



# Heartland MLS and Point2 Agent FAQ's

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## Intro

### What is Point2 Agent?

Point2 Agent is an online listing syndication solution that's an optional no-charge service for HMLS users. It includes a network of over 35 online partners - including Zillow, Trulia, Homescape and more - the largest syndication network available in the marketplace today.

HMLS Brokers will be able to opt into using the Point2 listing syndication service as of November 30, 2009.

### What are the benefits to me as the broker or agent?

As a service provider for Heartland MLS, Point2 will provide HMLS users a no-charge option to syndicate their property listings to over 35 Point2 Syndication Partner websites using Point2's syndication tools. The Syndication Partner websites will be updated automatically every 24 hours.

As a no-charge service, Heartland MLS will provide Point2 with the advertising data of the Active listings for those brokers who choose to use the syndication service. Those brokers and their agents will have their listings automatically syndicated, eliminating the need to perform manual updates and saving those brokers and agents time and effort. Heartland is making the data available for the Brokers who opt into using this service. Brokers, and their agents, who do decide to use this service, will be able to determine which of the Syndication Partners will display their listings.

Additionally, Heartland MLS brokers and agents who opt-in and activate a Point2 Syndication Dashboard will begin to receive reports and leads from the internet traffic the syndicated listings generate.

### How does it actually work?

Each Heartland MLS Broker will be able to opt into the program through the HMLS Matrix system. You'll receive an email with details about how to do that and instructions will be posted on the Matrix website.

If you prefer not to use the Point2 Agent Syndication service, **do nothing** – your listings will not be sent to any Syndication Partners or used in any way.

Brokers who do opt to use the service, and authorize HMLS to feed their listing data to Point2, will then receive a notice about setting up their online Syndication Dashboard. Agents in offices where Brokers have

opted-in will also receive an “invitation” via email to set up their individual Syndication Dashboard. These emails will be sent the very next day after Brokers opt-in.

**Note that you must have at least one active listing to receive a Syndication Dashboard.**

Within your own Syndication Dashboard you can:

- configure your syndication partner preferences – in other words, choose the sites where your listings will be syndicated by picking from a list of those sites displayed in your Dashboard.
- access prospect information and reports from syndication traffic. Consumers can opt to contact you via email; brokers may opt for emails to come to them or their agents. Note that a Syndication Dashboard **must** be activated to receive prospect emails.
- disable, or turn off, your listings’ syndication if you decide in the future to stop using the service.
- All at no cost to you.

Additionally, if you choose to you can create your own Point2 Agent account through your no-charge Syndication Dashboard. Optional for-fee Point2 Agent accounts offer more in-depth prospecting reporting tools and comprehensive analytics. A Point2 Agent account is **completely optional** and available for you to set up at any time right through your Syndication Dashboard.

### **How much work is this going to take?**

It’s very simple. Brokers need to keep an eye on your email inbox for an HMLS email with information about how to opt-in. Then, Brokers who opt-in, and their agents, will receive a specific Syndication Dashboard invitation email from Point2 Agent. That email will come the day after Brokers opt-in and it will have a link to create your Syndication Dashboard; use that link to set up your Dashboard and manage your syndication preferences.

Brokers who choose to opt-in will need to let their agents know they’ll participate and that agents will receive a Syndication Dashboard invitation to act on (a link to the Syndication Dashboard for Agents Getting Started Guide is at the bottom of the FAQs – providing it to agents will explain the process they’ll need to follow).

### **What do I need to do in order to start?**

Just watch your email and Heartland MLS will keep you informed with regular emails as we near our syndication date.

Then on November 30, 2009 Brokers will receive an email from HMLS about how to opt-in; those Brokers who opt-in, and their Agents, will receive an email the next day with a link to their Syndication Dashboard. These Syndication Dashboard emails will come from Point2 and their subject line will be “Heartland MLS and Point2 bring you Listing Syndication.”

Brokers and Agents will need to activate their Syndication Dashboards to use the program.

Please note that only Brokers and Agents with currently Active listings will receive the Syndication Dashboard emails. If you don’t have an Active listing now, when you do have one in the future you’ll be sent your own Syndication Dashboard invitation.

### **Is Point2 the same as IDX? Do they provide IDX?**

No - Point2 is a syndication aggregator, giving your listings massive exposure. With the broker’s approval by opting into the system, Point2 takes the listings from Heartland MLS and automatically syndicates them to the partners of your choice. Then they provide all the leads and traffic reports directly back to you. Our service

provider, Point2, provides our users with an added advertising and exposure opportunity for your listings. **This is not an IDX solution.**

## **What do listings look like on the Syndication Partner websites?**

Every website has its own way of displaying listings. To check them out, click any of the Partner logos on the spindle on this webpage: <http://agent.point2.com>.

