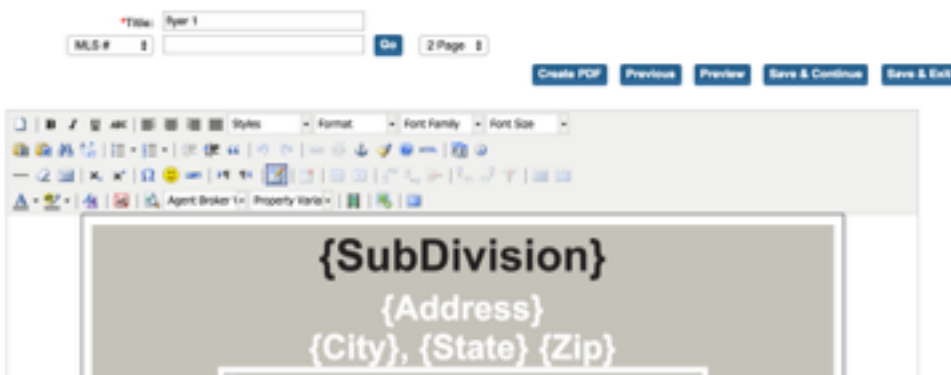
Marketing Tab Flyers

The flyers work very similarly to ECards - with several templates for your use
Choose CREATE and the flyer options will open



Choose the template for you flyer - you will have the option when you open the template to choose a one page or two page flyer (the templates all appear as two page, but you can change this to one page in the next step)

Choose the template you would like to work with and click NEXT



Just like the Cards - enter the MLS number the property you would like to create a flyer for. Choose one page or two page, and your information will flow onto your flyer from MLS.

You can create a PDF for easy printing, or save and next to send out the flyer via email

Marketing Tab Drip Campaigns or How Do I Send out what I just made ?

Once your database is loaded to the site, you can create newsletters, Ecards and flyers - how do you email them to your database?

Drip Campaigns is where everything is emailed - whether newsletter or Ecard or flyer

Click on the Drip Campaigns tab - and go to CREATE

The first step is to Name your campaign - for example - Jan 2015 Newsletter. And choose your Farm that you will be emailing to on this campaign.

Then choose the category of what you are sending out - is this a newsletter, Ecard or Flyer

Drip Campaigns List Campaigns

*Campaign Name:

*Farm:
Test (3)
Database #1 (243)

*Category: Select Category
Newsletter
Flyer
Ecard

*Template:

*Frequency:

*Schedule Date:

Expire Date:

*Subject:

Send to queue

Once you select newsletter (we will use that for this example), then select the "Template" or which newsletter you would like to send out. We will use January 2015 newsletter.

Frequency - how many times would you like to send this out? Usually this is One Time.

*Schedule Date:

Expire Date:

*Subject:

Send to queue

Schedule Date? You can schedule a future date for the emails to be sent OR you can select SEND TO QUEUE. If you choose SEND TO QUEUE - this will begin sending out the emails right away.

Last Step - hit SAVE. When you hit SAVE - your emails will begin sending out right away (unless you have scheduled a future date for these to be sent)

You can find your lists of Drip Campaigns under the main menu under the Drip Campaigns tab.

This list of Drip Campaigns is full of useful information -

Drip Campaigns : January Newsletter [List Campaigns](#)

Name	Type	Farm	Frequency	Scheduled On	Expired On	Total Sent	Total View	Status	Action
Jan. 2016 Newsletter	Newsletter	Database #1	One Time	-	-	244	48	Completed	

You will see the list of drip campaigns here - for example we are using Jan 215 newsletter. Click on the magnifying glass next to the campaign

Drip Campaigns : January Newsletter [Back to Activities](#) [List Campaigns](#)
Farm: Database #1
Template: Jan. 2016 Newsletter

Name: Email: [Search](#)

Total: 243

Name	Email	Last Sent Date	Last Activity Date	Unsubscribe Date
John Wilson	john.wilson@email.com	2016/01/24	2016/01/24	-

Here you can see each person that received your email, if they opened your email (Last activity date) and if they have unsubscribed to receive any further emails from you

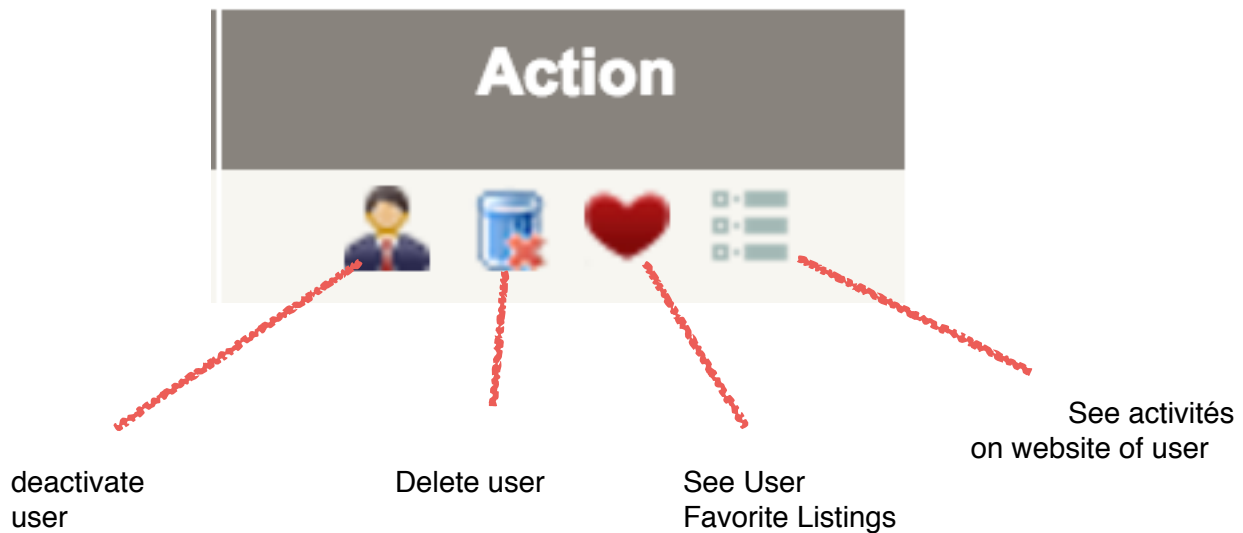
You can also see the Opted Out information under the Opted Out tab under the Marketing tab as well

Registered Users Tab

Here you can find customers who have registered for an account on the Parks website (to save listings, or be notified of new listings) and have specified you as their agent.

You can view registered users searches, and their favorite properties to stay in touch with them and help guide them through the process of buying or selling their home.

You are notified via email as well when you have a new registered user or lead on the website.



Email Alerts Tab

This tab will show all users that have active email alerts set up on the site. An email alert is a user specified (or agent specified for their client) to be alerted when a specific property type comes on the market. This is covered in more detail under Power Search tab

Manage Leads Tab

This tab was replaced by the **CRM Tab**

Site Stats Tab

This tab will show you stats on your website and your listings

Site Stats

Most Viewed Properties >	Agentsite Stats
Most Viewed Featured >	Title
Agentsite Stats >	Last Week
Most Viewed Agent Listings >	About Me 16
	Listings 4
	Recent Sales 3
	Mortgage Calculator 1
	Helpful Links 2

Site Stats

Most Viewed Properties >	Most Viewed Properties
Most Viewed Featured >	Last Week
Agentsite Stats >	2614 Charter Ct,Murfreesboro,T... (2)
Most Viewed Agent Listings >	0 Hoovers Gap Road,Christiana,... (1)
	215 Baird Ln,Murfreesboro,TN 3... (1)
	147 Centerrock Dr,Christiana,T... (1)
	2234 Richard Garrett Dr,Christ... (1)

Power Search Tab

Power Search Alerts Tab

Here you will see Basic Search and Advanced Search options - this will create custom listing alerts based on the schedule you specify for you as the agent, or for a client that you are creating the custom search for

Basic Search

Street * City or Zip * MLS Source MLS Number / #TID [Draw Your Search Area](#)

* Property Type * Status Search By MLS Area [Multi City](#) or [Multi Zip](#) or [Multi County](#)

Search Within Price to Beds to Baths to Square Feet to

[Agent View](#) [Consumer View](#) [Save this search](#) | [Export](#) | [Show Count](#) | [Clear All](#)

Advanced Search

List Date to Listing Agent Name Listing Agent Id Listing Office Lot Size (Acres) to

Days on Market to Garage Short Sales Stories

Once you have your search criteria entered, you will Save This Search

When you Save This Search - an options box will open

Edit this search ✕

Activate Daily Power Search Alert

Activate Weekly Power Search Alert

Activate Bi-Weekly Power Search Alert

Activate Monthly Power Search Alert

Agent **Registered User** **New User**

*Save Your Search :

Save





You can save your search for Daily, Weekly, Bi-Weekly or Monthly alert emails

You can have the emails sent to yourself as agent, a registered user under your agent ID, or a new user (a client that has not created an account on the website yet). If you choose New User, you will create a user account for your client and they will be notified via email

Power Search - Saved Search Tab

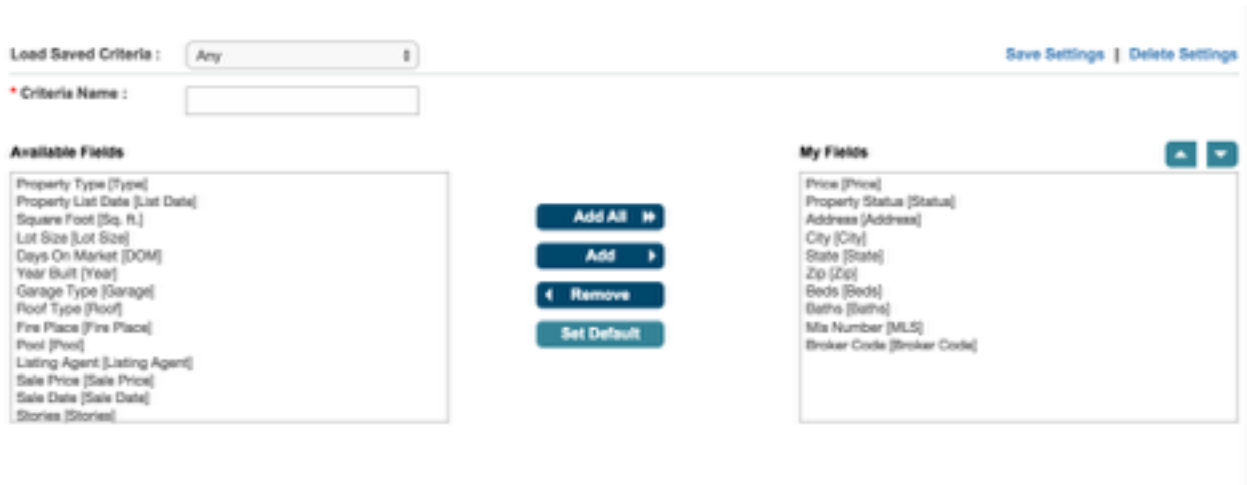
This will show all your active saved searches that you have - in case you need to delete or modify the search

You have 2 saved search.

Test	Created On: 2016-01-04 23:41:13	 
having type: Residential in MURFREESBORO, TN; Status:Active, List Price:\$250,000 to \$300,000, sorted by price high to low		
Search		
Daily Listing Alert is currently activated.		
Email Search		
Postpone Listing Alert		
Test	Created On: 2016-01-04 23:41:04	 
having type: Residential in MURFREESBORO, TN; Status:Active, List Price:\$250,000 to \$300,000, sorted by price high to low		
Search		
Daily Listing Alert is currently activated.		
Email Search		
Postpone Listing Alert		

Power Search Tab - Power Search Settings

Here you can add additional fields and customize your power search settings



The screenshot shows the 'Power Search Settings' interface. At the top, there is a 'Load Saved Criteria' dropdown menu set to 'Any' and a 'Criteria Name' input field. On the right, there are links for 'Save Settings' and 'Delete Settings'. Below these are two main sections: 'Available Fields' and 'My Fields'. The 'Available Fields' section contains a list of fields: Property Type (Type), Property List Date (List Date), Square Foot (Sq. Ft.), Lot Size (Lot Size), Days On Market (DOM), Year Built (Year), Garage Type (Garage), Roof Type (Roof), Fire Place (Fire Place), Pool (Pool), Listing Agent (Listing Agent), Sale Price (Sale Price), Sale Date (Sale Date), and Stories (Stories). Between the two sections are four buttons: 'Add All', 'Add', 'Remove', and 'Set Default'. The 'My Fields' section contains a list of fields: Price (Price), Property Status (Status), Address (Address), City (City), State (State), Zip (Zip), Beds (Beds), Baths (Baths), Mls Number (MLS), and Broker Code (Broker Code).

CMA Tab

Under the CMA tab you can create a custom CMA presentation on the Parks website

CMA Tab CMA Reports

You will see your past CMA reports here to view or edit past reports

Create

Here you will be able to create your CMA report - our CMA report does integrate with MLS to pull in active, pending and closed listings

Create New CMA Report

*Report Type Seller CMA Buyer CMA

*Client Name

Create

Choose the type of CMA report to create and enter your Client's Name

Subject Property

Here you will enter the address and other information for your listing (for a seller CMA)

Subject Property Address Save & Next

I will enter information about the MLS subject property myself
 I will enter an MLS# as the subject property
 I will enter a Non-MLS Property as the subject property

MLS Source: MTRMLS

MLS #: _____
*Address: _____
*City: _____
*State: _____
*Zip: _____

Validate Address

Subject Property Photo
Choose File | No file chosen
Please specify a Photo (.jpg format):
File size should not be more than 2 MB.
Upload Photo

Use for non-validated address

Latitude: _____
Longitude: _____
Retrieve

Property Characteristics

Beds: _____
Baths: _____
*Square Feet (sqft): _____
Lot Size (sqft): _____
Year Built: _____
Stories: _____

Property Description

Once you enter in the property address - you must click Validate Address - this allows the website to pull comparable properties and also for the DLP (Dynamic Listing Presentation which is out last step)

You also are required to enter a square feet (sqft) amount and then you can Save & Next

Comparables Tab

Select your Comparables Save & Next

Basic Search

Street: 1430 W Northwood Blvd | *City or Zip: SUWANEE, GA | *MLS Source: MTRMLS | # MLS Number / # PTD: _____
[Draw Your Search Area](#)

*Property Type: Residential | *Status: Active | Search By MLS Area: Multi City or Multi Zip or Multi County

Search Within: 2 Miles | Price: _____ to _____ | Beds: _____ to _____ | Baths: _____ to _____ | Square Feet: _____ to _____

Advanced Search

List Date: _____ to _____ | Listing Agent Name: _____ | Listing Agent M: _____ | Listing Office: _____ | Lot Size (Acres): _____
[Clear](#) [Clear](#)

Days on Market: _____ to _____ | Garage: _____ | Short Sales: | Stories: Any

Elementary School Name: _____ | Middle School Name: _____ | High School Name: _____ | Age: _____ to _____ | Year Built: _____ to _____
(Multiple names will be comma separated)

Garage Spaces: _____ | Roof: _____ | Fireplace: _____ | Pool: _____ | Sort By: Price High To Low

Agent View **Consumer View** [Export](#) | [Show Count](#) | [Clear All](#)

You will see that our subject property address is already filled in on the comparables tab

There is one important step on this page to make your CMA work correctly

The *Status is currently showing Active - we must click on *Status and add Closed

Property Status for MTRMLS ✕

Withdrawn

Sold

Expired

Active

Pending

When you click on the *Status then you will have an option box open to choose other listings status to include - MAKE SURE to include Sold properties then click OK

You will then click on Agent View - which will open a list of comparables to be included in your CMA - click the comparables to include and Save & Next

Select your Comparables

<< Prev 1 - 20 of 261 Records Next >>
Page 1 Go
Sort By: Price High To Low
[Modify Search](#)

Check All <input checked="" type="checkbox"/>	Price	Status	Address	City	State	Zip	Beds	B
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	\$895,900	Sold	1623 Georgetown Ln	Murfreesboro	TN	37129	4 bedrooms	4
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	\$729,777	Active	1406 W Northfield Blvd	Murfreesboro	TN	37129	5 bedrooms	5
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	\$699,000	Sold	2672 Sulphur Springs Rd	Murfreesboro	TN	37129	4 bedrooms	5
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	\$609,900	Active	1547 Georgetown Ln	Murfreesboro	TN	37129	4 bedrooms	3
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	\$549,900	Sold	2611 Craythorne Dr	Murfreesboro	TN	37130	4 bedrooms	4
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	\$543,900	Sold	1009 Rosebud Ct	Murfreesboro	TN	37129	4 bedrooms	4
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	\$540,000	Sold	2902 Princeton Ln	Murfreesboro	TN	37129	5 bedrooms	6
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	\$525,000	Sold	2317 River Terrace Dr	Murfreesboro	TN	37129	3 bedrooms	2
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	\$499,500	Sold	1603 Georgetown Ln	Murfreesboro	TN	37129	6 bedrooms	3
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	\$479,900	Sold	2722 Battleground Dr	Murfreesboro	TN	37129	4 bedrooms	3
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	\$475,000	Sold	2608 Wynthrope Hall Dr	Murfreesboro	TN	37129	4 bedrooms	3
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	\$474,800	Active	2108 Shannon Dr	Murfreesboro	TN	37129	5 bedrooms	3
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	\$454,900	Sold	2005 Stratford Rd	Murfreesboro	TN	37129	4 bedrooms	4
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	\$449,900	Active	1615 Breckenridge Dr	Murfreesboro	TN	37129	4 bedrooms	3
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	\$441,500	Sold	2224 Londonderry Dr	Murfreesboro	TN	37129	4 bedrooms	3
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	\$439,900	Active	2728 Hatteras Court	Murfreesboro	TN	37129	4 bedrooms	4
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	\$434,900	Sold	2630 Hatteras Ct	Murfreesboro	TN	37130	4 bedrooms	3
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	\$429,900	Sold	2618 Hatteras Court	Murfreesboro	TN	37129	4 bedrooms	4
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	\$420,900	Active	2720 Hatteras Court	Murfreesboro	TN	37129	4 bedrooms	4
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	\$419,900	Active	2231 Shannon Drive	Murfreesboro	TN	37129	3 bedrooms	3

CMA Tab Adjustments Tab

Here you can enter any adjustments to your subject property - characteristics that would set your subject property apart or that are unusual to the market

Then Save & Next

CMA Tab Pricing Tab

This tab will show the estimated pricing estimates for your subject property - you have the option to include or not include pages at the end of the CMA process

Pricing Save & Next

Sold Comparables Averages

The comparables below are based on the properties with a "Sold Status" only. Properties with an Active or Pending status are not included in this calculation.

Average List Price \$536,900	Average Square Feet 4683
Average Sale Price \$520,969	Average Price per Square Foot \$111
Percent Price Change 3%	

Selected Pricing Module: Avg Adjusted Sale Price Avg Price per Square Foot

Avg Sale Price \$520,969	Avg Adjusted Sale Price \$520,169
Avg Price per Square Foot \$111	Adjusted Price per Square Foot \$111
	Suggested Sale Price \$499,500

Suggested Price Range Hide Suggested Price Range in Report

Low % Range 2.5

High Override

CMA Tab - Net Sheet

You can enter information related to the subject property and the client's mortgage information to provide them an estimated net sheet for the subject property

Save & Next

Selling Price Range: \$0 Type Of Sale:

Mortgage Payoff

1st Mortgage		2nd Mortgage		3rd Mortgage	
Outstanding Loan \$0	Outstanding Loan \$0	Outstanding Loan \$0	Pre-Payment Penalty \$0	Pre-Payment Penalty \$0	Pre-Payment Penalty \$0
Pre-Paid Interest \$0	Pre-Paid Interest \$0	Pre-Paid Interest \$0	Recourse Fee \$0	Recourse Fee \$0	Recourse Fee \$0
Recourse Fee \$0	Recourse Fee \$0	Recourse Fee \$0	Total Mortgage payoff \$0		

Commissions

Listing Broker's Fee % \$ Range \$0 - \$0

Selling Broker's Fee % \$ Range \$0 - \$0

Total Commission \$0

Property Taxes

Estimated Annual Property Taxes \$0

Taxes paid by seller \$0

Estimated Annual Property Taxes \$0

Sub Total \$0

Other Costs

Homeowners Transfer Fee \$0	Title Policy for large Subdivisions \$0
Transaction Fee \$0	Seller paid Buyer Costs \$0
Filing Fee \$0	Appraisal Fee \$0
Special Tax (State Hook) \$0	Other Bonds and Liens \$0
Courier/Express Mail service \$0	Title Policy - ALTA \$0
Termite Inspection/Report \$0	Final Certificate \$0
Termite Remediation work \$0	Escrow Fee \$0
Doc. Transfer Fee \$0	Homeowners Assoc. Dues \$0
Document Fee \$0	Recording Fee \$0
Tax Service Fee \$0	
Sub Total \$0	

CMA Tab - Client References

Client References

Client References	
1) Name	<input type="text"/>
Address	<input type="text"/>
City or Zip	<input type="text"/>
Phone	<input type="text"/>
Email	<input type="text"/>
Testimonial	<input type="text"/>


Here you can enter client references to be included in your CMA seller or buyer presentation — there are options to enter up to six client references

CMA Tab - Customize

Here you will see all the pages in your CMA and you can include specific pages

Customize - Select pages to print in the CMA Save & Next

Select pages to print in the CMA

											
Profile Page	Client References	Subject Property	Letter	Property Analysis Summary	Property Details	Price Change Graph	Pricing Summary	Net Sheet	Free Page	CMA Summary	Property Adjustments
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

We do have a “free page” that you can choose and customize with your own information

CMA Tab - Marketing

There are two additional marketing pages that you can include in your presentations - or upload your own pages to include in the CMA report

Marketing - Marketing Pages Save & Next

Select marketing pages which you want to add in CMA Report.

- Listing Syndication 2015 
- Growth Chart 

Upload your own Marketing Pages (max limit 5 pages)

Marketing Page Name

Please specify a Photo (.jpg format):
 No file chosen

File size should not be more than 2 MB.
(Preferred Image Ratio: 600x800 pixels)

CMA Tab - View

Here you can view and download your CMA report



CMA Tab - DLP

DLP is a dynamic listing presentation option included in the CMA presentation

The DLP will create a custom website for your seller/buyer that will show their subject property, and active/pending/sold properties around their subject property. This custom website will update directly from the MLS service - and also offers options for your clients to ask questions/ receive updates and more

This is the same function as the One to One Campaign

One to One

The One to One Campaign creates a custom website for your clients (buyer or seller or just browsing) that will show a subject property, and all active/pending/closed properties around them.

The website updates daily from MLS for the active/pending/closed properties and also offers options for your clients to ask questions (which are emailed directly to you) and for you to post messages to your clients

One to One - Campaigns Tab

Here you will see prior campaigns (websites) and to create a new campaign

My One to One Campaigns

Create new Campaign

When you click on Create New Campaign - the first step is to name your campaign. You can name this your client's name, the market area you are focusing on or anything that you like for the name.

One to One - Upload Farm

Here you have the option to upload a farm (database) OR just add a contact. There may be limited times when you load a database to use for the One to One Campaign. It is more likely that you will add one or two manual contacts to create the campaign for -

*Required Field : NAME, EMAIL, ADDRESS, CITY, STATE, ZIP, SQ.FOOTAGE Save & Next

Upload Farm Data

Choose File | No file chosen

[Upload File](#) [Download Sample File](#)

Please upload your farm data in CSV format.

[Add Manual Contact](#)
Add Contact Without Uploading Farm File.

Map Your Farm Data

*Name :	<input type="text"/>	*Email :	<input type="text"/>
*Address :	<input type="text"/>	*City :	<input type="text"/>
*State :	<input type="text"/>	*Zip :	<input type="text"/>
Beds :	<input type="text"/>	Baths :	<input type="text"/>
*Sq. Footage :	<input type="text"/>	Lotsize :	<input type="text"/>
Year Built :	<input type="text"/>	Stories :	<input type="text"/>
Mail Address :	<input type="text"/>	Mail City :	<input type="text"/>
Mail State :	<input type="text"/>	Mail Zip :	<input type="text"/>
Mortgage 1 :	<input type="text"/>	Mortgage 2 :	<input type="text"/>
Mortgage 3 :	<input type="text"/>		

Click Add Manual Contact - and the information box will appear to enter their information

You will see that there are a few required fields - Name, Email, Address (this is the subject property address or the starting point to create the information from), City, State, Zip and Sq Footage. The other information is optional to enter

Then click Save

Add Manual Contact

*Name :	<input type="text"/>	*Email :	<input type="text"/>
*Address :	<input type="text"/>	*City :	<input type="text"/>
*State :	<input type="text"/>	*Zip :	<input type="text"/>
Beds :	<input type="text"/>	Baths :	<input type="text"/>
*Sq. Footage :	<input type="text"/>	Lot Size :	<input type="text"/>
Year Built :	<input type="text"/>	Stories :	<input type="text"/>
Mail Address :	<input type="text"/>	Mail City :	<input type="text"/>
Mail State :	<input type="text"/>	Mail Zip :	<input type="text"/>
Mortgage 1 :	<input type="text"/>	Mortgage 2 :	<input type="text"/>
Mortgage 3 :	<input type="text"/>		

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

One to One Campaign - Choose Mkt Stats

This screen is where you choose what properties to display on your website - you can choose to show Active/Pending/Sold properties and a radius of properties from your subject property that you enter under the Upload Farm screen

Set the parameters below to determine which homes to display for each individual property. [Previous](#) [Save & Next](#)

<input checked="" type="checkbox"/> SHOW "ACTIVE PROPERTIES" (if available)
Soft Range 50 %
Radius from Property 0.75 mile
Records To Display 10
<input checked="" type="checkbox"/> SHOW "PENDING PROPERTIES" (if available)
Soft Range 50 %
Radius from Property 0.75 mile
Records To Display 10
<input checked="" type="checkbox"/> SHOW "SOLD PROPERTIES" (if available)
Soft Range 50 %
Radius from Property 0.75 mile
Records To Display 10
<input checked="" type="checkbox"/> Display Estimated Equity calculator.
<input checked="" type="checkbox"/> Display Estimated Home value calculator.

One to One Campaign - Choose Comparables

On your one to one website - there will be comparable properties listed - here you can choose how many and what to display for comparable properties

These settings will be used to automatically generate comparables. Please check the fields you want to effect comparables. [Previous](#) [Save & Next](#)

Display comparables with following characteristics.

Square Footage *	<input checked="" type="checkbox"/>	+/- 20 %
Bedrooms	<input type="checkbox"/>	+/-
Bathrooms	<input type="checkbox"/>	+/-
Radius *	<input checked="" type="checkbox"/>	5 Miles
Lotsize	<input type="checkbox"/>	+/- %
Year Built	<input type="checkbox"/>	+/- Yr.
Stories	<input type="checkbox"/>	
Comparables to display		20

One to One Campaign - Calculate Closing Costs

This tab allows you to enter optional information about the subject property if using for a seller

These settings will be used to estimate the equity value. [Previous](#) [Save & Next](#)

Commissions

Listing Broker's Fees : % \$

Selling Broker's Fees : % \$

Property Taxes

Estimated Annual Property Taxes : % \$

Other Costs

Homeowner Transfer Fees : % \$

Appraiser Fees : % \$

Escrow Fees : % \$

Recording Fees : % \$

Attorney Fees : % \$


Inspection Fees : % \$

Other Fees : % \$

One to One Campaign - Compose Email

This tab allows you to customize the welcome email that is sent to your client - you can make changes or add additional information as needed

Email [Previous](#) [Preview](#) [Save & Next](#)



As a Realtor, I feel it is important to have access to current Real Estate market information so you can understand what is happening in your area and how much your home is worth. With the link provided in this email you'll have the ability to access current market information, at any time.

This is a customized link designed specifically for your home and is continually updated. I am also offering an open line of communication where you can quickly and easily send me any questions you may have. I feel that by supplying you with this information that when you decide to work with me you will have a greater understanding of the market in your area and we will be a well informed team.

The value of your home given in this link is an estimate, please contact me for a more thorough valuation if you are considering placing your home on the market.

One to One Campaign - Generate Sites

This tab is the last step - to generate the custom website. You have two options here - generate print campaign and generate email campaign

Select the checkbox to choose your campaign type.

Generate Email Campaign

Generate Print Campaign

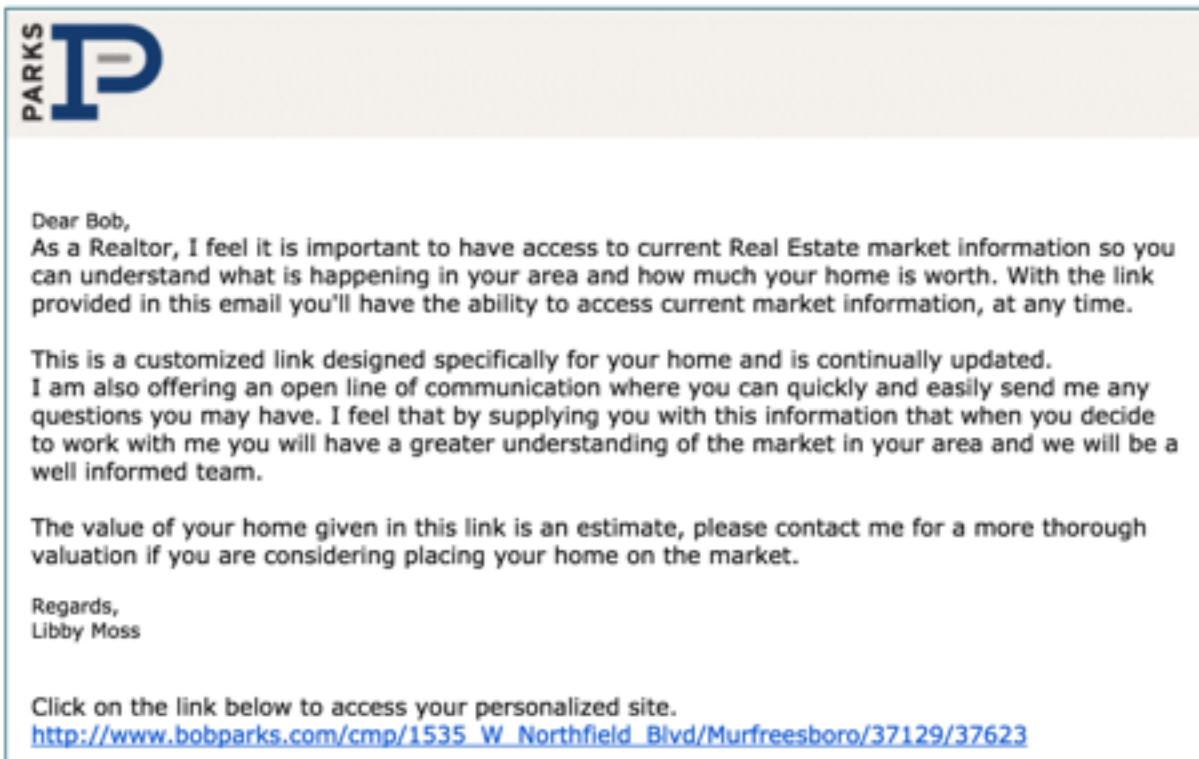
[Generate Campaign](#)

The Generate Print Campaign does NOT generate a print out - it just prints a list of your contact info on the campaign

Click General Email Campaign - and Generate Campaign

Your email to your client (and yourself if you added yourself as a contact on the campaign) will deliver shortly. in the email there will be a custom link for your client's website

Here is the email that your client will receive



Here is the custom site that is created for your client

PARKS P Custom Site For : 1535 W Northfield Blvd, Murfreesboro, TN 37129

Homes In Your Area | **Market Statistics** | Your Homes Value | Your Equity | Q & A | Messages

show list view

Map | Satellite

Libby Moss

Murfreesboro
1535 W. Northfield Blvd Suite 7
Murfreesboro, TN 37129
Office: 615-896-4040
Direct: 615-896-4040
Mobile No: 615-584-5115
CRE #: 328917
libby@bobparke.com

[Learn more](#)

Contact me
Please provide your phone number and a convenient time to call you for a detailed discussion.

[Learn more](#)

Get Neighborhood Updates
Get email alerts when homes matching your criteria are listed.

[Signup for email alerts](#)

Search
Search properties for sale

[Learn more](#)

What properties are available?
How much is your house worth?
Answers to your Real Estate questions

[Disclaimers](#)

You will see the subject property is marked, and active/pending/sold properties are also marked on the map. This map will update from MLS automatically - nothing for you to do

Market Statistics - this will show current inventory in the market area

Homes In Your Area | **Market Statistics** | Your Homes Value | Your Equity | Q & A | Messages

Current Market Information for ZIP : 37129

Properties for sale	:	272
Properties under contract	:	115
Properties sold in last 90 days	:	245

Your Homes Value

Will show estimated value for subject property - this can be taken off before publishing the site for your client

Homes In Your Area Market Statistics **Your Homes Value** Your Equity Q & A Messages

Based on current market data your suggested price range would be
\$246,814 to \$259,472
This is the best estimated price range generated automatically.
For a more accurate estimate please contact me

Your property characteristics

Beds	<input type="text"/>	Lot Size (sqft)	<input type="text"/>
Bath	<input type="text"/>	* Square Feet	3900 <input type="text"/>
Year Built	<input type="text"/>	(Adjust the sqft to see its impact on value)	

Select or deselect properties below for a more accurate valuation

<input checked="" type="checkbox"/>	\$290000	1130 W. Northfield Blvd Murfreesboro, TN - 37128	View Detail	Distance 0.089 Mi	Sold	Sold On 2015-05-17	Street View
<input checked="" type="checkbox"/>	\$270000	1445 Georgetown Ln Murfreesboro, TN	View Detail	Distance 0.123 Mi	Sold	Sold On 2015-05-14	Street View

Your Equity

Will show estimated equity information based on information entered for subject property- this can be taken off before publishing the site for your client

Homes In Your Area Market Statistics Your Homes Value **Your Equity** Q & A Messages

Your estimated equity is
\$259,472
For a precise and accurate estimate please contact me

Based on the estimated selling price of
\$259,472

Mortgage payoff

Please enter the correct mortgage amount below to accurately compute your equity.

	1st Mortgage	2nd Mortgage	3rd Mortgage
Outstanding Loan	\$0 <input type="text"/>	\$0 <input type="text"/>	\$0 <input type="text"/>
Pre-Payment Penalty	\$0 <input type="text"/>	\$0 <input type="text"/>	\$0 <input type="text"/>
Pro-rated Interest	\$0 <input type="text"/>	\$0 <input type="text"/>	\$0 <input type="text"/>
Reconveyance Fee	\$0 <input type="text"/>	\$0 <input type="text"/>	\$0 <input type="text"/>

Total Mortgage Payoff : \$0

Q&A

Your clients can ask questions and you can answer - all questions go directly to your email (you do not have to login and find them - they are in your inbox)

Homes In Your Area Market Statistics Your Homes Value Your Equity **Q & A** Messages

Enter Question :

Messages

You can post messages and updated to your clients and they can view here on the site

Homes In Your Area Market Statistics Your Homes Value Your Equity Q & A **Messages**

Currently you have no messages from Agent

Contact Me

This comes directly into your email inbox



Contact me

Please provide your phone number and a convenient time to call you for a detailed discussion.

[Learn more](#)

Get Neighborhood Updates

Your clients can create an account on parksathome.com tied to your agent account and receive updates on properties



Get Neighborhood Updates

Get email alerts when homes matching your criteria are listed.

[Signup for email alerts](#)

Search

This takes your clients directly to the search page on parksathome.com but branded to you - and everything they save or favorite comes to you as their agent



Search

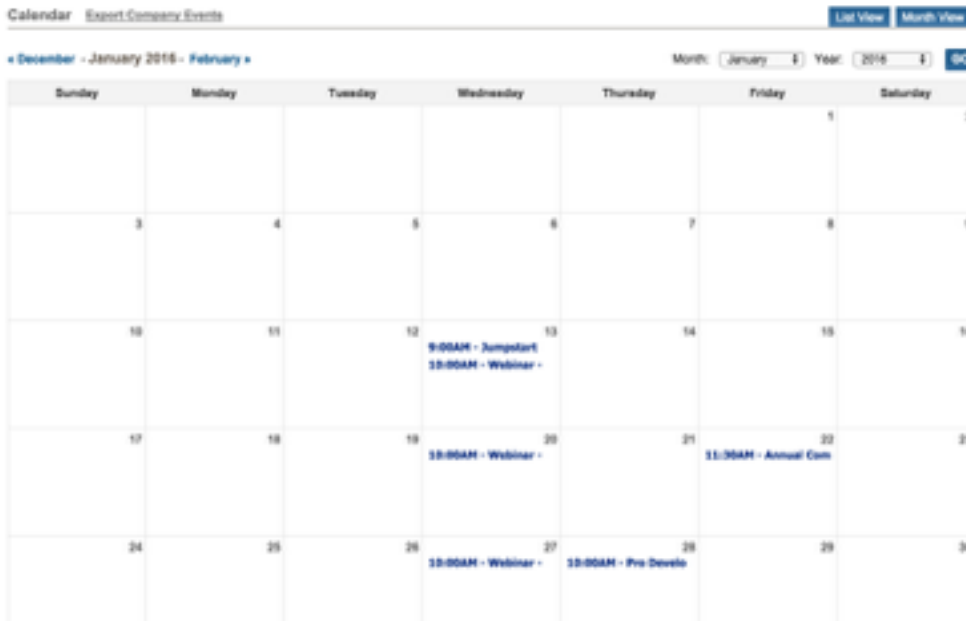
Search properties for sale

[Learn more](#)

Other ways to use the One to One Campaigns

1. Market updates for a selected market area that you can purchase a URL and redirect your site - for example - you could purchase a domain name of smyrnamarketupdate.com, use the Smyrna office as your subject property, and include this in your online marketing. The site would update itself.
2. Add market update website to your website - again, choose a generic subject property and add this as an additional page on your website with market information

Calendar Tab



Company calendar where events and training are posted - the calendar can be exported to your calendar as well

Seller Report Tab

This tab will create reports for your seller about activities (views) on their listing on our site

The first step is to Create Seller Report

The next screen will ask for Seller Report Name, and the MLS# of the listing to create the report for - your active listings will show to the right of this question

Then click Create - and your next screen will ask you for options that you would like to include on your report

Please select the Options You Would Like in Your Seller Report

- Number of Times property Appeared in Search Results on www.bobparks.com
- Number of Times Similar Properties Have Appeared in Search Results on www.bobparks.com
- Number of Times Property Detail Page was Viewed on www.bobparks.com
- Graph of Number of Times Property Appeared in Search Results on www.bobparks.com
- Graph of Number of Times Property Detail Page was Viewed on www.bobparks.com
- List properties which are similar to subject property

The next option will allow you to show similar properties for sales on your Seller Report

Similar Properties

Property Type

Bedrooms to

Bathrooms to

List Price to

Sale Price to

Radius

Sold Comparable

Email Report to Client

Client Name

Client Email

Client Name

Client Email

Frequency

Email Option

You will then enter your client information for the seller report to be emailed to your client - you have an option to send to agent and seller also

You can preview the Email to your client by choosing to Preview Email

*****NOTE***** when you preview the email for your seller report - it will not show any information on the report. You generate the seller report, and each night at midnight the information is pulled for your seller report, and the emails are completed. If you preview the email you will not see any information on the report.

Preview Email Report

Hi Bob,

Libby Moss has created the Activity/Traffic Report for Listing 0 Hoovers Gap Road, Christiansa, TN 37037 for you. Below is Listing Details for which this report has been created.

The Activity/Traffic Report for your listing has been created. However, it takes up to 24 hours to populate the data. Please check back again in 24 hrs to view the updated information.



0 Hoovers Gap Road, Christiansa, TN 37037
\$380,000
- Bedrooms / - Baths / 0 Sqft
Lots and Land (Status: Active)

To view more details on the [View Activity/Traffic Report for 0 Hoovers Gap Road, Christiansa, TN 37037](#), click below link.
[View Activity/Traffic Report for 0 Hoovers Gap Road, Christiansa, TN 37037](#)

What does the Seller Report Show? Remember, the preview will not show information, but the information is generated each night and then the emails are sent out to your seller and agent as requested

Seller Report for 0 Hoovers Gap Road, Christiansia, TN 37037



0 Hoovers Gap Road, Christiansia, TN 37037
MLS Number: 1575141



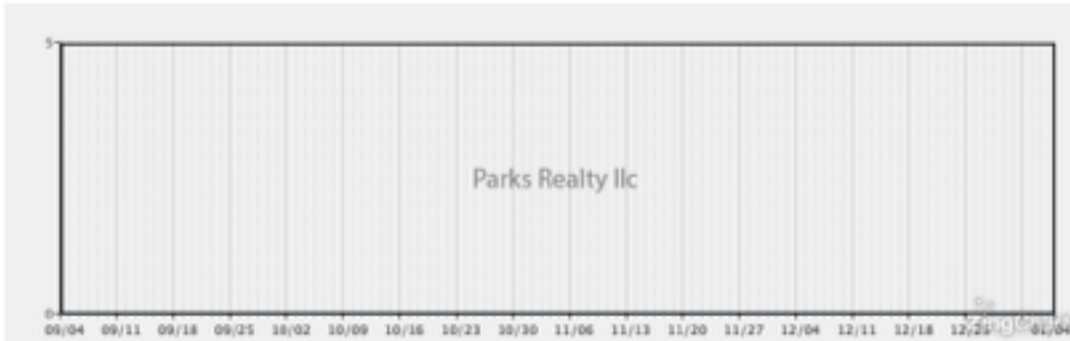
Libby Moss
Agent
Office: 615-896-4040
[Email Me](#)
[View full profile](#)

Web statistics for your property on www.bobparks.com

	Previous Day	Previous Week	Previous 30 Days	Overall
Number of Times Property Appeared in Search Results on www.bobparks.com				
Number of Times Similar Properties Appeared in Search Results on www.bobparks.com				
Number of Times Property Detail Page viewed on www.bobparks.com				

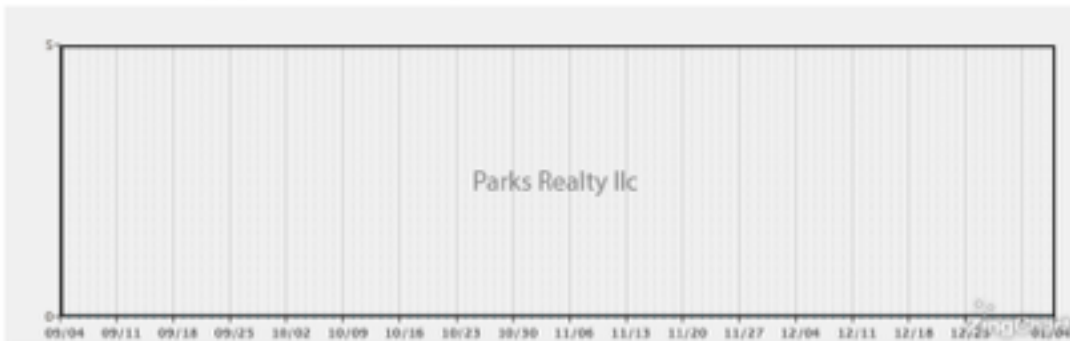
Number of Times Property Appeared in Search Results on www.bobparks.com

[previous day](#) / [previous week](#) / [previous 30 days](#) / [overall](#)



Number of Times the Property was Viewed on www.bobparks.com

[previous day](#) / [previous week](#) / [previous 30 days](#) / [overall](#)

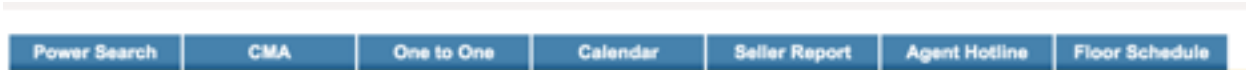


Properties Similar to 0 Hoovers Gap Road, Christiansia, TN 37037

Address	Price	Beds	Baths	SqFt	Property Type	Status
12500 Manchester Pike	\$69,900	0 bd	0 ba	SqFt	Lots and Land	Sold
0 Miller Rd	\$78,000	0 bd	0 ba	SqFt	Lots and Land	Sold
0 Bull Run	\$1,500	0 bd	0 ba	SqFt	Lots and Land	Sold
7 Ritz Ct	\$87,000	0 bd	0 ba	SqFt	Lots and Land	Sold
132 Heavenly Tit	\$399,900	3 bd	3.5 ba	3395 SqFt	Lots and Land	Sold
3 Lovvorn Rd	\$185,000	0 bd	0 ba	SqFt	Lots and Land	Sold
1535 Lovvorn Rd	\$199,900	0 bd	0 ba	SqFt	Lots and Land	Sold
0 Anderson Rd	\$35,000	0 bd	0 ba	SqFt	Lots and Land	Sold
5367 Wayside Rd	\$129,900	0 bd	0 ba	SqFt	Lots and Land	Sold

Agent Hotline

You can easily send out email marketing to your fellow Parks agents to highlight a unique listing, buyer need or other real estate related questions.



