

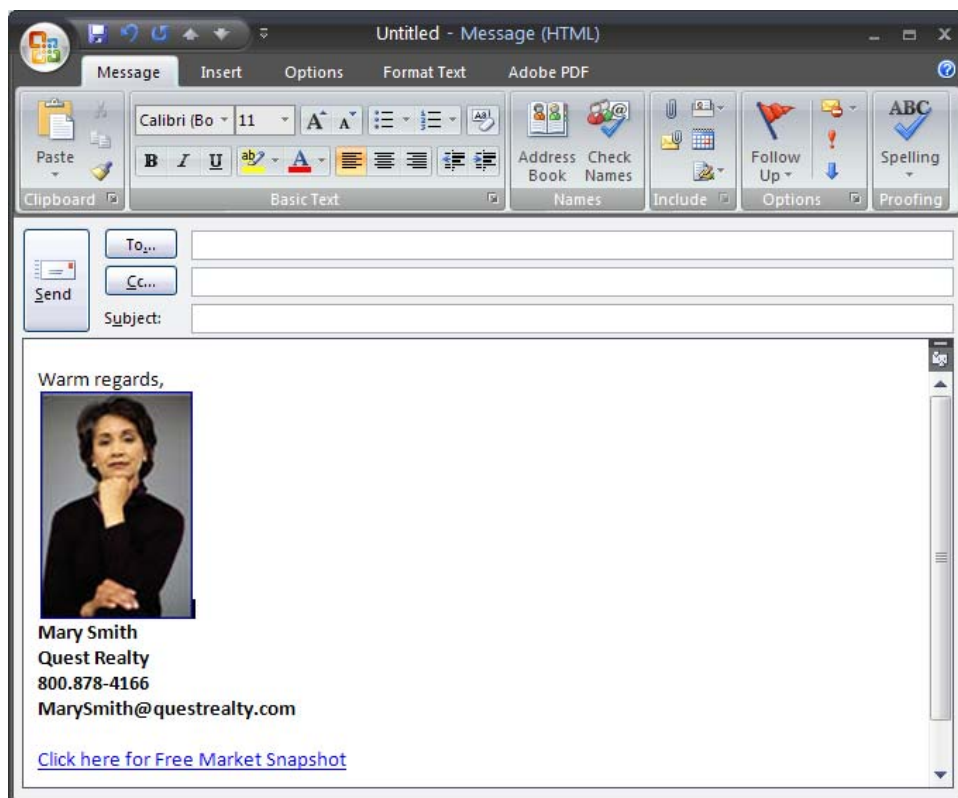
Six Steps to Success with the Featured CMA Farming Edition

Thank you for your investment in the Featured CMA Farming Edition. You recognize the value in having a complete turnkey system that will enable you to do “hands-free” prospecting– while you are completely booked up with your current clients. This highly organized system will help you become known in your community and neighborhoods without starting from scratch and designing a marketing plan.

The proven methods are simple and quick to implement and will help you to further leverage the Featured CMA Farming Edition and get additional inquiries from buyers and sellers.

Method 1 - Email Signature

Add a text link to the Market Snapshot Landing Page in your email signature.



1. Access your Top Marketer Control Panel at www.topmarketer.net
2. From the Inquiries menu choose *Inquiry Capture Setup*.
3. In the *Agent Inquiry Source* box enter Email Signature.

4. Choose the desired *Form Style* (Curved or Box Design).
5. Click the **Get Text Link** button.
6. Highlight the URL between the quotes and press CTRL-c to copy. The URL will look similar to *http://www.homeinsight.com/Widget/default.asp?1DJB17Z127Q1*
7. To create the signature access Outlook 2007 and click **Tools→Options**.
Instructions here are for Outlook 2007. If you use a different email program, please refer to your program's Help menu for instruction on creating email signatures. If your email program does not support hyperlinking, simply add the URL to your signature.
8. Click the **Mail Format tab** then the **Signatures** button.
9. If you already have a signature and would like to add the text link, click its name to edit.
10. To create a new signature click the **New** button and name the signature (example: Market Snapshot).
11. In the *Edit signature* box click where you would like the text link to appear.
12. Click the **Hyperlink** icon on the tool bar (last button).
13. In the *Text to display* box enter **Click here for Free Market Snapshot** (or text of your choice).
14. Click in the *Address* box and press CTRL-v to paste the Market Snapshot URL previously copied.
15. Click **OK**.

Method 2 – Link Domain Names to Market Snapshot

Purchase 2-3 domain names and link each to the Market Snapshot Landing Page. It is not recommended to use your name as part of the URL.

Suggested domain names: www.homevaluesinyourtown.com or www.yourtownhomevalues.com.

