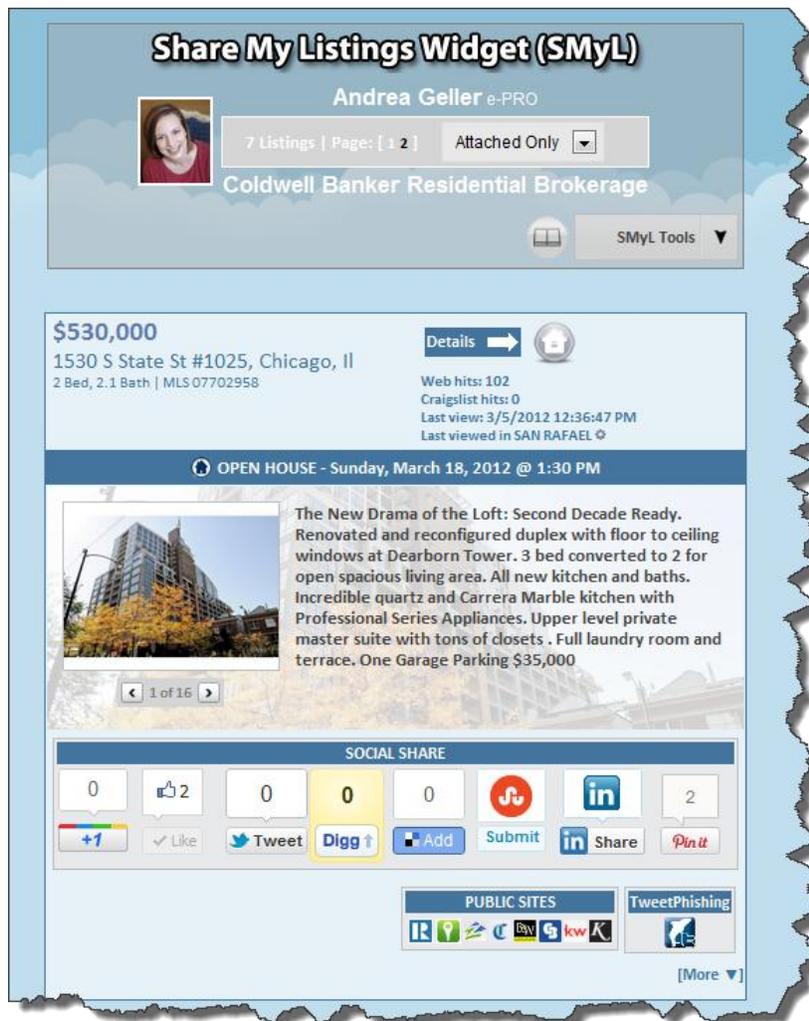


Midwest Real Estate Data brings to you a full-fledged social marketing tool we call the “Share My Listings Widget” (SMyL). SMyL is a powerful tool that will allow you to perform some of the following:

- Share your listings on eight popular social networking sites including **Facebook, Twitter, Google+, Craigslist, LinkedIn, and Pinterest!**
- A **Flash embedded** or **HTML based iFrame** link that will always show your active inventory on your **blog** or **company website**.
- Use the **SMyL Facebook app** to always show your active listings on your **Facebook business page**.
- Grab a custom **QR code** for each active listing.
- Use the social research tool “**TweetPhishing**” to view live tweets as they happen, near your listings.
- Quick, one-click **courtesy buttons** to view your listings representations on popular consumer sites.
- Gather **real time web stat analytics** to show how successful your marketing is.
- View your **SMyL Power Ranking** to see how you measure up to others!
- And much, much more!

You can find a link to **SMyL** in the **connectMLS > My MLS > Tools** area AND by logging into mredllc.com and clicking on the “**My Listings**” link on the left.



The screenshot displays the SMyL widget for a property listing. At the top, it features the title "Share My Listings Widget (SMyL)" and the agent's name "Andrea Geller e-PRO" with a profile picture. Below this, it shows "7 Listings | Page: [1 2]" and a filter set to "Attached Only". The brokerage is identified as "Coldwell Banker Residential Brokerage".