[Add a Hotline](#)

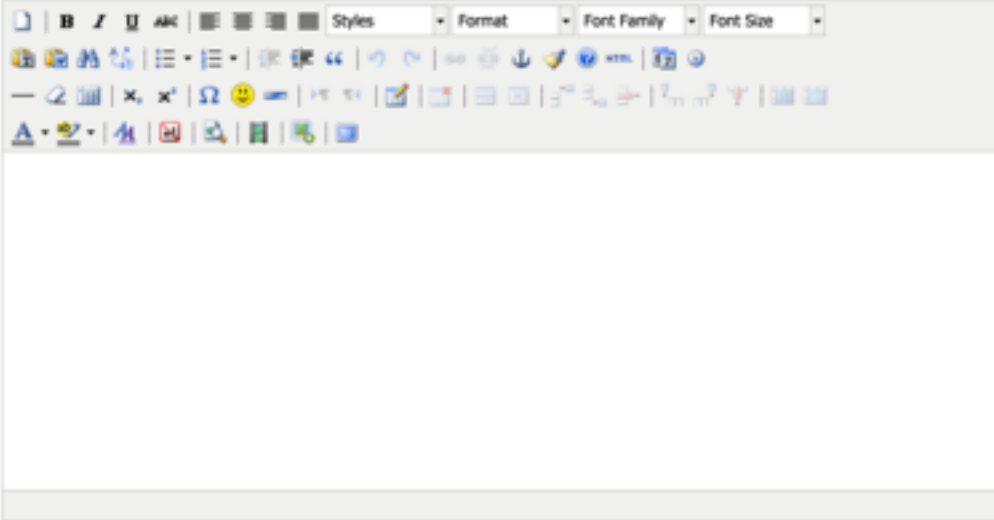
Once you click here you can add a hotline

***Email Subject Line:**

***Select Office:**
The agents in the offices you select will receive the Agent Hotline

<input type="checkbox"/> Select All	<input type="checkbox"/> Auction & Land Division	<input type="checkbox"/> Brentwood	<input type="checkbox"/> Franklin	<input type="checkbox"/> Green Hills
<input type="checkbox"/> Gulch	<input type="checkbox"/> Leiper's Fork	<input type="checkbox"/> Mt Juliet	<input type="checkbox"/> Murfreesboro	<input type="checkbox"/> The Parks Group
<input type="checkbox"/> Shelbyville	<input type="checkbox"/> Smyrna	<input type="checkbox"/> Sumner		

***Description:**
Your contact information will display at the bottom of the email automatically (You can't see it now.)



Link:

Upload File: No file chosen

The Agent Hotline goes out at 6 am every day. Example: If you create and Agent Hotline at 7:00 am today, it will go out at 8:00 am the following day.

Resources Tab

This tab is most important - it's full of resources! Looking for how to instructions, links to a website, or just important monthly announcements (Market updates, Top 50 list) this is the place.

Here you will find a list of Resources for agents - and you can search for what you need

There are three pages of resources links/info - make sure to browse all the way through for important information

Resources

Title: Type:

Total: 47

Title	Description	Date	Type
Check Your Income/Production	Check your income and sales production ...from anywhere	2015-06-17	Link
Lumentus Social	Manage your social media presence and create your posts in less than 15 minutes a week!	2015-06-04	Link
Goodwill Partnership - Donation Flyer	Help your clients streamline their move with tax-deductible donations to Goodwill's PICK-UP Service!	2015-04-01	Pdf
Mentoring Matters	Talk with your Broker today to see how you can get involved in the Mentoring Matters program.	2015-06-04	Pdf
Tagible Video Library	Video Library of content from market updates to how to videos	2015-02-09	Link
How to find and share the Monthly Market Videos	Finding and Sharing the Monthly Market Videos for your neighborhood or community!	2014-09-30	Pdf
Impact Marketing	Your log in is the same email you use to log into Bobparks.com and your initial password is password	2014-03-14	Link
Custom Note Cards	Custom Note Card Order Form	2015-09-24	Pdf
Boomerang Discount	\$15 off your FIRST Boomerang order, watch this short video!	2015-04-09	Link
Boomerang Direct Marketing	Customized post card bi-monthly mailing w/discounts for your clients! Laura Cavalcard!	2014-06-01	Link

Market Highlight | **Quick Guide**

On each graph, you'll see the Market Highlight and Quick Guide. The Market Highlight gives talking points about the graph, and the Quick Guide will help you explain the information in the graph.

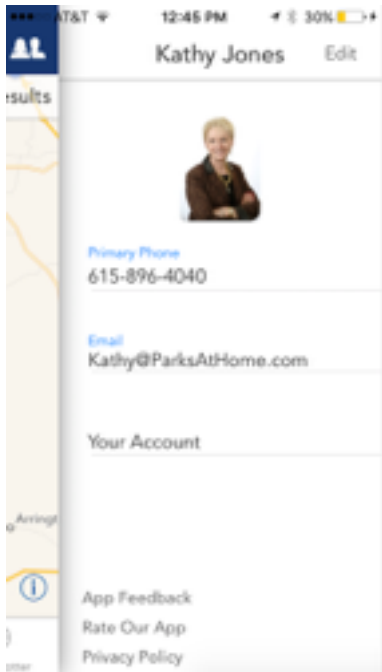
Each graph can be printed, saved or emailed. If you choose to print or email, you will have an option to include one or all the graphs in a full report on the market.

If saving an individual graph, you can then insert in your own marketing information such as social media, your agent website or other marketing.

For more information - please view the webinar on Trendgraphix by visiting:

<https://attendee.gotowebinar.com/recording/53775283927065346>

* Once you click log in, wait 2-3 seconds. It may appear that nothing is happening, but the window will change and you will be logged in



Parks Mobile App

<http://parksathome.mobilerealtyapps.com>

Log In email address used to log into Parks website

Password password used to log into Parks website

Each of our agents have their own agent branded version of our mobile app - one of the few in the Southeast with HomeSpotter feature.

Here is some information about the features included in your agent app:



HomeSpotter feature - just simply click on HomeSpotter, and see what happens. Our mobile app uses the GPS location features in your smart phone to automatically populate a map with all listings on the market within a two mile radius of your current location

Commute time search - click commute time at the bottom of the app screen and enter one or more addresses and desired commute time. Our app will then draw on the map your search area. More than one commute? There will be two different colored circles, and where they overlap is where the home search should start

List view and Map view of search results - no need to search MLS for listings. Just click on the magnifying glass in the top left corner, and you have a fully functional search feature

Customized to you with your information - all of your personal information and photo will appear on the app. All customer leads and inquiries will also come directly to you from your mobile too!

How Do I Get My Mobile App

Log into the website listed above - this is the website that will control your mobile app and all the ways to share your mobile app.

Option One:

Send App Invitation by SMS - click here and you will see a white box in the middle of your screen. Enter your phone number (including area code) and hit send. You will receive a text message within 1-2 minutes. This text message includes a customized link to download your mobile app.

Save this text message! Need to send your mobile app to someone? Just forward this text message out whenever you need to send your mobile app to someone

To find this text message easily when needed, add the phone number (615) 541-1233 to your contact list as "Mobile App".

Send TXTs

Invite clients to download your app.

You can view/change the message your clients will receive in the 'Change Outbound SMS Message' menu item on the main menu.

Enter one or more client phone numbers, one per line below.

Option Two:

Share App by QR code or Link - click here to download a QR code which can be scanned to download your mobile app, OR to get your unique link to download your mobile app.

Share Your App

Share Your App with a QR Code:



[Download QR Code Image](#)

Share Your App with a Link:

<http://app.parkathome.com/W10>

QR codes can be scanned by a QR reader app on any smart phone, and this will take you directly to the App store to download your agent mobile app

The link is unique to each agent - and this can be added to email signatures, shared via social media and more. When someone clicks on this unique link, this does automatically take them to the App store and download your agent app

Option Three:

My SMS Key Word - request a key word for anyone to download your mobile app. You can request a “Key Word” such as your name, homes, search, etc. Once approved, you can then use this in marketing by having customers text your key word to 615-541-1233 to receive your mobile app! For example - this would be the message to use in your marketing

Text PARKS to 615-541-1233 to receive our home search app

Just remember, this is a word that your clients will be texting, so it shouldn't be something too long, or complicated.

Other Options:

Change outgoing SMS message - the outgoing message that clients receive to download your app can be customized by you. Just click here to customize the text message that your clients receive with your unique link to download your agent app.

Your current message reads:

Visit my Mobile Website to search for homes . or download my APP!
<http://app.parksathome.com/moo> Enjoy!
Bob

i.e.
Search for homes with my new App: {URL} Enjoy!

Visit my Mobile Website to search for homes .or download my APP! {URL} Enjoy! Bob

characters remaining

My Contact Info - change your contact info as needed (this automatically comes from the Parks website information, including your photo but can be changed manually here if needed)

My Notification Settings - how you are notified when someone downloads your app, or requests information on one of your listings. You can be notified via text or email

SMS and Phone Call Log - this logs each phone number that requests your app via key word, and also logs each phone number that calls or texts for more information on your listings

The screenshot shows a settings panel with four sections:

- Date Range:** Tue Feb 16 2016 - Tue Mar 1 2016 (with a dropdown arrow)
- Listing Info Requested by SMS:** No requests during current date range.
- Listing Info Requested by Phone:** No requests during current date range.
- App Sent by SMS:** No apps sent current date range.

My Properties SMS/Phone IDs - each of your active listings will show here. You have the opportunity to then assign a five digit code to each of your active listings. You can then use this five digit code just like the key word option for your mobile app - for example

Call or Text 12345 to 615-541-1233 for more information on this listing

If a customer calls and enters 12345 (or the five digit code you've assigned to your listing) they hear a pre-recorded message about your listing. At the end, they are prompted to be connected with the listing agent.

If a customer texts and enters 12345 as the message (or the five digit code you've assigned to your listing) they will receive a text message back with information about the listing.

The screenshot shows the 'Active Listings' section with two listing cards:

- Listing #1575141** - Price: \$380,000
Image: A road through a green field.
Address: 0 Hoovers Gap Road, Christiana, Tennessee 37037
BR: BA: SF: YB:
Set SMS ID to: Assign
- Listing #1694443** - Price: \$292,500
Image: A yellow house.
Address: 133 S Cannon Ave, Murfreesboro, Tennessee 37129
BR: BA: SF: 4,200 YB:
Set SMS ID to: Assign


All of this activity is recorded in the system and can be found under the SMS/Phone Call Log

The five digit codes can also be used again - once you assign a five digit code to your listing, it is your five digit code. You can then simply reassign the same number to your next active listing. This is helpful in that you can have a sign rider made with the information to call or text and then re-use the same sign rider again and again.

Get Website Embed Code for SMS Widget - this is a feature you only have to set up one time. When you click here, you'll see a box in the middle of the screen with HTML Code

Widget Embed Code

Which widget would you like?

Wide (300px wide) 

Where would you like to position the widget?

Inline 

2E2E2E 

Copy and paste the following HTML into your website:

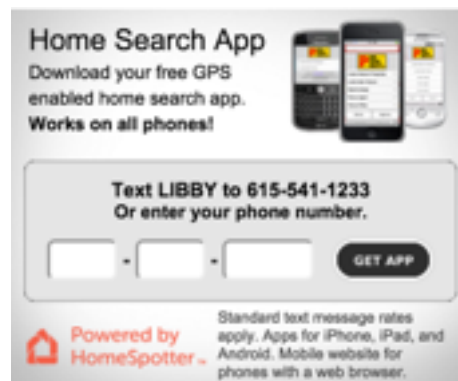
```
<iframe type="text/javascript"
src="https://rest.mobiler Realtyapps.com/smswidget/mediumrectanglehtml/bobparks/132008/2E2E2E"
frameborder="0"height="250" width="300" ></iframe>
```



Copy everything in this box

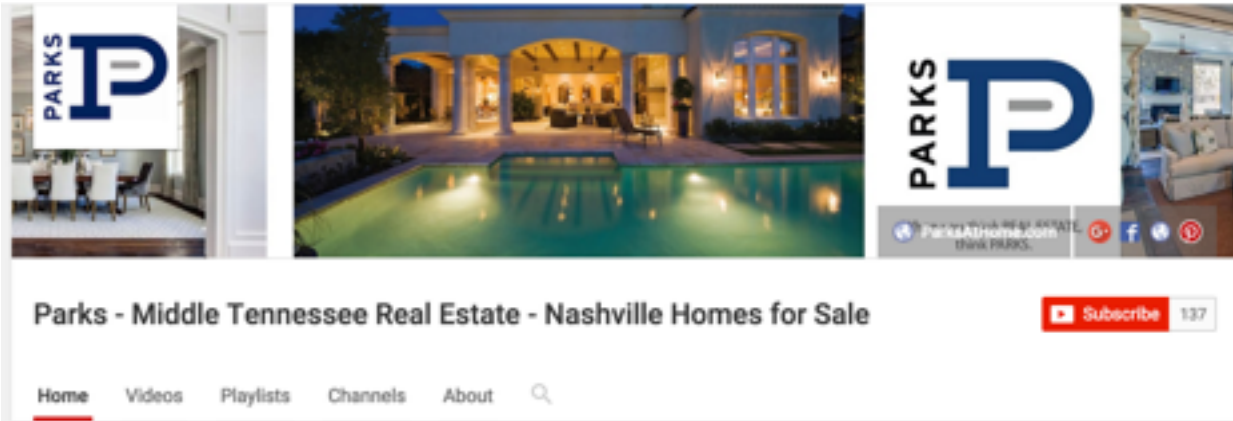
Go to the Parks website and log in and go to the My Website tab. You'll want to find API Code, which is almost at the bottom of the left side of the screen. When you click on API code, a blank box will appear on your screen.

Move your cursor to the box, and paste. You should now have the HTML code that we see in the app screen pasted into this box on the Parks website. Hit save, and preview your website. This places a "widget" on your agent site for clients to enter their mobile phone number, and receive a text message back with the unique link to download your mobile app



YouTube

www.youtube.com/bobparksrealty

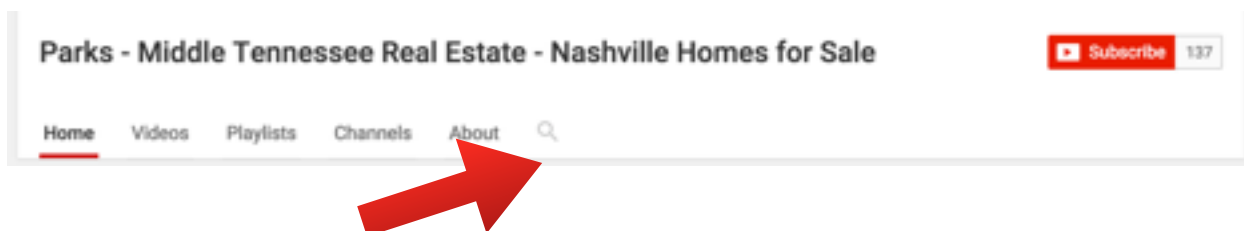


On our YouTube channel you can find our listing videos. Each listing for Parks (residential and condo) has a listing video that is automatically created for the listing. Within 24-48 hours of the listing input into MLS, a listing video is created and posted to our YouTube channel

These videos include a voice over and slide show of the photos included in your MLS listing. The videos are also added to your active listings on the Parks website (under the tab virtual tour). If you have a custom virtual tour created for your listing, your custom listing video will take the place of this video created by Parks.

You can find your listing videos by searching our channel by your name or property address.

To search for your listing video - use the search channel option by using the magnifying glass icon under the Nashville Homes for Sale



Once you have your videos, you can share them on social media, share via email (send to your sellers), or post on your agent website. You can also comment on your listings which helps with search engine optimization, and like your listing videos. Again, these videos happen automatically and are here for you.

Like your videos - and comment on them. This is great information for clients to find your listings and see comments on your listings.

You will need to have a youtube account to like or comment - but it's easy and free. If you have a gmail email account you already have a youtube account.

If you have an error in your listing video -

please visit <http://fixmytour.bobparks.com>

Here you'll find an easy to fill in form, with questions about what needs to be corrected on your video. This could be anything from a mispronounced word to updated photos have been loaded into MLS. These changes again happen within 24-48 hours and a new video is posted for you.

parksthome.com Email

www.mail.parksathome.com

Enter user name your email address
example@parksthome.com

Enter password assigned to you at time of set up

Here you can set up to forward this email to another email, set up vacation or auto response emails, your email signature and check your mail.

This email can be set up on your mobile phone or laptop as well -

To set up on mobile device:

Go to your email set up on your device

Enter your Name

Enter your email

Enter your password as prompted

The following is the correct information for incoming and outgoing server.
BOTH must be filled in for the email to work on your mobile device

Incoming Mail Server

Host Name: webmail.cmi-cloud.com

Username: <your email address>

Password: <your password>

Outgoing Mail Server

Host Name: [webmail.cmi-](http://webmail.cmi-cloud.com)

Username: <your email address>

Password: <your password>

Email Signatures

What should be in your email signature:

Your Name

Your Email

Parks/Office location

Your Office Phone #

Your License #

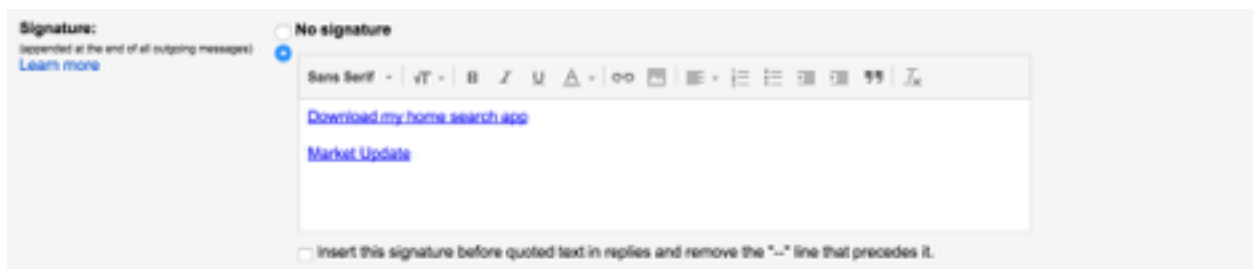
Options would be to also add your photo or Parks logo, and also a link to download your mobile app or other links

Each email platform is slightly different where you begin to set up your email signature.

Gmail

Click on the gear symbol in the upper right corner - and go to settings

Under the general tab, about two thirds down, you'll see Signature



You'll enter your basic information, and then to add

links you want to use the universal symbol for hyperlink



Anywhere you see the symbol of hyperlink (or a
of chain) you can add a hyperlink



piece

In computing, a **hyperlink** is a reference to data that the reader can directly follow either by clicking or by hovering. A **hyperlink** points to a whole document or to a specific element within a document. Hypertext is text with **hyperlinks**.



To add a hyperlink (which in this case most likely would be your link to download your agent app - see mobile app section) you will first type the words that you would like to “link” to another website or location

[Download my home search app](#)

Then select all the words and then click on the hyperlink symbol (the piece of chain)

Edit Link

Text to display:

Link to:

Web address

Email address [Test this link](#)

Not sure what to put in the box? First, find the page on the web that you want to link to. (A [search engine](#) might be useful.) Then, copy the web address from the box in your browser's address bar, and paste it into the box above.

Depending on where you are when using the hyperlink symbol - this box above may vary slightly. This version is from Gmail - you can see the text to display is what we typed and it's asking where to send someone when they click on these words. In this example -we are sending them to our unique agent link to download our agent app which can be found by logging

into the agent app website (<http://parksathome.mobilerealtyapps.com>) and selecting your unique link

Other options for hyperlinks could include:

Linking to your agent website

Linking to a listing video

Linking to market update videos

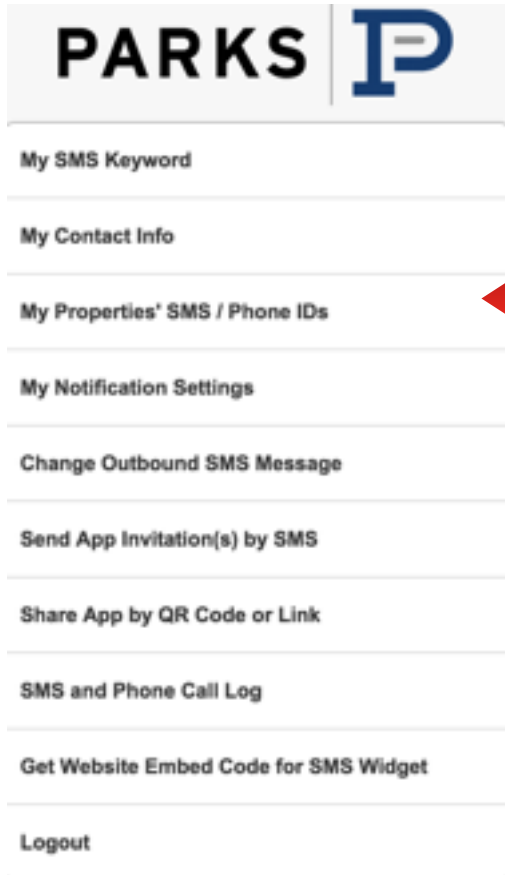
Linking to your social media sites (you can hyperlink an image just like you can words, by including for example a symbol for Facebook, you can then link directly to your Facebook page)

Outlook, Hotmail, Mac Mail, etc all offer signature options that include hyperlink options.

Text and Voice Codes for your listings

<https://parksathome.mobilerealtyapps.com>

Log in with Parks website email user name and password



Built into our mobile app system is an option to assign text and voice codes to your listings.

Once logged in, you will see



My Properties SMS/
Phone IDs

Click here - and you will see your active listings and an option to “Set SMS ID _____” and Assign. Enter a combo of five digits - and click assign. Once you have assigned a five digit code to your listing, this is YOUR five digit code and cannot be used by another agent.

How does this work?

You can have a sign rider printed that says

“Call or Text 615-541-1233 and enter 12345”

(the 12345 is a sample number code)

Customers can call and enter the 12345 and listen to a pre-recorded message about your listing. The message is taken from your MLS information and at the end of the call, the caller is prompted to be connected to the listing agent (you).

Customers can text 615-541-1233 and enter 12345 as the message, and immediately receive a text message back with information on your listing.

All this activity is tracked and can be accessed from the mobile app website. Also, you can be notified whenever a customer calls or texts for more information on your listings.

Remember - once you assign a code, that is your code. When the listing sells, you can re-use the same number and same sign rider on your next listing. Just log in, and assign the same five digit code to your next listing.

Having trouble assigning or finding a five digit code that works? just email us and we can send you a block of codes to use.

Market Update Videos

www.parksathome.com

Monthly Market Videos

Each month, a quick market update video is created for all of our markets. These videos can be shared on social media or email and can also be linked to your website or other online marketing.



From our home page -
you will see

click here - and your options open for the monthly update videos

There are videos for each county and also each submarket (city or neighborhood)

Just select the market video and click Watch Now

Once the video begins to play - you have options to Share



Once you click on share - you have options to share on social media or via email

If you share via email - you can see the link needed to hyperlink the video on your website

THE SELLER'S INTRODUCTION TO CENTRALIZED SHOWING SERVICE



What is CSS?

CSS is a professional service provider for the real estate industry dedicated to scheduling showings for your home. Open 33% longer than a standard real estate office, CSS makes your home easier for Buyers Agents to request a showing, therefore helping to increase showings, supporting a faster sale! More Showings = More Buyers = Faster Sale!



Customer Service Representatives at one of our six call centers schedule your showings professionally and efficiently.



How Does CSS Work?

With CSS, there are three basic types of showings:

- “Go” - generally used for vacant homes.
- “Courtesy” - CSS will call and leave a message about the appointment, but the buyer’s agent has approval to show your property.
- “Appointment Required” CSS must get your (or your agent’s) approval to let the buyer’s agent show your home to a prospective buyer.

Generally, homes that are “Go” or “Courtesy” get more showings on average per week than “Appointment Required” homes.

More Benefits

- Extended hours: 8am – 8pm Monday through Saturday and 8am – 6pm on Sunday
- Immediate showing notifications via phone or email
- Approve showings via phone, email or text
- Online and mobile access to showing history report, listing journal, and showing feedback
- Access information on free app for iPhone/iPad and Android platforms
- No missed showings
- Personalized service

CENTRALIZED SHOWING SERVICE

MORE SHOWINGS

MORE FEEDBACK

MORE EFFICIENT

One Number, One Call, Multiple Showings

CSS SHOWING TIPS

Use A LockBox On Your Home.

Homes with lockboxes have almost 60% more showings than homes without lockboxes over the same period of time.

Check Your Voice Mail and Answering Machine Regularly.

An unreliable answering machine can mean missed notifications about showings. Make sure you check your answering machine on a regular basis. Many times we will leave messages to obtain confirmation for a showing or to notify you of changes. Checking your messages will help alleviate confusion and reduce the risk of missing a showing. It will also help ensure that both you and the buyer's agent are well-prepared for the appointment.

Communicate With Others In Your Household About Showings.

Most problems with showings come from one person in the family not receiving notification about a showing from another member of the family. Be sure children and teenagers know the importance of relaying dates and times of showings to other members of the family.

Always Have Your Home Ready To Show (as best as you can).

This is probably the hardest to do. Keeping your home in good showing condition can not only improve the quality of each showing, but also reduces your stress. When CSS calls about an agent that has a buyer that is "in the area", you won't have to frantically try to clean up.

Be Prepared for "Drive-Up" Showings.

Realtors prepare tours for their buyers ahead of time. Often, however, their buyer will see a house for sale that was not on their tour. CSS makes it much easier for that REALTOR® to then schedule that showing appointment. Be aware that this may happen to you. Often these spontaneous showings are the ones that sell your home. CSS defines a "drive-up showing" as a REALTOR® requesting a showing appointment within 20 minutes of their planned arrival at your home.

Have One (or two) Primary Phone Number(s) To Call.

Using one primary phone number to call for notification or approval reduces the chances of problems with showings. We will call more than one number, but it can increase the number of problems that are associated with showings.

How to Potentially Increase Showings:

- Put your home on electronic lock box (if available)
- Allow showings whenever possible, even when your home is not in perfect showing condition or someone is asleep in one bedroom
- Try not to restrict available showing times

How You Could Lose Showings:

- Rescheduling/declining showings
- Requiring advanced notice
- Restricting available showing times



CSS recognizes that selling your home can be a long, frustrating process. CSS, in conjunction with your REALTOR®, is striving to make that process as quick and painless as possible.

Centralized Showing Service

www.showings.com

Log in with assigned user name & password



When you go to LOGIN - you will be prompted to Select A Market

Our Market is listed as Nashville

Enter your assigned user name
and password

Please see office manager for
the information

A screenshot of a login form on a dark background. At the top is a dropdown menu labeled "Select a Market" with a double-headed arrow icon. Below it are two white input fields: "Username" and "Password". Under the "Password" field is a "GoTo:" label followed by a dropdown menu showing "Dashboard" and a "Remember Me?" checkbox with a blue checkmark. At the bottom is a large green button with the word "Login" in white.

When logged in - you will be taken to your Dashboard which you can
navigate through for different options.

General

Listing Agent Name _____ Property MLS # _____
Property Address _____ MLS Area _____

City _____ ST _____ Zip _____ Status _____ Price _____

Confirmation Type

- Go:** Used for vacant properties when no one needs to be called to setup the showing.
- Courtesy Call:** CSS calls to notify the seller/tenant about the showing. Approval is NOT REQUIRED.
- Appointment Required:** CSS calls the seller/tenant to obtain APPROVAL.
- Non-CSS:** CSS will not schedule showings on this listing.

Contact Information

Listing Agent Only? Yes No

Call Me

Text Me

Email Me

Seller Phone Numbers - these are numbers to call to request the showing via phone call. Add up to 3 numbers. (cell, work, home, etc ..)

1. _____ (____) _____ - _____ _____

2. _____ (____) _____ - _____ _____

3. _____ (____) _____ - _____ _____

Text Message Approval - Seller can approve showings using text messages on their phone. Add up to 3 Mobile #'s.

(____) _____ - _____ (____) _____ - _____ (____) _____ - _____

Text Message Approval #1 Text Message Approval #2 Text Message Approval #3

Showing Instructions

Entry Information

- Sentrilock
- Combo Lock: Combo Code _____
- None
- Lockbox Location _____
- Gate Code _____
- Garage Code _____

Has Pets on Property
 Yes No

Property has an Alarm?

- No
- Yes, will be disarmed for showings
- Yes, disarm and arm code required for showings

Alarm Location _____

Disarm _____

Arm _____

Pet Details:

Instructions for CSS

Instructions to be read to Showing Agents

Maximum Length of Appointment

Weekdays N/A 15min 30min 45min 1hr 1hr 15min 1hr 30min 1hr 45min 2hrs

Sat. and Sun. N/A 15min 30min 45min 1hr 1hr 15min 1hr 30min 1hr 45min 2hrs

Seller Information and Subscriptions

Send additional reports and notifications to the following email addresses:

Email: _____

Email: _____

- Confirm Showings Email
- Seller Showing Notification

- Confirm Showings Email
- Seller Showing Notification

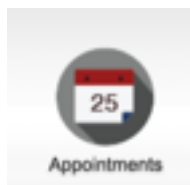
Centralized Showing Service handles all of the showing appointments for our listings. CSS offers one phone number for showing appointments (615-327-0101) and extensive advantages for agents and owners. The appointment center is open 7 days a week from 8 AM to 9 PM

Our contract with CSS covers all residential and condo listings. The main showing number (615-327-0101) will be added to your listings in Realtracs. The CSS showing information form is a part of the listing packet that is required to be completed and returned to your office when you have a new listing.

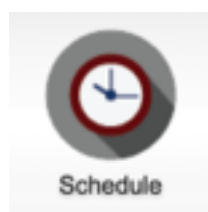
CSS offers tools for Sellers - showings can be approved via phone call, text message or email.

Once at Your Dashboard - you can schedule showings, view reports on your listings, prepare reports for your owners on showings & feedback, and also email agents who have shown your listings about changes and more.

Confirmation emails are automatically sent out to the showing agent, and also feedback requests are sent automatically by CSS to the showing agents. The listing agent is emailed this information as well automatically from CSS.



The appointments icon will show all upcoming showing appointments for your listings - you have an option to select the date you would like to view for any showing appointments



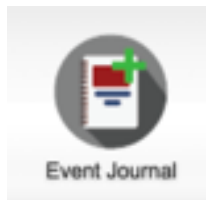
You can easily request multiple showings on multiple listings here - just enter the MLS number(s) or addresses of the listings you would like to show and wait for confirmation - no calling required



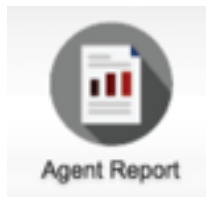
This will show a report on your listings with showings and feedback from those showings. The report will have the showing agent, the showing agent contact information and feedback on the showing.



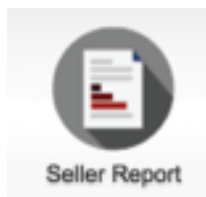
Had a price change or other change to your listing that you'd like to share? You can email the agents that have shown your listing to let them know of a price change or other change to the listing. This icon will pull all agents who have shown your listing, and you simply type the message and hit send.



Event Journal is a journal for your listing. Keep track of advertising, contacts, other marketing to have in one place for your sellers



This offers the same information but by single listing as the showing report. The showing report will show for all your listings, and the agent report allows you to choose a single listing and view showing agents and feedback



The seller report is designed for distribution to your seller - this report lists each showing and the showing agent

(WITHOUT the showing agents contact info). This report also lists the feedback on the showing.

There is extensive help section on showings.com to cover everything from scheduling an appointment to pulling reports and how to customize your dashboard. There are also videos to show step by step how to use the system under the HELP section on the www.showings.com website.

You can also view helpful SHORT videos from CSS on our Parks website - just login, and visit the Media Center tab. There you'll see a section for Centralized Showing Service and the vides listed for you to watch

Register of Deeds

The register of deeds website can offer a variety of helpful information. The register of deeds office is the custodian of legal documents related to real property. What does that mean? It's where you can find warranty deeds, liens, power of attorney, deeds of trust, plats and subdivision restrictions.

Each county has a different website for the register of deeds - and different log in information. This is all listed on our Parks website under the Resources tab.

Rutherford County

<http://www.ustitlesearch.net>

Log in PARK01

Password PARK01



You will see Logon in the upper right corner - once logged in - you then have to choose your county



You will see Change Search County in the upper right corner -click here and scroll down the list until you see RUTHERFORD COUNTY. Click on RUTHERFORD COUNTY

Now you can search - you will see the Search option in the middle of the navigation bar above Messages & Notifications

Your search page will open - and you can enter your search criteria

Sumner County

SEE ABOVE INSTRUCTIONS FOR RUTHERFORD COUNTY

<http://www.ustitlesearch.net>

LOG IN PARK07

PASSWORD PARK07

Sumner County information is hosted by the same service as Rutherford County - please follow same instructions but login with the login for Sumner County information.



You will see Logon in the upper right corner - once logged in - you then have to choose your county



You will see Change Search County in the upper right corner -click here and scroll down the list until you see SUMNER COUNTY. Click on SUMNER COUNTY

Williamson County Register of Deeds

<http://www.rod.williamson-tn.org/>

Williamson County Register of Deeds

Sadie Wade - Register

[Info on the Register's Office](#)

[Professional Access Page](#)

This link takes you to the access page - please click on Professional Access Page link

We have an account

Already Existing Members Login

User Name parks

Password easel



Williamson County
Professional Access
www.pap.williamson-tn.org



Menu	DO NOT BOOKMARK OR ADD THIS PAGE TO YOUR FAVORITES!	Members
Williamson County	To log in to pro access BOOKMARK	Already existing members
Contact Us	http://pap.williamson-tn.org/	Log In
Property Records	Welcome to the Professional Access portion of the Williamson County internet Site. We look forward to bringing you a wealth of information in the simplest manner possible. We hope you will find what we have to offer easy to use and beneficial for your needs. If there is any way we can improve our site please let us know.	http://pap.williamson-tn.org/
		New Users

Home
Parcel Data
View Maps
Deed Search
Property Tax Search
Property Search
County Tax Rates
Williamson County

The navigation bar is on the left side of the screen and offers links to different searches available through the Williamson County register of deeds.

From here you can view plat maps, search for deeds, access property taxes or search by property

This also access current property tax rates and offers a link to the Williamson County Website

Wilson County Register of Deeds

<http://www.wilsondeeds.com/>

USER NAME parks

PASSWORD parks2015

Wilson County
Register of Deeds

Welcome to the Wilson County, TN, Register of Deeds web site.

Main menu

- Home
- Apply to Search Deeds
- Office Staff
- Locations
- FAQ
- Contact Info
- Electronic Filing
- County Officials
- Glossary of Terms
- How to Search
- Links
- Online Help
- Printing and Viewing Problems
- Certified Copy/Fax
- Fee Calculator
- Home

Username:

Password:

[login](#)

Document Availability

Signing up for Access - Fees: Registration Fee: \$10.00, Monthly Access Fee: \$25.00 (for up to five users at one location) The site has a free demonstration period of 14 days available for you to try. Just click on the sign up for access link, fill out the online application and submit. As soon as we receive your online request we will activate your user name and password for 14 days. You will be notified via email that your request has been processed. Passwords are only activated Monday-Friday, so if you apply on the weekend it will be the following Monday. If you decide to keep the service just pay the initial \$35.00. As soon as we receive your payment we will make your passwords permanent as long as you want the service. You will be billed \$25.00 per month one month in advance for each month of service.

The site has a free document calculator that will figure the recording costs for you. This helps to eliminate any fee problems when you need to record a document. The fees are based on the recording costs in the State of Tennessee only.

You will find login in the left side tool bar on the Wilson Deeds website

Your search options page will open and you can begin your search

SEARCH OPTIONS

[Returns to Home](#) **WILSON COUNTY** January 3, 2016
JOHN BEN SPICKARD, REGISTER OF DEEDS

SEARCH OPTIONS

To search, click on the button on the left

<ul style="list-style-type: none">Search By NameSearch By Book And Page / File #Search By Subdivision (Lot)Search By Instrument TypeSearch By Instrument NumberSearch by Legal DescriptionSearch by AddressBrowse Scanned Index PagesBrowse Backscanned PlansBrowse Backscanned DeedsCertified Copies/Fax	Available Information Indexes: 1580 - PRESENT Images: 117892 - PRESENT Certification Information Book # 7579 Page # 1377 Date 1/3/2016 Time 3:21 PM
---	--

[Document/Fees Calculator](#)

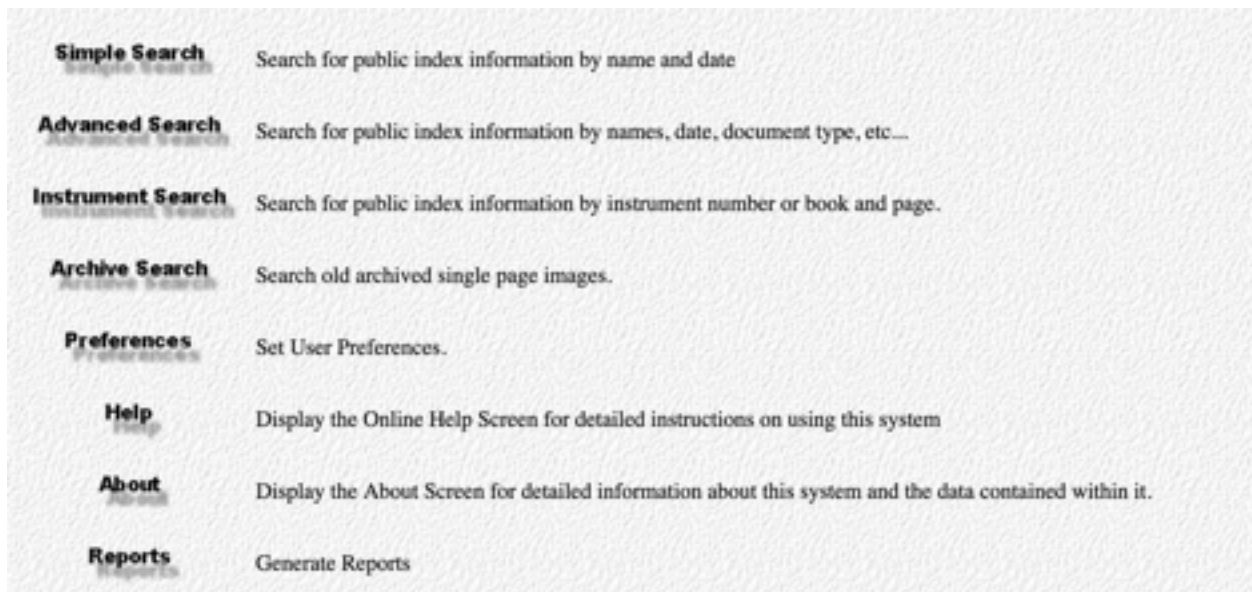
Davidson County Register of Deeds

<http://www.registerofdeeds.nashville.org/>

USER NAME jbarnett

password bobparks

You can find the log in half way down the page on the left side



Simple Search <small>Simple Search</small>	Search for public index information by name and date
Advanced Search <small>Advanced Search</small>	Search for public index information by names, date, document type, etc...
Instrument Search <small>Instrument Search</small>	Search for public index information by instrument number or book and page.
Archive Search <small>Archive Search</small>	Search old archived single page images.
Preferences <small>Preferences</small>	Set User Preferences.
Help <small>Help</small>	Display the Online Help Screen for detailed instructions on using this system
About <small>About</small>	Display the About Screen for detailed information about this system and the data contained within it.
Reports <small>Reports</small>	Generate Reports

Once logged in - you have options for searches and also to general reports

Parks Website

www.parksathome.com

Agent Login - please log in as agent at the very bottom of the home page "Agent Login"



You will login with your email address and your password (the default password for your agent account is password)

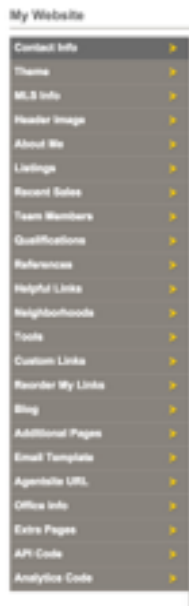
Once you log in, you will see the message board. This is an online bulletin board where messages are posted for upcoming events, specials and more.

To navigate - you will use the tabs across the top (please see the arrows to navigate to more tabs and more tools)



The next tab will be the tab to access your agent website. All agents have a fully customizable agent website and this tab controls your agent website

My Website



The tabs down the left side of your screen are the customization options for your agent website.

Contact Info - to edit your contact information the first step is to click Edit above the photo box. Once you click Edit, you can begin to make changes to your agent information including your agent photo.

You have basic contact information including **DRE#** - your DRE # is your TN real estate license number, which is required to be published in any online advertising (social media, website, etc.)

Website box - this box is only used if you have an outside site that you have published through an outside vendor not associated with Parks. This is not where you enter a domain name you have registered for example with GoDaddy. If you have a fully functional agent site that you have outside of your Parks agent site, you can enter the website address here. This will allow customers that come to your agent profile on the site to then go directly to your outside agent site. However, if you have registered a domain name (**youragentname.com**) this is handled differently and does not need to be entered here

Social Media - you will see boxes to enter your social media links. If you have a facebook, twitter, pinterest, google+, etc you can enter the links here and the appropriate icons will appear on your agent website page. If you leave the boxes blank, the icons will not appear.

To find the appropriate link to enter, simply visit your page for the social media you'd like to show (go to Facebook and go to your agent page) and copy the information in the address bar at the top. Then copy this information into the appropriate box here

Language - if you speak another language, you can check the box for the secondary language and if a customer is searching for an agent that speak Spanish, then you would appear in the search results

Neighborhood - you do not need to click every box in this section. This is only used if you would like to focus on specific areas.