Note that only listings that have at least one photo will be syndicated.

## **I've checked several of the Syndication Partner websites to see how listings appear. They have links visitors can click to *View More Details* or *Get More Info* about each listing. Where do visitors go when they click those links?**

As part of the no-charge Syndication service from Point2, a "Listing Detail Page," or "landing page" is created for each listing. That's where site visitors go to view more details. The page uses the info from the HMLS data feed, including the first 15 photos entered for the listing. A "Show Map" link is also included and it goes to a Google map. Prospects can send you an email message via the text boxes below the listing photos.

You can see examples of "Listing Detail Pages" or "landing pages" and more about Syndication Dashboards by attending a free Syndication Dashboard webinar conducted by the Point2 Agent Education department. See the schedule and register for a webinar at this link:

[http://www.point2agenteducation.com/Sessions - Syndication Dashboards/page\\_2268485.html](http://www.point2agenteducation.com/Sessions - Syndication Dashboards/page_2268485.html)

Please note that if you have a Point2 Agent for-fee account and website, visitors' clicks for more details will go to that website, not the "Listing Detail Page." There's more information below about Point2 Agent accounts / websites.

# **Syndication Dashboard**

## **What is the cost of a Syndication Dashboard?**

Syndication Dashboards are offered to Heartland MLS users at absolutely no cost. Where Brokers have determined that the listing syndication services provided by HMLS through Point 2 is a good fit for their business, you'll need to set up your Syndication Dashboard. Then you can access and change your syndication preferences, prospects, and listing stats right in the Syndication Dashboard, free of charge.

## **What is considered a "View" when looking at reports in the Dashboard?**

Within the Syndication Dashboard a "view" is recorded any time a prospect looks at your listing from one of our syndication partners.

## **I would like to see a demonstration about Syndication Dashboards. How can I do that?**

Free webinars are scheduled frequently about many Point2 Agent topics. Go here to see the schedule of Syndication Dashboard webinars conducted by the Point2 Agent Education department:

[http://www.point2agenteducation.com/Sessions - Syndication Dashboards/page\\_2268485.html](http://www.point2agenteducation.com/Sessions - Syndication Dashboards/page_2268485.html)

*Attending one of these hour-long webinars is a great way to familiarize yourself with Dashboard how-to's and functions.*

## **Are the Dashboards different if I am a broker than if I am an agent?**

Yes.

The Syndication Dashboard for **Brokers** includes the tools to set the overriding syndication preferences for all the listings in your entire office. This allows brokers to set which syndication partners receive their office listings.

The Syndication Dashboard for **Agents** allows agents to view the syndication partners that have been selected by their Broker and can then further select syndication partner preferences on a per listing basis.

Both Brokers and Agents can receive reports and prospect email leads through their Syndication Dashboards. Note that you must activate a Syndication Dashboard to receive prospect emails. Brokers will receive leads for all of their office's listings (through their Dashboard) if their agents do not ever activate their own Dashboards. Once the Dashboard is activated by Agents, the leads will then be passed onto the listing agent.

## **What if I am a Broker who is also actively selling property (a broker and an agent)? Which version of the Dashboard do I receive?**

You will have access to the features of both Dashboards within one Dashboard account. This means you will have the ability to set the syndication partner preferences for your office as well as your own personal listings within one account.

## **Other Brokers and Agents have received a Syndication Dashboard but I haven't. Why?**

If you're in an office where the Broker has opted into the Point2 syndication program and you currently do not have any Active listings, you will not have been offered a Syndication Dashboard yet. Once you have an Active listing you will be sent your own Syndication Dashboard invitation and at that point you can opt into using the syndication service. If you do currently have listings and still have not received a Syndication Dashboard invitation, please check your email Junk Mail folder. The Syndication Dashboard invitation is sent to the email address which the MLS has on file for you. Please ensure that this is the email address you are checking. Feel free to contact Point2 Agent Customer Care ([agent@point2agent.com](mailto:agent@point2agent.com)) to have your Syndication Dashboard invitation resent.

## **What happens if an agent has one active listing that they syndicate, then the listing goes off market and the agent does not have any other active listings? Will their Dashboard be deactivated? If they get a new listing will the Dashboard then be reactivated or will they receive a new email with a new Dashboard invitation link?**

The Dashboard will not be deactivated. Once a Dashboard is provisioned to a member, it will continue to be active regardless of whether or not the agent has any active listings. The sold listings, however, will disappear from their Dashboard and the Dashboard will remain empty until they have a new listing.