The main listing details include a price of "\$530,000" and the address "1530 S State St #1025, Chicago, Il" with "2 Bed, 2.1 Bath | MLS07702958". It also provides statistics: "Web hits: 102", "Craigslist hits: 0", "Last view: 3/5/2012 12:36:47 PM", and "Last viewed in SAN RAFAEL".

An "OPEN HOUSE" event is scheduled for "Sunday, March 18, 2012 @ 1:30 PM". A photo gallery shows a building with the caption: "The New Drama of the Loft: Second Decade Ready. Renovated and reconfigured duplex with floor to ceiling windows at Dearborn Tower. 3 bed converted to 2 for open spacious living area. All new kitchen and baths. Incredible quartz and Carrera Marble kitchen with Professional Series Appliances. Upper level private master suite with tons of closets. Full laundry room and terrace. One Garage Parking \$35,000".

A "SOCIAL SHARE" section contains buttons for various social media platforms with their respective counts: Facebook (0), Like (2), Twitter (0), Digg (0), Add (0), Submit (0), LinkedIn (2), and Pin it (2). Below this are buttons for "PUBLIC SITES" (including iR, i, u, iBy, S, kw, K) and "TweetPhishing".

SMyL will display your active MLS inventory in an advanced one-line format. This data is automatically pulled from the MLS system and requires **no maintenance** at all!

SMyL is “Open House Aware” and will display a notice on each listing if an Open House is scheduled in the MLS... automatically!

Use SMyL to share your listings on eight popular social media sites!

The image shows a real estate listing widget for a property at 1530 S State St #1025, Chicago, IL, priced at \$530,000. The listing includes details such as 'Web hits: 102', 'Craigslist hits: 0', and 'Last view: 3/5/2012 12:36:47 PM'. It features an 'OPEN HOUSE' notice for Sunday, March 18, 2012, at 1:30 PM. The description highlights a renovated duplex with floor-to-ceiling windows, a new kitchen, and a private master suite. Below the description is a 'SOCIAL SHARE' section with buttons for Google+, Facebook, Twitter, Digg, Add, Submit, LinkedIn, and Pin it. There are also 'PUBLIC SITES' and 'TweetPhishing' links. To the right of the widget is a vertical list of social media sharing buttons with corresponding labels: Share on Google+, Share on Facebook, Share on Twitter, Share on Digg, Share on Delicious, Share on Stumble upon, Share on LinkedIn, and Share on Pinterest. At the bottom right, a callout shows a unique URL for the listing and a QR code. Three blue callout boxes provide additional information: 'Courtesy links for you to check your listing on popular consumer sites' (pointing to the public sites), 'TweetPhishing will show you live tweets as they appear near your listing' (pointing to the TweetPhishing link), and 'QR code for each listing!' (pointing to the QR code).

Courtesy links for you to check your listing on popular consumer sites

TweetPhishing will show you live tweets as they appear near your listing

Unique URL for each listing!



QR code for each listing!

Prior to marketing your listings on Facebook, Twitter or other sites, there are some options you may want to explore:

1. The **Craigslist template** section is where you can easily prepare your next **Craigslist post**.
2. **Flash** – this function provides a Flash link to your active residential listings that can be posted to your **blog, website**, or any webpage that allows **Adobe Flash** embedded links. **NOTE: currently the iPad device does not display Adobe Flash.**
3. **iFrame** – this function provides an HTML based **iFrame** link for use on your **blog, website**, or any webpage you control. There is no **Adobe Flash** used here.
4. **Facebook** – if you already have a **Facebook business page** as opposed to a Facebook Profile, this function will provide you with a link to MRED Facebook apps from which you can display all your listings on. This is a dynamic function and will automatically display your active residential listings, and remove any listings that subsequently go off-market. [Click here](#) to go directly to one of the two MRED Facebook apps.