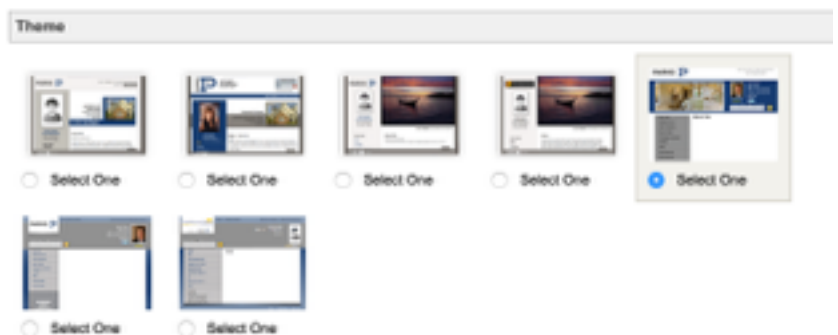
CLICK SAVE - your changes will be lost! The last step will be to click save on this page and save your information. If you have just change out your agent photo, you still need to click save for this to appear on your agent site

Theme

This controls what your agent site looks like - you have several options for the layout of your agent website

Select the option you would like - you can change at any time

Two of our themes have a built in box at the top of the page for custom images - to use the custom images which are located under **Header Images** - you will need to select a them that has the header image built in at the top of the web page



Listings

You have several options for how listings display on your agent website

Preview Website

My MLS Listings | My MLS Listings | My Pocket Listings | My Shared MLS Listings | Office Listings

Please choose one option :

Auto : New listings will be automatically displayed on your Agentsite

Manual : I will manually manage my listings

No Records are available

My MLS Listings are your listings that will pull directly from the MLS

My Pocket Listings are listings that you can manually add to your website that are not listed in the MLS system yet

My Shared MLS Listings - if you are a member of a team in your office, and your MLS listings are listed under another agent in MLS, you can add your team leader's MLS agent number to have those listings pull onto your agent site

My Shared MLS Listings | My MLS Listings | My Pocket Listings | My Shared MLS Listings |

Please choose one option :

Auto : New listings will be automatically displayed on your Agentsite

Manual : I will manually manage my listings

*MLS Number: **Go**

Enter the MLS number of properties you are co-listing to display them on your agent website.

Active Listings

No Records are available

*Datasource: **Save**

*Lag ID: **Save**

No Records are available

If you do not currently have active listings - we have an option for your office listings to appear on your agent website. Just check the box next to Display Office Listings and your office listing inventory will display on your agent website

Office Listings

Display Office listings

Recent Sales

You have the option for your recent sales to auto-populate onto your agent site.



Recent Sales

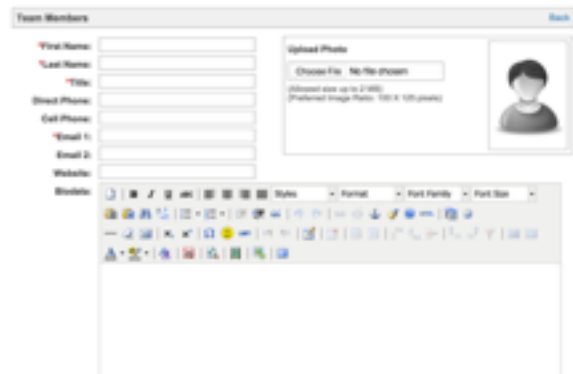
Mode: Auto Manual Both Order By: Sale Date High To Low

No Records are available

With the Auto option, recent sales will stay on your site for 12 months. At that time, you may enter the sale manually to stay in your sold inventory on your agent website.

Team Members

Have team members that you work with? You can add their information to your Parks agent site here. Add your partner agent, your assistant or more.



Team Members

*First Name:
*Last Name:
*Title:
Direct Phone:
Cell Phone:
*Email 1:
*Email 2:
Website:
Bio:

Upload Photo
Choose File No file chosen
Allowed size up to 2 MB.
Preferred image ratio: 100 x 100 pixels

Qualifications

Enter designations or other qualifications here that you have earned - ABR, CRS, or more. Be sure to enter a description of your qualification so that customers will understand the importance of what you have achieved



Qualifications

*Title: Qualifications
*Name:
Number:
*Description:

Helpful Links

Helpful LinksBack

***Title:**

***Url:**

Description:

Enter title, URL (website address) and description of other websites you would like to link to - this could be Chamber of Commerce, education information, or other helpful sites

Neighborhoods

Tools

Tools offers options to add a Home Valuation Tool, Mortgage Tool and Buyer/Seller Tips to your agent site. Be careful - when checking Buyer/Seller Tips - there are NOT pre-written buyer/seller tips. You will need to write your own tips for buyers/sellers

Just check the box beside the tools you would like to add to your agent website

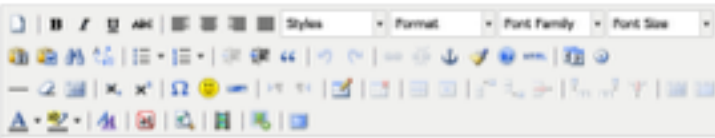
Tools

Mortgage Calculator
 You can include a mortgage calculator on your web site. If you would like this mortgage calculator, check the box below

Home Valuation
 You can include a home valuation tool on your web site. If you would like this home valuation tool, check the box below

Buyer/Seller Tips
 You can provide your customers with helpful tips when buying and selling homes in your area. Include any information that showcases your knowledge or expertise of the area, the transaction process, or other general information

Styles Format Font Family Font Size



Custom Links

Custom links are very similar to Helpful Links - Enter the title of the link and the URL (website address)

Custom Links

Note : The custom links will add tabs on the website menu which will are links to the external websites.

*Title:

*Uri:

Reorder My Links















As you add information to your agent site (listings, recent sales, helpful links, etc) this creates “links” on your agent site. If you would like to change the order in which your “links” appear, or the title of the “links” you can make those changes here under **Reorder My Links**

Use the pencil icon to make changes to the title of the link - and drag and drop to reorder

Reorder Links

Drag and Drop Page Title to change its order in the list.
Click on edit button to change Title.

Extra Page 1 (I am Awesome)

Jenni Info	
Blog	
Listings	
Neighborhoods	
Recent Sales	
Qualifications	
References	
Team Members	
Home Valuation	
Mortgage Calculator	
Buyer/Seller Tips	
Helpful Links	
Office	
Additional Pages	
Extra Page 2 (Data is not available)	
Extra Page 3 (Data is not available)	
Extra Page 4 (Data is not available)	
Extra Page 5 (Data is not available)	

Blog

An important way to increase web traffic to your agent site is through blogging. The blog platform built into your agent website is a great way to have visitors find your website through internet searches and also a great way to encourage visitors to return to your agent website.

Blog topics can be anything - but you could use information like our monthly market updates, info from Trendgraphix, or follow our company blog and have that repost to your agent site.

To have our company blog automatically post to your agent site - you will need to subscribe. The blog feed to enter is: <http://bobparks.com/blog/feed>



This will automatically post the company blog onto your agent site as they are published

To create your own blogs, it's easy to get started -

Click on Add Post

Type away - use the icons to add photos, or videos or links in your blog

A screenshot of the "Add Post" form. At the top is a navigation bar with "Add Post" and links for "Manage Blogs", "Categories", "Tags", "Comments", and "Subscribe". Below this is a "Title:" field. The main content area is a rich text editor with a toolbar containing icons for bold, italic, underline, link, unlink, list, and image. Below the editor are "Category:" and "Tag:" fields, each with a "New Category:" or "New Tag:" sub-field and a "Save" button.

Category - this would be the subject of your blog - is this home maintenance, market update, decorating trends? Please do not use category that is not actually related to your blog.

Tags - key words to help someone find your blog in a website search. If this is a blog about home maintenance, you would use that as a tag. Also, do not tag your blog with key words that are not in your blog.

Additional Pages & Extra Pages

These are both options to add additional custom pages to your website. If you'd like to add a page of your listing videos, or a page for market information, you can create custom pages to add to your site. Each option does the same, they are just listed in two different places (this was an initial error on the website, but allows more extra pages for our agents so we kept it!)

The image shows two screenshots of web configuration interfaces. The first is titled 'Additional Pages' and includes a 'Back' button. A note states: 'Note : This will add a new tab to the website menu and multiple pages can be added to this tab and they will show up as a submenu when the tab is selected. You will create a name for this tab or can leave it as Additional Pages.' Below the note are input fields for 'Title' and 'Description', and a rich text editor toolbar with various icons. The second screenshot is titled 'Extra Pages' and also has a 'Back' button. A note states: 'Note : You can add up to 5 extra pages. Each page created will add a tab in the website menu and the title of the page will be the name of the tab.' It features a 'Page' dropdown menu set to '2', and input fields for 'Title' and 'Description', along with a rich text editor toolbar. Both windows have 'Save' and 'Cancel' buttons at the bottom.

Email Templates

When visitors come to your agent site and request a showing, or request more information or other actions, there are pre-written emails that are sent on your behalf to the customer.

You can view these emails, and make changes to these emails under Email Templates

The image shows a screenshot of an 'Email Alerts Template' editor. At the top, there is a rich text editor toolbar with various icons. Below the toolbar, the template text is displayed with several variables in parentheses: 'Dear {AlertReceiverFirstName} {AlertReceiverLastName}.', 'Your email alert {AlertName} is now activated. You will receive email updates based on the following Search Criteria: {AlertCriteriaString}.', 'You will receive {AlertFrequency} email alerts for any new or updated listings that match your search criteria. You can cancel or create a new email alert by simply logging into your account at anytime.', 'Here is a list of current new properties matching your search criteria. If you have any questions or would like to schedule a viewing for any of the properties listed I can be reached directly by phone or email.', '{AlertPropertyResult} (TotalRecordContent)', '{AlertSearchResultUrl}', 'Thank You,', '{AgentPhoto} {AgentFullName}', '{AgentTitle} {AgentOfficeName} {AgentAddress} {AgentCity} {AgentState} {AgentZip}', '{AgentDirectPhone} {AgentOfficePhone} {AgentAlternatePhone} {AgentMobile} {AgentFax} {AgentEmail} {AgentWebsite}', '{DeactivateAlert}', and '{MLSDisclaimer}'. At the bottom of the editor, there is a link that says 'Check out the Predefined Variables and Example' and 'Save' and 'Cancel' buttons.

Agentsite URL

THIS IS NOT WHERE YOU CHANGE YOUR URL to a URL (website address) that you have purchased through a domain provider (GoDaddy, Yahoo, etc).

The only change you can make through our website to your agent website address is to the very end of the website address

Agentsite Url

Current Url: <http://www.bobparks.com/agents/bobbyparks>

New Url:

Ex: <http://www.bobparks.com/agents/{agentsite}>

Save

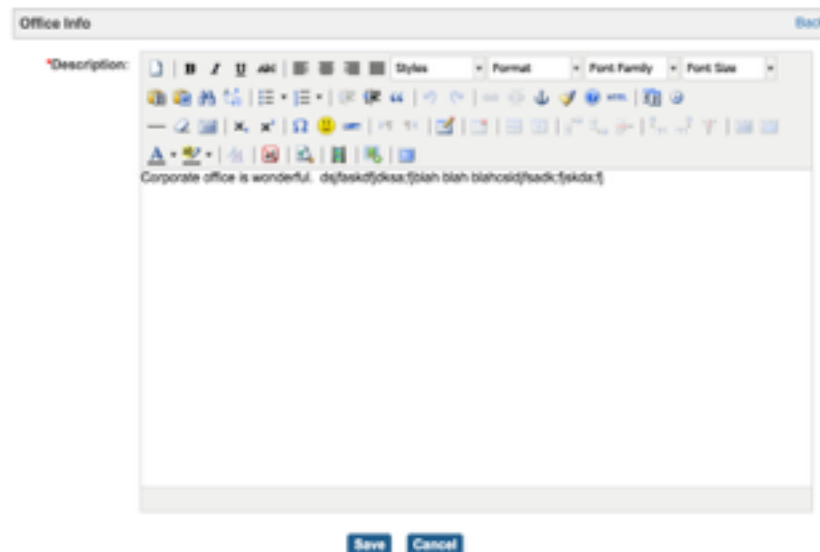
You can change anything after the word agents in the above website address

This is also where you can find your agent website address - this is a very long agent website. We understand that - and you can request a shortened version by emailing information@parksathome.com. We can shorten your agent website web address and customize this for you but it must be done by administrator.

If you have purchased a domain name (youragentname.com) through GoDaddy or another service - please email information@parksathome.com for help. We will set up a quick phone call and get this set up for your agent website address.

Office Info

You can add information about your office including a photo of your office here to add additional information to your agent site



The screenshot shows a web form titled "Office Info" with a "Back" button in the top right corner. The form contains a "Description:" label followed by a rich text editor. The editor has a toolbar with various icons for text formatting (bold, italic, underline, strikethrough, text color, background color), alignment (left, center, right, justified), list creation (bulleted, numbered), indentation, and other editing tools. Below the toolbar, the text "Corporate office is wonderful. dg{taskd}kksa:fpiah blah blahoid{task-}skda:f" is visible. At the bottom of the form, there are "Save" and "Cancel" buttons.

API Code

API code is a section on your agent website to add a widget to your agent website for customers to download your mobile app



This widget is available by logging into the website for our mobile app (<http://parksathome.mobilerealtyapps.com>)

Then log in (your log in is the same as the log in for the Parks website)

Then go to Get Website Embed Code for SMS Widget

Copy everything in the box

Once you have this information from the mobile app website - come back to the Parks agent site and paste into the blank box under API code

API Code

Code:

```
<iframe type="text/javascript"
src="https://rest.mobilerealtyapps.com/smswidget/mediumrectanglehtml/bobparks/127790/2E2E2E"
frameborder="0"height="250" width="300" ></iframe>
```

[Save](#)

This will add your custom widget to your agent website

Analytics Code

Analytics can be useful to determine how and where customers are coming to your agent website. This option requires a few steps to set up.

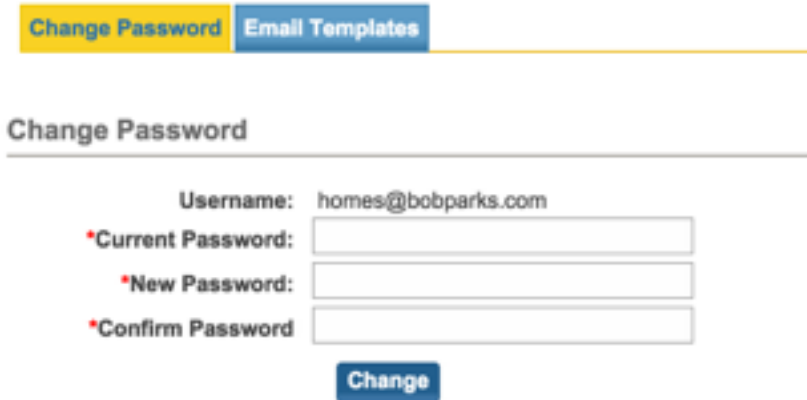
1. Register for a free google analytics account (<https://www.google.com/analytics/>)
2. Once you have your google analytics account - you will have instructions on how to link your website account to your google analytics account
3. On your Parks website - use this analytics code box to paste information from your google analytics account

Analytics Code

[Save](#)

Site Admin tab

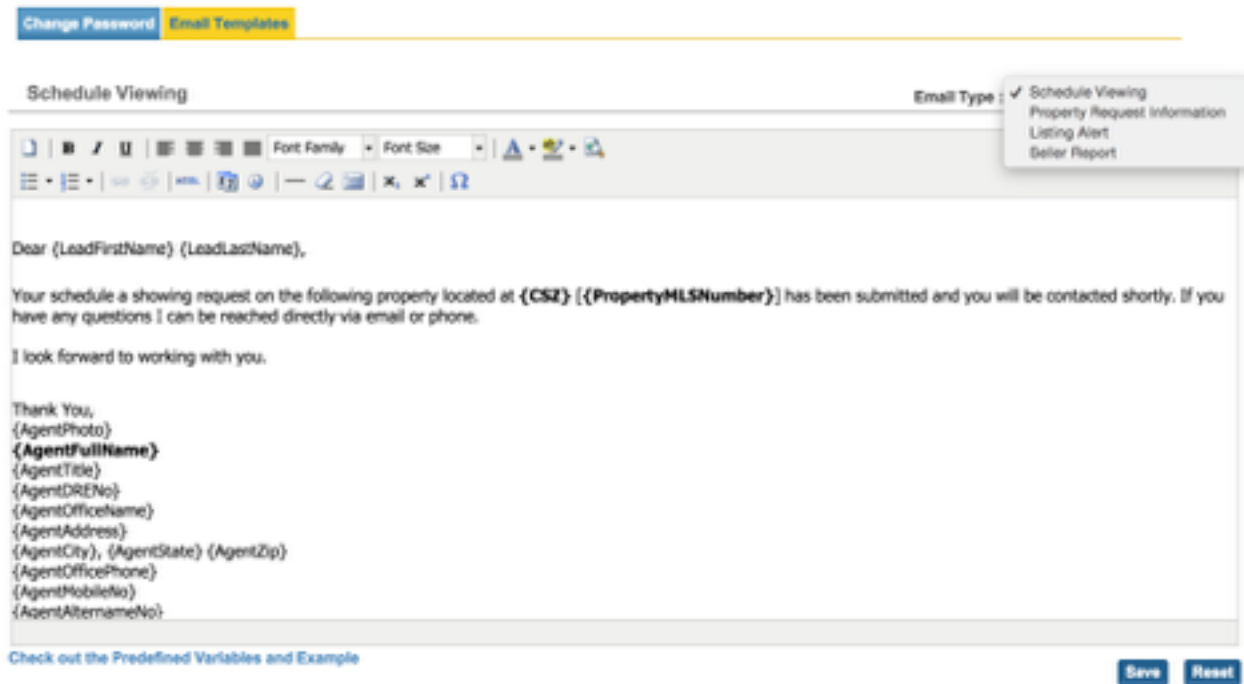
Here you can change your password to log in to the Parks website



The screenshot shows the 'Change Password' form. At the top, there are two tabs: 'Change Password' (highlighted in yellow) and 'Email Templates'. Below the tabs, the form is titled 'Change Password'. It contains the following fields and elements:

- Username: homes@bobparks.com
- *Current Password: [Text input field]
- *New Password: [Text input field]
- *Confirm Password: [Text input field]
- Change: [Blue button]

You can also see the Email Templates for the auto-response emails that the website will send out on your behalf - these emails happen when certain actions are taken by customers on your agent site



The screenshot shows the 'Email Templates' form. At the top, there are two tabs: 'Change Password' and 'Email Templates' (highlighted in yellow). Below the tabs, the form is titled 'Schedule Viewing'. It contains the following elements:

- Email Type: [Dropdown menu with options: Schedule Viewing (checked), Property Request Information, Listing Alert, Seller Report]
- Rich text editor toolbar: [Icons for bold, italic, underline, font family, font size, link, unlink, list, list, indent, outdent, undo, redo, print, help]
- Text content:
 - Dear {LeadFirstName} {LeadLastName},
 - Your schedule a showing request on the following property located at {CSZ} [{PropertyMLSNumber}] has been submitted and you will be contacted shortly. If you have any questions I can be reached directly via email or phone.
 - I look forward to working with you.
 - Thank You,
 - {AgentPhoto}
 - {AgentFullName}**
 - {AgentTitle}
 - {AgentDRENo}
 - {AgentOfficeName}
 - {AgentAddress}
 - {AgentCity}, {AgentState} {AgentZip}
 - {AgentOfficePhone}
 - {AgentMobileNo}
 - {AgentAltnameNo}
- Check out the Predefined Variables and Example [Link]
- Save [Blue button]
- Reset [Blue button]

Media Center Tab

Media Center

Select Type :

- > Listing Packets
- > Training/How To Inst...
- > Policy Procedure Handbook
- > Company Logos
- > Webinars
- > Dotloop
- > Leading RE Information
- > Relocation
- > Make A Wish Middle TN
- > Company Meeting 2015
- > Home Appreciation Graphs
- > FEMA Flood Map Info
- > Centralized Showing ...

Media Center is where we store documents, videos, and other information for agents

This is any information that you can download to use - including listing/buyer packets, logos, information on Make A Wish and more

You can also find recordings of our weekly webinars here to watch at any time

Just click on the category and more information will open - all items are available to view and then download for your use

SEO Tags Tab

SEO (search engine optimization) is how you can “tag” your website to help search engines find your agent site.

Home Page >	Home Page http://www.bobparks.com/agents/bobyparks
Property Details >	Title Real Estate Agency - Bob Parks Realty
Other Pages >	<p>Note: The maximum number of characters recommended for Title Tag is 60. Suggestion is to include your target market along with your name. Example: Boise Real Estate - Jane Smith Realtor</p> <p>Save Clear</p>
	Description Search homes in Nashville, Brentwood, Mt Juliet, Franklin, The Gulch, Sumner County, Green Hills, Smyrna and Murfreesboro, Auctions, Relocation, Property Mgmt, Title Services.
	<p>Note: The maximum number of characters we recommend for Description Tag is 150. Suggestion is to include short phrases or sentences loaded with keywords that match your content. Example: Search homes in Bozeman. We offer real estate information for the Bozeman area including MLS listings, home values and schools.</p> <p>Save Clear</p>
	Keywords bob parks realty, real estate listings, real-estate agency, real estate agents, homes for sale tennessees, houses for sale tennessees, property management, nashville, brentwood, mt juliet, franklin, the gulch,nashville, green hills tn, smyrna tn, murfreesboro tn
	<p>Note: Enter keywords in Comma Separated Format (e.g: real estate, find properties, search listings). The maximum number of recommended phrases is 20. Suggestion is to use keywords that match verbiage in the content of the Home Page. Do not repeat the same word more than 3 times. Example: homes, Real estate, boise, condos, Home, realtors, properties, houses, home value, Real estate market, Willow Bend, Homes in Boise, Jane Smith</p> <p>Save Clear</p>

CRM Tab

CRM tab is where you can see leads that have come through your website or the Parks website. This will be leads that are registered users, schedule viewing requests and more.



Click on the CRM tab, and refine your search - then click GO

CLEAR ALL **GO**

Lead Status
New,Assigned,Active,Pending...

Lead Types

Contact Tags

User Type

Lead Rank
From To

Lead Creation Date
From clear
To clear

Leads Created in Last Week

Leads Created in Last 24 hrs

Lead Activity Date
From clear
To clear

Lead Name / Email

Lead Business Source
Select

Company

Birth Date
From clear

You can view your contacts here that you may have added through the Marketing tab

You can Add Contacts here directly

You can Import Contacts as well

Filter contacts by birth date, tags, or user type or anniversary date to manage your contacts and how to market to your database

You can store your entire database here under the CRM tab for use with the Marketing Tab options or to export and use with other marketing options (Boomerang, Impact, or TPMCO)

Marketing Tab

The Marketing tab offers several valuable options - but the first step is to load your database



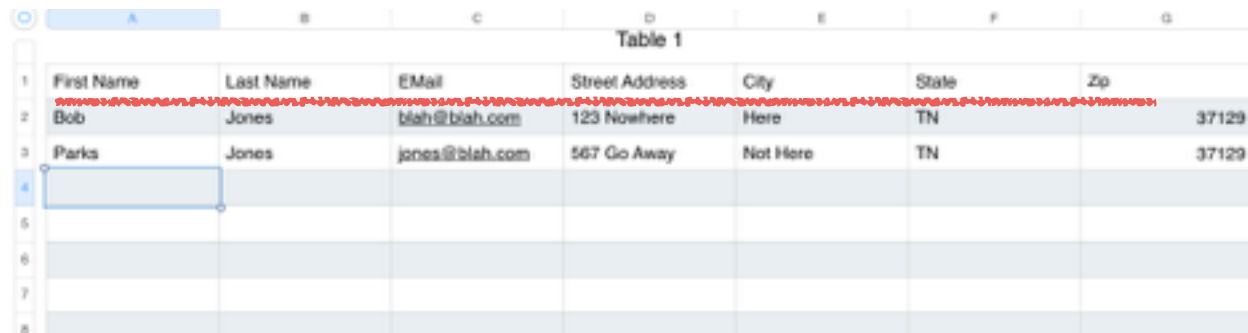
Under the Farms section - you will load your database for use in email marketing on the site including the monthly published newsletter that Parks creates for your use

Upload Farm

You will start with Upload Farm - this will open the options to load your Farm or database to the website

To start - you need your database in Excel (Numbers) spreadsheet. If you use GMail, Outlook, Realty Juggler, Top Producer, etc we can help you export your database. Email us at information@parksathome to set up a time to help.

If you do not have your database in any format - start with an excel spreadsheet



	A	B	C	D	E	F	G
	Table 1						
1	First Name	Last Name	Email	Street Address	City	State	Zip
2	Bob	Jones	blah@blah.com	123 Nowhere	Here	TN	37129
3	Parks	Jones	jones@blah.com	567 Go Away	Not Here	TN	37129
4							
5							
6							
7							
8							

The first row of your spreadsheet needs to be titles - what is in that column? You will see we have First Name, Last Name, Email, Street Address and more. The only information you must have will be First Name, Last Name and Email address. The rest of the fields are optional, and you can add other columns for information such as anniversary date, birth date etc.

Once you have your spreadsheet with your database information - you will need to save this as a specific file type

Go to File ; Save As ; then save as .CSV (on a mac, this will be listed as Windows CSV)

It may prompt you - are you sure you want to save as this format-some features may be lost? Just click Yes - you are sure!

Now that you have your database in a .CSV format - you are ready to load this to your website

Part One

Part Two

The screenshot shows a web interface for managing farm data. At the top, there are two tabs: 'Farms' and 'List Farms'. The 'Farms' tab is active. The interface is divided into two main sections: 'Upload Farm Data' and 'Map Your Farm Data'. The 'Upload Farm Data' section has a file upload button, a note about CSV format, and an 'Add Manual Contact' button. The 'Map Your Farm Data' section contains various dropdown menus for mapping fields like Farm Name, Name, Email, First Name, Last Name, Address, City, State, Zip, Phone, Birth Date, Anniversary Date, Alternate Email, and Secondary Name/Birthdate.

Click on Upload File - and choose your file you created (in .csv format) for your database

If the upload is successful - your file name will appear next to Choose File and you are ready for Part Two

Part Two - Name your Farm - type in the name of your farm

Now you need to “map” your information to the website. The boxes next to Name, Email, First Name, Last Name, etc will become drop down boxes.

Use the drop down box to match the information on your spread sheet to the website field - Name would go with First Name on your spreadsheet, Email would go with Email on your spreadsheet, etc.

Make sure to hit Save as your last step!

Your farm will appear under the Farms tab for you to use with the marketing options available through the marketing tab

Marketing Tab - Newsletters

Newsletters tab is where you can access the monthly published newsletter by Parks for use to send out to your database and you also have template options to create your own newsletter

Under the newsletter tab - you will see a list of available newsletters for you to use (see section on **Monthly Newsletters** for more information in the Technology section)

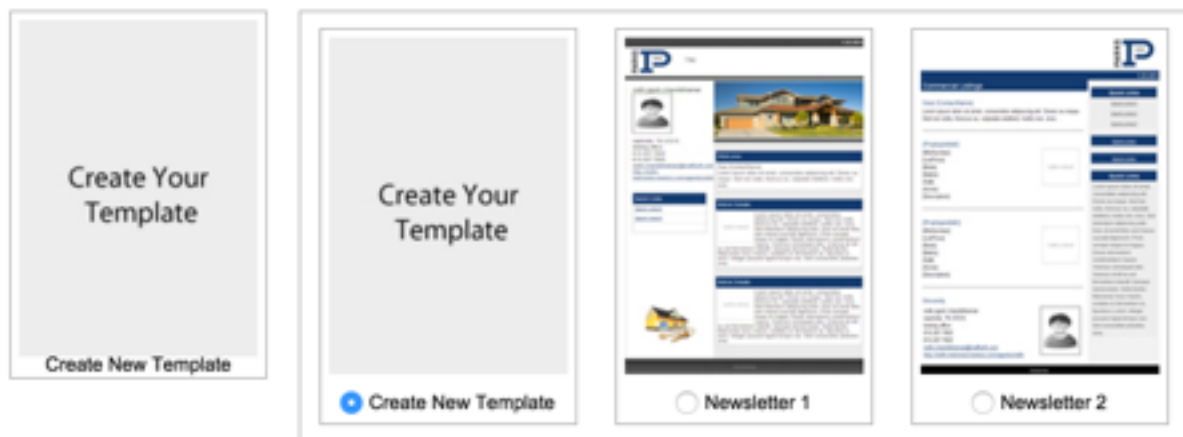
Each month, Parks publishes a newsletter for your use with your database. This newsletter is branded to you - and can be sent out or changed before sending. The newsletter is published by the 1st day of the month for your use



You can email to your database, print, or share on social media

You also have template options to write your own newsletters - to access click CREATE

Newsletters

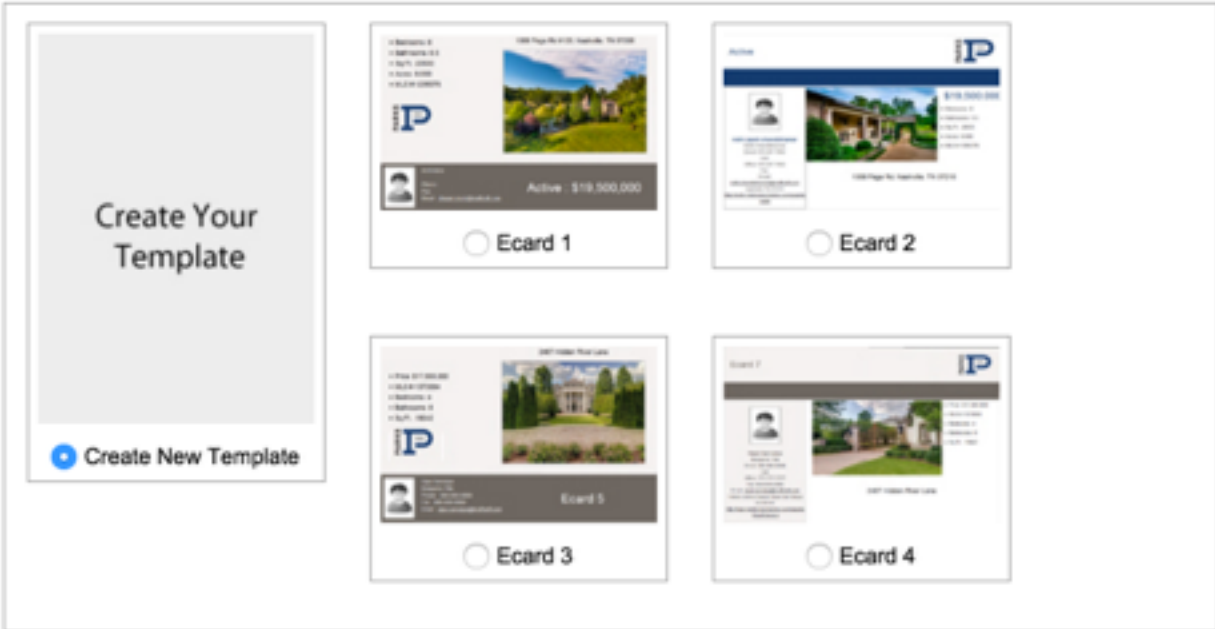


You will see two different template options ready for you to type your newsletter and send!

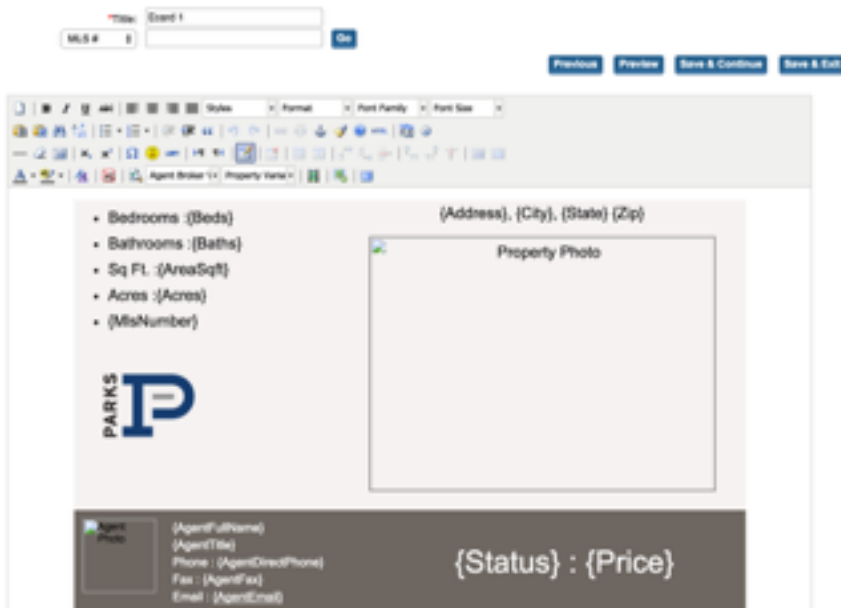
Marketing Tab Ecards

Also available under the Marketing Tab are Ecards

There are several Ecard templates and also a blank template to create from your own design. The great option on our Ecards and also on the Flyers tab is that by entering the MLS number of the listing you would like to create an ECard or Flyer for, the information will pull in directly from MLS, including the photos



Start by clicking CREATE under the ECards tab, then choosing the template you would like to work with - then click NEXT



Enter the MLS # and click GO

The information on your listing including the photo will pull in on the Ecard

Then click Save & Exit and your Ecard is ready to send

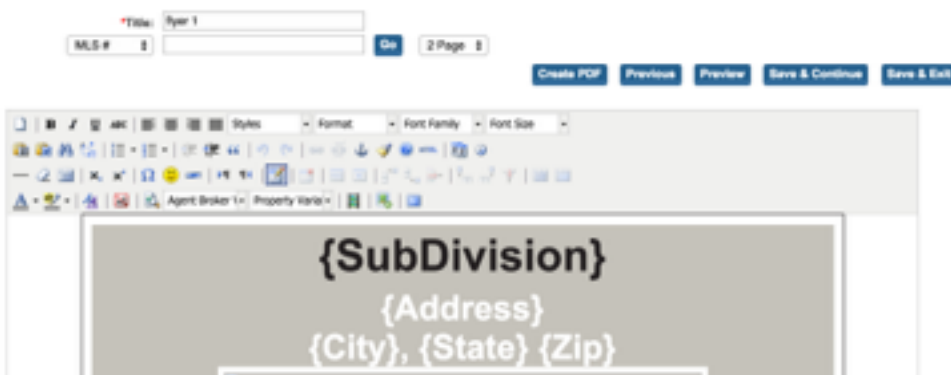
Marketing Tab Flyers

The flyers work very similarly to ECards - with several templates for your use
Choose CREATE and the flyer options will open



Choose the template for you flyer - you will have the option when you open the template to choose a one page or two page flyer (the templates all appear as two page, but you can change this to one page in the next step)

Choose the template you would like to work with and click NEXT



Just like the Cards - enter the MLS number the property you would like to create a flyer for. Choose one page or two page, and your information will flow onto your flyer from MLS.

You can create a PDF for easy printing, or save and next to send out the flyer via email

Marketing Tab Drip Campaigns or How Do I Send out what I just made ?

Once your database is loaded to the site, you can create newsletters, Ecards and flyers - how do you email them to your database?

Drip Campaigns is where everything is emailed - whether newsletter or Ecard or flyer

Click on the Drip Campaigns tab - and go to CREATE

The first step is to Name your campaign - for example - Jan 2015 Newsletter. And choose your Farm that you will be emailing to on this campaign.

Then choose the category of what you are sending out - is this a newsletter, Ecard or Flyer

The screenshot shows the 'Drip Campaigns' form. At the top right is a 'List Campaigns' button. The form fields are: '*Campaign Name:' (text input), '*Farm:' (dropdown menu with options: 'Test #2 (3)', 'Test (3)', 'Database #1 (243)'), '*Category:' (dropdown menu with options: 'Select Category', 'Newsletter', 'Flyer', 'Ecard'), '*Template:' (dropdown menu with option: 'Select Template'), '*Frequency:' (dropdown menu with option: 'One time'), '*Schedule Date:' (text input), 'Expire Date:' (text input), and '*Subject:' (text input). Below the 'Schedule Date' field is a checkbox labeled 'Send to queue'. At the bottom are 'Save' and 'Cancel' buttons.

Once you select newsletter (we will use that for this example), then select the "Template" or which newsletter you would like to send out. We will use January 2015 newsletter.

Frequency - how many times would you like to send this out? Usually this is One Time.

This close-up shows the 'Schedule Date', 'Expire Date', and 'Subject' fields. The 'Subject' field contains the text 'Hi {ContactName}, Ne'. Below the 'Schedule Date' field is a checkbox labeled 'Send to queue'.

Schedule Date? You can schedule a future date for the emails to be sent OR you can select SEND TO QUEUE. If you choose SEND TO QUEUE - this will begin sending out the emails right away.

Last Step - hit SAVE. When you hit SAVE - your emails will begin sending out right away (unless you have scheduled a future date for these to be sent)

You can find your lists of Drip Campaigns under the main menu under the Drip Campaigns tab.

This list of Drip Campaigns is full of useful information -

Drip Campaigns : January Newsletter [List Campaigns](#)

Name	Type	Farm	Frequency	Scheduled On	Expired On	Total Sent	Total View	Status	Action
Jan. 2016 Newsletter	Newsletter	Database #1	One Time	-	-	244	48	Completed	

You will see the list of drip campaigns here - for example we are using Jan 215 newsletter. Click on the magnifying glass next to the campaign

Drip Campaigns : January Newsletter [Back to Activities](#) [List Campaigns](#)
Farm: Database #1
Template: Jan. 2016 Newsletter

Name: Email: [Search](#)

Total: 243

Name	Email	Last Sent Date	Last Activity Date	Unsubscribe Date
John Wilson	john.wilson@email.com	2016/01/24	2016/01/24	-

Here you can see each person that received your email, if they opened your email (Last activity date) and if they have unsubscribed to receive any further emails from you

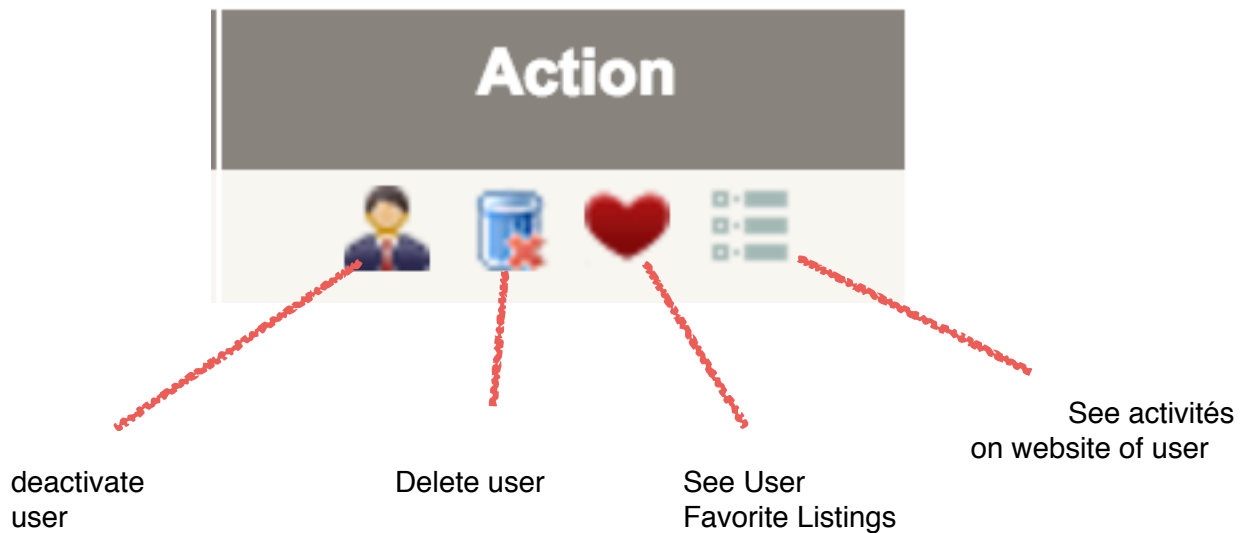
You can also see the Opted Out information under the Opted Out tab under the Marketing tab as well

Registered Users Tab

Here you can find customers who have registered for an account on the Parks website (to save listings, or be notified of new listings) and have specified you as their agent.

You can view registered users searches, and their favorite properties to stay in touch with them and help guide them through the process of buying or selling their home.

You are notified via email as well when you have a new registered user or lead on the website.



Email Alerts Tab

This tab will show all users that have active email alerts set up on the site. An email alert is a user specified (or agent specified for their client) to be alerted when a specific property type comes on the market. This is covered in more detail under Power Search tab

Manage Leads Tab

This tab was replaced by the **CRM Tab**

Site Stats Tab

This tab will show you stats on your website and your listings

Site Stats

Most Viewed Properties	Agentsite Stats												
Most Viewed Featured	<table border="1"><thead><tr><th>Title</th><th>Last Week</th></tr></thead><tbody><tr><td>About Me</td><td>16</td></tr><tr><td>Listings</td><td>4</td></tr><tr><td>Recent Sales</td><td>3</td></tr><tr><td>Mortgage Calculator</td><td>1</td></tr><tr><td>Helpful Links</td><td>2</td></tr></tbody></table>	Title	Last Week	About Me	16	Listings	4	Recent Sales	3	Mortgage Calculator	1	Helpful Links	2
Title	Last Week												
About Me	16												
Listings	4												
Recent Sales	3												
Mortgage Calculator	1												
Helpful Links	2												
Agentsite Stats													
Most Viewed Agent Listings													

Site Stats

Most Viewed Properties	Most Viewed Properties
Most Viewed Featured	Last Week
Agentsite Stats	2614 Charter Ct,Murfreesboro,T... (2)
Most Viewed Agent Listings	0 Hoovers Gap Road,Christiana,... (1)
	215 Baird Ln,Murfreesboro,TN 3... (1)
	147 Centerrock Dr,Christiana,T... (1)
	2234 Richard Garrett Dr,Christ... (1)

Power Search Tab

Power Search Alerts Tab

Here you will see Basic Search and Advanced Search options - this will create custom listing alerts based on the schedule you specify for you as the agent, or for a client that you are creating the custom search for

Basic Search

Street * City or Zip * MLS Source MLS Number / #TID [Draw Your Search Area](#)

* Property Type * Status Search By MLS Area [Multi City](#) or [Multi Zip](#) or [Multi County](#)

Search Within Price to Beds to Baths to Square Feet to

[Agent View](#) [Consumer View](#) [Save this search](#) | [Export](#) | [Show Count](#) | [Clear All](#)

Advanced Search

List Date to Listing Agent Name Listing Agent Id Listing Office Lot Size (Acres) to

Days on Market to Garage Short Sales Stories

Once you have your search criteria entered, you will Save This Search

When you Save This Search - an options box will open

Edit this search ✕

Activate Daily Power Search Alert

Activate Weekly Power Search Alert

Activate Bi-Weekly Power Search Alert

Activate Monthly Power Search Alert

Agent **Registered User** **New User**

*Save Your Search :

Save





You can save your search for Daily, Weekly, Bi-Weekly or Monthly alert emails

You can have the emails sent to yourself as agent, a registered user under your agent ID, or a new user (a client that has not created an account on the website yet). If you choose New User, you will create a user account for your client and they will be notified via email

Power Search - Saved Search Tab

This will show all your active saved searches that you have - in case you need to delete or modify the search

You have 2 saved search.