## **I'm a Broker who has opted-in. Why do some agents not appear in my Broker Syndication Dashboard?**

The Point2 Syndication Dashboard displays to brokers only their agents with Active listings and active data. Agents without active data are not displayed to keep the information appearing in the Dashboard tidy and organized. The Point2 Syndication Dashboard is not designed to allow or require brokers to 'manage their agents', it is designed to give brokers the power to syndicate their active listing data. Managing a current up-to-date list of agents is possible using an optional for-fee Point2 Agent website account and its Roster feature.

## **I am an office manager, why didn't I receive a Syndication Dashboard?**

The Syndication Dashboard invitation email is sent to the designated listing broker. It is their responsibility to review and approve the syndication partner settings within the Syndication Dashboard. If you wish to obtain the login information to access their Syndication Dashboard, please consult with your broker.

## **The list of Syndication Partners shown in my Dashboard is different than what was shown in a Point2 webinar I attended. Why is this?**

Some partners may have been suspended, or have dropped off completely. Also, some partners may not be available in all areas. You may notice that some partners won't appear in your Syndication Dashboard list at all, but will be available within an optional for-fee Point2 Agent account if you select to establish one.

# **Point2 Optional Websites/Accounts**

## **What are the differences between a Syndication Dashboard and a Point2 for-fee account?**

Your Syndication Dashboard, provided at no cost to Heartland MLS users who have opted to use the program, shows general information and reports. The optional for-fee Point2 Agent accounts offer additional features. Your Syndication Dashboard will include:

- A list of all syndication partners and the ability to manage which ones you syndicate to (your Syndication partner preferences within your Dashboard will affect where all your listings appear)
- Statistics for each listing
- Reports of all prospects generated from syndication sites

A Point2 Agent account provides even more flexibility and options for:

- Detailed statistics on listing activity on a per partner basis and comprehensive website activity
- Advanced prospect management and CRM tools
- A fully functional website, suite of broker tools, drip email campaigns, and more

The ability to activate your own Point2 Agent account will be available within your Syndication Dashboard. *Creating a Point2 Account is completely optional.*

## **Once I create a Point2 Agent account, what are the benefits?**

With your Syndication Dashboard all prospect information is emailed to you and some details are included within the Dashboard.

If you decide to purchase a for-fee Point2 Agent account, not only will the prospect information still be emailed to you, but also all the prospect information and listing statistics are pulled directly into your account. Within your Point2 agent account you can access additional prospect management tools, more detailed stats, and more in-depth analytics.

If you create a Point2 Agent account all prospects who view specific listings at various syndication partner sites will actually be taken directly to your listing on your Point2 Agent website, if you've selected to include an optional website with your account.

More information about for-fee accounts is available at <http://agent.point2.com>. To call Point2 Sales, phone 1-800-659-5494.

## Will I still be able to access my Syndication Dashboard once I activate a Point2 account?

Yes, you will be able to access both with the same account login information and seamlessly between.

## Why do I have to manually set up a Roster if I set up a Point2 Agent brokerage account?

The Point2 Syndication Dashboard is a relatively limited interface, while the Point2 Agent solution has a full suite of many valuable features. The Roster feature allows the broker to easily create a network of accounts for each agent in their office. This allows the broker to route prospects more effectively and more oversight in their conversion process. The Roster will also distribute brokerage listings across the network to everyone's website, with no re-entry necessary! Because each agent would need to have an individual Point2 Agent account and incur related fees, this is not an automated process.

# Existing Users of Point2 Agent For-fee Accounts

## I already have a Point2 account, does this affect me?

The Point2 Syndication Dashboard is a simple interface that facilitates the automatic syndication of listings from the MLS. Heartland MLS Brokers will need to opt-in to the Point2 program through the HMLS Matrix system in order for agents of that company to receive a Syndication Dashboard. **Any members who already have a Point2 Agent account will also receive a Syndication Dashboard.** There is no cost associated to the Syndication Dashboard.

## How does this benefit me?

With this integration with Point2 you will only ever have to enter your listings once at Heartland MLS. Your listings will automatically be imported to your Point2 Agent account. You will never have to enter your listings into your Point2 Agent account ever again.

## If I already have a Point2 Agent account do I need to access/use the Dashboard?

Yes. You must access your Syndication Dashboard at least once in order to connect your Dashboard to your existing Point2 Agent account and completing this step will allow for your listings to be imported directly to your Point2 Agent account. Instructions will be provided to you.

You do not need to continue using the Dashboard after you connect it to your Point2 Agent account.

## Should I keep my Point2 website?

Absolutely. Soon Point2 will allow you to link your Syndication Dashboard with your Point2 Agent account. The reports and features within your Dashboard consist of a very small subset in comparison to the powerful features within your existing Point2 Agent account.

## Is there any additional cost as an existing Point2 member?

No. You keep your existing Point2 Agent account with no additional costs over and above what you are already paying.