Use **SMYL Themes** to differentiate yourself from others and brand the look and feel of the **SMYL reports** to your taste and liking!

There are currently **14 different SMYL themes** for you to choose from with new ones added all the time!

These themes also display in the **SMYL client reports** for your listings as well.



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

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

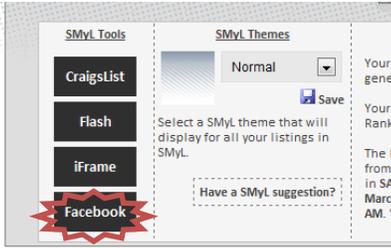


The Power User Ranking shows where you are when compared to your peers.

All web hits are tallied among all users and ranked from 1st to last.

Remember: once your listing goes off the market all of its analytic data is removed and your ranking will change. This is only for active listings being shared via SMyL.

SMYL gives you the location of the last viewer of your listing



The **Facebook** button - clicking this [link](#) gives you access to **MRED Facebook app** (or this [link](#) for the **FLASH version**). These apps will display your listings on your Facebook business page. They are dynamically controlled by your active inventory in the MLS.

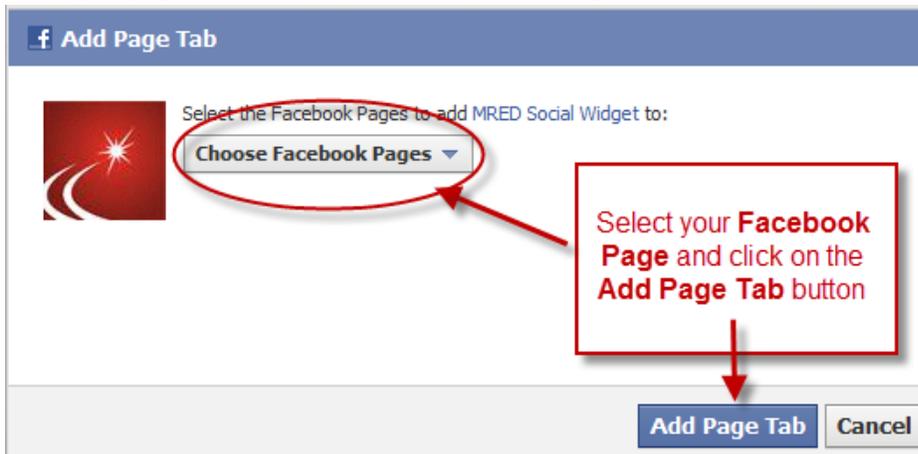
NOTE: You must have a Facebook business page and Facebook account in order to use this application. To create a Facebook business page, click [here](#).