Test	Created On: 2016-01-04 23:41:13	 
having type: Residential in MURFREESBORO, TN; Status:Active, List Price:\$250,000 to \$300,000, sorted by price high to low		
Search		
Daily Listing Alert is currently activated.		
Email Search		
Postpone Listing Alert		
Test	Created On: 2016-01-04 23:41:04	 
having type: Residential in MURFREESBORO, TN; Status:Active, List Price:\$250,000 to \$300,000, sorted by price high to low		
Search		
Daily Listing Alert is currently activated.		
Email Search		
Postpone Listing Alert		

Power Search Tab - Power Search Settings

Here you can add additional fields and customize your power search settings



The screenshot shows the 'Power Search Settings' interface. At the top, there is a 'Load Saved Criteria' dropdown menu set to 'Any' and a 'Criteria Name' input field. On the right, there are links for 'Save Settings' and 'Delete Settings'. Below these are two main sections: 'Available Fields' and 'My Fields'. The 'Available Fields' section contains a list of fields: Property Type (Type), Property List Date (List Date), Square Foot (Sq. Ft.), Lot Size (Lot Size), Days On Market (DOM), Year Built (Year), Garage Type (Garage), Roof Type (Roof), Fire Place (Fire Place), Pool (Pool), Listing Agent (Listing Agent), Sale Price (Sale Price), Sale Date (Sale Date), and Stories (Stories). Between the two sections are four buttons: 'Add All', 'Add', 'Remove', and 'Set Default'. The 'My Fields' section contains a list of fields: Price (Price), Property Status (Status), Address (Address), City (City), State (State), Zip (Zip), Beds (Beds), Baths (Baths), Mls Number (MLS), and Broker Code (Broker Code).

CMA Tab

Under the CMA tab you can create a custom CMA presentation on the Parks website

CMA Tab CMA Reports

You will see your past CMA reports here to view or edit past reports

Create

Here you will be able to create your CMA report - our CMA report does integrate with MLS to pull in active, pending and closed listings

Create New CMA Report

*Report Type Seller CMA Buyer CMA

*Client Name

Create

Choose the type of CMA report to create and enter your Client's Name

Subject Property

Here you will enter the address and other information for your listing (for a seller CMA)

Subject Property Address Save & Next

I will enter information about the MLS subject property myself
 I will enter an MLS# as the subject property
 I will enter a Non-MLS Property as the subject property

MLS Source: MTRMLS

MLS #:

*Address:

*City:

*State:

*Zip:

Validate Address

Subject Property Photo

Choose File | No file chosen
Please specify a Photo (.jpg format):
File size should not be more than 2 MB.

Upload Photo

Use for non-validated address

Latitude:
Longitude:
Retrieve

Property Characteristics

Beds: Lot Size (sqft):
Baths: Year Built:
*Square Feet (sqft): Stories:

Property Description

Once you enter in the property address - you must click Validate Address - this allows the website to pull comparable properties and also for the DLP (Dynamic Listing Presentation which is out last step)

You also are required to enter a square feet (sqft) amount and then you can Save & Next

Comparables Tab

Select your Comparables Save & Next

Basic Search

Street: *City or Zip: *MLS Source: # MLS Number: #PID [Draw Your Search Area](#)

*Property Type: *Status: Search by MLS Area: Multi City or Multi Zip or Multi County

Search Within: Price: to Beds: to Baths: to Square Feet: to

Agent View **Consumer View** [Export](#) | [Show Count](#) | [Clear All](#)

Advanced Search

List Date: to Listing Agent Name: Listing Agent M: Listing Office: Lot Size (Acres): to

Days on Market: to Garage: Short Sales Stories:

Elementary School Name: Middle School Name: High School Name: Age: to Year Built: to

Garage Spaces: Roof: Fireplace: Pool: Sort By:

Agent View **Consumer View** [Export](#) | [Show Count](#) | [Clear All](#)

You will see that our subject property address is already filled in on the comparables tab

There is one important step on this page to make your CMA work correctly

The *Status is currently showing Active - we must click on *Status and add Closed

Property Status for MTRMLS

Withdrawn
 Sold
 Expired
 Active
 Pending

OK Clear Close

When you click on the *Status then you will have an option box open to choose other listings status to include - MAKE SURE to include Sold properties then click OK

You will then click on Agent View - which will open a list of comparables to be included in your CMA - click the comparables to include and Save & Next

Select your Comparables Save & Next

Gallery View List View Map View << Prev 1 - 20 of 261 Records Next >> Page 1 Go Sort By: Price High To Low Modify Search

Check All <input checked="" type="checkbox"/>	Price	Status	Address	City	State	Zip	Beds	B
<input checked="" type="checkbox"/>	\$895,900	Sold	1623 Georgetown Ln	Murfreesboro	TN	37129	4 bedrooms	4
<input checked="" type="checkbox"/>	\$729,777	Active	1406 W Northfield Blvd	Murfreesboro	TN	37129	5 bedrooms	5
<input checked="" type="checkbox"/>	\$699,000	Sold	2672 Sulphur Springs Rd	Murfreesboro	TN	37129	4 bedrooms	5
<input checked="" type="checkbox"/>	\$609,900	Active	1547 Georgetown Ln	Murfreesboro	TN	37129	4 bedrooms	3
<input checked="" type="checkbox"/>	\$549,900	Sold	2611 Craythorne Dr	Murfreesboro	TN	37130	4 bedrooms	4
<input checked="" type="checkbox"/>	\$543,900	Sold	1009 Rosebud Ct	Murfreesboro	TN	37129	4 bedrooms	4
<input checked="" type="checkbox"/>	\$540,000	Sold	2902 Princeton Ln	Murfreesboro	TN	37129	5 bedrooms	6
<input checked="" type="checkbox"/>	\$525,000	Sold	2317 River Terrace Dr	Murfreesboro	TN	37129	3 bedrooms	2
<input checked="" type="checkbox"/>	\$499,500	Sold	1603 Georgetown Ln	Murfreesboro	TN	37129	6 bedrooms	3
<input checked="" type="checkbox"/>	\$479,900	Sold	2722 Battleground Dr	Murfreesboro	TN	37129	4 bedrooms	3
<input checked="" type="checkbox"/>	\$475,000	Sold	2608 Wynthrope Hall Dr	Murfreesboro	TN	37129	4 bedrooms	3
<input checked="" type="checkbox"/>	\$474,800	Active	2108 Shannon Dr	Murfreesboro	TN	37129	5 bedrooms	3
<input checked="" type="checkbox"/>	\$454,900	Sold	2005 Stratford Rd	Murfreesboro	TN	37129	4 bedrooms	4
<input checked="" type="checkbox"/>	\$449,900	Active	1615 Breckenridge Dr	Murfreesboro	TN	37129	4 bedrooms	3
<input checked="" type="checkbox"/>	\$441,500	Sold	2224 Londonderry Dr	Murfreesboro	TN	37129	4 bedrooms	3
<input checked="" type="checkbox"/>	\$439,900	Active	2728 Hatteras Court	Murfreesboro	TN	37129	4 bedrooms	4
<input checked="" type="checkbox"/>	\$434,900	Sold	2630 Hatteras Ct	Murfreesboro	TN	37130	4 bedrooms	3
<input checked="" type="checkbox"/>	\$429,900	Sold	2618 Hatteras Court	Murfreesboro	TN	37129	4 bedrooms	4
<input checked="" type="checkbox"/>	\$420,900	Active	2720 Hatteras Court	Murfreesboro	TN	37129	4 bedrooms	4
<input checked="" type="checkbox"/>	\$419,900	Active	2231 Shannon Drive	Murfreesboro	TN	37129	3 bedrooms	3

CMA Tab Adjustments Tab

Here you can enter any adjustments to your subject property - characteristics that would set your subject property apart or that are unusual to the market

Then Save & Next

CMA Tab Pricing Tab

This tab will show the estimated pricing estimates for your subject property - you have the option to include or not include pages at the end of the CMA process

Pricing Save & Next

Sold Comparables Averages

The comparables below are based on the properties with a "Sold Status" only. Properties with an Active or Pending status are not included in this calculation.

Average List Price \$536,900	Average Square Feet 4683
Average Sale Price \$520,969	Average Price per Square Foot \$111
Percent Price Change 3%	

Selected Pricing Module: Avg Adjusted Sale Price Avg Price per Square Foot

Avg Sale Price \$520,969	Avg Adjusted Sale Price \$520,169
Avg Price per Square Foot \$111	Adjusted Price per Square Foot \$111
	Suggested Sale Price \$499,500

Suggested Price Range Hide Suggested Price Range in Report

Low % Range 2.5

High Override

CMA Tab - Net Sheet

You can enter information related to the subject property and the client's mortgage information to provide them an estimated net sheet for the subject property

Save & Next

Selling Price Range: \$0 Type Of Sale:

Mortgage Payoff

1st Mortgage		2nd Mortgage		3rd Mortgage	
Outstanding Loan \$0	Outstanding Loan \$0	Outstanding Loan \$0	Pre-Payment Penalty \$0	Pre-Payment Penalty \$0	Pre-Payment Penalty \$0
Pre-Payment Penalty \$0	Pre-Payment Penalty \$0	Pre-Payment Penalty \$0	Pro-rated Interest \$0	Pro-rated Interest \$0	Pro-rated Interest \$0
Pro-rated Interest \$0	Pro-rated Interest \$0	Pro-rated Interest \$0	Reconveyance Fee \$0	Reconveyance Fee \$0	Reconveyance Fee \$0
Reconveyance Fee \$0	Reconveyance Fee \$0	Reconveyance Fee \$0			
Total Mortgage payoff \$0					

Commissions

Listing Broker's Fees % \$ Range \$0 - \$0

Selling Broker's Fees % \$ Range \$0 - \$0

Total Commission \$0

Property Taxes

Estimated Annual Property Taxes \$0

Taxes paid by seller \$0

Estimated Annual Property Taxes \$0

Sub Total \$0

Other Costs

Homeowners Transfer Fee \$0	Title Policy for large Subdivisions \$0
Transaction Fee \$0	Seller paid Buyer Costs \$0
Filing Fee \$0	Appraisal Fee \$0
Special Tax (Wells Home) \$0	Other Bonds and Liens \$0
Courier/Express Mail service \$0	Title Policy - ALTA \$0
Termite Inspection/Report \$0	Final Certificate \$0
Termite Remediation work \$0	Escrow Fee \$0
Doc. Transfer Fee \$0	Homeowners Assoc. Dues \$0
Document Fee \$0	Recording Fee \$0
Tax Service Fee \$0	
Sub Total \$0	

CMA Tab - Client References

Client References

Client References	
1) Name	<input type="text"/>
Address	<input type="text"/>
City or Zip	<input type="text"/>
Phone	<input type="text"/>
Email	<input type="text"/>
Testimonial	<input type="text"/>


Here you can enter client references to be included in your CMA seller or buyer presentation — there are options to enter up to six client references

CMA Tab - Customize

Here you will see all the pages in your CMA and you can include specific pages

Customize - Select pages to print in the CMA Save & Next

Select pages to print in the CMA

											
Profile Page	Client References	Subject Property	Letter	Property Analysis Summary	Property Details	Price Change Graph	Pricing Summary	Net Sheet	Free Page	CMA Summary	Property Adjustments
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

We do have a “free page” that you can choose and customize with your own information

CMA Tab - Marketing

There are two additional marketing pages that you can include in your presentations - or upload your own pages to include in the CMA report

Marketing - Marketing Pages Save & Next

Select marketing pages which you want to add in CMA Report.

- Listing Syndication 2015 
- Growth Chart 

Upload your own Marketing Pages (max limit 5 pages)

Marketing Page Name

Please specify a Photo (.jpg format):

No file chosen

File size should not be more than 2 MB.
(Preferred Image Ratio: 600x800 pixels)

CMA Tab - View

Here you can view and download your CMA report



CMA Tab - DLP

DLP is a dynamic listing presentation option included in the CMA presentation

The DLP will create a custom website for your seller/buyer that will show their subject property, and active/pending/sold properties around their subject property. This custom website will update directly from the MLS service - and also offers options for your clients to ask questions/ receive updates and more

This is the same function as the One to One Campaign

One to One

The One to One Campaign creates a custom website for your clients (buyer or seller or just browsing) that will show a subject property, and all active/pending/closed properties around them.

The website updates daily from MLS for the active/pending/closed properties and also offers options for your clients to ask questions (which are emailed directly to you) and for you to post messages to your clients

One to One - Campaigns Tab

Here you will see prior campaigns (websites) and to create a new campaign

My One to One Campaigns

Create new Campaign

When you click on Create New Campaign - the first step is to name your campaign. You can name this your client's name, the market area you are focusing on or anything that you like for the name.

One to One - Upload Farm

Here you have the option to upload a farm (database) OR just add a contact. There may be limited times when you load a database to use for the One to One Campaign. It is more likely that you will add one or two manual contacts to create the campaign for -

***Required Field : NAME, EMAIL, ADDRESS, CITY, STATE, ZIP, SQ.FOOTAGE** **Save & Next**

Upload Farm Data

Choose File | No file chosen

Upload File | **Download Sample File**

Please upload your farm data in CSV format.

Add Manual Contact
Add Contact Without Uploading Farm File.

Map Your Farm Data

*Name :	<input type="text"/>	*Email :	<input type="text"/>
*Address :	<input type="text"/>	*City :	<input type="text"/>
*State :	<input type="text"/>	*Zip :	<input type="text"/>
Beds :	<input type="text"/>	Baths :	<input type="text"/>
*Sq. Footage :	<input type="text"/>	Lotsize :	<input type="text"/>
Year Built :	<input type="text"/>	Stories :	<input type="text"/>
Mail Address :	<input type="text"/>	Mail City :	<input type="text"/>
Mail State :	<input type="text"/>	Mail Zip :	<input type="text"/>
Mortgage 1 :	<input type="text"/>	Mortgage 2 :	<input type="text"/>
Mortgage 3 :	<input type="text"/>		

Click Add Manual Contact - and the information box will appear to enter their information

You will see that there are a few required fields - Name, Email, Address (this is the subject property address or the starting point to create the information from), City, State, Zip and Sq Footage. The other information is optional to enter

Then click Save

Add Manual Contact

*Name :	<input type="text"/>	*Email :	<input type="text"/>
*Address :	<input type="text"/>	*City :	<input type="text"/>
*State :	<input type="text"/>	*Zip :	<input type="text"/>
Beds :	<input type="text"/>	Baths :	<input type="text"/>
*Sq. Footage :	<input type="text"/>	Lot Size :	<input type="text"/>
Year Built :	<input type="text"/>	Stories :	<input type="text"/>
Mail Address :	<input type="text"/>	Mail City :	<input type="text"/>
Mail State :	<input type="text"/>	Mail Zip :	<input type="text"/>
Mortgage 1 :	<input type="text"/>	Mortgage 2 :	<input type="text"/>
Mortgage 3 :	<input type="text"/>		

Save **Cancel**

One to One Campaign - Choose Mkt Stats

This screen is where you choose what properties to display on your website - you can choose to show Active/Pending/Sold properties and a radius of properties from your subject property that you enter under the Upload Farm screen

Set the parameters below to determine which homes to display for each individual property. [Previous](#) [Save & Next](#)

<input checked="" type="checkbox"/> SHOW "ACTIVE PROPERTIES" (if available)
Soft Range 50 %
Radius from Property 0.75 mile
Records To Display 10
<input checked="" type="checkbox"/> SHOW "PENDING PROPERTIES" (if available)
Soft Range 50 %
Radius from Property 0.75 mile
Records To Display 10
<input checked="" type="checkbox"/> SHOW "SOLD PROPERTIES" (if available)
Soft Range 50 %
Radius from Property 0.75 mile
Records To Display 10
<input checked="" type="checkbox"/> Display Estimated Equity calculator.
<input checked="" type="checkbox"/> Display Estimated Home value calculator.

One to One Campaign - Choose Comparables

On your one to one website - there will be comparable properties listed - here you can choose how many and what to display for comparable properties

These settings will be used to automatically generate comparables. Please check the fields you want to effect comparables. [Previous](#) [Save & Next](#)

Display comparables with following characteristics.

Square Footage *	<input checked="" type="checkbox"/>	+/- 20 %
Bedrooms	<input type="checkbox"/>	+/-
Bathrooms	<input type="checkbox"/>	+/-
Radius *	<input checked="" type="checkbox"/>	5 Miles
Lotsize	<input type="checkbox"/>	+/- %
Year Built	<input type="checkbox"/>	+/- Yr.
Stories	<input type="checkbox"/>	
Comparables to display		20

One to One Campaign - Calculate Closing Costs

This tab allows you to enter optional information about the subject property if using for a seller

These settings will be used to estimate the equity value. [Previous](#) [Save & Next](#)

Commissions

Listing Broker's Fees : % \$

Selling Broker's Fees : % \$

Property Taxes

Estimated Annual Property Taxes : % \$

Other Costs

Homeowner Transfer Fees : % \$

Appraiser Fees : % \$

Escrow Fees : % \$

Recording Fees : % \$

Attorney Fees : % \$


Inspection Fees : % \$

Other Fees : % \$

One to One Campaign - Compose Email

This tab allows you to customize the welcome email that is sent to your client - you can make changes or add additional information as needed

Email [Previous](#) [Preview](#) [Save & Next](#)



As a Realtor, I feel it is important to have access to current Real Estate market information so you can understand what is happening in your area and how much your home is worth. With the link provided in this email you'll have the ability to access current market information, at any time.

This is a customized link designed specifically for your home and is continually updated. I am also offering an open line of communication where you can quickly and easily send me any questions you may have. I feel that by supplying you with this information that when you decide to work with me you will have a greater understanding of the market in your area and we will be a well informed team.

The value of your home given in this link is an estimate, please contact me for a more thorough valuation if you are considering placing your home on the market.

One to One Campaign - Generate Sites

This tab is the last step - to generate the custom website. You have two options here - generate print campaign and generate email campaign

Select the checkbox to choose your campaign type.

Generate Email Campaign

Generate Print Campaign

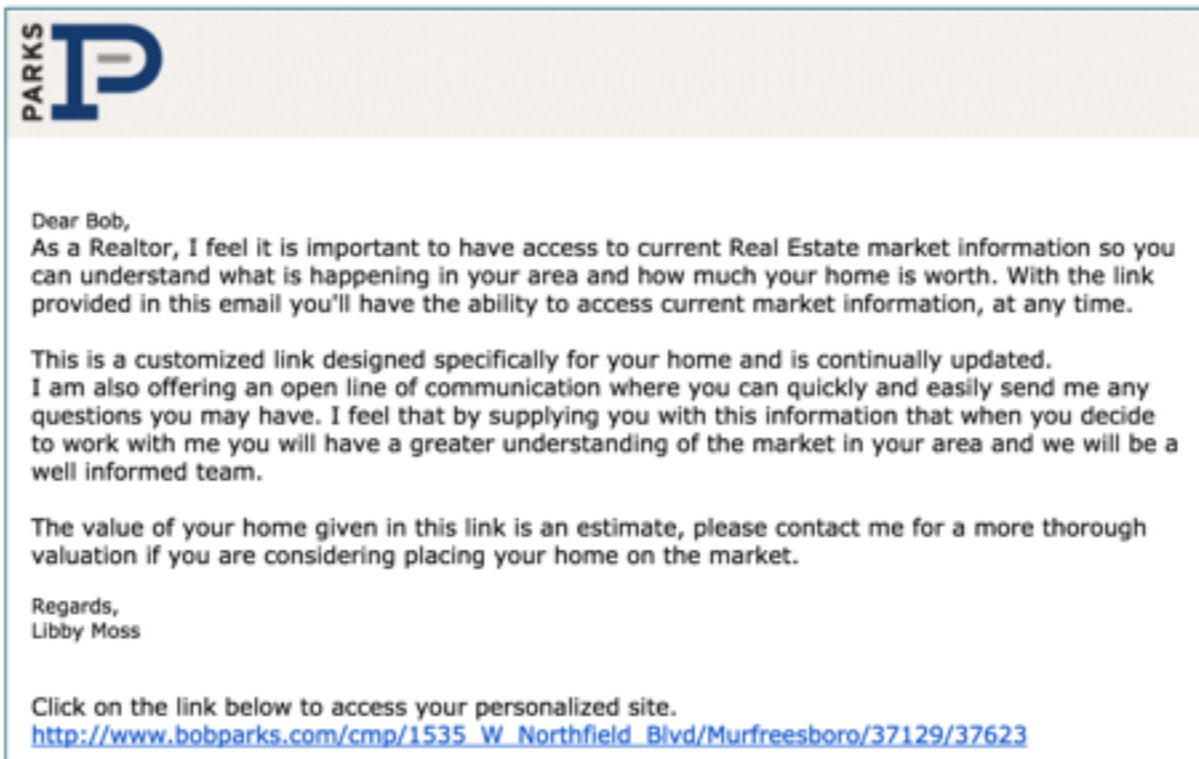
[Generate Campaign](#)

The Generate Print Campaign does NOT generate a print out - it just prints a list of your contact info on the campaign

Click General Email Campaign - and Generate Campaign

Your email to your client (and yourself if you added yourself as a contact on the campaign) will deliver shortly. in the email there will be a custom link for your client's website

Here is the email that your client will receive



Here is the custom site that is created for your client

PARKS P Custom Site For : 1535 W Northfield Blvd, Murfreesboro, TN 37129

Homes In Your Area | **Market Statistics** | Your Homes Value | Your Equity | Q & A | Messages

show list view

Map | Satellite

Libby Moss

Murfreesboro
1535 W. Northfield Blvd Suite 7
Murfreesboro, TN 37129
Office: 615-896-4040
Direct: 615-896-4040
Mobile No: 615-584-5115
CRE #: 328917
libby@bobparke.com

[Learn more](#)

Contact me
Please provide your phone number and a convenient time to call you for a detailed discussion.

[Learn more](#)

Get Neighborhood Updates
Get email alerts when homes matching your criteria are listed.

[Signup for email alerts](#)

Search
Search properties for sale

[Learn more](#)

What properties are available?
How much is your house worth?
Answers to your Real Estate questions

[Disclaimers](#)

You will see the subject property is marked, and active/pending/sold properties are also marked on the map. This map will update from MLS automatically - nothing for you to do

Market Statistics - this will show current inventory in the market area

Homes In Your Area | **Market Statistics** | Your Homes Value | Your Equity | Q & A | Messages

Current Market Information for ZIP : 37129

Properties for sale	:	272
Properties under contract	:	115
Properties sold in last 90 days	:	245

Your Homes Value

Will show estimated value for subject property - this can be taken off before publishing the site for your client

Homes In Your Area Market Statistics **Your Homes Value** Your Equity Q & A Messages

Based on current market data your suggested price range would be
\$246,814 to \$259,472
This is the best estimated price range generated automatically.
For a more accurate estimate please contact me

Your property characteristics

Beds	<input type="text"/>	Lot Size (sqft)	<input type="text"/>
Bath	<input type="text"/>	* Square Feet	3900 <input type="text"/>
Year Built	<input type="text"/>	(Adjust the sqft to see its impact on value)	

Select or deselect properties below for a more accurate valuation

<input checked="" type="checkbox"/>	\$290000	1130 W. Northfield Blvd Murfreesboro, TN - 37129	View Detail	Distance 0.069 Mi	Sold	Sold On 2015-05-17	Street View
<input checked="" type="checkbox"/>	\$270000	1445 Georgetown Ln Murfreesboro, TN	View Detail	Distance 0.123 Mi	Sold	Sold On 2015-05-14	Street View

Your Equity

Will show estimated equity information based on information entered for subject property- this can be taken off before publishing the site for your client

Homes In Your Area Market Statistics Your Homes Value **Your Equity** Q & A Messages

Your estimated equity is
\$259,472
For a precise and accurate estimate please contact me

Based on the estimated selling price of
\$259,472

Mortgage payoff

Please enter the correct mortgage amount below to accurately compute your equity.

	1st Mortgage	2nd Mortgage	3rd Mortgage
Outstanding Loan	\$0 <input type="text"/>	\$0 <input type="text"/>	\$0 <input type="text"/>
Pre-Payment Penalty	\$0 <input type="text"/>	\$0 <input type="text"/>	\$0 <input type="text"/>
Pre-rated Interest	\$0 <input type="text"/>	\$0 <input type="text"/>	\$0 <input type="text"/>
Reconveyance Fee	\$0 <input type="text"/>	\$0 <input type="text"/>	\$0 <input type="text"/>

Total Mortgage Payoff : \$0

Q&A

Your clients can ask questions and you can answer - all questions go directly to your email (you do not have to login and find them - they are in your inbox)

Homes In Your Area Market Statistics Your Homes Value Your Equity **Q & A** Messages

Enter Question :

Messages

You can post messages and updated to your clients and they can view here on the site

Homes In Your Area Market Statistics Your Homes Value Your Equity Q & A **Messages**

Currently you have no messages from Agent

Contact Me

This comes directly into your email inbox



Contact me

Please provide your phone number and a convenient time to call you for a detailed discussion.

[Learn more](#)

Get Neighborhood Updates

Your clients can create an account on parksathome.com tied to your agent account and receive updates on properties



Get Neighborhood Updates

Get email alerts when homes matching your criteria are listed.

[Signup for email alerts](#)

Search

This takes your clients directly to the search page on parksathome.com but branded to you - and everything they save or favorite comes to you as their agent



Search

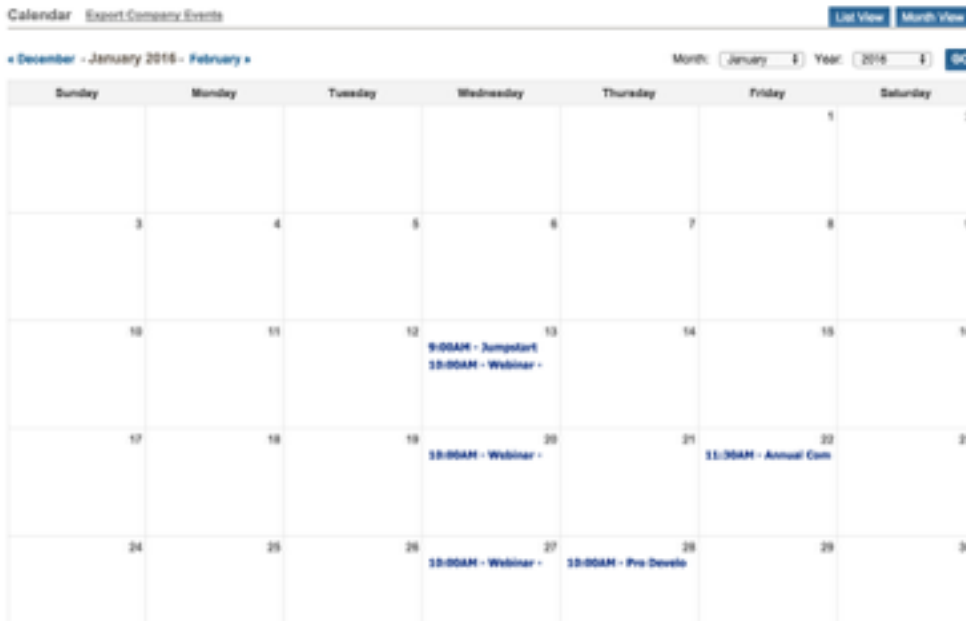
Search properties for sale

[Learn more](#)

Other ways to use the One to One Campaigns

1. Market updates for a selected market area that you can purchase a URL and redirect your site - for example - you could purchase a domain name of smyrnamarketupdate.com, use the Smyrna office as your subject property, and include this in your online marketing. The site would update itself.
2. Add market update website to your website - again, choose a generic subject property and add this as an additional page on your website with market information

Calendar Tab



Company calendar where events and training are posted - the calendar can be exported to your calendar as well

Seller Report Tab

This tab will create reports for your seller about activities (views) on their listing on our site

The first step is to Create Seller Report

The next screen will ask for Seller Report Name, and the MLS# of the listing to create the report for - your active listings will show to the right of this question

Then click Create - and your next screen will ask you for options that you would like to include on your report

Please select the Options You Would Like in Your Seller Report

- Number of Times property Appeared in Search Results on www.bobparks.com
- Number of Times Similar Properties Have Appeared in Search Results on www.bobparks.com
- Number of Times Property Detail Page was Viewed on www.bobparks.com
- Graph of Number of Times Property Appeared in Search Results on www.bobparks.com
- Graph of Number of Times Property Detail Page was Viewed on www.bobparks.com
- List properties which are similar to subject property

The next option will allow you to show similar properties for sales on your Seller Report

Similar Properties

Property Type

Bedrooms to

Bathrooms to

List Price to

Sale Price to

Radius

Sold Comparable

Email Report to Client

Client Name

Client Email

Client Name

Client Email

Frequency

Email Option

You will then enter your client information for the seller report to be emailed to your client - you have an option to send to agent and seller also

You can preview the Email to your client by choosing to Preview Email

*****NOTE***** when you preview the email for your seller report - it will not show any information on the report. You generate the seller report, and each night at midnight the information is pulled for your seller report, and the emails are completed. If you preview the email you will not see any information on the report.

Preview Email Report

Hi Bob,

Libby Moss has created the Activity/Traffic Report for Listing 0 Hoovers Gap Road, Christiansa, TN 37037 for you. Below is Listing Details for which this report has been created.

The Activity/Traffic Report for your listing has been created. However, it takes up to 24 hours to populate the data. Please check back again in 24 hrs to view the updated information.



0 Hoovers Gap Road, Christiansa, TN 37037
\$380,000
- Bedrooms / - Baths / 0 Sqft
Lots and Land (Status: Active)

To view more details on the [View Activity/Traffic Report for 0 Hoovers Gap Road, Christiansa, TN 37037](#), click below link.
[View Activity/Traffic Report for 0 Hoovers Gap Road, Christiansa, TN 37037](#)

What does the Seller Report Show? Remember, the preview will not show information, but the information is generated each night and then the emails are sent out to your seller and agent as requested

Seller Report for 0 Hoovers Gap Road, Christiansia, TN 37037



0 Hoovers Gap Road, Christiansia, TN 37037
MLS Number: 1575141



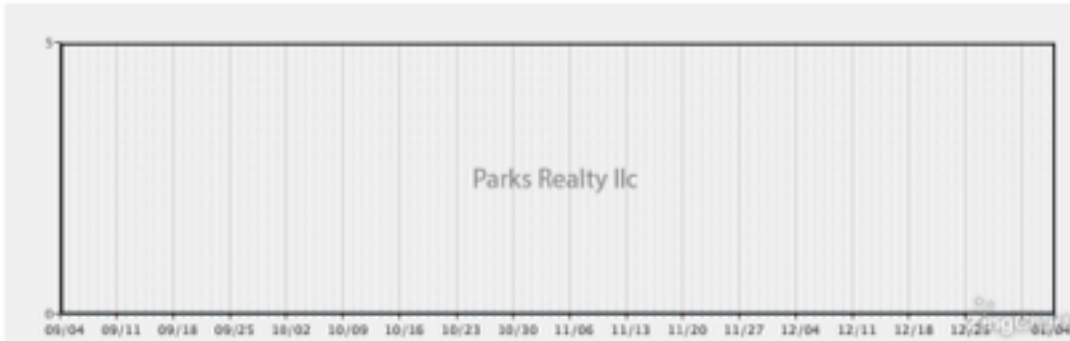
Libby Moss
Agent
Office: 615-896-4040
[Email Me](#)
[View full profile](#)

Web statistics for your property on www.bobparks.com

	Previous Day	Previous Week	Previous 30 Days	Overall
Number of Times Property Appeared in Search Results on www.bobparks.com				
Number of Times Similar Properties Appeared in Search Results on www.bobparks.com				
Number of Times Property Detail Page viewed on www.bobparks.com				

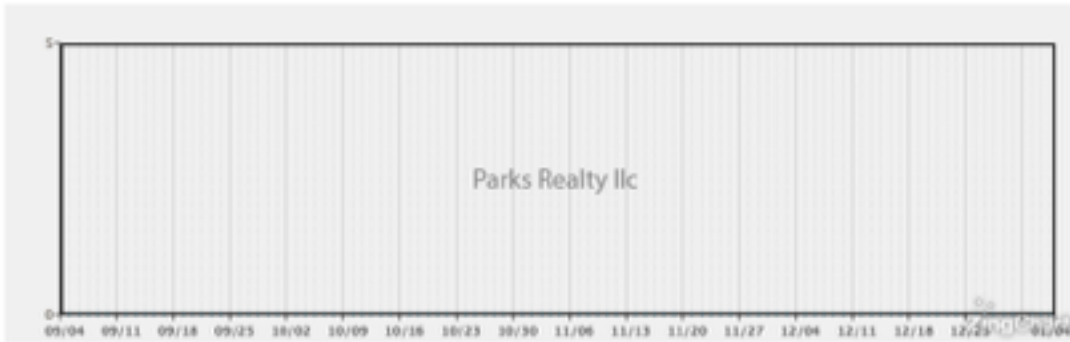
Number of Times Property Appeared in Search Results on www.bobparks.com

[previous day](#) / [previous week](#) / [previous 30 days](#) / [overall](#)



Number of Times the Property was Viewed on www.bobparks.com

[previous day](#) / [previous week](#) / [previous 30 days](#) / [overall](#)

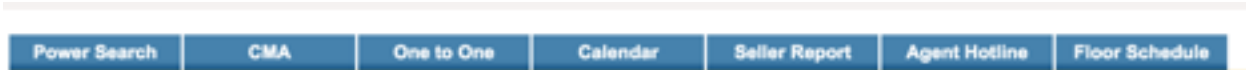


Properties Similar to 0 Hoovers Gap Road, Christiansia, TN 37037

Address	Price	Beds	Baths	SqFt	Property Type	Status
12500 Manchester Pike	\$69,900	0 bd	0 ba	SqFt	Lots and Land	Sold
0 Miller Rd	\$78,000	0 bd	0 ba	SqFt	Lots and Land	Sold
0 Bull Run	\$1,500	0 bd	0 ba	SqFt	Lots and Land	Sold
7 Ritz Ct	\$87,000	0 bd	0 ba	SqFt	Lots and Land	Sold
132 Heavenly Tit	\$399,900	3 bd	3.5 ba	3395 SqFt	Lots and Land	Sold
3 Lovvorn Rd	\$185,000	0 bd	0 ba	SqFt	Lots and Land	Sold
1535 Lovvorn Rd	\$199,900	0 bd	0 ba	SqFt	Lots and Land	Sold
0 Anderson Rd	\$35,000	0 bd	0 ba	SqFt	Lots and Land	Sold
5367 Wayside Rd	\$129,900	0 bd	0 ba	SqFt	Lots and Land	Sold

Agent Hotline

You can easily send out email marketing to your fellow Parks agents to highlight a unique listing, buyer need or other real estate related questions.



[Add a Hotline](#)

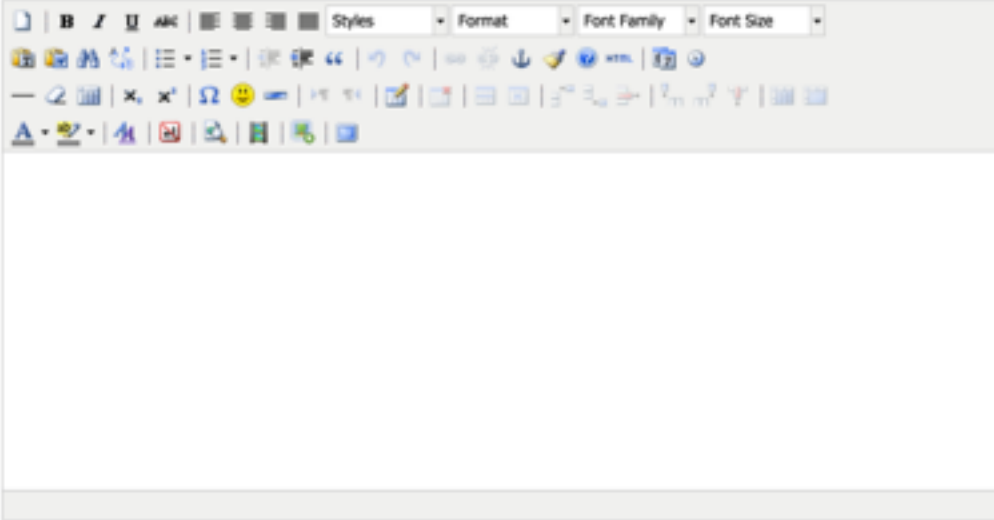
Once you click here you can add a hotline

***Email Subject Line:**

***Select Office:**
The agents in the offices you select will receive the Agent Hotline

<input type="checkbox"/> Select All	<input type="checkbox"/> Auction & Land Division	<input type="checkbox"/> Brentwood	<input type="checkbox"/> Franklin	<input type="checkbox"/> Green Hills
<input type="checkbox"/> Gulch	<input type="checkbox"/> Leiper's Fork	<input type="checkbox"/> Mt Juliet	<input type="checkbox"/> Murfreesboro	<input type="checkbox"/> The Parks Group
<input type="checkbox"/> Shelbyville	<input type="checkbox"/> Smyrna	<input type="checkbox"/> Sumner		

***Description:**
Your contact information will display at the bottom of the email automatically (You can't see it now.)



Link:

Upload File: No file chosen

The Agent Hotline goes out at 6 am every day. Example: If you create and Agent Hotline at 7:00 am today, it will go out at 8:00 am the following day.

Resources Tab

This tab is most important - it's full of resources! Looking for how to instructions, links to a website, or just important monthly announcements (Market updates, Top 50 list) this is the place.

Here you will find a list of Resources for agents - and you can search for what you need

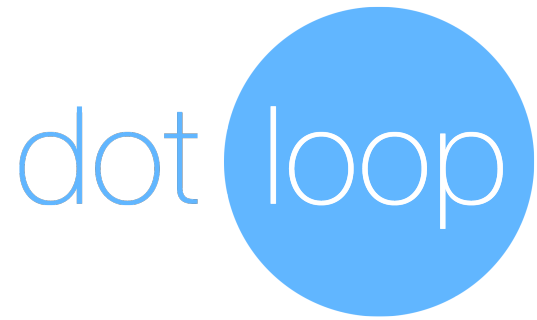
There are three pages of resources links/info - make sure to browse all the way through for important information

Resources

Title: Type:

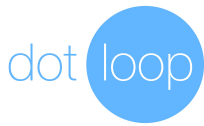
Total: 47

Title	Description	Date	Type
Check Your Income/Production	Check your income and sales production ...from anywhere	2015-06-17	Link
Lumentus Social	Manage your social media presence and create your posts in less than 15 minutes a week!	2015-06-04	Link
Goodwill Partnership - Donation Flyer	Help your clients streamline their move with tax-deductible donations to Goodwill's PICK-UP Service!	2015-04-01	Pdf
Mentoring Matters	Talk with your Broker today to see how you can get involved in the Mentoring Matters program.	2015-06-04	Pdf
Tagible Video Library	Video Library of content from market updates to how to videos	2015-02-09	Link
How to find and share the Monthly Market Videos	Finding and Sharing the Monthly Market Videos for your neighborhood or community!	2014-09-30	Pdf
Impact Marketing	Your log in is the same email you use to log into Bobparks.com and your initial password is password	2014-03-14	Link
Custom Note Cards	Custom Note Card Order Form	2015-09-24	Pdf
Boomerang Discount	\$15 off your FIRST Boomerang order, watch this short video!	2015-04-09	Link
Boomerang Direct Marketing	Customized post card bi-monthly mailing w/discounts for your clients! Laura Cavalcard!	2014-06-01	Link



peoplework not paperwork

THE PROCESS: A Listing



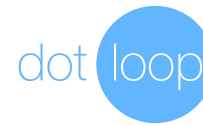
NEW FILE

SCAN AND UPLOAD

1. Email documents to yourself, in the order you want them.
2. Save the attachment to a place you can find it. (ie: My Documents or Desktop)
3. Sign into dotloop.com.
4. Click on the big plus (+).
5. Name your loop (Property address, Client name, etc.) and Click "Create Loop".
6. Under Documents, click on "Add Documents", Select from.. "Computer".
7. Browse through your computer where you saved your emailed documents and then click "Choose".
8. Click "Submit for Review" on the top right.
9. Enter the address of the property and click "Next".
10. Select the "Folder" of documents you want to turn in and "Select Type" to tell the office if it is a "Contract" or "Listing".
11. Write a comment at the bottom if you want and then "Submit".



By Carolyn Thompson, cthompson@dotloop.com



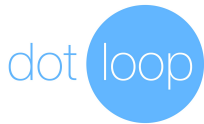
NEW FILE

DOTLOOP

1. Sign into dotloop.com
2. Click on the big blue & white plus (+).
3. Name your loop (Property address, Client name, etc) and Click "Create Loop".
4. Click "Edit Details" and enter all the information for your transaction and "Save".
5. Click "Add Person" (Clients or Agents in the transaction), enter their name, email and select "role" and click "Add Person". Repeat for each person.
6. Under Documents, click on "Add Documents" and select "templates" then the forms that you want for this transaction.
7. When you are ready to turn into the office: click "Submit for Review" (top right)
8. Enter the address of the property and click "Next". (Only asks if not previously entered in the edit details)
9. Select the "Folder" of documents you want to turn in and "Select Type" to tell the office if it is a "Contract" or "Listing".
10. Write a comment at the bottom if you want and then "Submit".



By Carolyn Thompson, cthompson@dotloop.com



NEW FILE

DOTLOOP TEMPLATES

1. Sign into dotloop.com
2. Click on the big blue & white plus (+).
3. Name your loop (Property address, Client name, etc), then select a loop Template from the drop down, and Click "Create Loop".
4. Click "Edit Details" and enter all the information for your transaction and "Save".
5. Click "Add Person" (Clients or Agents in the transaction), enter their name, email and select "role" and click "Add Person". Repeat for each person.
6. When you are ready to turn into the office: click "Submit for Review" (top right)
7. Enter the address of the property and click "Next". (Only asks if not previously entered in the edit details)
8. Select the "Folder" of documents you want to turn in and write a comment at the bottom if you want and then "Submit".



By Carolyn Thompson, cthompson@dotloop.com



MAKING AN OFFER

FINDING A LISTING

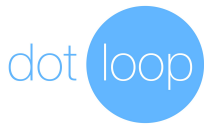
1. Sign into dotloop.com.
2. Click on the big plus (+). (Create a new loop)
3. Name your loop (Property address, Client name, etc.) and Click "Create Loop".
4. Click on "Edit Details" under the loop name.
5. Enter the MLS # or Address of the property you are looking for.
6. When it appears above click on "Yes, Link my loop to this listing".
7. When you add documents from your templates it will autofill the information from the other loop.
8. When you are ready to submit to the other agent, select the documents you want to send and click "Share".
9. Type any message and click "done".

Items required in order for this to work

1. Listing Agent must assign themselves the role of "Listing Agent".
2. Loop must be "Active"
3. Address and/or MLS number must be in the "edit details" of the loop.

By Carolyn Thompson, cthompson@dotloop.com





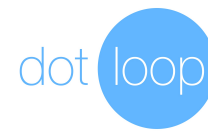
SHARING WITH OTHERS

SENDING TO AGENTS

1. Sign into dotloop.com.
2. Click on the loop you want to share documents in.
3. Click “Add Person”, enter the client name & email address, click “add person”.
4. Assign them a “role” of “Buying Agent” or “Listing Agent”.
5. Once you have modified the documents, your client has signed them and you are ready to share them; from the summary page, check the box next to each document and the select “share” (top right).
6. Check the box next to the agent’s name and select “can edit in private”. This option does not automatically share the documents back, so the agent will have to share them back to you when completed.
7. Type your message to the agent, if any and click “share”.
8. Click “done” again unless you want to share it with someone else.
9. To verify who can see what, hover over the number to the right of the document and it will show the names of the people that can view it.