## How is the Syndication Dashboard different from my Point2 account?

Your Syndication Dashboard shows general information and reports compared to what your Point2 Agent account provides. It includes:

- A list of all syndication partners and the ability to manage which ones you syndicate to (your Syndication partner preferences within your Dashboard will affect where all your listings appear)
- Statistics for each listing
- Reports of all prospects generated from syndication sites

As you may already know, your Point2 Agent account provides you with even more flexibility and options for:

- Detailed statistics on listing activity on a per partner basis and comprehensive website activity
- Advanced prospect management and CRM tools
- A fully functional website (optional), suite of broker tools, drip email campaigns, and more

### **How does the Syndication Dashboard affect me and my existing Point2 website? Do I need different login information to access my Dashboard?**

When you receive your Syndication Dashboard invitation and click the link to activate your own Dashboard you will be required to choose a username and password. This login information must be different than what you normally use for your Point2 Agent account login. Once you've activated your Syndication Dashboard you can immediately click on the link to connect your Syndication Dashboard to your Point2 Agent account. You will be able to choose your Point2 Agent account to link to, then select which login information you want to set to use for both your Point2 Agent account and your Syndication Dashboard. More information can be found in the [Syndication Dashboard Getting Started Guides](#), Section 7.

## **Listings (for Existing Point2 For-fee Account Holders)**

### **I already entered listings into my Point2 account, how will this affect listings already in my account?**

As an existing Point2 for-fee account holder, you will see two of the same listings when you first access your Point2 Agent account from your Syndication Dashboard. One will be imported from MLS and the other would be the one you manually entered directly in your Point2 Agent account. The MLS listing will be clearly identified in your Manage Listings area of your Point2 Agent account.

### **Will I have duplicate listings (one from my MLS and one that I entered) in my Point2 Agent account?**

Yes, you will see duplicate listings in your Point2 Agent account. **Point2 suggests archiving your manually entered listings.** Find the instructions in the Point2 Agent User Manual at [http://agent.point2.com/help/Default\\_CSH.htm#1045](http://agent.point2.com/help/Default_CSH.htm#1045)

### **If both of my listings appear which one will be syndicated out?**

Both of your listings will be syndicated out, however, only one listing will be accepted by the various syndication partners. Each individual syndication partner determines which listing they choose to accept. If you archive your manually entered listings, only the listings imported from Heartland MLS will be syndicated.

Note: Listings that are imported from MLS which are later marked as SOLD will no longer be syndicated. However, manually entered listings in your Point2 Agent account that have not been archived and are later

sold must be marked as such manually within your Point2 Agent account or they will continue to syndicate. We strongly recommend archiving all your manually entered listings once connecting your Syndication Dashboard with your Point2 Agent account to prevent any confusion.

## Listings (for New Point2 For-fee Accounts)

### I'm a broker who opted to set up a Point2 Agent website through the link in the Syndication Dashboard. Why are none of my office listings imported?

Listings within the Point2 Syndication Dashboard are imported directly into the Point2 Agent account of the assigned listing agent. This means that the broker will only import listings on which they were also the assigned agent. To have all the office listings appear on the Point2 Agent brokerage account, every agent in the brokerage must have a Point2 Agent account and all these accounts must be linked together using the Broker Roster feature.

## Support and Education

### Where can I find more information on Point2?

You can locate general information about Point2 as a company (<http://www.point2.com>) and about Point2 Agent (<http://agent.point2.com>) specifically on their corporate websites. Call 1-866-977-1777 for additional support on the Syndication Dashboard and information on the upgraded membership packages. Call 1-800-659-5494 for sales of Point2 Agent accounts / websites.

### Where can I find step by step instructions?

For more specific information about syndication, your Syndication Dashboard, and using your Point2 Agent account you can access the following resources:

Syndication Dashboard Webinar (demo on setting up and using a Dashboard):

[http://www.point2agenteducation.com/Sessions\\_-\\_Syndication\\_Dashboards/page\\_2268485.html](http://www.point2agenteducation.com/Sessions_-_Syndication_Dashboards/page_2268485.html)

Syndication Dashboard for Brokers Getting Started Guide:

[http://agent.point2.com/documents/SyndicationDashboardGSG\\_brokers.pdf](http://agent.point2.com/documents/SyndicationDashboardGSG_brokers.pdf)

Syndication Dashboard for Agents Getting Started Guide:

[http://agent.point2.com/documents/SyndicationDashboardGSG\\_agents.pdf](http://agent.point2.com/documents/SyndicationDashboardGSG_agents.pdf)

Point2 Agent User Manual: <http://agent.point2.com/help>

Point2 Agent Education Website: <http://www.Point2AgentEducation.com>

### I do not have the email from Point2 with my Syndication Dashboard link. How can I retrieve it?

You can contact Point2 Agent Customer Service at [agent@point2agent.com](mailto:agent@point2agent.com)