Installing the MRED MLS Facebook app

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



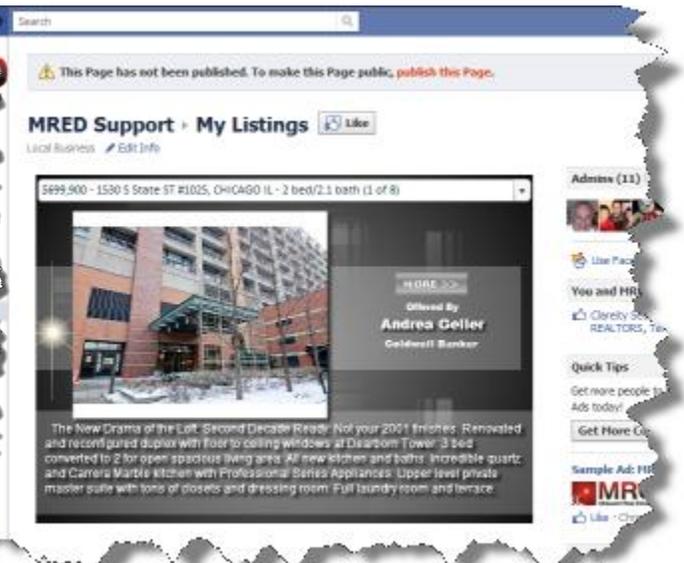
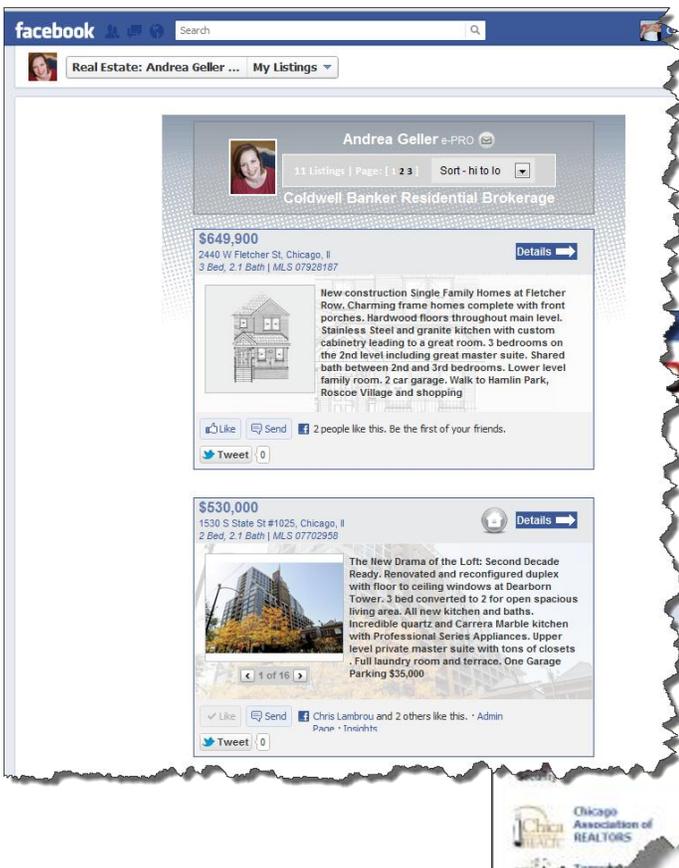
- 2) Select your page from the list and click on the “Add Page Tab” button.

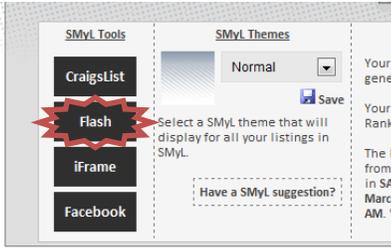


- 3) On your Facebook page, you will see a new app with a title of “My Listings”. Click on it and you will be asked to enter your MRED connectMLS ID & password.



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





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

Simply copy the link and place it on any web location that accepts **Adobe Flash** embedded links. Use this link to publish your active residential listings to your **blog, personal web site, etc.**

Please note that the popular mobile device **iPad** and **iPhone** do not display **Adobe Flash** content.

\$735,000 -
ELMHURST IL (4 Beds / 3.1 Baths)



MORE >>

Offered By
KATHY REPSIS
COLDWELL BANKER
RESIDENTIAL

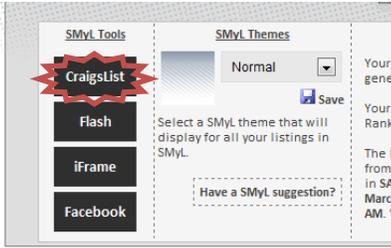
“STEP INTO ELEGANCE” THIS DYNAMIC 4 BEDROOM TOWNHOUSE IS UNIQUE! SUNDRENCE LIVING ROOM WITH DOOR TO LUSCIOUS LANDSCAPING, PINE TREES AND DECK. MASTER BEDROOM ON 1ST FLOOR. DROP DEAD GORGEOUS LOWER LEVEL WITH THEATRE ROOM, 2ND KITCHEN WITH STAINLESS STEEL APPLIANCES, BEDROOM AND BATH. ABSOLUTELY STUNNING LUXURY TOWNHOME. TOP NOTCH UPGRADE CHANDELIERS AND FIXTURES. END UNIT, IMPECCABLE, IMPRESSIVE....

```
<object width="500" height="350"><param name="movi
```

Copy Link

This is your personalized embeded link that will always display your active residential listings in the format shown above.