By Carolyn Thompson, cthompson@dotloop.com



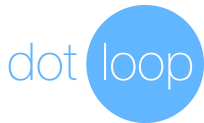
SHARING WITH OTHERS

SENDING TO CLIENTS

1. Sign into dotloop.com.
2. Click on the loop you want to share documents in.
3. Click “Add Person”, enter the client name & email address, click “add person”.
4. Assign them a “role” of “Buyer”, “Seller”, or other role.
5. Once you have modified the documents and you are ready to share them, from the summary page, check the box next to each document and the select “share”.
6. Check the box next to the client’s name and select “can view” or “can fill & sign”. Either one of those automatically sends the documents back after they are signed. Share documents by permission. Can Fill & Sign will give the client permission to edit all of the fields on the document.
7. Type your message to the client, if any and click “share”.
8. Click “done” again unless you want to share it with someone else.
9. To verify who can see what, hover over the number to the right of the document and it will show the names of the people that can view it.



By Carolyn Thompson, cthompson@dotloop.com



NEW TEMPLATES

DOCUMENT SETS

1. Sign into dotloop.com.
2. Click on the Template/Document logo at the top right.
3. Click on the down arrow next to the word “Documents”.
4. Click on “Add Folder”.
5. Type a name for your Folder of documents like: “My Listing Forms” and then click “Create Folder”.
6. Either “Select from your computer” or “Select from your templates” to find the documents you want in your template.
7. If you want to build from an existing list of documents you can click the arrow on the right and select “Duplicate”. If it was a list you created, it will also give you an option to “Rename” or “Delete”.



By Carolyn Thompson, cthompson@dotloop.com



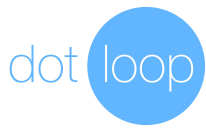
NEW TASK LISTS

PERSONAL CHECKLISTS

1. Sign into dotloop.com.
2. Click on any loop.
3. At the bottom click on “Add Task”.
4. Click on the red circle with the arrow to “Add task list” or “Load Template”.
5. If you are starting new, start typing the tasks you want, hit enter until done with your list of tasks.
6. Once your list is complete click on the arrow next to your task list folder and select “Create Template”.
7. Name the template and then click “Create Template”.
8. Each time you go into a loop and want to use this list, just select “Load Template”.



By Carolyn Thompson, cthompson@dotloop.com



NEW FILE

DOTLOOP EMAIL

1. Email documents in order you want them to yourself at:
_____. [@upload.dotloop.com](mailto:_____.@upload.dotloop.com)
2. Sign into dotloop.com.
3. Click on the big plus (+).
4. Name your loop (Property address, Client name, etc.) and Click "Create Loop".
5. Under Documents, click on "Select from your Templates".
6. Click on "Inbox" and select the document(s) and then click "Add Templates".
7. Click "**Submit for Review**" on the top right.
8. Enter the address of the property and click "Next".
9. Select the "Folder" of documents you want to turn in and "Select Type" to tell the office if it is a "Buying" or "Listing".
10. Write a comment at the bottom if you want and then "**Submit**".



By Carolyn Thompson, cthompson@dotloop.com



NEW FILE

CREATE WITH EMAIL

1. Email documents to yourself, in the order you want them.
2. Using your dotloop email address: [\(FirstName\).\(LastName\)@upload.dotloop.com](mailto:(FirstName).(LastName)@upload.dotloop.com), forward the email with the documents to the above address, from your profile email with the subject of: "**NEW LOOP: (Address/Loop Name)**"
3. Click "send".
4. Sign into dotloop.com.
5. Click on the new loop that you just created. (Anything typed after "new loop:")
6. Click "**Submit for Review**" on the top right.
7. Enter the address of the property and click "Next".
8. Select the "Folder" of documents you want to turn in and "Select Type" to tell the office if it is a "Contract" or "Listing".
9. Write a comment at the bottom if you want and then "**Submit**".



By Carolyn Thompson, iCarolyn.com



FILE NAMES

OFFICE POLICY

1. Loop Names:
 - a. Use Address and Customer Last Name for example:
123 Main Street, Wilmington, NC - Jones
 - b. If no address is available for example working with Buyer(s) use Last Name:
Smith Buyer Forms
2. Folder Names:
 - a. For Listings, name the listing folder:
Listing Documents
 - b. For Offers us Last Name and "offer documents":
Smith Offer Documents
 - c. Once the offer has changed to a contract, "Rename" the folder to "contract":
Smith Contract Documents
 - d. If it closes or terminates, change the name next to it to include the status:
Smith Contract Documents - Terminated
Smith Contract Documents - Closed 1-1-15

By Carolyn Thompson, cthompson@dotloop.com

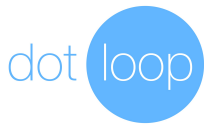


FORM TEMPLATES

CREATING AND APPLYING

1. Sign into dotloop.com.
 2. Click on any loop.
 3. Click on any document in your loop.
 4. While in the document, apply all of the fields that you want: Signatures, Initials, Text, Names, Checkboxes, Radio Buttons, Strike Through or Dates. Remember to assign any fields to the "role" and not any specific person in the loop.
 5. Under "More" select "Save as Template". It will ask you to save your document if you have not done that already. It will open up your template folders and you will need to select the location for your template and click "Save In Folder".
 6. Click on the red circle with the arrow to "Add task list" or "Load Template".
- To use the template:
1. Load and Open a document in a loop with the same number of pages as your template has.
 2. Click at the top under "Moore", and select "Apply Template".
 3. Choose the template and click "Apply" and save when done.

By Carolyn Thompson, iCarolyn.com



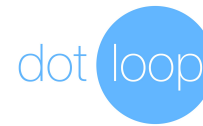
RECEIVING AGENT

EDITING AND SHARING

1. In the email from the sending agent is a 2 minute video that explains things.
2. Click on email link that says "View Documents".
3. Once opened up it will ask you about "Assigning Fields", you can easily add clients to these roles. Keep in mind the other people and agents in the loop WILL NOT see your client's email address.
4. Next to the role (Seller 1, Buyer 1, etc.) select "add person" and type your client's name and email address. Repeat for each client if more than one, the click "apply".
5. It will open up the password section and ask you to enter your password or create one if you have never signed in before, then click "sign in".
6. Anytime you modify a document, it will display a message that you are modifying a signed document and will clear the signatures, this is normal if you are countering.
7. Click on "Save and Share" at the top right when complete to send to your client.
8. After client has signed, "Share" the documents back with the other agent.



By Carolyn Thompson, cthompson@dotloop.com



MERGING LOOPS

NO MORE DUPLICATES

In order for the "merge" option to work, there are few things to know.

- The loops you are merging can NOT have any of the same people or it will not work!!
 - The name of the merged loop will be the name of the second loop you choose, not the loop you go into the edit details to "merge" with another.
1. Sign into dotloop.com.
 2. Click on the loop that you do NOT want to keep the loop name.
 3. Click on "edit details" at the top under the loop name and
 4. Scroll down to the bottom and click on "Merge".
 5. Search for the loop that you want to merge this one with and click "merge"
 6. You will see some warning messages that will tell you it can not be undone and that you need to "confirm".
 7. Once it is done, you will see all of the folders from each loop in the new merged version of both loops together.

By Carolyn Thompson, cthompson@dotloop.com



NEW CLAUSE

CREATE AND REUSE WORDS

1. Sign into dotloop.com
2. Click on the "Templates" at the top right.
3. Select "Clauses" and click on "New Clause".
4. When the box comes up, type the phrase, sentence or paragraph you want to reuse on multiple documents. When done click "add".
5. Now that you have a clause, you can repeat the steps above to add another or you can click the down arrow next to the existing one and you have 2 options - "Edit" or "delete".



By Carolyn Thompson, cthompson@dotloop.com



PEOPLE

ADDING TSPS AND CLIENTS

1. Sign into dotloop.com.
 2. Click on the "People" at the top right in the middle.
 3. Under Trusted Service Providers (TSP), if you have none, it will show you "Get Started for Free" to begin.
 4. It will display a window asking what kind of TSP, name and email address. You can add as many as you want and then click "Add Service Providers".
 - They will not be displayed until the provider becomes a premium dotloop member.
1. Sign into dotloop.com.
 2. Click on Contacts, once highlighted, click "Add Person".
 3. In the window add the client's First, Middle and Last Name and email and then click "Add Person".
 4. Once added, you can click on the client name and edit more information for the client and click "save".

By Carolyn Thompson, cthompson@dotloop.com





THE PROCESS: You got a New Listing

Using Dotloop for documents creation and signing?

1. Add Loop using the + icon and type a *temporary* loop name.
2. Edit Details page (to receive Dotloop offers must do these things * items)
 1. Input **Address** (or MLS#) *
 2. Set Status to **Active***
 3. Set the Transaction Type (this will control the roles)
 4. Assign your role as **Listing Agent** under People. *
 5. Add Sellers name and email address and assign role of Seller.
 6. Enter as much other info as you prefer. (Listing Info and Geographic Description)
 7. Add photo of home if you like.
3. Click Save, Click Use Property Address as Loop Name and then Save and Back to Loop
4. Rename the Folder to **Listing Folder** (to meet office policy)
5. Add Documents to folder from templates. (Listing agreement, disclosures, agency)
6. If you use Tasks, at bottom **Load Template** and choose Listing related task template
7. Open each document, and complete the forms fully.
8. Click **Share** to the Seller for signatures (Can Sign).
9. Click **Submit for Review** and choose Listing Documents folder for Review.
10. Choose the Folder type for review as **LISTING** (this dictates the Workflow)
11. Activate in MLS and make mention that agents can submit offers on DotLoop.

YOUR LISTING IS FILED WITH THE BROKERAGE APPROPRIATELY!



THE PROCESS: You got a New Listing

Not Using Dotloop for documents - paper file?

1. Scan all your paper documents to your pc.
2. Compose email from your email acct registered with Dotloop
 1. TO: first.last@upload.dotloop.com (get your specific email address from Templates page)
 2. FROM: must be your dotloop registered email address
 3. SUBJ: New Loop: Street Address
 4. Attach the listing documents and disclosures individually.
 5. Send.
3. Launch Dotloop and open the loop just created.
4. Rename the Folder to **Listing Folder** (to meet office policy)
5. Click **Submit for Review** and choose Listing Documents folder for Review.
6. You are prompted to enter the Address info.
7. Choose the type of Folder as **LISTING**. (This dictates the Workflow - choose carefully).
8. ALL DONE! You will get a notice upon acceptable review.

YOUR LISTING IS FILED WITH THE BROKERAGE APPROPRIATELY!



THE PROCESS : Maintain Your Listing

Using Dotloop for document creation and signing?

1. Launch Dotloop and open the loop for this listing.
2. In the folder **Listing Folder** add a new document from templates (choose the amendment form)
3. Open and edit the form.
4. Click **Share** to the Seller for signatures (Can Sign).
5. Click **Submit for Review** and choose Listing Documents folder for Review.
6. Type a message to admin in message box on submit window (Got price reduction, withdrawn, etc.)
7. You will get a notice upon acceptable review and admin will update the Workflow status.

YOUR LISTING IS FILED WITH THE BROKERAGE APPROPRIATELY!

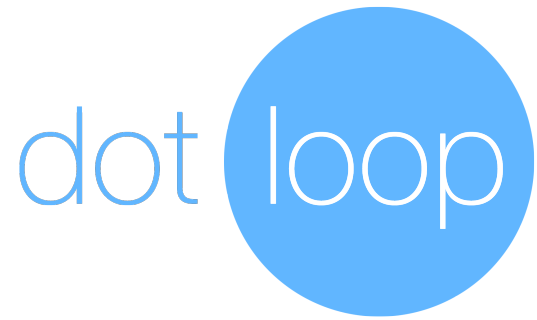


THE PROCESS: Maintain Your Listing

Not Using Dotloop for documents - paper file?

1. Scan price change or extension or withdrawal amendments to your pc.
2. Launch Dotloop and open the loop for this listing.
3. In the folder **Listing Folder** add new document via Computer (select your amendment)
4. Click **Submit for Review** and choose Listing Documents folder for Review.
5. Type a message to admin in message box on submit window (Got price reduction, withdrawn, etc.)
6. You will get a notice upon acceptable review and admin will update the Workflow status.

YOUR LISTING IS FILED WITH THE BROKERAGE APPROPRIATELY!



peoplework not paperwork

THE PROCESS: Make An Offer



THE PROCESS: Making an offer (Option 1)

Using Dotloop for documents creation and signing and LISTING is on Dotloop?

1. Add Loop using the + icon and type a *temporary* loop name.
2. Edit Details page (after some details are entered a POPUP will ask if you want to link this loop to the loop for the listing)
 1. Input **Address** (or MLS#)
 2. Click **YES LINK MY LOOP TO THIS LOOP**. (changes Loop Name)
 3. Assign your role as **Buyers Agent** under People.
 4. Add Buyers name and email address and assign role of Buyer.
 5. Enter as much other info as you prefer.
3. Click Save and Back to Loop.
4. Rename the Folder to **Smith Offer Folder** (to meet office policy)
5. Add Documents to folder from templates. (Offer to Purchase, Buyers Agency)
6. If you use Tasks, at bottom **Load Template** and choose Offer related task template
7. Open each document, and complete the forms fully.
8. Click **Share** to the Buyer for signatures (Can Sign).
9. Click **Share** to the Listing agent (Can Edit in private). Only share the needed docs.
10. After counters are completed click **Submit for Review** and choose the Offer Folder.
11. Choose the type of Folder as **OFFER**. (This dictates the Workflow - choose carefully).
12. Use Message to tell office if it is dead, contracted, ready to close, or closed.
13. ALL DONE! You will get a notice upon acceptable review.

YOUR OFFER IS FILED WITH THE BROKERAGE APPROPRIATELY!



THE PROCESS: Making an offer (Option 2)

Using Dotloop for documents creation and signing and LISTING is on Dotloop?

1. You can also ask the listing agent if they have the listing on Dotloop and if so they can:
 1. They Add you as a person with ROLE Buyers Agent
 2. They Share with you the disclosure documents (Can EDIT IN PRIVATE)
2. Launch Dotloop
3. Find the new loop that was just shared with you (also you can use link from email)
4. Go to Edit Details Page:
 1. Add Buyers name and email address and assign role of Buyer.
 2. Enter as much other info as you prefer.
5. Click Save and Back to Loop.
6. Rename the Folder to **Smith Offer Folder** (to meet office policy)
7. Add Documents to folder from templates. (Offer to Purchase, Buyers Agency)
8. If you use Tasks, at bottom **Load Template** and choose Offer related task template
9. Open each document, and complete the forms fully.
10. Click **Share** to the Buyer for signatures (Can Sign).
11. Click **Share** to the Listing agent (Can Edit in private). Only share the needed docs.
12. After counters are completed click **Submit for Review** and choose Offer Folder.
13. Choose the type of Folder as **OFFER**. (This dictates the Workflow - choose carefully).
14. Use Message to tell office if this is dead, contracted, ready to close, or closed)
15. ALL DONE! You will get a notice upon acceptable review.

YOUR OFFER IS FILED WITH THE BROKERAGE APPROPRIATELY!

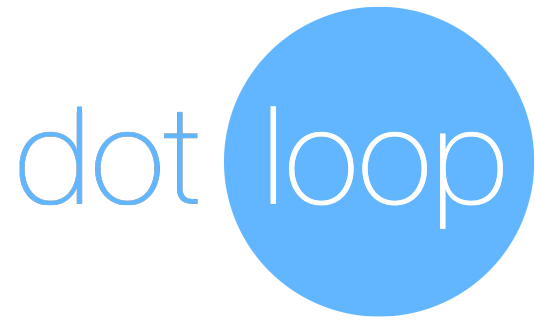


THE PROCESS: Making an offer

Not Using Dotloop for documents - paper file?

1. Scan all your signed paper documents for the offer to your pc.
2. Compose email from your email acct registered with Dotloop
 1. TO: first.last@upload.dotloop.com (get your specific email address from Templates page)
 2. FROM: must be your dotloop registered email address
 3. SUBJ: New Loop: Street Address
 4. Attach the offer documents and disclosures individually.
 5. Send.
3. Launch Dotloop and open the loop just created from the above email.
4. Rename the Folder to **Smith Offer Folder** (to meet office policy)
5. Click **Submit for Review** and choose Offer Folder for Review.
6. You are prompted to enter the Address info.
7. Choose the type of Folder as **OFFER**. (This dictates the Workflow - choose carefully).
8. Use Message to tell office if this is dead, contracted, ready to close, or closed)
9. ALL DONE! You will get a notice upon acceptable review.

YOUR OFFER IS FILED WITH THE BROKERAGE APPROPRIATELY!



peoplework not paperwork

THE PROCESS: Receiving An Offer

(means it is on your listing)



THE PROCESS: Receiving an offer (Option 1)

Buyers Agent is Using Dotloop and your listing is on Dotloop?

1. If they **did not** LINK the loops you can MERGE them.
 1. You will see a new Loop (named what ever buyers agent loop was named)
 2. You realize you already have a loop for this property (do not add any of your sellers to this loop or MERGE will not be allowed)
 3. Open the OFFER loop, go to Edit Details at the very bottom click Merge
 4. Choose YOUR LISTING loop.
 5. You now have one loop (your Listing) with multiple folders (Listing and Offer)
 6. Rename the Folder to Smith Offer Folder
2. If LINKED by Buyers Agent then you will see a new folder in your Listing loop (the folder from the buyers agent being shared)
3. Rename the Folder to **Smith Offer Folder** (to meet office policy)
4. Click **Share** to the Seller for signatures (Can Sign).
5. Share back to the Buyers Agent by Clicking **Share** (Can Edit in private). Only share the needed docs.
6. After counters are completed click **Submit for Review** and choose the Smith Offer Folder.
7. Choose the type of Folder as **OFFER**. (This dictates the Workflow - choose carefully).
8. Use Message to tell office if it is dead, contracted, ready to close, or closed.
9. ALL DONE! You will get a notice upon acceptable review.

THE OFFER ON YOUR LISTING IS FILED WITH THE BROKERAGE APPROPRIATELY!



THE PROCESS: Receiving an offer (Option 2)

Buyers Agent is not Using Dotloop but your listing is on Dotloop?

1. You receive the offer in an email. (Can also use generic email and move from inbox folder to the correct loop and folder. Save the generic email in your phone)
2. Launch Dotloop and open your loop and Create a new Folder
3. Rename new folder as *Smith* Offer Folder
4. Add documents from email to this new folder.
5. An email address is copied to clipboard so Forward email from agent to this address.
6. If needed split and rotate PDF from buyers agent. Rename documents.
7. If you use Tasks, at bottom **Load Template** and choose Offer related task template
8. Click **Share** to the Seller for signatures (Can Sign).
9. Share back to the Buyers Agent by Clicking Share (Can Edit in private). Only share the needed docs.
10. After counters are completed click **Submit for Review** and choose the Offer Folder.
11. Choose the type of Folder as **OFFER**. (This dictates the Workflow - choose carefully).
12. Use Message to tell office if it is dead, contracted, ready to close, or closed.
13. ALL DONE! You will get a notice upon acceptable review.

THE OFFER ON YOUR LISTING IS FILED WITH THE BROKERAGE APPROPRIATELY!

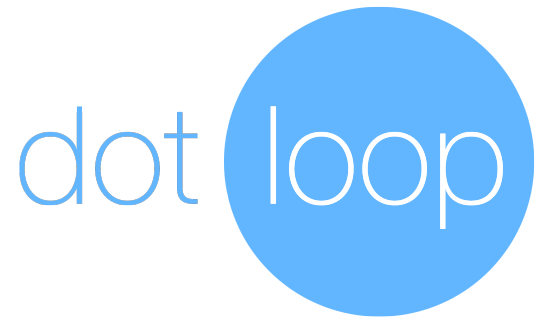


THE PROCESS: Receiving an offer

Not Using Dotloop for documents - paper file?

1. After all counters and disclosures signed on paper Scan all your signed paper documents for the offer to your pc.
2. Launch Dotloop and open the loop you created earlier for your listing.
3. Add a folder.
4. Rename the Folder to **Smith Offer Folder** (to meet office policy) (*Smith* is buyer)
5. Click **Submit for Review** and choose *Smith Offer Folder* for Review.
6. Choose the type of Folder as **OFFER**. (This dictates the Workflow - choose carefully).
7. Use Message to tell office if this is dead, contracted, ready to close, or closed)
8. ALL DONE! You will get a notice upon acceptable review.

THE OFFER ON YOUR LISTING IS FILED WITH THE BROKERAGE APPROPRIATELY!



peoplework not paperwork

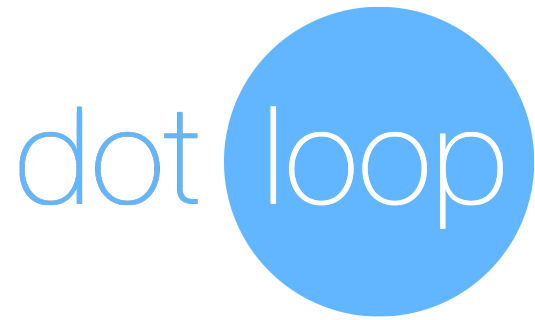
Maintenance of your Loops



Maintenance of your loops

Keep your loops maintained.

1. After a review you can still load new documents to a loop. If they need to be reviewed then submit the folder again.
 1. Use messages to tell admin what you added since it was reviewed earlier.
2. Keep your Loop Status up to date (Active, Sold, Under Contract)
 1. Easily done in LIST VIEW .
3. Mark your tasks as completed to show a full donut on the grid and list view.
4. Name the documents reasonably – like form number first.
5. Arrange the documents in order of importance or by form number or according to the TASK CHECKLIST.



peoplework not paperwork

Office Standard Procedures or Policies



Office Policies and Standard Procedures

Regardless if you use Dotloop for e-signing or not!

1. Loop Name:
 1. Use the setting Use Loop Address on Edit Details
Temporarily loop names may be anything but when submitting make this change.
This will be the case if you get a buyer and they sign a buyers agency before they have a home to offer on.
2. Folder Names:
 1. Use **Listing Folder** - for listings
 2. Use **Smith Offer Folder** - for offers you get or make
 3. Change to **Smith Contract Folder** - when an offer is accepted
 4. Change to **Smith Contract Terminated** - when a contract is terminated
 5. Change to **Smith Contract Closed 4-10-15** - when a contract is closed on Apr 10th.
3. Folder Status:
 1. Private – not really used, but default for new loops.
 2. Active – active listing and active buyers agreement loops.
 3. Under Contract – loops that are awaiting contingencies and close date.
 4. Sold – Sold loops.
 5. Leased – rentals that are leased.
 6. Archived – place your test/training or error loops here.
4. Place files in folders in order by Form Number. Make file name have Form Number first. Leave other files with no form number below required forms.



Visual Ques

From the Home Screen



No Notifications



Some Notifications, in a loop



About 75% tasks completed



About 50% tasks completed
and Notifications in this loop.

From a Loop Screen



No Messages or
Notifications in this loop.



Messages and
Notifications in this loop.

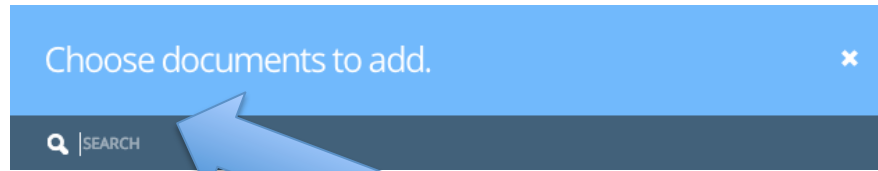


No Messages but some
Notifications in this loop.



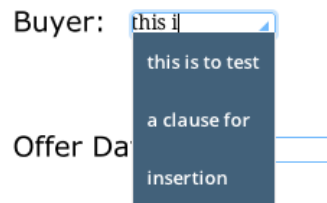
Time Saving Tips

Find a form fast



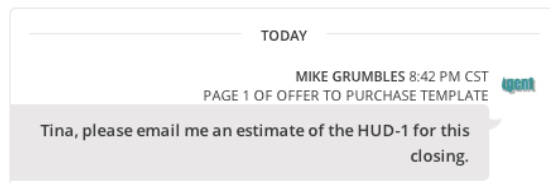
Search for any part of the document name

Don't re-type the same thing again



Use clauses to eliminate the repetition

No more emailing vendors



Entire communication is archived in the loop
Advanced allows you to Attach PDF when sharing!



Time Saving Tips (Cont)

Use Your Filters

Loop Statuses: Tags:

- PRIVATE
- ACTIVE
- UNDER CONTRACT
- SOLD
- LEASED
- ARCHIVED

SEARCH...

- SALE/PURCHASE
- TEST LOOPS

Filter to see only loops you are actively working on

Auto-Fill a 2nd time and specify which folder to apply details to

AUTO-FILL SETTINGS

The information below will be used to auto populate c

CONTRACT DATA SHOULD AUTO FILL TO AND FROM

ALL DOCUMENTS

- ALL DOCUMENTS
- DUMMY FOLDER
- FOLDER

Once you have 2 folders there will be an option on Edit Details Page to indicate which folder to apply the details.

Use iPad App

For Premium members the iPad app will be a time saver. Allows for signing in person too. Your Filter settings from Desktop carry over to iPad.

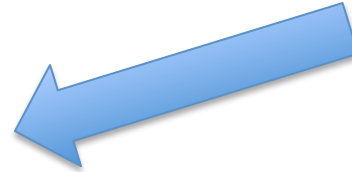


Email Tricks

Your Own Dotloop Email Exists

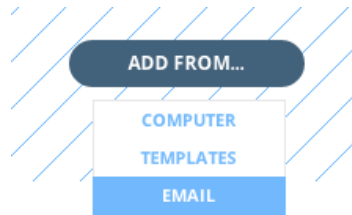
Templates

Upload files by emailing mike.grumbles.8@upload.dotloop.com



Save this email address in your phone with the name Upload Dotloop

Email directly into any folder in a loop



Email address copied to clipboard, just paste it in TO: field

Start a Loop via an email

To

NEW LOOP: 1227 Lakeview Drive Franklin TN 37067

Attached is OFFER, Property Disclosure, Agency Agreement, etc.

From ***your*** email make a new loop and names it



FIX Problems

You typed an email address wrong

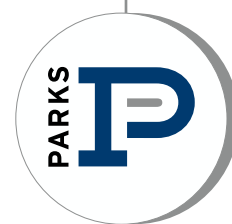
Go to the EDIT details or PEOPLE / CONTACTS , Choose Name and edit their email address.

I never got an email to sign

Email is NOT NEEDED. Direct them to Dotloop.com to login using the Email address you have for them and they can create an account and See your loop you shared them to e-sign.

You misspelled a clients Name

Once shared and then the client **ONLY** can correct it. Each time they are asked to sign it does show them their name and they can correct it.



MARKETING

Parks Marketing Department



Dania Demirci

Director of Marketing

danial@parks-realty.com

615-574-7330

Cool Springs Corporate office



Heather Dillinger

Graphic Designer

hdillinger@parks-realty.com

615-574-7351



Nicole Romano

Marketing Communications Coordinator

nicole@parks-realty.com

615-574-7352

Accounting & Operatons

PARKS Logo Guidelines

The PARKS identity is a promise of quality customer service, therefore maintaining brand integrity helps reinforce that quality image and preserve our brand. It is the most immediate representation of our company. This will help clients remember us and use us again in the future!





By following these guidelines you reap the benefits of our existing brand recognition and contribute to its future strength. The logo is a valuable asset that must be used consistently. We are only as strong as our weakest link.

Having multiple logos confuses the public and makes us harder to remember. Forty years of service to our clients and the communities in which we live has built up a strong recognition for us.

When you think real estate, think PARKS.

All correct logos for Parks and other logos can be found on the Parks website under the Media Center tab - under the Logos section. These logos are available for download to use.



			
PMS 654C	PMS 877C	Black	White
RGB Red: 0 Green: 58 Blue: 112	RGB Red: 142 Green: 144 Blue: 144	RGB Red: 0 Green: 0 Blue: 0	RGB Red: 255 Green: 255 Blue: 255
CMYK Cyan:100% Magenta:84.26% Yellow:30.7% Black:16.67%	CMYK Cyan:46.74% Magenta:37.71% Yellow:38.12% Black:2.41%	CMYK Cyan:0% Magenta:0% Yellow:0% Black:100%	CMYK Cyan:0% Magenta:0% Yellow:0% Black:0%

Disclaimer: Most of you won't ever need any of this, but if you are dealing with a commercial printer or graphic designer, these details will be important to them for maintaining brand consistency.

There are two versions of the logo.

1. Vertical
2. Horizontal

The predominant version and most widely used is the vertical PARKS logo. Both are acceptable; the horizontal version is used most often when there is not room for the vertical version.



The logo is available in many different variations and colors, please do not stray from these existing formats and colors

There are versions here available for all your printing and web needs. Here are some examples

WHITE



FULL COLOR



BLACK



Please do not stretch, scale, skew or resize the logo disproportionately. Here are some examples

These logos are correctly scaled proportionally.



These logos are stretched and skewed and scaled disproportionately!



Goodwill Partnership

Parks enjoys a unique partnership with Goodwill Industries of Middle TN.

With our partnership, you can schedule pick ups for yourself or your clients for those items to donate to Goodwill. This is a great tool for your sellers! The flyer with all information (and can also be included in your listing presentations) is available under the Resources tab on the Parks website.



MOVING PICK-UP

Relocating? Call Goodwill.

Our donation professionals will come right to you to pick up any clothing, shoes, furniture, books, toys, sporting goods, tools glassware and more right from your home. Donations are tax deductible. Donors are responsible for determining and documenting the value of their donations. Receipts will be given out at pick-up.

ESTATE PICK-UP

Settling an estate? Call Goodwill.

Whether you're helping a loved one move into assisted living or emptying the house after a loved one has passed away, Goodwill's Estate Pick-Up Program can help.

Goodwill Professionals will:

1. Itemize, pack & remove your donations
2. Provide itemized inventory donation receipt
3. Take all items eligible for donation

There's no cost for these services and donations are tax-deductible. To get started, call or email:

Suzanne Fletcher
615.346.1843 | suzanne.fletcher@givegw.org

Social Media

Facebook	www.facebook.com/parksrealty
Twitter	www.twitter.com/parksathome
Pinterest	www.pinterest.com/parksrealty
YouTube	www.youtube.com/bobparksrealty

Social media can be confusing to get started with - so visit our pages to get some ideas. We offer classes through our Parks Professional Development that focus on social media and also offer Lumentus Social to help get started and manage your online presence.



Lumentus Social

Lumentus Social

Your online social media assistant

www.lumentussocial.com/parks

Sign up to create your account

www.lumentussocial.com

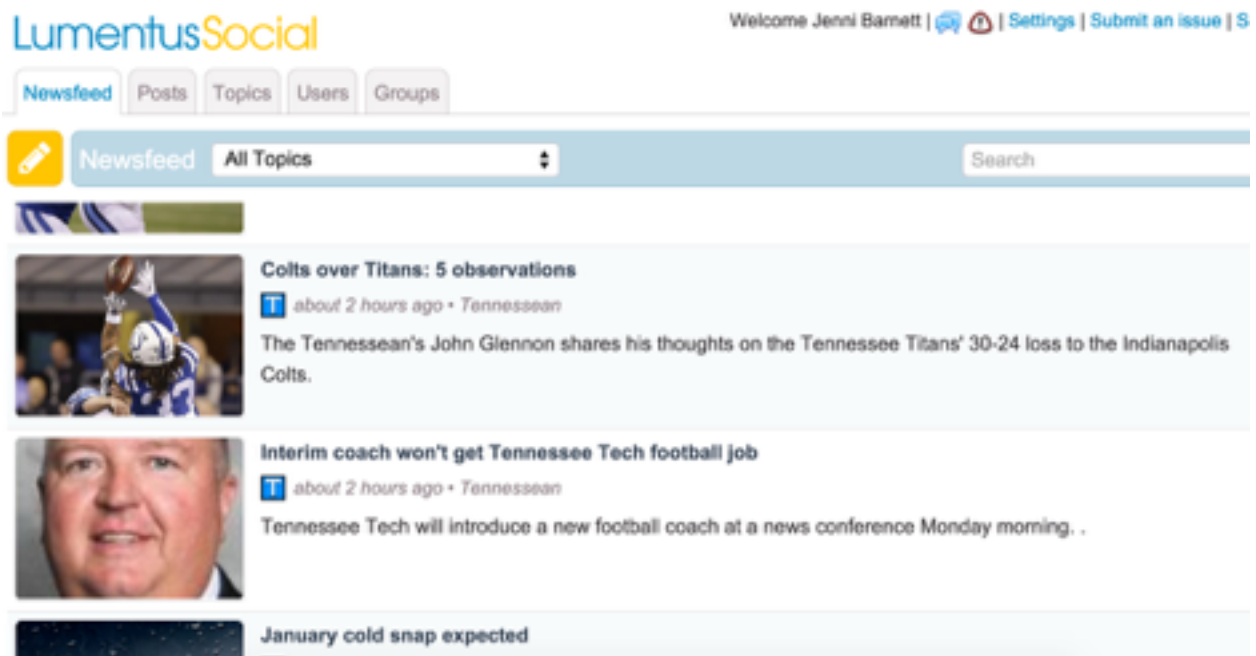
Login site once you have created your account

Log in email address

Password password

Lumentus Social provides customized local content for posting on social media. This takes the guess work out of what and how to post to establish your online presence.

Sign up for your account - and then when logged in you link your social media accounts to your Lumentus Social account.






You will see a Newfeed of topics - ready to post. This is local news, real estate news, home buyer & seller tips and more. To post, you just click on the yellow arrow

Compose Post to Accounts ✕

To: [Click here to select recipients for your post.](#)

[Edit](#) [Preview:](#) [Preview: 59/140](#) [Preview: 645/700](#) [Preview:](#)

Colts over Titans: 5 observations
<http://www.tennessean.com/story/sports/nfl/titans/2016/01/03/colts-over-titans-5-observations/78228362/>

 Shared Link: <http://www.tennessean.com/story/sports/nfl/titans/2016,>
Title:
Description:

You will see a preview of your post - and the available social media channels you have linked that you can post to



Schedule |



Publish Now

Another great feature of Lumentus is the SCHEDULE or PUBLISH NOW option. You can log in and schedule your posts for a week, two weeks or more and have your social media done. Or, you can post on the fly and publish now.

Photography

Our real estate listings are our first impressions to ur customers - and with the online syndication of our listings, they are seen across the world.

The first thing a potential buyer sees is the listing photo. A recent study by Redfin (a large real estate firm on the West Coast) has shown that listings with professional photographs are viewed **61%** more than other listings.



Showcase Photographers

www.showcasephotographers.com

Showcase offers different packages and price points based on square footage of your listing. All packages include a virtual tour.



Photos and tours are normally ready in two business days.

Visit Showcase Photographers online to see examples of their work, and to place an order for photography.

HouseLens



HouseLens

www.houselens.com/parks

Houselens offers photography, video and 3D models and floor plans



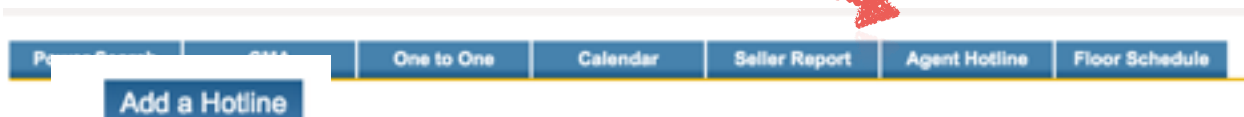
Visit www.houselens.com/parks and view the 3D floor plan videos and the other options offered. You can also book a shoot online with Houselens and have everything done from professional photography to a 3D video created for your listing.



Eblasts (Agent Hotline)

You can easily send out email marketing to your fellow Parks agents to highlight a unique listing, buyer need or other real estate related questions.

On the Parks website, navigate using the tabs at the top of your screen to AGENT HOTLINE



Once you click here you can add a hotline

***Email Subject Line:**

***Select Office:**
The agents in the offices you select will receive the Agent Hotline

<input type="checkbox"/> Select All	<input type="checkbox"/> Auction & Land Division	<input type="checkbox"/> Brentwood	<input type="checkbox"/> Franklin	<input type="checkbox"/> Green Hills
<input type="checkbox"/> Gulch	<input type="checkbox"/> Leiper's Fork	<input type="checkbox"/> Mt Juliet	<input type="checkbox"/> Murfreesboro	<input type="checkbox"/> The Parks Group
<input type="checkbox"/> Shelbyville	<input type="checkbox"/> Smyrna	<input type="checkbox"/> Sunner		

***Description:**
Your contact information will display at the bottom of the email automatically (You can't see it now.)

Rich text editor toolbar with options for Bold, Italic, Underline, Text Color, Background Color, Bulleted List, Numbered List, Indent, Outdent, Undo, Redo, Link, Unlink, Image, Video, Table, and Font settings.

Link:

Upload File: No file chosen

The Agent Hotline goes out at 6 am every day. Example: If you create and Agent Hotline at 7:00 am today, it will go out at 6:00 am the following day.



Tell us what you're looking for.

Search

Welcome Molly Jennings

Logout

> My Account

My Cart

> Re-Order/Order History

Administration

> Customer Service

> Company Info



> Tips & Resources

eNewsletters	Correspondence Cards	Client Follow-up	Newsletters	Business Cards	Social Media Marketing
Mailing Lists	Pocket Promoters	Postcards	Targeted Marketing Campaigns	Greeting Cards	QR Codes

Open the Door

to referrals NOW



with the **ProPower™**
Client Follow-up Program

Harvest the benefits of a great client relationship.
Increase your referral network dramatically.
Keep in touch with **23** mailings over **5** years.

All for the low investment price of

\$25

Click Here
to learn more

The Personal Marketer Blog
Advice for Successful Marketing

[Click Here](#)

Keep Your Clients Informed

Sign up for our monthly Market Impact Card.

[Click Here](#)

ProPower™ Client Follow-up

The ProPower™ program is the ultimate in client follow-up.

[Click Here](#)

What's Working? What's Not?

Sign up for our FREE monthly eNewsletter. Stay up to date on the latest marketing trends.

[Click Here](#)

Find us on Facebook

Join us on our new Facebook account to learn about special offers.

[Click Here](#)

Featured Product:

Just Listed Postcards



Featured Product:

Business Cards



Success Starts

by staying in touch

Click to find out about the **best** way to stay in front of your

TPMCO has many powerful tools available to you for staying in touch with your clients. From business mailers to a client follow up program to business cards, promotional flyers, newsletters, and greeting cards.

- Existing agents use your email and password is password. Newer agents can create an account in the top right corner, see your office manager if you have any questions.
- Once your are logged in, there are many pre-populated, branded templates available.
- Impact Marketing and TPMCO offer similar and different services, both are great resources. Please contact Molly if you have questions about which to use.
- Our company representative is Brandi Rodgers, 800-368-1522

The Personal Marketing Company

www.tpmco.com

User Name your email

Password password

The Personal Marketing Company (TPMCO) is an online source for several marketing options



Use the navigation bar on the left side of the screen to browse different products offered - this differs slightly from Impact Marketing in that you have email options as well as print options for database marketing. You also have some different options for marketing materials including business cards.

Business Cards

There are several options for business cards available through TPMCO

You can also upload your own design. This is one option for ordering business cards - other options for business cards can be found in the Getting Started section

Business Cards

1 Select Company:

2 One or Two-Sided? Single Sided Two Sided

3 Select a front design

Quantity	Single-Sided	Double-sided
500	\$39.95	\$54.95
1,000	\$54.95	\$69.95

130 pound paper, UV coated
no set-up charges, no shipping charges

Upload Your Own Front

Upload Your Own Front

Bob Parks
Owner / CEO

PARKS **P**

bob@bobparks.com

Bob Parks
Your Photo Here

(CARD - CARD)

Client Follow Up Program

One of the most important pieces of you database can be client follow up. TPMCO offers a unique program for just \$25 per client

Client Follow-Up

Harvest the benefits of a great client relationship. Increase your referral network dramatically and generate repeat business. We do **all** the work.

ProPower™ Client Follow-Up Program
23 high-impact mailings over 5 years.
For only **\$25**

Alternative Magazine and Postcard program choices are available.

It's never too late to say thank you! These programs are suitable for any past client.

How it works:

Thank-you Gift
Your clients will receive a set of 1000 self-and-stick return-address labels included with these labels is a thank-you postcard. If a photo of the home is available, it can be printed on the front of the postcard, perfect for the scrapbook.
[View a sample](#)

Magazine Subscription
Next, they'll receive a subscription to the lifestyle magazine Today's Living. This unique 20-page magazine is brimming with ideas on home improvement, decorating tips, family life, hobbies, travel, and more. There are 10 issues in all, sent to your clients each spring and fall.
[View a sample](#)

Plus, 12 Postcards
The brand-building continues with our attention-grabbing, home-themed postcards. They are a great way to remind your clients how important they are (and how awesome you are)! They also let your clients know that you appreciate their recommendation to family and friends.
[View a sample](#)

Personalized Note Cards (Correspondence Cards)

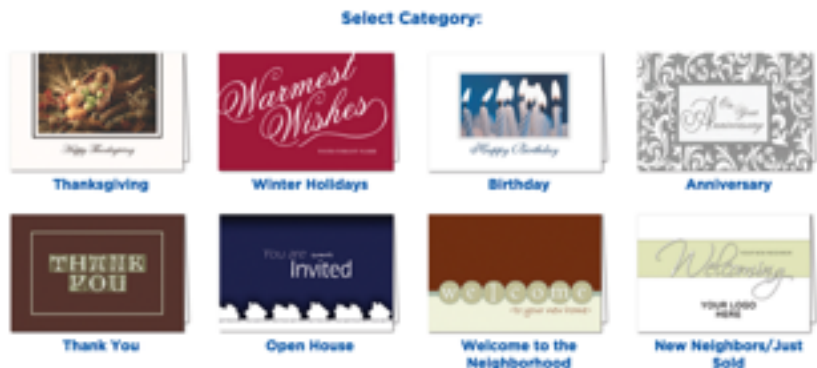
TPMCO offers a selection of personalized note cards - we also have personalized note cards available to order through our local printer as well but this is an option

Correspondence cards are printed on 5.5 x 4.25 premium-quality white stock and include an equal number of matching envelopes for mailing. Printing is not available on the envelopes.



Greeting Cards (includes Holiday cards)

Eliminate the time and hassle of going to the store and purchasing cards, hand signing each one, stamping and addressing — we will print and mail for you, envelope and all! Or select to have cards shipped to you so you can hand deliver or mail.



Newsletters (Email & Print)

enewsletters

Load your database and send newsletters based on a monthly schedule you determine - each month, or selected months. There are several subjects to choose from and each newsletter is different each mailing

Homeowner's UPDATE
Description: Homeowner's Update - Monthly Electronic Newsletter

Personalization
Info can be made to your information by clicking in the boxes below. The information will appear exactly as typed and lines will compress so that no blank lines appear.