1. If you have not already purchased additional domain names at the time of your Featured CMA investment, contact your account executive for assistance.
2. If you have domain names through a different vendor, contact that vendor to purchase 2-3 additional domain names using phrases similar to the above examples.
3. Link each of the domain names to the Market Snapshot Landing Page.
4. Follow steps 1 through 6 in the **Email Signature** section to get the Market Snapshot Landing Page URL for linking each domain. If desired, you can change the *Agent Inquiry Source* text to reflect a different inquiry source (e.g., use the domain name).
5. Redirect your new domain names to this URL.

Method 3 – Advertise on craigslist.com

Create an ad on craigslist.com with one of your custom domain names that links to the Market Snapshot Landing Page. When placing the ad please refer to the following suggested text.

SAMPLE AD

Find Out Your Home's Value in just minutes! (*Anytown*)

Reply to: serv-608358653@craigslist.org

Date: 2008-03-16, 6:09PM EDT

To get a free Market Snapshot sent directly to your email within minutes, simply visit www.HomeValuesinAnytown.com. Complete the form, submit and you will receive your free report via email in minutes!

- Location: *Anytown*
- It's NOT ok to contact this poster with services or other commercial interests
- License info: State Licensed Broker #123456

PostingID: 11111111

Method 4 – Advertise in the Newspaper

Create a newspaper ad featuring one or more of your domain names that links to the Market Snapshot Landing Page.



Method 5 – Custom Business Cards

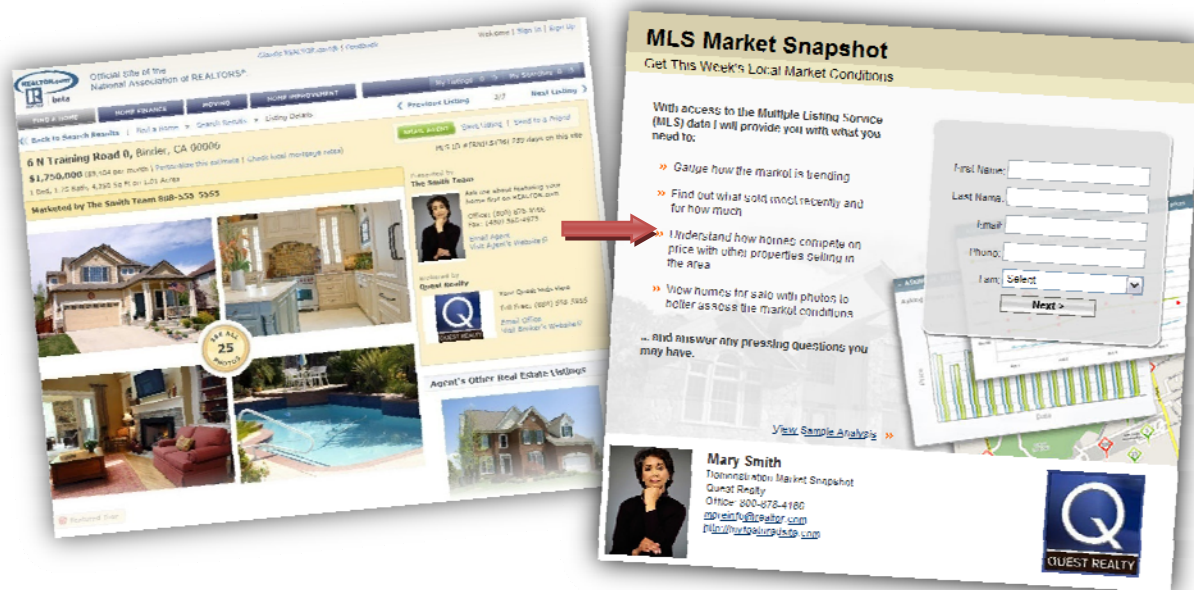
Create business cards featuring one or more of your domain names that links to the Market Snapshot Landing Page.



Suggestion: When you hold an open house have a supply of these business cards available. Visitors will be more inclined to take a business card than sign a guest list.

Method 6 – Link Your Showcase Listings to Market Snapshot

Link your Showcase Listings to the Market Snapshot Landing Page to capture the consumer's information.



1. Follow steps 1 through 6 in the **Email Signature** section to get the Market Snapshot Landing Page URL for linking to your listings. If desired, you can change the *Agent Inquiry Source* text to reflect a different inquiry source (e.g., *Realtor.com Listing*).
2. Access your REALTOR.com® Control Panel
3. Click the **Account Information** button.
4. Click *Agent/Office Info* in the gray area.
5. Click in the *Website URL* box and press CTRL-V to paste the URL for the Market Snapshot Landing Page.
6. Click the **Save Changes** button.

Direct 805-557-7960



Created by Amit Cohen

www.AmitsList.com or www.INeedExposure.com