Copy the link above and place it on any web location that accepts Adobe Flash embeded links.



The **Craigslist** button of the **Share My Listings Widget page** will present you with your own HTML flyer template to be used on Craigslist or any other site that allows HTML.

- ✓ Select an active residential listing from your **MLS inventory** and a custom **HTML flyer** is created for you to copy and paste right into craigslist.
- ✓ Choose from **different color themes** to match your personal or company branding.
- ✓ Preview the flyer with one button click – to make sure there are no surprises.
- ✓ Data for the HTML flyer is pulled directly from the MLS ensuring the most current and accurate information.
- ✓ Main photo and all additional photos display in the flyer.
- ✓ Use in craigslist or any other site that allows HTML flyers.

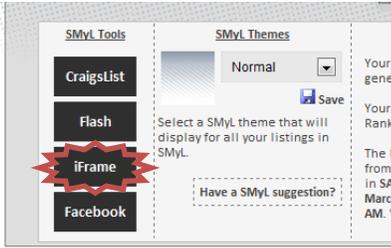
There are a couple of ways to post on craigslist. A user can just go through the steps and post. No login needed. You will have to provide an email address and there will be a confirmation email sent from craigslist where you'll have to click on a link provided to activate the post.

The other way is to post with a craigslist account. This way makes it easier to find your posts in case you need to remove or modify them.

When you post without a craigslist account, the confirmation email is very important. It will contain the link to your post on craigslist and a link to remove it (if you need to). Otherwise the post will expire in 7 days on its own.

Now includes viewing stats!
[Craigslist hits: 52] [Last viewed in BUFFALO GROVE]

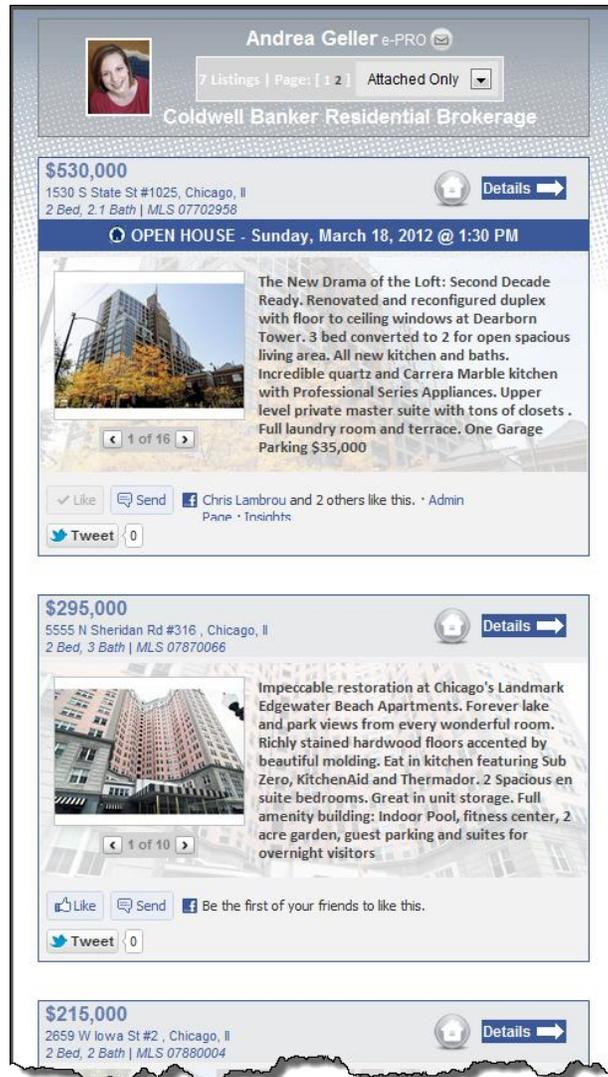




The **iFrame** button of the **Share My Listings Widget** will present you with your **personalized link** that will always display your active residential listings in the SMyL format shown below.