Name:
Web Page:
Title:
Company/DOB:
Phone:
Email Only:
Additional info 1:
Additional info 2:
Website Only:

Photo: [Select a different photo](#)

Logo: [Select a different logo](#)

Please send my newsletter on the following custom schedule:

One year for only \$99

Or select your months below at \$19.95 per month:

January February March April May June
 July August September October November December

[Go Back](#) [Continue](#)

Newsletters

A direct mail option for your database offering a printed customized newsletter mailed monthly or on a schedule you choose - 50 newsletters minimum and postage is included in cost

enewsletters
Capture the interest of your clients with this easy-to-use digital marketing tool

\$99
a year subscription
or \$19.95 a month

Select Theme:



Focus: Homeownership



Focus: Real Estate



Focus: Homeownership



Focus: Eco-Friendly



Focus: Lifestyle



Focus: Business



Focus: Decor

Newsletters
Newsletters communicate like no other marketing tool can

50
digest newsletters
written, printed, and
mailed for as low as
\$37.50
per month

[Click to view pricing](#)

Give them value **today** by sharing useful information. Printed newsletters make a **lasting impact** and they set the stage for your next contact.

Select Theme:



Focus: Homeownership



Focus: Real Estate



Focus: Lifestyle



Focus: Business



Focus: Decor

Mailing Lists

Mailing lists can be an important starting point for direct mail marketing. TPMCO offers a service to order mailing lists for targeted direct mail marketing. Unlike the options with Impact Marketing, there is a cost to order a list through TPMCO

Select a consumer mailing list

Step 1: Geography

Select my consumer list based on:

- I would like to select addresses surrounding a specified location (radius search).
- I would like to select addresses based on streets.
- I would like to select addresses based on ZIP Code(s)
- I would like to select addresses based on a street map.

Select a consumer mailing list.

Step 2: Radius Search

You have chosen to select a mailing list surrounding a specific residential property.

Please note: You will be able to limit the amount of names on the next page.

Enter your property address below.

EX: 9291 Cody, Overland Park, KS 66214

Address:

Please find all records within miles of my target property.

Please note: If searching a considerable distance, counts may take a few seconds.

We limited this search to 150 closest records and the cost for 150 records is \$12.00. You will see this cost and can revise before placing the order for the mailing list. This is a great option for neighborhood marketing, or targeting marketing for Just Listed or Just Sold.

Postcards

TPMCO offers postcard mailing options for a variety of marketing needs



Postcards
Grab your client's attention!
Choose from our variety of postcards to meet your marketing needs.

50
8 x 4 postcards mailed for you for as low as \$29 postage included

[Click to view pricing](#)

Select Category:



Targeted Marketing (Drip Campaign)

TPMCO offers a targeted marketing direct mail program - this program sends our 8 postcards mailed out every four days



Targeted Marketing Campaigns

These campaigns are a strategic way to get your message to homeowners in order to communicate why they should contact you when they need help

8 mailings for **\$10**
includes first-class postage

A woman is shown holding a postcard that says "SOLD".

Each campaign consists of eight 4 x 6 postcards mailed out every 4 days. First-class postage included.

Select Your Campaign



Expired Listing Campaign



FSBO Campaign

Listing Syndication

Parks participates through Listing Syndication - a method for brokers to authorize distribution of their listings to consumer portals hosted by third parties like Zillow, Trulia, Homes.com and many others.

Parks syndicates through a service called Listhub. When your listing is entered in the MLS system, your listing information is sent out to over 15 websites for buyers & sellers to view on the web.

Parks can set up a free agent account for you with Listhub. Please email information@parksathome.com to request your account. The free agent account does not include the advanced options available through Listhub. Agents can upgrade their account through Listhub and have advanced reporting options through their account.

Zillow

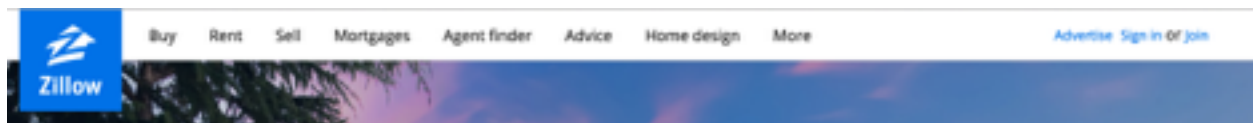
Parks has a separate listing syndication service directly with Zillow - a broker feed directly to Zillow. Our MLS system at this time does not offer syndication to Zillow and we have set up a direct feed to allow our Parks listings to appear on Zillow.

This offers several advantages for Parks and our agents - Zillow is the most searched real estate website and our listings appear on Zillow with you as the LISTING AGENT.

With our direct broker feed, you do appear by each of your listings. It is very important that you activate your Zillow profile and update your account information. You will appear on the Zillow site and your information needs to be correct for potential buyers & sellers to contact you.

To activate your Zillow profile:

www.zillow.com



Click on Sign In

DO NOT SIGN IN WITH FACEBOOK OR GOOGLE +

Enter your email address that is associated with your Realtracs profile (go to Realtracs, log in, go to My Page, then My Page, and Edit my Roster entry. You will see you email address here)

You must enter your email address that is associated with your Realtracs profile as this is the email address associated with your Zillow account and your active listings

Then use the Don't know your password? link to reset your password to log in to Zillow

Welcome to Zillow

[Sign in](#)

[New account](#)

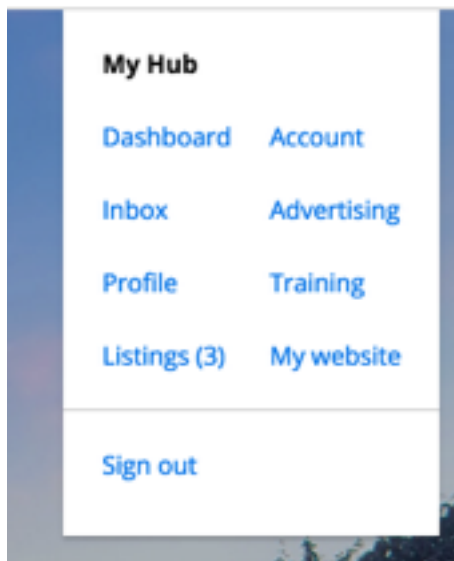
[Sign in](#)

[Don't know your password?](#)

Or connect with:



Agent Hub



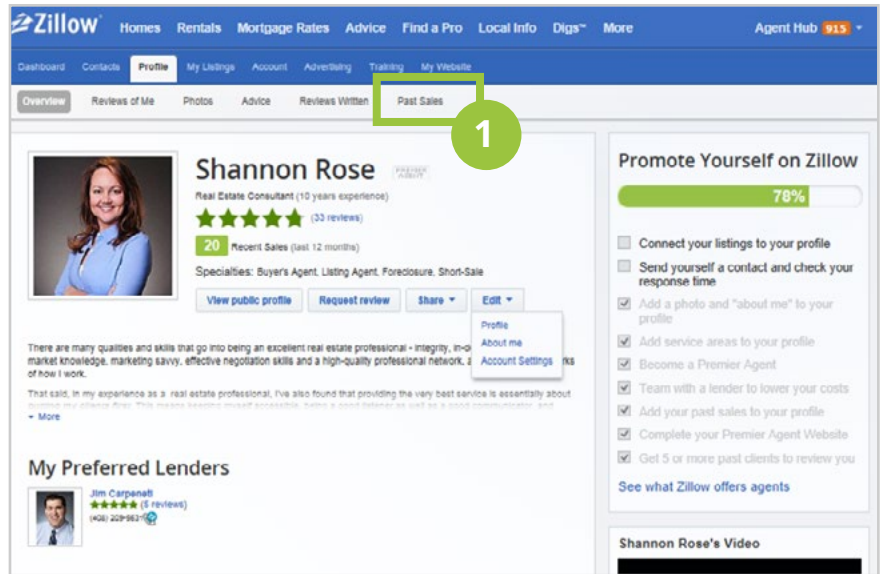
Once you are logged in - you will see your Agent Hub

Here you can access your Dashboard, your Inbox for messages from customers, and your Profile

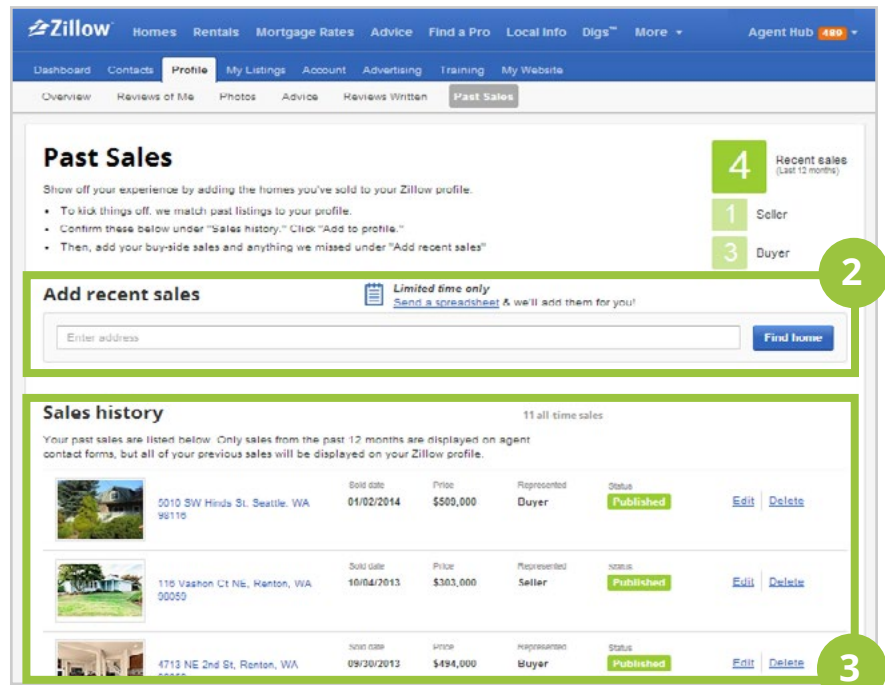
Showcase your experience with Past Sales ... and let your track record do the convincing.

Add Past Sales to your Zillow profile in 3 easy steps:

1 Log in to your Zillow profile and select **Past Sales** from the top navigation bar.



2 Type in the address, city and state of the property you represented and click **Find home**.



Edit the date sold, the sale price and side you represented, and click **Add to profile**.

3 Your past sales will now appear in your profile. You can edit their details or delete properties at any time.



See the difference Past Sales can make on lead generation.

Log in to your Zillow account today to get started.



Boomerang Direct Mail Marketing

www.boomerangdm.com

Boomerang direct mail is a service that offers customized direct mail offers to your database. Each month, Boomerang works with local businesses to offer a customized deal to your database.

Each offer is based on geographic location for your database - in our market we have three geographic areas. We have offers for Nashville, Williamson County and Rutherford County. Depending on which offer is closest to your contact, that is the offer they will receive.

Each month is a different savings offer for your clients

You can have the customized cards mailed directory to your database - or mailed to you for you to have for your clients

	Monthly
mailed	\$.82 / card
unmailed	\$.62 / card
set-up fees	\$0
design fees	\$0
no contract term cancel anytime	✓
postage included	✓
password protected database	✓
8.5" x 5.5" high quality card stock	✓

January 2016
Savory Spice Shop
(Franklin)



January 2016
Marina's On the Square
(Murfreesboro)



January 2016
Bria Bistro



How It Works

Every month your clients automatically receive **FREE** offers to local restaurants & entertainment venues compliments of **YOU!**

[READ MORE](#)

Getting started is EASY!

- 1 Submit your customization info
- 2 Upload your database
- 3 Save your billing preferences

[SIGN UP NOW](#)

Parks Company Store

Looking for promotional items or other Parks gear?

www.parksgear.com

Here you'll find promotional items, apparel and office items available branded to Parks.

Just browse the site, place your items in your shopping card and check out. All items are agent billed.

Some smaller promotional items are kept in stock at the corporate office and are available for immediate delivery. Apparel and other items are shipped usually arriving in two weeks.



Tervis Tumblers - we order custom Tervis tumblers twice annually. We do keep a small stock of Tervis for sale. If interested, please email information@parksathome.com

ToolkitCMA.com™

Toolkit CMA is web-based software that enables you to quickly and easily produce distinctive, compelling proposals, presentations with picture CMA's and property flyers for all listing and selling opportunities.

Toolkit CMA creates any and all of the following:

- Listing presentations with mapping
- Buyer & Buyer representative presentations
- FSBO presentations
- Expired listing presentations
- Buyer tours with mapping
- Property flyers
- E-mailable presentations
- Power Point listing presentations



Log into www.toolkitcma.com with your email address (the same you use to log into the bobparks.com website), your password is password. If you are a relatively new agent, please see your office manager or Molly Jennings to set up your free account.

Unlimited usage for \$8 per month. If you do not use it, you are not charged.

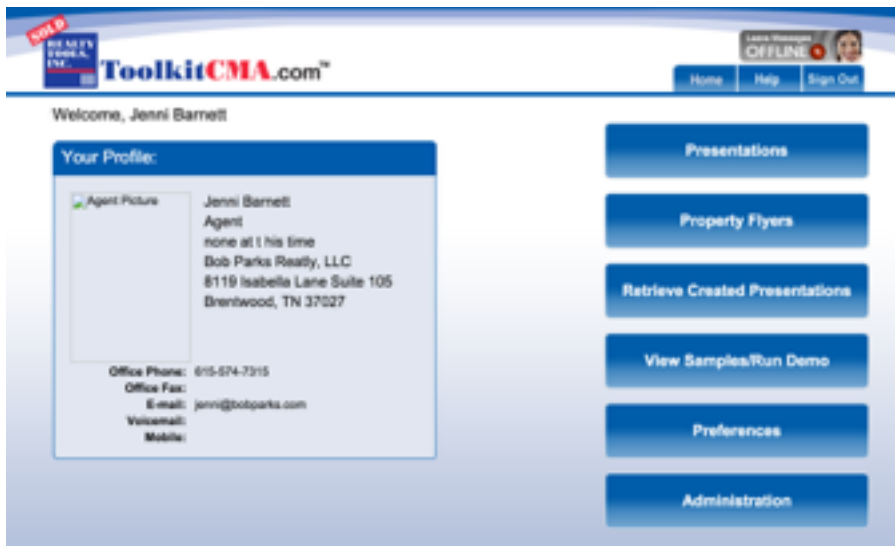
These flyers and presentations are great ways to impress your clients and stay in touch with them!



ToolKit CMA - Listing Presentations/Buyer Presentations/Flyers

www.toolkitcma.com

Login with email address and password = password



When you log in - you will see options

First step would be for Preferences. Here you will see an option to Edit My Agent Profile. You will want to update your photo, and contact information

When you go to Presentations - you see options for Listing Presentations, Buyer Presentations and more. ToolKit will pull information from our MLS to have active data included in your listing presentation.

Every step of the presentation is customizable by you - and you can set you preferences so that each time your login, it's set for you.

You can request a customized walk through from a Toolkit representative- just call 800-828-0970 and request a walk thru.

Buyer Presentations

Parks has two options for creating customized buyer presentations

Toolkit CMA

www.toolkitcma.com

Log in with your email address and password (password)

Select Buyer Presentation

The screenshot shows two side-by-side panels from the Toolkit CMA website. The left panel, titled "Select a Presentation", has a blue header and a list of eight presentation options, each with a yellow folder icon: Listing Presentation, Pre-Listing Presentation, CMA Only Presentation, Expired Listing Presentation, FSBO Presentation, Buyer Presentation, Buyer Tour, and Presentation Page Template. The right panel, titled "Buyer Presentation", has a blue header and a list of 15 items, each with a checkbox. The first 12 items are checked: Buyer Presentation Cover Page, Buyer Presentation Cover Page w/Agent Photo, Cover Letter, Company Overview, Commitment to Philanthropy, Why use a REALTOR®?, Action Plan to Find Your New Home, Home Finders' Questionnaire, What Buyers Want Most From Real Estate Professionals, Buyer Services, Why Choose Buyer Representation, and Buyer Representative Services. The last three items are unchecked: My Resume, My References, and Buyer Presentation Conclusion. Both panels have buttons at the top and bottom: "Set As Default", "Clear All", "Check All", and "Next >>".

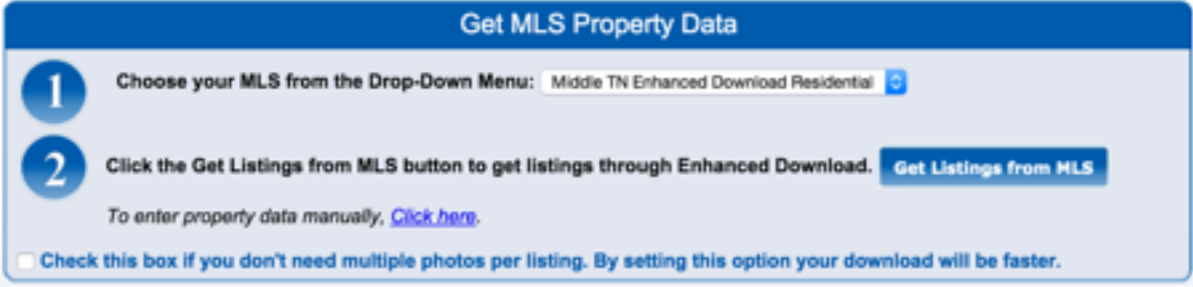
You have an option to customize your buyer presentation and Set as Default. Once you have your buyer presentation customized, Set as Default and it is set for each time you log in

Select Buyer Tour

The screenshot shows two side-by-side panels from the Toolkit CMA website. The left panel, titled "Select a Presentation", is identical to the one in the previous screenshot. The right panel, titled "Buyer Tour", has a blue header and a list of 10 items, each with a checkbox. The first 8 items are checked: Buyer Tour Cover Page, Buyer Tour Cover Page w/Agent Photo, Desired Home Profile, Buyer Tour Picture Flyers with Map, Buyer Tour Picture Flyers with Aerial View and Map, Buyer Tour Picture Flyers with Map & Multiple Photos, Buyer Tour Map, and Buyer Tour Aerial Map. The last two items are unchecked: Buyer Property Comparison (5 props per page w/pics) and Buyer Property Comparison (4 props per page w/Profile & pics). Both panels have buttons at the top and bottom: "Set As Default", "Clear All", "Check All", and "Next >>".

Buyer Tour offers a customized packet to add value to showing listings to your buyers.

Toolkit offers integration with our MLS system - you have the option to include listing information directly into your Buyer Tour



Get MLS Property Data

- 1 Choose your MLS from the Drop-Down Menu:
- 2 Click the Get Listings from MLS button to get listings through Enhanced Download.

To enter property data manually, [Click here](#).

Check this box if you don't need multiple photos per listing. By setting this option your download will be faster.

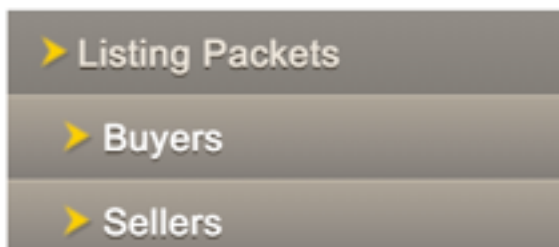
With all ToolkitCMA presentations - you have the option to print/save/email or create your presentation for iPad use.

ToolkitCMA offers unlimited use for a calendar month for \$8. This is an as used cost, if used anytime during a calendar month the charge on your agent billing is \$8. If no used, there is not a charge. There is not a sign up process, just as the program is used for presentations.

Parks Website Buyer Presentations

Log into the Parks website with your user name (email) and password

Navigate to the Media Center tab (remember, more tabs can be accessed by using the arrows)



Here you will find Seller Consultation Packets & Buyer Consultation Packets

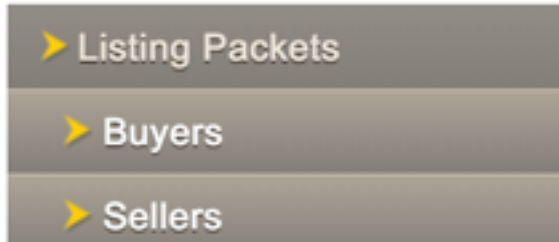
There is a full Buyers Consultation Packet, the cover sheet available for your use with your own buyer packet, and also a blank insert page for you to insert your own customized information in your buyer packet



Parks website Listing Packets

Log into the Parks website with your user name (email) and password

Navigate to the Media Center tab (remember, more tabs can be accessed by using the arrows)



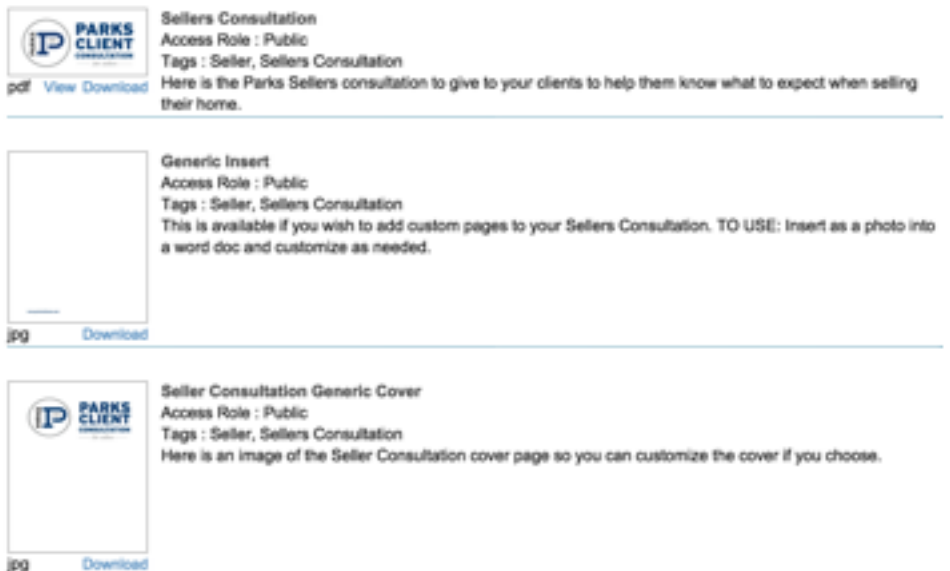
Here you will find Seller Consultation Packets & Buyer Consultation Packets




There is a full Sellers Consultation Packet, the cover sheet available for your use with your own seller packet, and also a blank insert page for you to insert your own customized information in your seller packet

Print Advertising Options

Parks offers several options for print advertising in our market. Parks will periodically offer special print advertising options with N Focus magazine, Nashville Scene and Nashville Lifestyles.

Print advertising in our market is primarily driven through Gannett Media or TN Media which covers The Tennessean, The Daily News Journal, Williamson AM, Hendersonville Star News, Nashville Lifestyles magazine and more.



	Sellers Consultation Access Role : Public Tags : Seller, Sellers Consultation Here is the Parks Sellers consultation to give to your clients to help them know what to expect when selling their home.
	Generic Insert Access Role : Public Tags : Seller, Sellers Consultation This is available if you wish to add custom pages to your Sellers Consultation. TO USE: Insert as a photo into a word doc and customize as needed.
	Seller Consultation Generic Cover Access Role : Public Tags : Seller, Sellers Consultation Here is an image of the Seller Consultation cover page so you can customize the cover if you choose.

Due to our relationship with TN Media, Parks is able to offer the lowest advertising rates in the area for real estate marketing.



Everywhere your business wants to be.

MARKETING SOLUTIONS Parks + TN Media



TN Media is your personal marketing partner. We understand the market and have paired your company with Account Executives that understand your business and will align your message with the right audience to deliver results and ensure you have a healthy pipeline.

Research tells us that today's real estate marketers should be considering the whole picture when they put together their ad campaigns for hot properties or for branding to earn new listings.

We know research happens online, mostly but newspaper is part of the process. Google studies show that about 90% of consumers are using the Internet for real estate information. With that we know that 3 out of 10 internet users look to the real estate section of the Newspaper.¹

THE TENNESSEAN:

OPEN HOUSES It's Simple. It's Easy.



Open houses are a great way to show your customers you are engaged and want to sell their property quickly! And, more importantly your investment in The Tennessean Open House section will help move your property quickly.

PARKS RATE

Open House Ad: \$55.00 - **27% discount!**



Tennessean Realtor Agent Packages

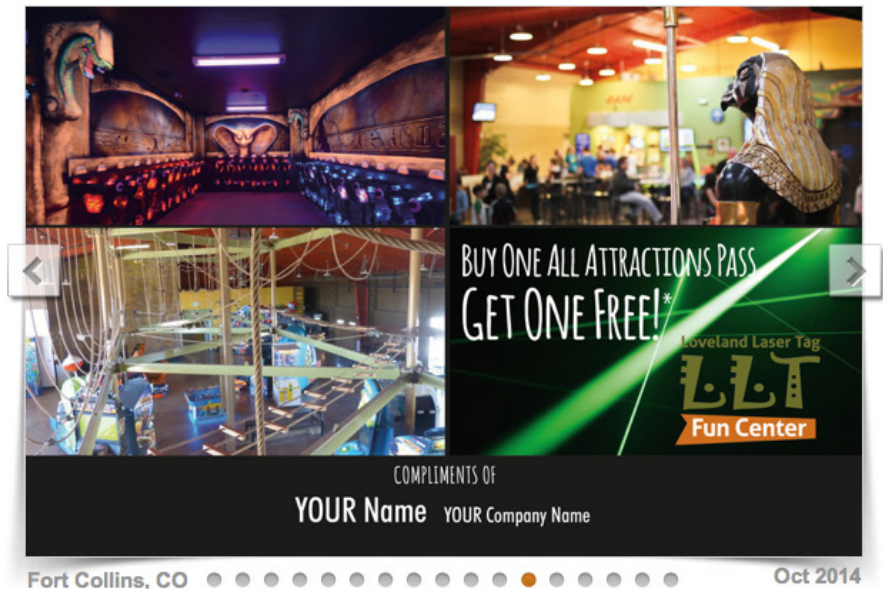
Tennessean subscribers buy and sell homes. Our readers are worth an estimated **\$2.3 billion dollars** in real estate transactions in 2015.³ So, with your business in mind, we built a frequency package that we know drives results.

<p>\$829,900</p>	<p>\$439,500</p>
<p>MLS# 1544073 1736 Richbourg Park – Montclair, Brentwood Custom Estate Home Open Floor Plan for Entert. Covered Rear Outdoor Porch Master & 2nd Bdrm on Main Large Rec./Guest Qtrs over 3 Car Gar. www.1736montclair.com</p>	<p>MLS# 1572853 187 Tulip Lane – Willowsprings, Franklin Master Bdrm & Spare on Main 4 Bdrms & 3 Full Baths, 2 Car Gar Approx. 3,100 Sq. Ft. Large Private Courtyard Handicap Accessible & Storage www.187tulip.com</p>

Generate **MORE**
REFERRALS &
repeat business



with our **VALUE based** marketing program!



How It Works

Every other month
~~Every month~~ your clients automatically receive **FREE** offers to local restaurants & entertainment venues compliments of **YOU!**

Getting started is EASY!

- 1 Submit your customization info
- 2 Upload your database
- 3 Save your billing preferences

Boomerang is a great way to stay in touch with your clients while adding value!

Every other month* Boomerang will mail FREE items from restaurants, or free admission to venues and museums to your clients on behalf of YOU. Every postcard will be customized with your photo, logo and contact information. It's a great way to stay in touch with your Sphere/Farm while providing a whole lot of value your clients will appreciate and refer you to their friends/family.

- Go to www.boomerangdm.com to sign up.
- Our markets are every other month, contrary to what the website may say.
- The postcards feature restaurants or companies from Nashville, Brentwood/Franklin, and Rutherford County.
- The database you upload will be automatically geo-coded so your clients will get the offer(postcard) that is closest to them.

* In the Tennessee market, Boomerang is bi-monthly.

Monthly Market Update

Available each month - Resources Tab Parks website

Each month we publish a monthly market update for Middle TN

This market update is published as a pdf document (best for printing) and also as a jpg (picture format, best for posting online/social media)

The Market Update can be found each month under the Resources Tab on the Parks website and is a great resource to post on social media, print and have available for your clients, post on your Parks agent site or email to your clients. It offers a quick snap shot of what is happening in your market to help answer questions.



Monthly Newsletter

Log in with your email and password under Agent Login

Marketing Tab - Parks website

Under the Marketing Tab - you will see



The first tab is Farms (see section on how to load your database to the website)

The second tab is Newsletters - each month Parks publishes a real estate newsletter that is customized to you. This newsletter can be printed, shared on social media, or emailed to your database.

Each month, by the first date of the month, the newsletter is published to you agent website. To access the monthly newsletter, just click on the Newsletters tab you see next to the Farms tab.

When you click on Newsletters, you will see the most recent newsletter that has been published for you to use



You will also see Action icons



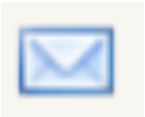
This icon allows you to view the newsletter on your screen and also print the newsletter. You can also share the newsletter directly to social media from this icon as well



This icon will make an exact copy of the newsletter. This can be very help if you wish to make any edits to the newsletter. It's a good idea to make a copy to work from, just in case, so that you have an original to go back to if needed



This icon will open your print prompt and print a copy of the newsletter



The envelope icon allows you to email the newsletter to a single individual - or to yourself (you could then forward out from your email to your clients)

Email to client ✕

*Your client's name:

*Your client's email address:

*Email Subject:



This icon will allow you to delete/change information to before sharing with your

edit the newsletter. You can add/ further customize the newsletter database

The bottom portion of each monthly newsletter is customized to each agent



Parks

8119 Isabella Lane Suite 105
Brentwood, TN 37027

Parks

615-370-8669

615-370-8669

615-370-8669

615-866-9974

information@parks-realty.com

This information comes directly from your Parks agent website - please update your photo and contact information as this information is used for multiple options on the website and our mobile app

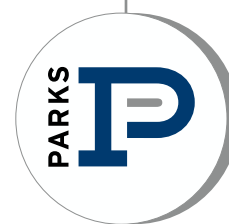


Your Mortgage Checklist

Making the decision to purchase a property is a huge investment of your money and your emotions. Its crucial that you know precisely what you're getting into before signing on the dotted line.

[READ MORE](#)





RELOCATION

Parks Relocation Department



Michele Barnes

Director of Relocation

michele@parks-realty.com

615-574-7319

Parks is a member of Leading Real Estate Companies of the World which affords our agents access to 500-plus independent residential brokerages in more than 50 countries. Connecting with these “best in class” companies allows for idea-sharing, referrals and all-inclusive packages for our relocating clients



Adele Diehl

Relocation Coordinator

adele@parks-realty.com

615-574-7321

As relocation coordinator for Parks, Adele manages our outgoing referrals and incoming referrals as they come in through our network of Leading Real Estate Companies of the World. She also works with incoming corporate buyers and assigning them to sales associates who can help them through the buying and relocating process.



Menu of Services

- Independently owned real estate firm established in 1975, PARKS is home to over 600 professional REALTORS® in ten offices serving the Metro Nashville MSA Middle Tennessee area.
- PARKS is committed to the highest level of customer service in the industry focusing on the consumer by providing a full menu of real estate related services.
- Our customer driven philosophy is supported through our one-stop-shop approach. Relocation expertise, closing/title services, mortgage assistance, and auction services are among the services we offer.

Corporate Relocation Services offered:

- Relocation Counseling
- Area Orientation Tour
- Internet Guide - relocation sites
- Single family move management
- Group - Corporate move management
- International Service - expatriate employees
- Household goods move management
- Marketing assistance
- Home-finding assistance
- Rental assistance
- Mortgage assistance
- BVO/closing assistance
- Equity advance program
- Travel management
- Temporary living assistance
- Expense management - full program, tracking & gross-up
- Cost of living reports
- City comparison analysis / Cost of living comparison
- National & International Home Search
- Inventory property management





PARKS RELOCATION POLICY

The mission of Parks Corporate Relocation Department is to generate quality referral business from Third Party Companies, other Brokerage firms, the Internet, Call-Ins, and Corporate Accounts. The standard referral fee is 45% of the commission on the functional side of the transaction.

Types of Relocation Referral Business:

Third Party - Referrals from a relocation management company that has been hired by a corporation to provide relocation services to its employees. The referral fee helps the corporate client to offset expenses related to the transferee's benefits. Third party companies manage the majority of the nation's relocation business and represent approximately 92% of our relocation program. Third party companies expect and demand unique requirements; therefore, special training is required for agents to receive third party referrals. Parks Relocation Department pays all annual fees to be available for relocation business.

Training includes instructions for the following:

- Broker's Price Opinion
- ERC form instructions
- Photo templates w/ ERC
- Inventory / Vacant Properties
- Maintenance / Inspection
- Listings / Buyers
- Reporting / Updates
- Contract negotiations
- Closing

Corporate Relocation - Direct referrals from corporations who do not employ a third party company. Parks Relocation Department develops business by partnering with corporations. For the employee, the relocation process begins by introducing Middle Tennessee during the interviewing / recruiting phase. Corporate clients require a high level of service and information. Communication between the corporate client, the Relocation Department and the sales associate is essential.

Broker-to-Broker - Referrals from other brokerage firms. Parks pays an annual fee to maintain membership in the Leading Real Estate Companies of the World® network so that our sales associates have the benefit of this service. In order to receive quality in-coming referrals, we strive to build these broker-to-broker relationships by giving quality out-going referrals.



Outgoing Referrals - Referrals from Parks sales associates who have clients needing real estate services outside Middle Tennessee. Parks contractual agreement with The Leading Real Estate Companies of the World® network requires that all outgoing referrals be channeled through the Relocation Department. Parks agrees to a 30% referral fee from our network brokers which translates to approximately 24% to the agent giving the outgoing referral.

The outgoing coordinator will place the referral with a Leading Real Estate Companies of the World® member, if applicable, within 24 hours. The outgoing referring sales associate may request an individual sales associate or one with specified certifications. (i.e. ABR, CRS, GRI, LTG, etc.)

The outgoing coordinator will keep the sales associate informed throughout this process. The outgoing referral fee is 30% of the functional side. The Leading Real Estate Companies of the World® network receives 20% of the referral fee. The sales associate receives their portion of the commission after the close of the sale.

Incoming Referrals - Broker-to-Broker Incoming referrals should be registered immediately upon receipt, through the Relocation Department (via email, fax or phone registration with the relocation department staff: 615.574.7319).

If the referring company is in our network, The Leading Real Estate Companies of the World®, a 45% referral fee will be charged and the referral fees will be paid to the referring company (agent) through the Relocation Department. An 80/20 commission split applies after the 45% is deducted from the transaction side of the commission. If agent is below 80/20, then the 70/30 or 75/25 split the agent is currently at will be the applicable split.

A directory of Leading Real Estate Companies of the World® can be found at www.leadingre.com. Click on Member Directory, enter Company name, city or state to view list. (For example: franchise companies such as Coldwell Banker, GMAC, Exit Realty, Century 21 are not members of this independent network).

Note: All 3rd Party / Corporate Transfers, Broker to Broker network and non-network, and any business generated by the department and assigned to the agent are subject to the normal 45% referral fee.



Requirements of a Certified Relocation Specialist

- Full-time sales associate with a minimum of 3 years in the industry for third party and 1 year for broker to broker
- Completion of the bi-annual relocation training session
- Approval of the Principal Broker
- Submission of one qualified outgoing referral per year
- Knowledge of the ERC Broker's Price Opinion worksheet (for third party)
- Attendance at weekly sales meetings on a regular basis
- Delivery of excellent customer service... exceeding expectations
- Must pay 45% referral fee to the Relocation Department upon closing the transaction
- Willingness to give up a referral if the sales associate cannot meet the needs of the client, or a request is made by the transferee, or the originating source

Assignment of Referrals

Referrals are assigned based on the following criteria:

- Relocation Department will conduct a needs assessment with the incoming or outgoing transferee.
- Principal Broker will be contacted first to assign the agent. Principal Brokers may not personally take the referral unless requested.
- Requested - if a particular sales associate is requested, that sales associate will be assigned and Principal Broker will be notified.
- Principal Broker will tell the Relocation Department who the best fit is for the transferee. Relocation Department may NOT directly assign a transferee. Relocation Department must make contact with the Principal Broker by phone, text and email.
- Principal Broker approval for each referral assignment.
- In order to protect an existing relationship that the sales associate has with a client, all out-of-town clients or past clients with relocation benefits should be registered with the Relocation Department. This will prevent the Relocation Department from making dual assignments. Registered clients / requested agents are subject to the same 45% referral fee along with the same procedural requirements to meet third party and corporate client's needs.
- The Relocation Department will reassign the referral in the event the agent leaves Parks.



Acceptance of Referrals

Agents must sign and return the Referral Acceptance form to the Relocation Department immediately upon receipt.

- Keep referral confidential
- Suggest Legacy Home Loans as a choice for mortgage lending (non third party)
- Notify the Relocation Department immediately about a pending contract and email a copy of the contract and commission agreement to the correct coordinator for processing
- Email a copy of the HUD-1 upon closing
- Pay 45% referral fee upon closing
- Use Solomon|Parks for closing if allowed by 3rd party

Reporting and Follow-up

Written status reports will be required each month, bi-weekly, weekly or as needed. It is the responsibility of the sales associate to report and update the Relocation Department regarding the status of each referral.

EXAMPLE: RELOCATION TRANSACTION

(based upon \$100,000 sale - 80/20 agent split)

INCOMING REFERRAL: Broker to Broker (B2B), Third Party & Corporate

\$ 100,000	
<u>3% commission</u>	
\$ 3,000	
<u>\$ (1,350) 45% referral fee</u>	
\$ 1,650	<i>gross commission</i>
\$ 1,320	<i>80/20 agent split - net commission</i>

(3rd party fees and B2B fees are paid from 45% referral fee to Parks)

OUTGOING REFERRAL: Outside Parks coverage areas

\$ 100,000	
<u>3% commission</u>	
\$ 3,000	
<u>\$ 900</u>	<i>30% referral fee paid to Parks for companies within the network</i>
<u>\$ (180)</u>	<i>20% of referral fee paid to Leading RE Network®</i>
\$ 720	<i>gross commission</i>
\$ 576	<i>80/20 agent split - net commission</i>



Outgoing Referral Client Information Form

Date : _____

Check One:

Buyer

Seller

Agent: _____ Email: _____

Phone: _____ Office: _____

Client Name: _____

Current Address _____

Home Phone: _____ Cell or Work Phone: _____

Relocating with Employer? If so, who is company? _____

Family: Adults _____ Age/Boys _____ Age/Girls _____ Pets _____

City _____ State or area: _____

Family needs and / or special interests: _____

Buyer:

Type of Residence Desired: New Construction _____ or Existing Home _____

Style of Home (i.e., ranch, bi-level, colonial) _____

Bedrooms _____ Baths _____ Garage _____ Commute time _____

Additional Requirements: _____

Price Range \$ _____ Date of house hunting trip or visit _____

AGENT: Fax to: 866-318-9120 or email: relocation@bobparks.com

**Jennifer Honeycutt, Relocation Coordinator
Direct dial: 615-574-7321**

5/23/2014



I'M LOCAL I'M GLOBAL™

THE BEST SERVICE.
WORLD-CLASS
MARKETING AND
RESOURCES THROUGH
MY GLOBAL NETWORK.

OVER ONE MILLION TRANSACTIONS
VALUED AT \$321 BILLION
IN ANNUAL HOME SALES

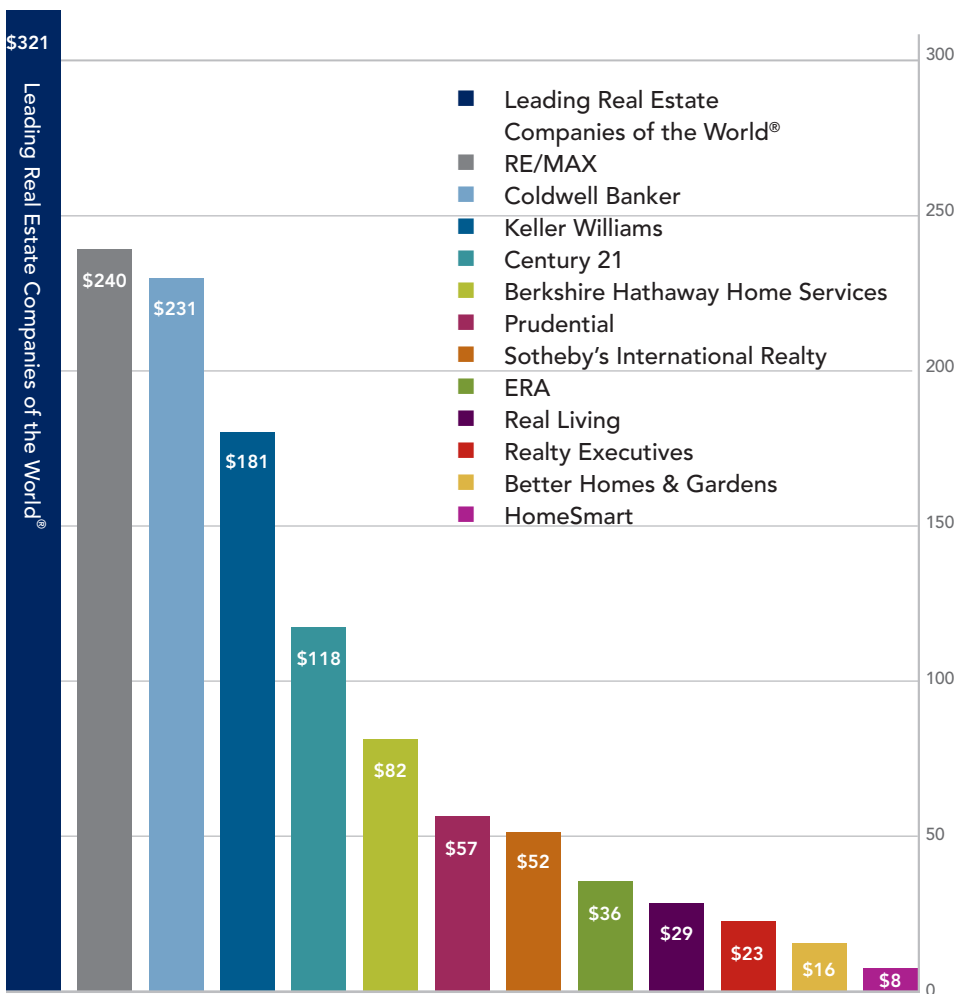
OVER 500 COMPANIES
3,500 OFFICES

120,000 SALES ASSOCIATES
OVER 50 COUNTRIES

As an affiliate of Leading Real Estate Companies of the World®, our company is a global — not just local — real estate company working on your behalf. LeadingRE provides world-class marketing and resources, allowing us to provide the very best service. Our organization produced more home sales volume in 2014 than any national real estate network, \$321 billion, representing over one million transactions.

MORE U.S. HOME SALES VOLUME IN 2014
THAN ANY NATIONAL REAL ESTATE BRAND

Volume shown in billions of dollars



Actual member statistics for LeadingRE and estimates for other networks using average sales units per agent and average sales price for firms in each respective network from published sources for 2014 production.





I'M LOCAL I'M GLOBAL™

OUR NETWORK
PRODUCES OVER
ONE MILLION
TRANSACTIONS AND
CONNECTS TENS OF
THOUSANDS OF BUYERS
AND SELLERS ANNUALLY.

OVER ONE MILLION
TRANSACTIONS
VALUED AT \$321 BILLION
IN ANNUAL HOME SALES

OVER 500 COMPANIES

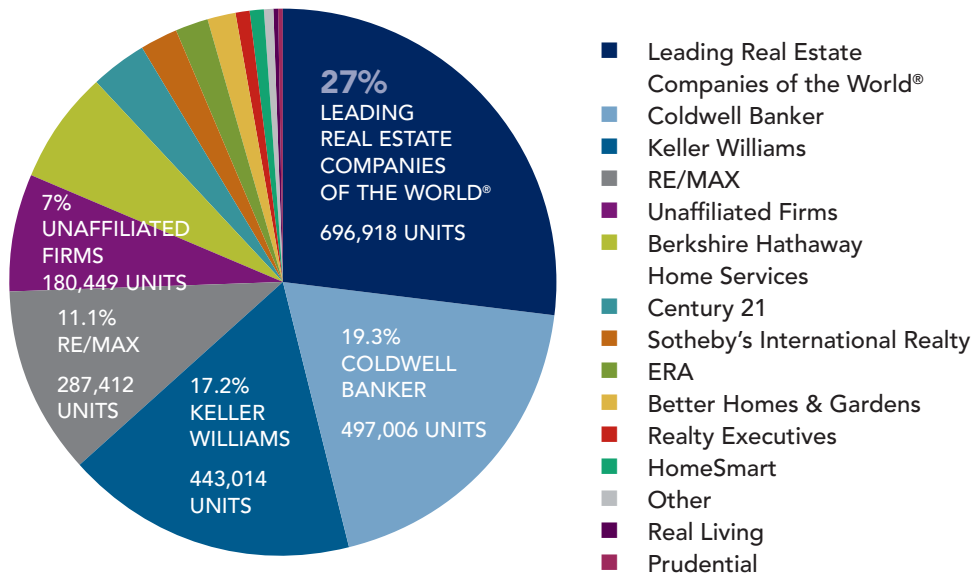
3,500 OFFICES

120,000 SALES ASSOCIATES

OVER 50 COUNTRIES

We bring you the power of our worldwide invitation-only network, Leading Real Estate Companies of the World®. As a global organization, we connect tens of thousands of buyers and sellers every year. Our network dominates in home sales units among the top 500 U.S. real estate firms, and overall was responsible for over one million sales units in 2014.

WE DOMINATE IN HOMES SALES UNITS
FOR THE TOP 500 U.S. REAL ESTATE FIRMS



Source: REAL Trends Top 500 for 2014 production





I'M LOCAL I'M GLOBAL™

I HAVE
CONNECTIONS TO
THE VERY BEST
REAL ESTATE BROKERS

OVER ONE MILLION
TRANSACTIONS
VALUED AT \$321 BILLION
IN ANNUAL HOME SALES

OVER 500 COMPANIES

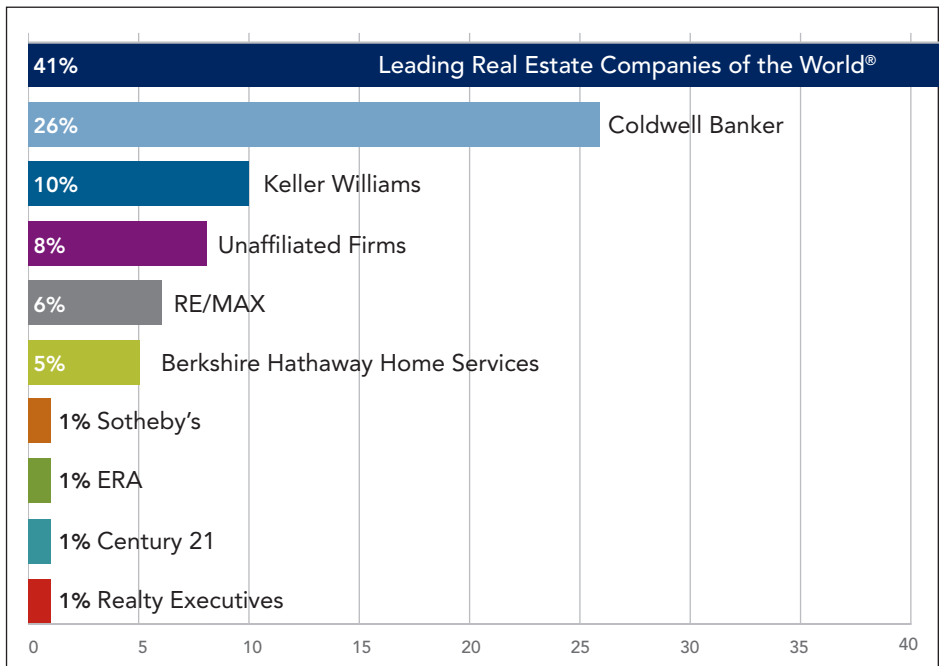
3,500 OFFICES

120,000 SALES ASSOCIATES

OVER 50 COUNTRIES

As an affiliate of Leading Real Estate Companies of the World®, we are connected to the very best real estate brokers. Our worldwide network dominates in more markets across the U.S., with #1 market rankings in 41% of the top markets — significantly more than our closest national franchise competitor. Once again proving the power of connecting local brands with a pervasive national and global network.

PERCENTAGE OF TOP 100 U.S. MARKETS
IN WHICH NETWORK AFFILIATES WERE #1 IN SALES VOLUME,
TRANSACTION SIDES OR BOTH IN 2014



Source: REAL Trends Market Leaders for 2014.





I'M LOCAL I'M GLOBAL™

OVER ONE MILLION TRANSACTIONS
VALUED AT \$321 BILLION
IN ANNUAL HOME SALES

OVER 500 COMPANIES

3,500 OFFICES

120,000 SALES ASSOCIATES

OVER 50 COUNTRIES

LOCAL EXPERTISE, GLOBAL CONNECTIONS, POWERFUL MARKETING.

WE MARKET YOUR PROPERTY TO THE WORLD.

When selling your home, you need global exposure in addition to the strong marketing expertise we deliver locally. As an affiliate of Leading Real Estate Companies of the World®, we have the resources to market your property to the highest possible number of potential buyers. With 120,000 talented associates around the world, we expose your property to buyers on six continents ensuring more eyes on your property. In addition, we receive inbound clients from other affiliates around the globe who are interested in purchasing a home.

Leading Real Estate Companies of the World® is a pedigree denoting the very best companies who represent qualified clientele and wish to do business with similar firms. Each year our network is collectively responsible for over one million transactions on a global basis.

When your home is posted to our website locally, it is immediately promoted on the LeadingRE.com website. It is also immediately connected to the websites of over 500 of our affiliated real estate firms in the world.





I'M LOCAL I'M GLOBAL™

OVER ONE MILLION TRANSACTIONS
VALUED AT \$321 BILLION
IN ANNUAL HOME SALES

OVER 500 COMPANIES

3,500 OFFICES

120,000 SALES ASSOCIATES

OVER 50 COUNTRIES

FROM COAST TO COAST AND EVERYWHERE IN BETWEEN, WE'VE GOT IT COVERED.

As an affiliate of Leading Real Estate Companies of the World® we have a real estate professional ready to help you find your ideal home throughout our continent and to points around the globe. Whether it's a country house, a property in a resort location, or an in-town apartment, we can help you find the perfect property when you work with the best names in real estate — Leading Real Estate Companies of the World.®

Real estate is still a local business — Our network is comprised of the very best locally and regionally branded real estate professionals in the United States. With a local focus and a national/global view, our associates will ensure the best personal attention with the finest access to quality real estate connections.





OVER ONE MILLION TRANSACTIONS
VALUED AT \$321 BILLION
IN ANNUAL HOME SALES

OVER 500 COMPANIES

3,500 OFFICES

120,000 SALES ASSOCIATES

OVER 50 COUNTRIES

GLOBAL REACH, HUMAN TOUCH.

Being part of the global economy goes far beyond technology; it requires the human touch. We are proud to belong to the global network whose name says it all — Leading Real Estate Companies of the World®. Only the best of the best are part of this collection. Wherever you go, the Leading Real Estate Companies of the World® logo is a symbol of the finest local real estate professionals.

Argentina	Guam	Singapore
Aruba	Iceland	Sint Maarten
Australia	India	South Africa
Austria	Ireland	Spain
Bahamas	Italy	St. Barthélemy
Belgium	Jamaica	St. Martin
Belize	Japan	Sweden
British Virgin Islands	Luxembourg	Switzerland
Canada	Mauritius	Trinidad & Tobago
Cayman Islands	Mexico	Turkey
China	Montenegro	Turks & Caicos Islands
Colombia	New Zealand	United Arab Emirates
Czech Republic	Panama	United States
Denmark	Portugal	U.S. Virgin Islands
Dominican Republic	Puerto Rico	Uruguay
France	Qatar	Zambia
Germany	Romania	



LEADING
REAL ESTATE
COMPANIES®
of THE WORLD



I'M LOCAL I'M GLOBAL™

OVER ONE MILLION TRANSACTIONS
VALUED AT \$321 BILLION
IN ANNUAL HOME SALES

OVER 500 COMPANIES

3,500 OFFICES

120,000 SALES ASSOCIATES

OVER 50 COUNTRIES

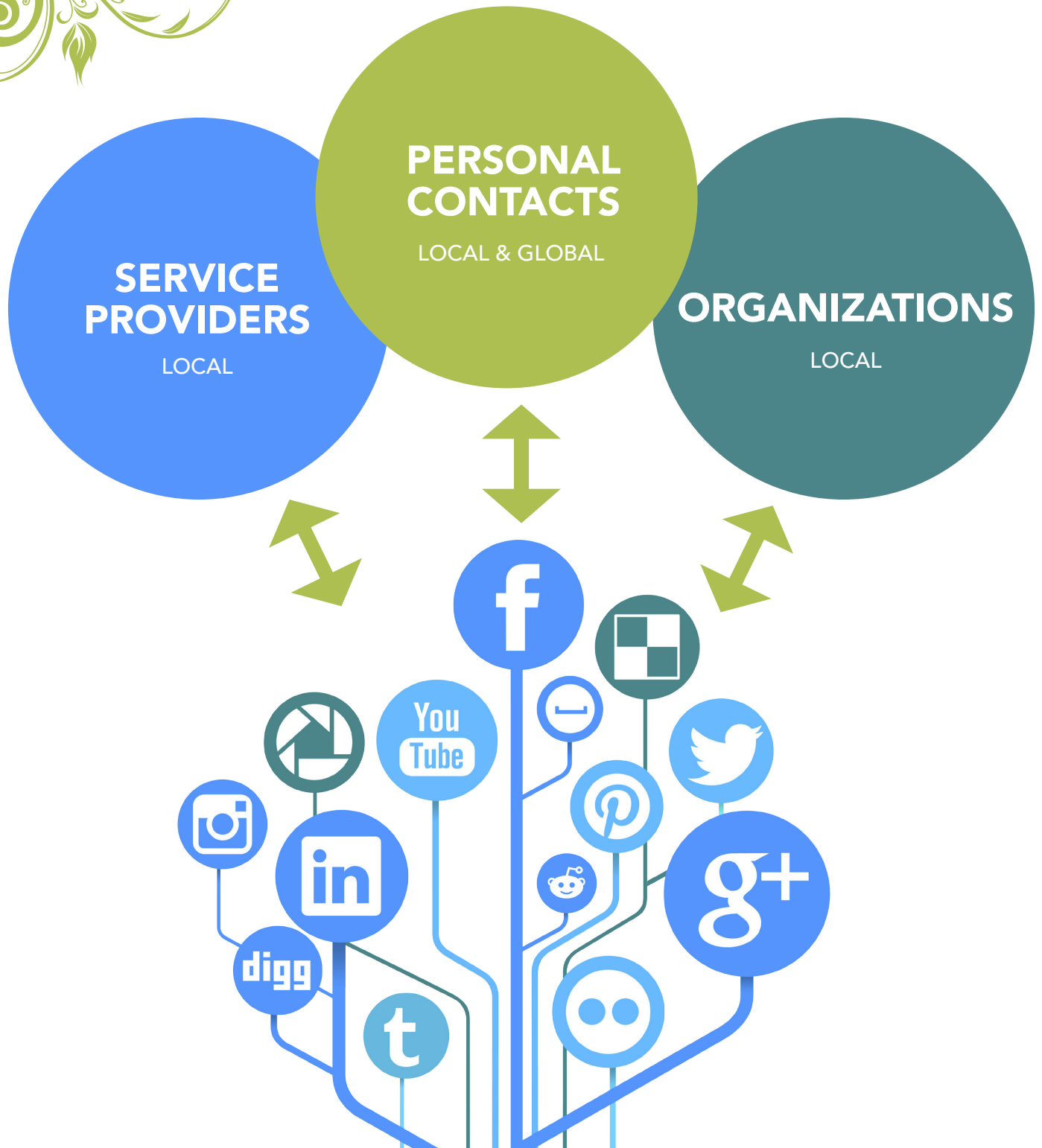
WORLD-CLASS SERVICE, WORLD-CLASS INTRODUCTIONS

We can assist you anywhere in the world. As an affiliate of Leading Real Estate Companies of the World®, we have access to the highest caliber of real estate professionals in over 50 countries and across six continents. When buying or selling property outside of our local market, our world-class connections can help with real estate needs throughout our continent and to points around the globe.

Let us introduce you to a carefully selected sales associate that will provide you with extraordinary service — anywhere your real estate needs take you. Our global network is comprised of the very best real estate companies and the most talented professionals in the world. These associates ensure personal service with access to quality real estate connections. This level of service and quality is the reason why a meaningful introduction is made through our network every five minutes.



OUTGOING REFERRAL SOURCES



SOCIAL MEDIA

USE VARIOUS FORMS OF SOCIAL MEDIA TO LET PEOPLE KNOW YOU ARE CAPABLE OF HELPING
ANYONE
WITH THEIR REAL ESTATE NECESSITIES IN
ANY LOCATION

OUTGOING REFERRAL SOURCES

SERVICE PROVIDERS

Service providers in your own local area can certainly help you generate some outgoing referrals. But friends and family who are service providers in other areas (not local to you) can certainly keep their ear to the ground for you and might be even more willing to do so. If the client is in an area that you can't service, that's a referral!

Hair stylist / Barber / Aesthetician / Manicurist / Masseuse / Spa	People tell all sorts of things to their stylist. Keep your ears open and ask if he/she has any clients moving out of the area, or any new clients recent to your area.
Veterinarian / Kennels / Pet Sitters	People's pets need care before, during and after a move.
Health care provider - Dentist / Doctor / Chiropractor / Optometrist / Optician	Many folks like to line up a health care provider before they move to a new area so they may have asked their current one for a referral.
Babysitters / Day Care providers	A babysitter might get called to help watch the kids while mom and dad are packing, de-cluttering or showing the house.
Personal Trainer / Gym / Fitness Instructor	Like a stylist or manicurist, these folks hear everything!
Favorite Restaurant Server	People new to an area may ask a server for some basic community information. Make sure you are the person that server will recommend. They also might know if companies are booking parties at their restaurant.
Banker / Financial Advisor / Accountant	Many folks arrange for a new bank before they move to a new area, or check with their financial advisor or accountant for advice on what they can/can't purchase in their new location so they may have asked their financial expert for a referral.
Attorney / Divorce Attorney	Depending on the state, attorneys can be involved when families sell property. See if any of the attorneys you know are working with folks buying or selling family property. Property is almost always bought and sold in divorces so an attorney that specializes in divorce work is a great source of referrals.

OUTGOING REFERRAL SOURCES



Insurance Agents	Buyers always call their insurance broker to get a quote on insurance for a home they are thinking about purchasing, and they might have one to sell in another area too.
Mortgage Brokers	For many reasons it's a good idea to get to know a few good mortgage brokers in your area who you can refer clients to and will do the same in return. Get the buyers, listings and the outgoing referrals.
Moving Companies / Van Lines / Auto Transport	Develop relationships and referral agreements with local moving companies. Ask if they would be willing to provide a discount or coupon for your clients. People will often rent a POD to de-clutter their house before it goes on the market – get the referral early in their moving process.
Professional Organizers	These folks are called in to help people de-clutter and organize before and after a move. Have them give you an early heads up before they go in for consultations.
Self-Storage Facilities	It's common for people to rent a storage facility before they put their home on the market as they are de-cluttering.
Estate Sale Companies / Auction Houses	These companies are often contacted before a home goes on the market for help with de-cluttering and disposing of family property.
House Cleaning Companies	House cleaners are always in demand when someone puts their home on the market. Get to know some cleaners in your area who will refer their clients to you – get the listing and the outgoing referral.
Handyman / Carpet Cleaners / Painters	There is always a list of to-do items that require help when someone is getting ready to put a house on the market. Have your handyman, carpet cleaner, painter, etc... alert you when he/she gets those calls.
Landscapers / Gardeners	Homeowners looking to spruce up their curb appeal for sale will call their landscaper or gardener, usually well before they put their home on the market.

OUTGOING REFERRAL SOURCES



Auto Repair Shop	People often bring their car in for service before and/or after a big road trip. Have them tell you if any of their clients have been on the road checking out a new place to live.
Home Inspectors	Develop relationships with local home inspectors and ask if they will let you know if anyone is doing a pre-inspection in anticipation of putting their home on the market. Find out where they are moving to.
Builders	Local builders may be able to refer you to their new home buyers who have listings in other cities.
Corporate / Short Term Housing Providers	Develop relationships and referral agreements with local providers of short term furnished rentals or extended stay hotels. Have them alert you when they book stays for corporate new hire and transferees.
Employment Agencies / Temporary Staffing Companies / Head Hunters or Recruiters	People from out of town looking for a local position may contact one of these types of companies, or these companies may have corporations they provide services to who are moving people in or out of the area. Head hunters typically have good advance notice of new and changing positions.
Personal / Executive Assistants	People that work as personal/executive assistants often hear about corporate moves, office openings, etc...
Hotels	The front desk and sales personnel at local hotels will know companies that are having their candidates, new hires and transferees stay, for visits to the area and/or temporary lodging during a relocation.
Travel Agents	Corporate travel agents who book air travel and hotel stays may receive notice or figure out that a company is moving employees in or out of an area.
Car Rental Agencies	Frequent or long term renters may be people moving, or considering moving, to your area.

OUTGOING REFERRAL SOURCES



Senior Living / Assisted Living Communities	Staff fielding inquiries for seniors looking to move may be willing to share their lists of these contacts.
Golf and Ski Equipment Retailers	The local ski or golf shop might know who is shopping for vacation property.
Boat Dealers	People buying a boat typically need somewhere to put it if their home isn't in an area near water. Ask the dealer to give you a heads up.
Catering Companies	If a company has a launch party or going away party for a new office opening or employees relocating out of the area they might call a caterer.
People "In the Know"	Local businesses like the dry cleaners, retail shops, coffee shops, drug store, etc...

PERSONAL CONTACTS

Everyone has these...don't be scared to use them!

Immediate and Extended Family	Holiday Card, Birth, Graduation Announcement Lists
Neighbors	Parents of your kids friends, playmates, teammates
Friends (from anywhere!)	Children's teachers, coaches
Former classmates – K-12, college, and beyond – alumni groups, school reunions	Places of worship, prayer and spiritual groups
People you are with on committees / boards / volunteer groups	Exercise buddies
Friends from clubs – book clubs, investment clubs, exercise groups	Your next listing presentation / current clients

OUTGOING REFERRAL SOURCES

Spouse / significant other connections

Past clients

Co-workers from prior employment

Local yard and garage sales

ORGANIZATIONS

Clubs, Committees, and other Groups are a great way to build your business, whether local or global. Obviously you can't join them all, so pick and choose based upon your own interests and your ability to contribute to that organization – you'll be glad you did. Spread the word, real estate is what you do. Be local, be global.

Schools / Teachers / Tutors

Is there a new child in the classroom, or one that is getting ready to say goodbye?

Local Colleges / Universities

Introduce yourself at the Admissions Office of a local college. Students moving into the area may have parents that will follow, which will mean selling the family home. They may also have parents who will purchase a condo for them in your area. Either way it's a win/win.

Area Tourism Center / Visitor Center

Ask to leave your business cards at the local visitors center. If travelers love the area they may be back to purchase, which means they may have a home to sell in another area.

Chamber of Commerce

Joining a local Chamber is a great way to find out what's going on in an around your town/city and also get to know other local businesses. Come up with ways to assist each other in bringing in new business.

Town / City Hall

Get to know the people who work at town/city hall. They know lots of town gossip, including who's coming and going.

Economic Development Councils

Being in the know about what's happening in your area will not only make you the expert in your area but could bring you future business down the road.

OUTGOING REFERRAL SOURCES



PTO / PTA and School Committees	Members are always in the know and have great connections to others in the school district. Participating in school events is a great way to spread the word of what you do.
Children's Sport Organizations/Clubs	Children these days are very involved in all kinds of sports. Attending practices & games can be a great way to network and find out who is moving in and out of the area.
Veterans Organizations – VFW, American Legion, etc...	Veteran's organizations such as American Legion Posts and VFW's are a great way to receive referrals. Offering the Military on the Move program is a great way to give back and say thank you to those who protect our country.
Business Networking Groups	NAPW, EWI, Leads groups, etc.....
Local businesses - Get to know people in HR	Reach out to the head of HR at local businesses. Let HR know you can assist with an area tour for a possible new transferee to help them to get to know the area better. Chances are if they have someone moving OUT of the area they will reach out to you for assistance.
Country Clubs	Are you a golfer? Join your local country club. Golfing has always been a great way to network. As they say, most business transactions happen on the golf course.
YMCA / Health Club	While you're on the treadmill or taking a spinning class chatting with others can bring you a healthy referral that could pay for the next year's membership.
Adult Sports and Rec Leagues	Whether you like to Bowl, play Softball, Bingo, Poker, or Bunko - there is a club/league for it. People are very relaxed and chatty when they are doing something they love. Strike up a conversation and you could hit a home run.
Charitable Organizations	Join a committee for a local non-profit. You will feel good about helping out and at the same time may possibly get a referral for your charitable contribution.

OUTGOING REFERRAL SOURCES



Historical Society

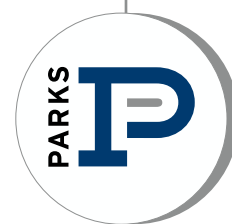
It's all about real estate after all. Not only can you learn some great, interesting facts about your home town but being the local real estate expert can bring you some great leads as well.

Fraternal Organizations

College/university fraternities & sororities and their alumni networks, The Knights of Columbus, Elks, Sons of Italy, Masonic Lodge, Shriners, Moose Lodge, etc... are ways to connect and build strong, supportive relationships that will last a life time.

Senior Centers

Do you have your SRES designation? Volunteering at a local senior center can bring you inside information about who is thinking of moving to a warmer climate.



MONEY

AGENT COMMISSIONS / CLOSING PAPERWORK / FINANCIAL ITEMS

First Step - your office manager needs this paperwork. It's important to close out the file in your office and also ensure that the status is changed correctly in the MLS system (if this was your listing).

If your closing is being sent directly to the corporate office, please ask for copies to be sent to you or to your office manager.

Second Step - once your office manager has what she needs the gross commission check is sent via courier to our corporate office for processing. **VERY IMPORTANT:** if your file is not complete, if you are missing required paperwork, this will delay the processing of your check.

If we do not have a pending form for your file, the corporate office cannot process your check, which will delay your payment.

Third Step - closing is received at our corporate office. Our corporate office processes every day. The most important piece of information the corporate office can have is the pending form for your file. This allows us to quickly process the files and agent payments.

Payment Options for Commissions

1. **Direct Deposit** - if you sign up for direct deposit of your commission check, you will receive an email receipt of your direct deposit that will have all information for your payment. This will be emailed to you the morning of your payment. Direct deposit is processed overnight, and posts in your bank account at midnight of the date the closing is processed at our corporate office.

To sign up for direct deposit - please see form at the back of this book and return completed form to the corporate office.

2. **Regular check** - if you prefer a paper check, this will be sent to you at your office via our courier. This will be sent to you the day after your closing is received in our corporate office.

The Pending Form

The pending form is a very important form - this form helps you get paid quickly and correctly.

You can find the pending form in Dotloop and Transaction Desk forms.

The pending form provides your office and the corporate office with important information to help process your commissions.

When you have a **BINDING** contract, for either a seller or a buyer, this form is required to be turned in with your complete file to your office.

Just fill in some very basic information about your closing. It is very important to note two things:

1. are there any referral fees due? This could be a relocation referral, referral fees to another agent, etc.
2. is there a reduction in the gross commission rate from 3%? If there is a reduction in the gross commission rate, please have your broker initial in the box for a reduced gross commission.

This form is submitted to our corporate office and input into our system for processing sales commissions. When the corporate office receives your gross commission check, and if the pending form has not been received, the corporate office is unable to process your payment.

PENDING INPUT FORM

BRANCH:

PLEASE TURN IN THIS FORM WITH PENDING INFORMATION
THIS IS A REQUIRED FORM—PLEASE COMPLETE ALL BLANKS

PROPERTY ADDRESS:

CITY ZIP

PLEASE CHECK ONE BELOW:

PENDING ACTIVE WITH CONTINGENCY FINANCING SALE OF HOME

SPOUSE APPROVAL OTHER

BUYER'S INFORMATION	SELLER'S INFORMATION
LAST NAME <input type="text"/>	LAST NAME <input type="text"/>
FIRST NAMES <input type="text"/>	FIRST NAMES <input type="text"/>

Earnest Money/Trust Money

Trust money or earnest money comes with the sales contract on your listing when they have a binding contract for sale.

Trust money typically will come in the form of a personal check*. This check with all required paperwork will need to be turned into your office manager as quickly as possible. There is typically a three business day window to have this money deposited into our trust account.

This check will need to be made payable to Parks. Once received by your office manager, the trust money is sent via courier to our corporate office for deposit into our trust account. All trust monies are held in a non-interest bearing trust account per TREC regulations.

When you have a closing that we are holding trust/earnest money for the file -

1. If your gross commission is more than the trust money deposit (this is the more likely scenario) then the amount of the trust deposit is deducted from your gross commission check by the title company. When the corporate office receives your gross commission check, they will match this with the trust deposit to complete the total amount of your gross commission
2. If your gross commission is less than the trust money deposit then you must make arrangement PRIOR to closing to either have the corporate office wire the funds to your closing attorney or title company OR request the amount needed to be paid to the title company in the form of a check to be taken to closing. This needs to be arranged two business days before date of closing.

If trust money is being mailed to the corporate office, please ensure that all property paperwork (including the pending form) is complete in Dotloop. When the corporate office receives trust money in the mail, this is our first step in matching the trust money to the correct file.

What Happens if the contract falls through and we have Trust Money?

If the contract falls through, and we are holding trust money, we must have an earnest money release form signed by all parties.

This form is then sent to our corporate office and the funds will be released per the earnest money release form. This form can be found in Dotloop.

EARNEST MONEY / TRUST MONEY DISBURSEMENT AND MUTUAL RELEASE OF PURCHASE AND SALE AGREEMENT

1 Buyer: _____
2 Seller: _____
3 Property: _____
4 Earnest Money/Trust Money Amount: _____ \$
5 Holder of Earnest Money/Trust Money: _____
6 Located at: _____
7 Buyer(s) shall release Seller(s) from all terms of a certain Purchase and Sale Agreement, with a Binding Agreement Date of _____ ("Agreement"), and said Seller(s) agree to release Buyer(s) from all terms of the
8 Agreement. Further, both Seller(s) and Buyer(s) do hereby agree to the cancellation and termination of said Agreement and
9 that in consideration of mutual promises and conditions herein contained, the receipt and sufficiency of which is hereby
10 acknowledged, Buyer(s), Seller(s) and Broker(s) (including all Licensees connected herewith) do hereby jointly and severally
11 release one another from all claims of every kind and character arising from or connected with the foregoing Agreement on
12 the above Property. If applicable, Buyer(s) have provided Seller(s) with any requested documentation which supports
13 Buyer's right to terminate pursuant to any specific Buyer's contingency contained within the Agreement. This Release shall
14 be binding upon and shall be effective for the benefit of any successors, heirs, and/or assignees of all parties.
15

Normally, this check (refund of trust money) is then sent back to the requesting agent via the courier. If other arrangements need to be made (mailing the check, or pick up at our corporate office) just note on the form or include that information with the trust money release form.

If an agreement cannot be reached on the refund of the trust money then the next step would be to file an interpleader. This is a process of sending the matter to the local judicial court for a decision on the disbursement. This process can cost anywhere between \$300 to \$500.

*If the closing will be happening in less than two weeks of the receipt of trust money, please request a money order or cashiers check. Our corporate office must deposit and have 10 business days for the personal check to clear before disbursement.

Agent Billing Chargebacks

Each month agents will receive their agent bill. This is an invoice that will detail all charges each month.

These charges would include:

- Monthly Agent Services fee
- Any office costs (postage, copy machine usage)
- Any advertising costs (open house advertising, other print advertising, Impact Marketing, etc)
- Any miscellaneous items billed to you as an agent

The monthly agent bill will be sent to your office between the 10th and 15th of the month. If you do not receive your invoice, please check with your office manager.

We also have an agent portal which allows you to view online your monthly statements and past statements (see WolfConnect under Technology)

There is a finance charge for all past due balances, and any unpaid balances over 30 days may be deducted from your commission payments.

Your monthly bill can be paid by check or by credit/debit card. If paying by check, you may send through the courier system to the corporate office or drop in the mail to:

Parks Corporate
PO Box 5049
Murfreesboro, TN 37130

If you'd like to pay by credit/debit card - we do offer to set up automatic payments. You can call us to process a one time payment at 615-574-7317.

If you'd like to set up automatic payments, please see the included form at the back of this book. Once the form is completed, please forward to our corporate office.

With our automatic payments, you will still receive your monthly invoice. All automatic payments are processed at the end of the month for the invoice received - this is to allow you to have a chance to review your bill before your payment is processed.

At year end, a summary statement will also be prepared for your use. This will detail by category all your charges and payments for the year. The summary report is very helpful with your income tax preparation as it will outline your expenses through Parks.

Agent Services Fee

Parks monthly agent services fee provides all the tools and technology that is included for an agent with Parks.

The agent services fee includes:

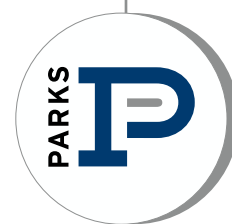
- Customizable agent website
- Agent mobile app
- Trendgraphix market reports
- Monthly market update videos
- YouTube videos for every listing
- Text and voice codes for every listing
- Customizable monthly newsletter
- Marketing services

Voluntary Commission Deductions

Parks offers a program for voluntary commission deductions.

- **Tax Savings** - Parks will with hold the agent specified percentage from each commission check issued to agent. The amounts with held will be held in an escrow account and will be disbursed to agent four times a year for estimated tax payments (April 15, June 15, September 15 and January 15) to be submitted to the IRS for estimated tax payments
- **Investment Account** - we do not offer an investment option at this time, but if you have a savings or investment account that you would like a portion of your commission check deposited to for each commission check, we are able to help.

If you are interested in any of the voluntary commission deductions, please complete the form contained in the back of this book.



BUSINESS PARTNERS



Parks Auction Company

www.bobparksauction.com

615-896-4600

Bob Parks Auction Company is an elite team of experienced and professionally trained people who utilize the auction process to sell property. Recognized as a leader in the industry, Bob Parks Auction can help you sell your property. The traditional approach to buying or selling real estate involves several middlemen – the seller’s agent, the buyer’s agent, and perhaps an attorney retained by the seller and an attorney retained by the buyer.

Many aspects of the process, such as open houses, are designed primarily to help the real estate agent build his or her business, with an only residual goal of helping the buyer find a property or the seller to find a buyer. Buying or selling at a Nashville auction is different. Our process eliminates a few of the middlemen, and makes the land auctions in Tennessee more efficient, and these savings are passed along to the buyer and seller. At Bob Parks Auctions, you’ll find a wide variety of properties around the Middle Tennessee area. Possible properties include land, operating farms, liquidated businesses, and single-family homes. Our unique combination of experience and technology puts you in the driver’s seat. We don’t wait for buyers to come to you.

One of the advantages of having our affiliated Auction Firm is the coordination between you, your clients and the auction process. When you have a customer who is thinking of an auction for their property, you retain the listing side of the transaction and are paid just as you were the listing agent through a traditional sale of the property.

Visit www.bobparksauction.com and view current and past auctions and current online auctions. Here you will also find their auctioneers and more information on the auction process.

Parks Connect - Lead Generation Platform



Leads are generated for Parks Connect in several ways. We have relationships with Zip Realty, Boomtown, TN Media Group, and Ready Chat. Through these various avenues, leads are directed to the agents/members of the Parks Connect team.

Website & Ready Chat - Organic leads and leads received through our online chat system

Boomtown - A real estate web platform that manages a Parks site to generate and drive leads to our team

Leads that come through our Parks website for listings of our agents are directed to the listing agents. There is no referral fee due on the leads that come directly to the listing agent via the website. As part of the Broker IDX data exchange, we host other brokerage listings on our site. Leads that come through the Parks website that are not our company listings will be placed as referrals with our Parks Connect, an online brokerage.

Parks Connect is a group of agents that meet the requirements for the team and have attended training. If you wish to become part of the team, please contact the corporate office for more information.

Leads given to the Parks Connect Team will have a 35% referral fee due at the time of closing. After payment of the 35% referral fee, commissions will be processed as follows:

1 - 5 closings	60% commission to agent
6 - 12 closings	65% commission to agent
13 - above	70% commission to agent

Agents will remain licensed with their affiliated offices, yet responsible to the Parks Connect Manager.

For more information



Eileen has spent the last 15 years of her career with Parks. In 2014 she decided to step down as the broker of the Sumner County office and direct the lead generation department, Parks Connect.

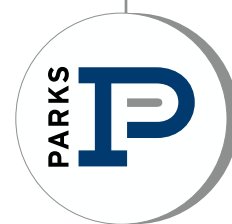
Eileen is a lifetime member, Awards of Excellence, with the Sumner Association of Realtors® and the former Director of the Professional Standards Committee.

Eileen George, CRS, GRI, ABR, ePro

Parks Connect Director

615-896-4040

homes@bobparksrealty.com



POLICY & PROCEDURE MANUAL



POLICIES *and*
PROCEDURES

AGENT INFORMATION HANDBOOK

PURPOSE

Provide a comprehensive source of company policies, procedures and resources.

COMPANY PROFILE

Independently owned Parks is Middle Tennessee's largest real estate company in volume and transactions. It was founded by Bob Parks in 1975 and known as Bob Parks Realty until 2015 when the company name was re-branded to Parks. Parks is home to over 575 agents who are committed to unsurpassed customer service. Our brand currently covers the entire Middle Tennessee market.

AGENT PROFILE

Parks affiliates FULL TIME professional agents who are committed to providing extraordinary service to consumers and contributing to the real estate profession and community.

INDEPENDENT CONTRACTOR STATUS

All agents have the legal status of independent contractors and execute an independent contractor agreement with their Principal Broker when affiliating with Parks. Agents receive a 1099 that reports their annual income from Parks.

INSURANCE

Agents are required by TREC to carry errors and omissions insurance (E&O). Parks requires an additional excess coverage, which is paid annually by agents. Agents should carry business coverage on automobiles with Parks named additional insured. Agents are advised to have a personal liability umbrella policy for their real estate business, and a personal liability policy to protect them when they are off-site showing properties.

OFFICES

Agents may use facilities, equipment and supplies at any Parks office so long as it is related to Parks business purposes.

FLOOR TIME

In order to insure that Parks' clients and customers, who either call or walk in, may speak to a licensed, professional Parks agent, many offices have a floor time schedule during

FLOOR TIME (cont.)

normal business hours. Each Principal Broker establishes a floor duty policy suitable for their market to handle calls or walk-ins and to assist the reception desk in answering any questions posed by the public.

- Each floor duty agent should handle all calls and walk-ins with goal of satisfying the customer/client.
- Schedules may be separate for weekdays and weekend duty.
- Managers will orient new agents and determine when they are eligible for schedule.

Agents who commit to being on the duty roster should either be at the office at the proper time, prepared to aid any client or customer with real estate related questions. If unable to take scheduled floor time, the agent should arrange for another qualified agent to cover their time.

Teams may at the Principal Brokers discretion receive only one roster spot in order to ensure that individual agents have an equal share of duty.

POSTAGE

All mail will be paid for by the agent. It may be run through the postage meter with the proper ID code.

PROFESSIONAL DEVELOPMENT



JumpStart

All newly licensed agents who join Parks shall attend JumpStart, which is an opportunity for new agents to “jumpstart” their new career in real estate. Classes are held at the Professional Development Center, located at the Brentwood facility: 8119 Isabella Lane, Suite 105, Brentwood, TN 37027.

JumpStart for agents new to real estate consists of a full day session from 9:00 a.m. to 4:00 p.m. The class is offered every month.

Agents joining Parks and transferring their license from another company are expected to attend the session solely at the discretion of their Principal Broker.

PROFESSIONAL DEVELOPMENT (cont.)

Focus Groups

In order to maintain a sense of priorities, occasionally, agents will be asked to be part of a focus group. Different criteria will be applied for each topic of discussion, thereby utilizing the experience of more agents. Agents are encouraged to participate when asked.

NINJA

Agents are expected and encouraged to participate in Ninja Installation, a four-day class offered at Parks or off site in Ft. Collins, Colorado, that focuses on relationship selling, life balance and wealth building. (ninjaselling.com)

Parks Professional Development (PPD) Series

Parks offers weekly training on a variety of real estate topics. All agents and especially new agents are encouraged to attend. These are two-hour classes, typically offered on Thursdays from 10am – 12 noon in the Brentwood Professional Development Center.

Webinar Wednesday

Weekly webinars are offered to keep agents abreast of the latest technologies and support Parks has, and all webinars can be accessed through the website.

Each office offers weekly trainings for agents.

COMMISSION

The Principal Broker at each office will explain all commission splits and how that works based on the sales of the agent.

In order for an agent to receive their commission, the Office Manager and/or Principal Broker must receive the complete file from the agent with all required forms signed by all parties. The Office Manager and/or Principal Broker will review all closed files.

No commission checks will be cut without all signed and required documents.

The Principal Broker of each office will provide the list of required documents to the agent.

Per Tenn. Code Ann. 62-13-302(a) An agent can ONLY be paid by the Broker. Therefore, an individual licensee that has “incorporated” or “LLC’ed” himself CANNOT be paid a commission through their LLC. The individual holds the license, not the agent’s LLC.

AGENT ACCOUNTS & BILLING

As a service, Parks prepays certain expenses for agents. All agents within Parks will receive a monthly bill for their expenses. This includes:

- Monthly Agent Services Fee
- Advertising
- Miscellaneous items

All agent billing is in arrears, so bill received will be for prior month's expenses. Any bills not paid in full will be assessed a late fee of 10% each month.

If any portion of agent billing is past due, Parks will deduct from the agent's next closing past due amounts.

Parks can accept credit/debit cards for agent billing payment, and will be glad to arrange a payment plan if an agent needs to leave Parks. However, Parks does ask that if the agent has an unpaid balance and request transfer or termination of their license that the agent tries to pay the balance in full. Due to the large number of agent teams, the agent who heads the team will be responsible for any uncollected balance from their team members. Any uncollected balance from a team member will be agent billed to the agent who leads the team.

Agent service fees contribute to the cost of:

- Business taxes
- MLS service office fee
- Centralized Showing Service
- Phone systems – upgrades and maintenance
- Copiers & scanners
- Fax machines
- Printers in workrooms
- Website – upgrades and hosting of site
- Computer repairs & maintenance
- Virus software and prevention for all machines on Parks network
- Technology Upgrades
- Individual websites for all Parks agents
- Trendgraphix market statistics program available for all agents
- YouTube channel

AGENT ACCOUNTS & BILLING (cont.)

- Mobile App for iPhone/Android
- DotLoop
- Marketing Assistance
- (See agent services sheet)

VOLUNTARY COMMISSION DEDUCTIONS

As a service to agents, Parks offers the opportunity to have accounting withhold money from commissions in the following accounts:

- Income Taxes
- RPAC
- Investment Account
- Make-A-Wish

To have funds withheld for these accounts the Agent would complete a form and send to the Accounting Manager at the Corporate office.

Voluntary commission deductions will be applied to every commission check from a closed sale. Deductions will not apply to BPO checks due to the small amount of these commissions. All other deductions will be applied before percentages for voluntary deductions, i.e. referral fees, past due agent accounts, etc. If at time of disbursement of funds the agent has a past due balance on their agent account, the past due amount will be withheld.

All percentages will remain in effect until notified in writing of the changes.

All disbursements must be requested in writing and will be returned within 72 hours of receipt of request.

AGENCY POLICY & PROCEDURES

All of the following constitute the office agency policies for Parks (“the Firm”). In the event an affiliate broker has any questions regarding applications of the policies to specific situations they are urged to consult with their principal broker before making any agency decisions.

1. All brokers and affiliate brokers affiliated with the Firm (“the Agent/Agents”) are expected to understand and follow all Tennessee Agency law statutes and TREC rules and regulations at all times.
2. All Agents shall make all verbal and written disclosures required by TREC regulations and state statutes on a timely basis.
3. Parks is a Realtor® member firm. As such, all agents affiliated with Parks are required to belong to NAR, TAR and their local association of choice (GNAR, MTAR, WCAR, EMTAR, Sumner, Southern Middle) pay their dues and abide by the Realtor® Code of Ethics.
4. All agents are responsible for paying for their Realtracs dues.
5. It is the policy of the Firm to encourage a designated agent for each party to a transaction.
6. It is the policy of the Firm to disallow the use of facilitator status at any time by Agents of the Firm without consulting first with your principal broker. Prior to becoming a facilitator and/or changed to facilitator status and using the correct TAR form, the Agent must consult with their principal broker. Under no circumstances shall an Agent create and/or be a dual agent/agency and/or sub agent/agency. Furthermore, the excess errors and omissions policy will not cover any transactions under which the agent has become Facilitator. Relocation referrals, and any other business derived from Freddie Mac/Fannie Mae or THDA, etc. will not allow agent to change agency status at any point.
7. It is permissible under state law for a Seller’s agent to render assistance to an unrepresented Buyer and Firm policy allows such a situation only after full written and verbal disclosures have been made by the Agent.
8. Under state law, when a consumer executes a listing agreement the Agent of the Firm becomes a Seller’s agent and shall make all verbal and written agency disclosures as required by state law. All listings must be input into Realtracs within 48 hours of the listing agreement being signed unless otherwise stipulated in the listing agreement.

AGENCY POLICY & PROCEDURES (cont.)

9. In the event a consumer (Buyer and/or Seller) expresses any concern about and/or interest in independent representation, the member involved shall immediately contact the principal broker who will appoint a designated agent to represent the consumer, with the consumer's consent.
10. In the event the principal broker appoints a designated agent, and as allowed under State law, a negotiated referral fee between the Agent and the designated agent is proper and appropriate.
11. It is the policy of the firm to avoid all appearances of impropriety in personal interest transactions, and all State required verbal and written disclosures and consents shall be made and obtained on a timely basis.
12. "Personal interest" as defined by the Firm is defined as a transaction involving self-interest and/or the Agent's family and/or any other individual, organization, and/or business entity in which the Agent has a personal and/or financial interest. This applies to both commercial and residential transactions.
13. It is the Firm's policy that when an Agent has a personal interest in a transaction (as defined by T.C.A. 62-13-403(7)(A), TREC regulation 1260-2.11, and by the Firm) then the Agent shall only represent the party with whom their personal interest lies and the other party (Buyer or Seller) shall be represented by a designated agent appointed by the principal broker.
14. It is the Firm's policy that all associates are encouraged to wear professional business attire. Ill-fitting (revealing or too short) attire is unacceptable. All agents shall be clean and maintain proper hygiene at all times within the office or with clients. Inappropriate piercings or tattoos, at the discretion of management, may be requested to be covered.
15. Social Media Policy is addressed in a separate Social Media Policy Manual.