Simply copy the link and place it on any web location you control that accepts HTML iFrames. Use this link to show your listings on your **blog, personal web site, etc.**

This solution is **100% HTML** and does not use any **Adobe Flash**.

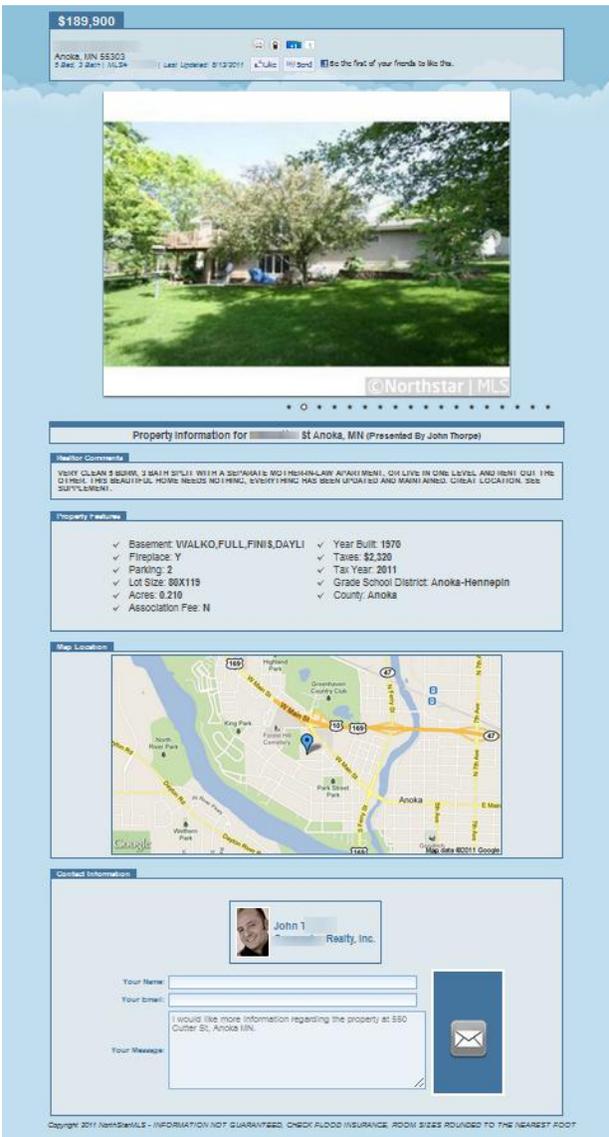


Tweet Phishing

Tweet phishing allows you to grab the current pulse of the entire twitter community in regards to your listing. You can search **keywords** from your listing or conduct a **radius search** that grabs actual tweets from around your listing. You can even view on a Google map where each tweet came from. A powerful way to: ***"find out what the neighbors are tweeting"***.

Facebook, Twitter, LinkedIn, Pinterest and all the other shares will refer back to the **SMYL client report** that includes contact information for you and your company.

Included with the report are **brief property details**, a **map location** of the property (*clicking on the map image opens up a new window with a larger map*), **contact Information** that includes an email section where your **Brokerage Name**, **agent photo** are displayed and where viewers can contact you for further information on the property. **NOTE:** Emails will be sent to the primary email address found in the MLS system. Also included are links to send property info to a **cell phone via SMS**, **Google Plus** and **Facebook Like** buttons and integration with the popular **WalkScore**TM website.



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

The image shows a hand holding a smartphone. The screen displays a mobile-optimized version of the real estate listing. At the top, it shows the address '1530 S STATE ST' and a small photo of the house. Below that are three expandable sections: 'DESCRIPTION', 'FEATURES', and 'OPEN HOUSE', each with a plus sign icon. The phone is held against a blue background.