AGENCY POLICY & PROCEDURES (cont.)

MARKETING/ADVERTISING/WEB

When an agent decides to utilize a marketing campaign, place a print ad, or have a personal website, there are professional and legal guidelines which should be followed. Parks Director of Marketing is available to meet with agents if they need assistance or consultation in developing a marketing plan. Although creativity is encouraged, the agent should represent himself/herself in a professional manner. The agent should familiarize himself/herself with the Parks website. The agent intranet contains resources for marketing that can help agents get started. Agents should adhere to the guidelines below:

Consistency in logo, color and form is to be maintained at all times.

Company Logo – the Parks company logo cannot be altered. There is a section of the agent intranet in the Media Center which displays proper and improper logo usage. Please review this before placing the logo on any postcards, business cards, newsletters, print ads, or websites.

Equal Housing Logo – Agents should always include the Equal Housing logo on any postcards, business cards, newsletters, print ads, or websites. This logo can be found on the agent intranet in the Media Center.

Contact information – When advertising (print or web), agents must include (per TREC) Parks name and the phone number of the office he/she is licensed in along with any personal contact information provided. And all advertising must abide by TREC advertising rules, regulations and guidelines.

Business Cards – Business cards are to contain the company name, logo, address and office phone number with either the horizontal or vertical Parks logo in black, white or the appropriate PANTONE® colors: blue (PMS 654C) and gray (PMS 877C).

Web – There are many companies providing personal website services to agents. If an agent decides to have a personal site which provides multiple links to information outside of the real estate industry he/she must monitor the information provided to ensure that inappropriate content does not link to the agent's website. If an agent is not familiar enough with a link or resource which they are considering placing on their site, he/she should review the links with the Director of Marketing.

Pre-Listing Packets/Books – Agents are encouraged to provide consumers the opportunity for “due diligence” prior to a formal listing presentation. Printable profiles, service, commitments, other information, pieces, and suggestions for customizing/ personalizing are available on the agent intranet.

AGENCY POLICY & PROCEDURES (cont.)

Buyer Packets/Books – Agents are encouraged to schedule a consultation session with buyers prior to showing properties and to provide an information packet/book. Printable materials and suggestions for customizing/personalizing are available on the agent intranet.

Agents must review the following page regarding Federal Fair Housing Act advertising guidelines.

Fair Housing - Advertising Guidelines

Complaints filed with HUD are investigated by the Office of Fair Housing and Equal Opportunity (FHEO). If the case proceeds to trial before an administrative law judge or Hearing Examiner, or to a state or federal judge, the respondent may be held liable for compensatory and punitive damages and may be subject to injunctive relief. This means that one poorly written advertisement can be costly.

Section 804(c) of the Fair Housing Act prohibits the making, printing and publishing of advertisements that state a preference, limitation or discrimination on the basis of race, color, religion, sex, handicap, familial status, or national origin. The prohibition applies to publishers, such as newspapers and directories, as well as to persons and entities who place real estate advertisements.

The following is policy guidance from HUD.

1. Race, color, national origin. Real estate advertisements should state no discriminatory preference or limitation on account of race, color, or national origin. Use of words describing the housing, the current or potential residents, or the neighbors or neighborhood in racial or ethnic terms (i.e., white family home, no Irish) will create liability under this section. However, advertisements that are facially neutral will not create liability. Thus, complaints over use of phrases such as master bedroom, rare find, or desirable neighborhood should not be filed.
2. Religion. Advertisements should not contain an explicit preference, limitation or discrimination on account of religion (i.e., no Jews, Christian home). Advertisements which use the legal name of an entity which contains a religious reference (for example, Roselawn Catholic Home), or those which contain a religious symbol, (such as a cross), standing alone, may indicate a religious preference. However, if such an advertisement includes a disclaimer (such as the statement “This Home does not discriminate on the basis of race, color, religion, national origin, sex, handicap or familial status”) it will not violate the Act.

AGENCY POLICY & PROCEDURES (cont.)

Advertisements containing descriptions of properties (apartment complex with chapel), or services (kosher meals available) do not on their face state a preference for persons likely to make use of those facilities, and are not violations of the Act.

The use of secularized terms or symbols relating to religious holidays such as Santa Claus, Easter Bunny or St. Valentine's Day images, or phrases such as "Merry Christmas", "Happy Easter", or the like does not constitute a violation of the Act.

3. Sex. Advertisements for single family dwellings or separate units in a multi-family dwelling should contain no explicit preference, limitation or discrimination based on sex. Use of the term master bedroom does not constitute a violation of either the sex discrimination provisions or the race discrimination provisions. Terms such as "mother-in-law suite" and "bachelor apartment" are commonly used as physical descriptions of housing units and do not violate the Act.

4. Handicap. Real estate advertisements should not contain explicit exclusions, limitations, or other indications of discrimination based on handicap (i.e., no wheelchairs). Advertisements containing descriptions of properties (great view, fourth-floor walk-up, walk-in closets), services or facilities (jogging trails), or neighborhoods (walk to bus-stop) do not violate the Act.

Advertisements describing the conduct required of residents ("non-smoking", "sober") do not violate the Act.

Advertisements containing descriptions of accessibility features are lawful (wheelchair ramp).

5. Familial status. Advertisements may not state an explicit preference, limitation or discrimination based on familial status. Advertisements may not contain limitations on the number or ages of children, or state a preference for adults, couples or singles. Advertisements describing the properties (two bedroom, cozy, family room), services and facilities (no bicycles allowed) or neighborhoods (quiet streets) are not facially discriminatory and do not violate the Act.

Still not sure what's safe to say or not? Keep the focus on the property and off of people in the agent's ads. Avoid the following:

- Using words or phrases that convey the preference of one group over another. When in doubt, use words that describe features on the property ("near six-mile paved exercise trail through woods") rather than the buyers who might want to use the feature ("great for joggers").
- Describing the dwelling, area, or building residents with words that relate to race, color, religion, age, familial status, or national origin ("Hispanic neighborhood" or "adult building")
- Using catchwords such as "exclusive," "private," or "integrated" that convey preferences for one group over another or send signals about a community's makeup.
- Making references to well-known racial, ethnic, or religious landmarks nearby.

PARKS RELOCATION POLICY

The mission of Parks Corporate Relocation Department is to generate quality referral business from Third Party Companies, other Brokerage firms, the Internet, Call-Ins, and Corporate Accounts. The standard referral fee is 45% of the commission on the functional side of the transaction.

Types of Relocation Referral Business:

Third Party - Referrals from a relocation management company that has been hired by a corporation to provide relocation services to its employees. The referral fee helps the corporate client to offset expenses related to the transferee's benefits. Third party companies manage the majority of the nation's relocation business and represent approximately 92% of our relocation program. Third party companies expect and demand unique requirements; therefore, special training is required for agents to receive third party referrals. Parks Relocation Department pays all annual fees to be available for relocation business.

Training includes instructions for the following:

- Broker's Price Opinion
- ERC form instructions
- Photo templates w/ ERC
- Inventory / Vacant Properties
- Maintenance / Inspection
- Listings / Buyers
- Reporting / Updates
- Contract negotiations
- Closing

Corporate Relocation - Direct referrals from corporations who do not employ a third party company. Parks Relocation Department develops business by partnering with corporations. For the employee, the relocation process begins by introducing Middle Tennessee during the interviewing / recruiting phase. Corporate clients require a high level of service and information. Communication between the corporate client, the Relocation Department and the sales associate is essential.

Broker-to-Broker - Referrals from other brokerage firms. Parks pays an annual fee to maintain membership in the Leading Real Estate Companies of the World® network so that our sales associates have the benefit of this service. In order to receive quality in-coming referrals, we strive to build these broker-to-broker relationships by giving quality out-going referrals.

PARKS RELOCATION POLICY (cont.)

Outgoing Referrals - Referrals from Parks sales associates who have clients needing real estate services outside Middle Tennessee. Parks contractual agreement with The Leading Real Estate Companies of the World® network requires that all outgoing referrals be channeled through the Relocation Department. Parks agrees to a 30% referral fee from our network brokers which translates to approximately 24% to the agent giving the outgoing referral.

The outgoing coordinator will place the referral with a Leading Real Estate Companies of the World® member, if applicable, within 24 hours. The outgoing referring sales associate may request an individual sales associate or one with specified certifications. (i.e. ABR, CRS, GRI, LTG, etc.)

The outgoing coordinator will keep the sales associate informed throughout this process. The outgoing referral fee is 30% of the functional side. The Leading Real Estate Companies of the World® network receives 20% of the referral fee. The sales associate receives their portion of the commission after the close of the sale.

Incoming Referrals - Broker-to-Broker Incoming referrals should be registered immediately upon receipt, through the Relocation Department (via email, fax or phone registration with the relocation department staff: 615.574.7319).

If the referring company is in our network, The Leading Real Estate Companies of the World®, a 45% referral fee will be charged and the referral fees will be paid to the referring company (agent) through the Relocation Department. An 80/20 commission split applies after the 45% is deducted from the transaction side of the commission. If agent is below 80/20, then the 70/30 or 75/25 split the agent is currently at will be the applicable split.

A directory of Leading Real Estate Companies of the World® can be found at www.leadingre.com. Click on Member Directory, enter Company name, city or state to view list. (For example: franchise companies such as Coldwell Banker, GMAC, Exit Realty, Century 21 are not members of this independent network).

Note: All 3rd Party / Corporate Transfers, Broker to Broker network and non-network, and any business generated by the department and assigned to the agent are subject to the normal 45% referral fee.

PARKS RELOCATION POLICY (cont.)

Requirements of a Certified Relocation Specialist

- Full-time sales associate with a minimum of 3 years in the industry for third party and 1 year for broker to broker
- Completion of the bi-annual relocation training session
- Approval of the Principal Broker
- Submission of one qualified outgoing referral per year
- Knowledge of the ERC Broker's Price Opinion worksheet (for third party)
- Attendance at weekly sales meetings on a regular basis
- Delivery of excellent customer service... exceeding expectations
- Must pay 45% referral fee to the Relocation Department upon closing the transaction
- Willingness to give up a referral if the sales associate cannot meet the needs of the client, or a request is made by the transferee, or the originating source

Assignment of Referrals

Referrals are assigned based on the following criteria:

- Relocation Department will conduct a needs assessment with the incoming or outgoing transferee.
- Principal Broker will be contacted first to assign the agent. Principal Brokers may not personally take the referral unless requested.
- Requested - if a particular sales associate is requested, that sales associate will be assigned and Principal Broker will be notified.
- Principal Broker will tell the Relocation Department who the best fit is for the transferee. Relocation Department may NOT directly assign a transferee. Relocation Department must make contact with the Principal Broker by phone, text and email.
- Principal Broker approval for each referral assignment.
- In order to protect an existing relationship that the sales associate has with a client, all out-of-town clients or past clients with relocation benefits should be registered with the Relocation Department. This will prevent the Relocation Department from making dual assignments. Registered clients / requested agents are subject to the same 45% referral fee along with the same procedural requirements to meet third party and corporate client's needs.
- The Relocation Department will reassign the referral in the event the agent leaves Parks.

PARKS RELOCATION POLICY (cont.)

Acceptance of Referrals

Agents must sign and return the Referral Acceptance form to the Relocation Department immediately upon receipt.

- Keep referral confidential
- Suggest Legacy Home Loans as a choice for mortgage lending (non third party)
- Notify the Relocation Department immediately about a pending contract and email a copy of the contract and commission agreement to the correct coordinator for processing
- Email a copy of the HUD-1 upon closing
- Pay 45% referral fee upon closing
- Use Solomon|Parks for closing if allowed by 3rd party

Reporting and Follow-up

Written status reports will be required each month, bi-weekly, weekly or as needed. It is the responsibility of the sales associate to report and update the Relocation Department regarding the status of each referral.

EXAMPLE: RELOCATION TRANSACTION

(based upon \$100,000 sale - 80/20 agent split)

INCOMING REFERRAL: Broker to Broker (B2B), Third Party & Corporate

\$	<u>100,000</u>	
	3%	<i>commission</i>
\$	<u>3,000</u>	
\$	<u>(1,350)</u>	<i>45% referral fee (3rd party fees and B2B fees are paid from 45% referral fee to Parks)</i>
\$	<u>1,650</u>	<i>gross commission</i>
\$	1,320	<i>80/20 agent split - net commission</i>

OUTGOING REFERRAL: Outside Parks coverage areas

\$	<u>100,000</u>	
	3%	<i>commission</i>
\$	<u>3,000</u>	
\$	<u>900</u>	<i>30% referral fee paid to Parks for companies within the network</i>
\$	<u>(180)</u>	<i>20% of referral fee paid to Leading RE Network®</i>
\$	720	<i>gross commission</i>
\$	576	<i>80/20 agent split - net commission</i>

Parks Referral Associates

Agent license hangs in an active state at Parks Corporate Office. There is a \$100 annual fee, continuing education must be maintained, and E & O Insurance must be kept current. Affiliates are able to receive referral fees, but cannot actively list or show property, or represent buy side transactions.

INTERNET LEADS

Parks Connect



Leads that come through our Parks website for listings of our agents are directed to the listing agents. There is no referral fee due on the leads that come directly to the listing agent via the website.

As part of the Broker IDX data exchange, we host other brokerage listings on our site. Leads that come through the Parks website that are not our company listings will be placed as referrals with our Parks Connect, an online brokerage.

Parks Connect is a group of agents that meet the requirements for the team and have attended training. If you wish to become part of the team, please contact the corporate office for more information.

Leads given to the Parks Connect Team will have a 35% referral fee due at the time of closing.

After payment of the 35% referral fee, commissions will be processed as follows:

1 - 5 closings	60% commission to agent
6 - 12 closings	65% commission to agent
13 - above	70% commission to agent

Agents will remain licensed with their affiliated offices, yet responsible to the Parks Connect Manager.

TEAMS

A. DEFINED

1. “When two or more (Sales Associates) combine their listing, selling and referring activity to accounting in the name of one Sales Associate, or both together, their activity will be credited as a Sales Team.”
2. A TEAM consists of anyone assisted by one or more licensed real estate associates.
3. Team members may not compete as individual producers.

EXAMPLES-

Two or more individuals licensed and working as Sales Associates, who handle transactions together.

A Sales Associate and one or more licensed assistants who perform real estate functions.

B. SALES TEAM RESPONSIBILITIES

1. All members of SALES TEAMS are considered equally responsible for all documentation and for providing service to their Clients and Customers at all times.
2. All members of the SALES TEAMS who conduct listing, selling and referring activities, i.e. showing homes, conducting open houses, listing presentations, telephone solicitations, etc., must have an active Tennessee real estate license affiliated with Parks.
3. Broker/Sales Associates may not hire/employ new Sales Associates to affiliate with Parks. All interviewing and hiring activities will be conducted by the Principal Broker.
4. Unlicensed assistants may be hired by sales associates to perform duties as prescribed by TREC; any unlicensed assistant must be approved by the Principal Broker. Access to the office, company computers, files, and equipment after normal business hours is at the discretion of the Principal Broker. Keys to the office that are in the possession of an assistant remain the responsibility of the agent for whom they are working.

C. TEAM COMMISSION SPLIT

1. All teams, as defined above, shall be subject to the Standard Commission schedule. Production volume may be combined and attributed to team for award purposes. Commission dollars earned will be attributed to team members as agreed in writing with team leaders, however, these earned dollars will not be so combined that company dollar and company profitability will be compromised.
2. Team office space assignment will include equipment, desks and phones.
3. All agreements between Team and Parks must be in writing, approved by the Principal Broker and will be in force and renewed on January 1 of each year.

TEAMS (cont.)

D. Team Structure Guidelines

- All teams must have a designated “team leader”.
- Must show value add to team agents – either through lead generation, assistant, or some other value that the team leader will bring to the team
- 15% of gross commission or more must go to the team leader on every closing
- All teams must be approved by Principal Broker. Team Leader must present team proposal, including team member names and receive approval in writing. Copy of approved agreement will be turned into corporate for team to be set up appropriate for commission splits and billing purposes.
- All internal production credit will be give to team leader
- Commission income dollars will be allocated to team leader and team agent based on their split from closing. In other words, money paid to team agent for commissions will not be counted towards team leader commission level income to increase commission split.

Example of the Team Commission Split:

\$100,000 Sale with a 3% commission = \$3,000

If Team Leader is currently at an 80/20 split:

Company Dollar 20% = \$600

Remaining Agent Split 80% = \$2400

Team Leader 15% (minimum) =\$360

Team Member = \$2040

(this does not count toward the team leader production/dollar number to bump up)

Money paid to team members does not go toward team leaders production; however all team member’s splits shall increase simultaneously.

PROPERTY MANAGEMENT

All Rentals handled for clients must be managed through Parks per TREC Regulations. The normal rate Parks charge is 10% of all income. Fees paid will be distributed at the agent's sales commission split at that time. Parks provides property management on a very limited basis to selected clients and is not seeking additional properties to manage. An agent should secure permission from their Principal Broker prior to executing an agreement to manage property.

Property managers are required to advise Lessor of obligation to disclose knowledge of presence of lead-based paint and/or lead-based paint hazards if housing was constructed prior to 1978. The form, "Disclosure of Information on Lead-Based Paint and/or Lead Based Paint Hazards," must be completed by the Lessor when rental management agreement is signed. The disclosure form and pamphlet, "Protect Your Family From Lead In Your Home," must be given to the tenant prior to execution or renewal of a lease. Parks lease forms have been revised to include disclosure in the contract. There is no mandatory period for a tenant to evaluate rental property.

RENTAL PROPERTY OWNED BY PARKS ASSOCIATES

In compliance with TREC rules, all property managed by agents for clients must conform to company policy regarding Property Management; however, the privilege of managing your own property as an owner agents is granted if these guidelines are followed: no Parks sign may be placed in yard; any advertising or signage must disclose "Owner/Agent" and may not include any reference to Parks; agent is responsible for notifying tenant in writing that Parks is not involved and has no liability and providing a copy to the corporate accounting office. If owner/agent does not wish to conform to these guidelines, then the property must be handled as any other property managed by Parks.

When a rental management agreement for housing built prior to 1978 is submitted, a copy of the lead disclosure signed by Lessor must be included. When lease agreement for housing built prior to 1978 is submitted, a fully executed copy of the lead disclosure must be attached.

BUYING OR SELLING BY ASSOCIATES

All property being sold in which an agent has an ownership interest is to be listed through their Parks office.

If an agent is buying or selling a personal residence or investment property, Parks will receive no commission on one transaction side providing:

1. The agent must have been actively licensed with Parks for a minimum of six (6) months directly preceding the transaction closing date.
2. The agent must have two sales with Parks prior to the transaction.
3. The agent may only sell or purchase their personal residence or investment property once per calendar year and receive an exemption on one transaction side.
4. All advertising expenses must be paid by the agent.
5. The agent will hold harmless Parks from any legal liabilities resulting from the transaction.
6. Commission from the transaction will not be credited towards the agent's commission level earnings; however, the agent may count the production from the sale for awards purposes.
7. The sale of a personal residence is excluded by the agent's E&O Policy and also the company's excess E&O policy by the E&O carrier. This is per the E&O carrier terms.

AGENT DISPUTE RESOLUTION

With the best of intentions, misunderstandings and conflicts sometimes develop between agents. If agents can not quickly resolve, the issue(s) should be presented to their Principal Broker for a decision. Agents should never involve a consumer. A decision will be reached by the Principal Broker based on the spirit and intent of Parks' policy. The decision of the Principal Broker will be final and binding upon both agents.

If there is a conflict between agents in two or more Parks offices, the Principal Brokers will meet in an attempt to resolve the conflict. If an agreement is reached, that decision will be binding on all parties. If the Principal Brokers are not successful, the final step in the process is a meeting with a panel of three Principal Brokers who are not involved in the conflict. The Principal Brokers will be chosen by the CEO and their decision will be binding on all parties involved in the conflict.

LEGAL ACTION

In the event Parks sues for commission, all expenses, including court costs and attorney's fees, are deducted from the commission before the commission is paid to the agent. Management makes all decisions regarding legal action.

Should the agent and Parks be named in any legal action, attorney's fees and other costs will be borne by the named parties. The Parks agent shall be responsible for their E & O deductible and any associated costs with the legal action, including but not limited to any settlements, judgments, etc.

LEGAL AND CODES OF ETHICS COMPLIANCE

Parks intention and policy is to obey all applicable federal, state, and local laws and comply with TREC rules and regulations and Realtors® code of ethics. Agents sign a fair housing declaration. Prior to placing any phone solicitation, agents should contact our Marketing Department for access to Do Not Call information.

AGENT TRANSFERS

If an agent is transferring to another office within the company or to another company, the agent should obtain the Principal Broker's signature of the destination office then present to Principal Broker for signature, utilizing the TREC 1 form.

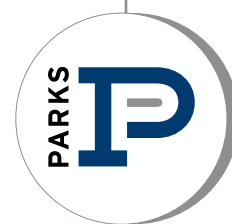
TRANSFER OF LISTING(S)

If an agent is transferring to another company and wishes to transfer listing(s), the agent must obtain the seller's signature on the appropriate MLS form and the destination Principal Broker's signature on agreement to pay 25% of the commission to Parks. This runs with the listing and that agent until closing of sale.

TERMINATION AND AFFILIATION

The Principal Broker makes all decisions regarding affiliating and releasing agents.

###



FORMS

MAKE A WISH
Contribution Agreement

*Hatcher's wish . . . it
sparked his future . . .*

Hatcher, 3
acute myelogenous leukemia
I wish to go to dolphin therapy

Jennifer hears a high-pitched bark. But it's not coming from the dolphin; it's coming from her son, Hatcher.

Yesterday, Hatcher could only grunt signaling his hunger or sleepiness. Today, he's mimicking dolphin sounds and blowing raspberries in the water.

He's a Make-A-Wish Kid - and the healing atmosphere of dolphin therapy awakened his need to communicate.

Hatcher was born with Downs syndrome - restricting his verbal communication skills. Soon after, he was diagnosed with acute myelogenous leukemia.



Name _____

fact. It costs \$7500 to grant one wish for a child with a life-threatening medical condition.

- I would like to start contributing at the company match level, see Donation Analysis below.
I agree to contribute a certain amount, equal to my commission percentage of five dollars (\$5.00) per transaction side of each closing.

Donation Analysis - If your commission split is:

70%, your participation would be \$3.50 - the Company would contribute \$1.50
75%, your participation would be \$3.75 - the Company would contribute \$1.25
80%, your participation would be \$4.00 - the Company would contribute \$1.00

- I would like to contribute a set amount per real estate transaction:
- \$5.00 - per transaction, equal to the cost of a cup of coffee
 - \$10.00 - per transaction, equal to the cost of one lunch
 - \$25.00 - per transaction, equal to the cost of one dinner
 - \$50.00 - per transaction, equal to the cost of one night out

- I am not interested at this time.

By participating in this program, I understand I have permission to use the Make-A-Wish logo on any printed media associated with my agency to PARKS.



Agent Billing Form

To be completed by the agent, returned to the Office Manager and forwarded to the corporate office.

Date: _____

All agents with PARKS receive a monthly agent bill for their charges. Monthly charges include agent services fees, advertising, etc. All agent bills are due by the fifth (5th) of each month following the receipt of your agent bill.

We do accept credit/debit cards and are happy to arrange to have your agent bill automatically charged to your credit/debit card each month.

If you do not wish to have your agent bills charged to your credit card, please provide a check for deposit on your account for \$200.

If you choose to pay your agent bill by check each month, you can mail it to the Corporate Office in Brentwood or ask the Office Manager to send your check via courier.

Office Location:

- | | |
|--|--|
| <input type="checkbox"/> Brentwood | <input type="checkbox"/> Smyrna |
| <input type="checkbox"/> Franklin | <input type="checkbox"/> Sumner County |
| <input type="checkbox"/> Gr Heen ills | |
| <input type="checkbox"/> Gulch | |
| <input type="checkbox"/> Mt Juliet. | |
| <input type="checkbox"/> Northfield (Murfreesboro) | |

AGENT INFORMATION

Name: _____ *(as it appears on the credit card)*

Credit Card #: _____ Expiration Date: _____

Card Type: Card Code: _____



Billing Address: _____

Authorization Agreement for Direct Deposit

To be completed by the agent, returned to the Office Manager and forwarded to the corporate office.

Date: _____

I hereby authorize PARKS herein called "COMPANY" to initiate credit entries and to initiate, if necessary, debit entries and adjustments for any credit entries in error, to my CHECKING or SAVINGS account indicated below and the depository named below, herein called "DEPOSITORY", to debit and/or credit the same to such account.

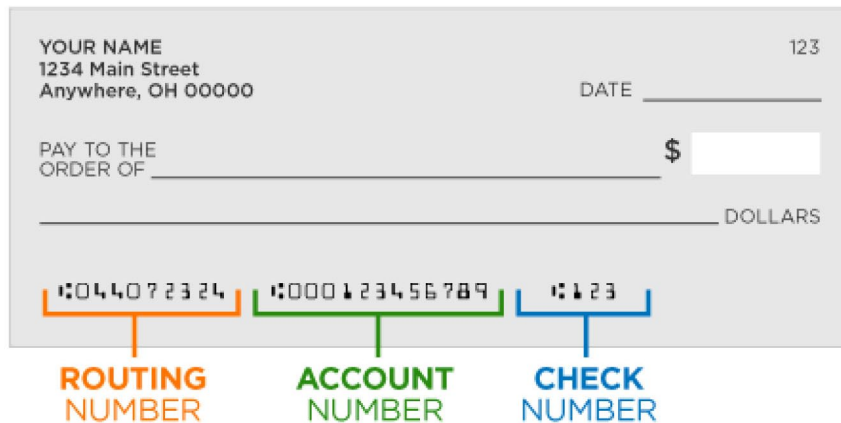
This authorization is to remain in full force and effect until the COMPANY has received written notification from me of its termination in such time and in such manner as to afford COMPANY and DEPOSITORY a reasonable opportunity to act on it.

PLEASE ATTACH A COPY OF A VOIDED CHECK.

Deposit slips do not have the same routing information as a check.

BANK AND DEPOSIT INFORMATION
Name: _____
Bank Name: _____
Routing Number: _____
Account Number: _____
Signature: _____ Date: _____

Example:



Commission Schedule

Commission level is based on agent income (net earnings to agent).

Agent Earnings	% of Gross Commission to Agent
\$0 - \$40,000	70%
\$40,001 - \$50,000	75%
\$50,001 - \$100,000	80%
\$100,001 - \$200,000	85%
\$200,001 - \$300,000	90%
\$300,001 - \$400,000	95%
\$400,001 +	100%

Your starting split for the next calendar year will be your ending split for the current year. *For example, if you end 2014 at a 75% split, you will begin 2015 with a 75% split.* Agent earnings are not cumulative from calendar year to calendar year. Each calendar year will stand alone for agent earnings to increase commission split percentage.

The highest beginning agent split will be 80%. You may earn up to 100% commission split, but will start the next calendar year no higher than 80% and progress.

Voluntary Commission Deductions

To be completed by the agent, returned to the Office Manager and forwarded to the corporate office.

Date: _____ New Form Revision of Current Deductions

All deductions will be applied to every commission check from a closed sale. We will not apply deductions to home warranty checks or any BPO checks due to the small amount of these commissions. All other deductions will be applied before percentages for voluntary deductions, i.e. referral fees, past due agent accounts, etc.

All percentages will remain in effect until notified, in writing, of the changes. To make changes, please complete another one of these forms and submit to corporate accounting.

All disbursements must be requested in writing (or via email) and will be returned within 72 hours of receipt of request. Email requests to Carrie Mundy, carriem@bobparks.com.

Please indicate which deductions you wish to include and the percent applied to each.

- Tax Savings** _____%
disbursed to agent based on estimated tax payment dates - on or about April 10, June 10, Sept 10 and Jan 10
- Investment Account** _____%
disbursed to agent upon written request

AGENT INFORMATION

Agent Name: _____

Date deductions are to be effective: _____

Agent Signature: _____

Meetings and Training Schedule

My Office Sales Meetings are:

My Office Training Meetings are:

Webinar Wednesdays

10:00 am every Wednesday we discuss topics relevant to requests or current training trends. Register at www.webinar.bobparks.com View the calendar at www.bobparks.com/content/Weekly_Webinars.

NINJA INSTALLATION

Twice a year we will offer the 4-day Ninja Installation course. Check with your Broker for more information.

JumpStart: An Investment in You

The JumpStart series is monthly, intense, one-day class taught by our Brokers/Agents/Staff. It typically occurs the first or second week of each month, the class will be from 9 am to 4 pm.

Parks Professional Development Series

12-week workshops taught in cycles throughout the year, Thursdays, 10 am - 12 noon, Brentwood Training Center, classes will be posted in your office work areas.

Associations/Professional Organizations

Please be mindful of association meetings, etc. These will be posted in your offices or emailed to you through your affiliation with organizations and/or word of mouth.

To sign up for any class, please send an email to: register@parksathome.com.

WEBSITE	LOGIN / PASSWORD / USER NAME	COMMENTS
Agent Site / Intranet via www.parksathome.com	Username: Your email address Password: password (until you change it)	The public & agent site, accessible in the bottom right corner of the home page: www.parksathome.com
www.dotloop.com	Username: _____ Password: _____	Paperless, document storage & transaction management system
www.toolkitcma.com	Username: Your email address Password: password	Pre-designed, branded (one for each brand), & customizable presentations for buyers, sellers, expired listings & FSBO's for print, email, and/or ipad presentation.
www.tpmco.com (<i>The Personal Marketing Company</i>)	go to www.tpmco.com and sign up for an account, top right corner	if you need assistance, contact Molly at Corporate Marketing, molly@bobparks.com
www.impactorder.com	Username: Your email address Password: password	Impact Marketing creates affordable, high-quality presentation materials, postcards, just joined mailers, just listed/just sold, etc.
www.Trendgraphix.com	Username: BPAGENT Password: AGENT it is case sensitive, all caps	Useful charts and graphs for your listing presentations, mailings and social media postings
www.lwolf.com /wolfconnect	Username and password provided via welcome email from lwolf.com	To check your income and production
http://parksproperties.mobiler Realtyapps.com	<i>same as parksathome.com website login</i> Username: _____ Password: _____	To download your personalized app, manage keywords, download QR codes, view statistics - this is the app control center
www.showings.com 615-327-0101	Agent ID: _____ Password: _____	Centralized Showing Service
firstclasscolor.com	Username: bpuser Password: bp123	First Class Color offers competitively priced business cards. Go to client login at the top right of the home page.
CODES / PASSWORDS/OTHER MYSTERIES		
Office WiFi passcode	skrap1bob	This code is the same for all offices.
Copier Code		Your office copier/printer will require a code for printing and copies to accurately bill you for usage.
Postage Code		The office postage meter requires a code to accurately bill you for any postage expenses.
http://mail.parksathome.com	Username: _____ Password: _____	Realtracs webmail access

EZ Signs & Designs

P.O. Box 783 Hendersonville, TN 37077-0783

Phone (615) 927-4518 Fax (615)822-3521

ezsignsanddesigns@aol.com



PARKS - SIGN ORDER FORM

Date _____ **Location** _____

Office Phone # _____ **Office Fax #** _____

Quantity -

_____ - **24" x 24" Blue & White - Parks Properties**

Parks Logo w/Office Phone #, Agents Name & Phone #

3 Complete Units - \$57.00 each

6 Complete Units - \$51.00 each

(Minimum Order is 3 Signs per Agent Please)

Personalization (Please Print Legibly)

Agents Name _____

Agents Cell # _____

**Please Email form to: ezsignsanddesigns@aol.com
or fax to 615-822-3521**

**THE
VERY
IDEA!**

REAL ESTATE SIGNS & RIDERS

626 WEST COLLEGE
MURFREESBORO, TN 37129
(615) 893-7665 (615) 893-7662 FAX

may we help you?

1-24 SIGNS
24"x28" 3 COLOR/POCKET
24-48 HOUR SERVICE OR LESS
\$26.00 EACH
+\$2 for web address



IN-STOCK
8"x28"
RIDERS
\$9.00 EACH



25+ SIGNS
24"x28" 3 COLOR/POCKET
\$17.00 EACH



CUSTOM
8"x28"
RIDERS
\$16.00 EACH



8"x28"
IN-STOCK
RIDERS
\$10.00 EACH



Quantity pricing
available
on all riders!

8"x28"
CUSTOM
RIDERS
\$17.00 EACH



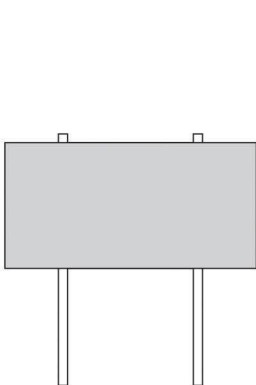
LICENSE PLATES



EMROIDERY or
SILK SCREEN



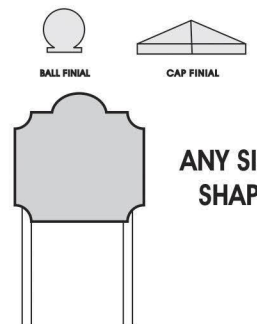
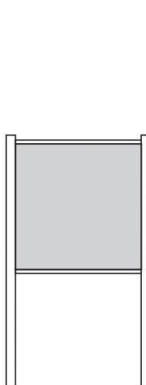
MAGNETICS



SINGLE SIDED



DOUBLE SIDED



**ANY SIZE/
SHAPE**

First Class COLOR.com

...is your source for top quality, full color
PARKS P business cards.
 Look at our prices and you will realize why
PARKS P agents are ordering
 cards from us. At these prices...
SO SHOULD YOU...

**1000 one-sided
business cards \$23.50**
 Shipping: \$7 per shipment, unlimited boxes

**1000 two-sided
business cards \$31.00**
 Shipping: \$7 per shipment, unlimited boxes

* Some of the many design choices available
 * Printed on actual card stock



PARKS P
 Debbie Garvin
 Affiliate Broker/REALTOR®
 1535 W. Northfield Blvd., Suite 7
 Murfreesboro, TN 37129
 615.896.4040 office
 800.206.4611 fax
 615.642.4050 mobile
 Debbie@TeamGarvin.com
 www.ParksAtHomeInTheBoro.com



PARKS P
 Willie Mangrum
 REALTOR®
 615-653-8192 mobile
 willie.mangrum8192@gmail.com
 www.GotWillie.com
 1535 W. Northfield Blvd., Suite 7 • Murfreesboro, TN 37129
 office: 615-896-4040 • fax: 615-895-0374



PARKS P
 Kristen Troutt
 REALTOR®
 1535 W. Northfield Blvd., Suite 7
 Murfreesboro, TN 37129
 615.896.4040 office
 615.477.3910 mobile
 615.895.0374 fax
 kristen.troutt@gmail.com



PARKS P
 Christian R. Poling
 Affiliate Broker
 615-123-1232 mobile
 christian.poling@parksathome.com
 www.parksathome.com/agents/cpoling
 Historic Franklin Office • 415 Main Street • Franklin, TN 37064
 office: 615-321-1235 • fax: 615-454-4568



PARKS P
 Christian R. Poling
 Affiliate Broker
 christian.poling@parksathome.com
 www.parksathome.com/agents/cpoling
 Mobile: 615-123-1232
 Office: 615-123-1235
 Fax: 615-123-1236
 Historic Franklin Office
 415 Main, Street, Franklin, TN 37064



PARKS P
 Name Here
 Title Here
 000.000.0000 office
 000.000.0000 mobile
 email address here
 Address line
 City, ST 00000
 website here



PARKS P
 Amy LaLance
 REALTOR®
 615-542-5836 mobile
 amy.lalance@comcast.net
 1535 W. Northfield Blvd., Suite 7 • Murfreesboro, TN 37129
 office: 615-896-4040 • fax: 615-895-0374



PARKS P
 Address line • City, ST 00000
 000.000.0000 office
 000.000.0000 mobile
 email address here
 Name Here
 Title Here
 website here

..Ordering from

First Class COLOR.com

is easy...

1. Go to **www.firstclasscolor.com**
2. Click on **Client Login**
 User Name **bpuser**
 Password **bp123**
3. Select card setup on right
4. Fill in your information
5. Submit your order

Its That EASY....

We will print and ship your cards within 72 hours.

Call us for ANY Business Card needs

The owners of First Class Color have been in business since 1984. Over the years we have provided printing and design for customers in sole proprietor businesses, major corporations, federal and state government agencies and non-profit organizations.

Our goal has always been to provide our customers with quality printed products at a very fair price. We strive to have customer relationships that last for years.

This philosophy has served us well,
and will serve you well, also.

First Class Color
 400 Progress Drive
 Columbia, KY 42728
 270.384.6408
 800.727.1882 (F)

BUSINESS CARD ORDER FORM | 250 CARDS \$80, 500 CARDS \$95, 1000 \$125

**RE-ORDER WITH NO CHANGES:
250 CARDS \$65, 500 CARDS \$80, 1000 \$110**

1. Check a Front AND Back Option



FRONT (no photo)



FRONT (with photo)



BACK (grey)



BACK (blue)

2. Enter your personal information below (name, designations, website, mobile)

YOUR INFO

Include all - designations, titles, other logos, etc.

YOUR OFFICE

Please include address/phone/fax.

3. Email completed form to Advocate Printing: order@advocateprinting.net
amp: Advocate Marketing & Print, 615-467-4545, www.advocateprinting.net

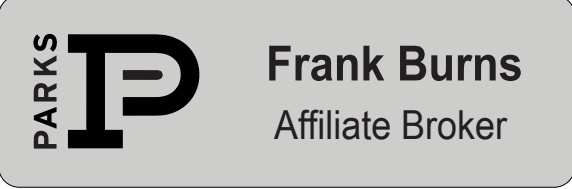
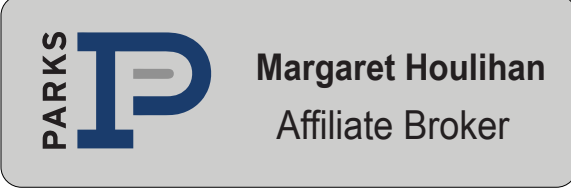
4. A proof will be emailed to you for review before printing.



B & B AWARDS AND ENGRAVING, INC.

1288 Dow Street • Murfreesboro, TN 37130

Voice: 615-890-4780 Fax: 615-890-2246

Circle the preferred tag style here and select fastener below.

Plastic	Metal
 <p>Frank Burns Affiliate Broker</p>	 <p>Margaret Houlihan Affiliate Broker</p>
<p>Black Parks logo, Silver/Gold 3.5 inch x 1 inch, black letter</p>	<p>Color Parks logo, Silver/Gold 3.5 inch x 1 inch, black letter</p>

 <p>Walter O'Reiley</p> <p style="color: red;">Plastic</p> <p>Black logo & text</p> <p>2 x 3 oval</p>	 <p>Benjamin Pierce</p> <p style="color: blue;">Metal</p> <p>Color logo & text</p> <p>2 x 3 oval</p>
---	---

These name tags are available in standard plastic with black lettering only OR a thin silver metal with color imprint only, as shown above. Circle your logo preference above and your style and fastener preferences below:

Style	Silver or Gold	Name	Title (if applicable)
<input type="checkbox"/> Pin (\$11) <input type="checkbox"/> Magnet (\$12)	_____	_____	_____
<input type="checkbox"/> Pin (\$11) <input type="checkbox"/> Magnet (\$12)	_____	_____	_____

Did you select your tag style? Oval or Rectangle? Metal or Plastic?

Order Date: _____	Ordered by: _____
Date needed: _____	Phone: _____
Office to ship to: _____	
Comments: _____	

CENTRALIZED SHOWING SERVICE

MORE SHOWINGS

MORE FEEDBACK

MORE EFFICIENT

One Number, One Call, Multiple Showings

Showing Code Form

***** Brokers/Managers: Please distribute this form to your agents! *****

My Name:

I want my Showing Code to be (up to 4 digits, letters or numbers):

MLS Office ID:

MLS Agent ID:

The CSS Showing Code is a 2-4 digit, alpha or numeric code that you provide to CSS in order to schedule showing appointments more efficiently and securely. Please choose letters and numbers that are easy for you to remember. This code is **STRICTLY** between you and CSS. **DO NOT** give this code to anyone else.

By providing this information, you are not obligating yourself to enroll in Centralized Showing Service (CSS). The showing code will allow us to a) more easily find you in our database if you have a difficult last name to spell and b) give you additional privileges that will make the showing process easier for you since we have conducted additional verification.

At some point, a showing code may be required* to schedule showings through CSS.

*Your market may already require a showing code.

Please fax completed form to 615-327-0098.

CENTRALIZED SHOWING SERVICE

MORE SHOWINGS

MORE FEEDBACK

MORE EFFICIENT

SHOWING INSTRUCTIONS FORM

Please PRINT all information in order for CSS to input your listings accurately.

 New Listing **Change**
Listing Agent:*(Listing Agent appearing on the MLS Printout only)***MLS Office ID:****Property MLS #:****Listing Address:***(Please include Unit # if applicable)***City:****Status:****Price:****Type of Access:** (Check one of the following.) **SentriLock** **Combination Lockbox****Combination:** **No Lockbox****Type of Appointment:** (Check one of the following.) **GO** (vacant; no calls made) **COURTESY** (call, leave message & show) **APPOINTMENT REQUIRED** (must confirm with seller/tenant/listing agent)**Special Instructions:** (notice, alarms, pets, key box location, appraisals to call LA, etc.)**Security:** **None** **Yes****In:****Out:****Password:****Pets:** **None** **Yes****Location:****Appraisals / Inspections to be set up by listing agents:** **Yes** **No****Contact Numbers SLR/TNT:** (Please put the numbers in the order you would like them called.)**1. Name:****Phone #:** ()**2. Name:****Phone #:** ()**3. Name:****Phone #:** ()**4. Name:****Phone #:** ()

Please fax completed form to 615-327-0098.

CENTRALIZED SHOWING SERVICE

MORE SHOWINGS

MORE FEEDBACK

MORE EFFICIENT

One Number, One Call, Multiple Showings

Agent Profile Form

Office Name:

Office Phone:

MLS Office ID:

Office Fax:

Agent Name:

MLS Agent ID:

Agent Mobile #:

Agent Home #:

(opt.)

Showing Code:

Voice Mail/Other#:

The **Showing Code** is an alpha or numeric code that is four digits that you will use to show properties in the Metro area. Please choose numbers or letters that are easy for you to remember. This code is strictly between you and CSS.

www.Showings.com

Complete the following section to establish your website account on **Showings.com**.

Website Password:

(You may use alpha and/or numeric characters- DO NOT use MLS password, or your CSS Showing code)

Website Hint:

The hint is used when you forget your password. It is a simple reminder for you. For example, if my CSS website password were "Ginger", my hint would be "childhood dog".

E-mail Address:

When logging on to the Centralized Showing Service, Inc. (CSS) website, you will use your MLS Agent ID as your Agent ID and the CSS Website Password you indicated above as your password.

CSS cannot guarantee that the CSS Website will be fully functional in every Internet Browser. Internet Explorer 4.0 or higher is required for users.

All information is deemed reliable, but not guaranteed. By filling out this enrollment form, you assume full responsibility for all information printed and all unauthorized access to website information. CSS Website passwords are not to be distributed to any other agent, seller or member of the public. Violation of this policy will result in immediate termination of Website service and potential termination of CSS service. CSS will periodically make updates to the website in order to add functionality and provide better service.

Please fax completed form to 615-327-0098.