

## Enhancing Information Shown for Your Listings

Real.leads relies on the MLS to provide virtually all the information about properties available in your marketplace. However, the many different MLSs have differing level of capabilities as far as describing a listed property, and in some cases, it may be desirable to supplement that information.

Real.leads offers a mechanism for the office administrator (or a premier listing agent) to supplement the MLS supplied information on selected properties. These options include:

- **Property Description** (available if MLS does not publish Public Remarks)
- **Upcoming Open House Schedule** (available if MLS does not publish open house schedules)
- **Links To Supplemental Content** – in addition to the Virtual Tour link provided by most MLSs. This feature allows you to offer links on the property detail page of a listed property to other online resources such as additional virtual tours, web commercials created with the RE/MAX Design Center, documents such as floor plans, HOA bylaws, high resolution photographs, etc.

To make use of these features, do the following:

1. Sign into your office website as an office administrator (or premier agent).
2. View the detail page of the listed property by any convenient means.
3. At the bottom of the page, click the **Manage Property Enhancement Details** link.
4. From the **Enhanced Property Listing Overview** page, the current settings (and source) of all enhanced information fields are shown. Click the **Edit Property** button.
5. Make any desired additions or changes:
  - a. To add a new Additional Info link, enter a descriptive title for the information (e.g. "Floor Plan", "Virtual Tour", etc.) and then enter the URL to the hosted content. If the content of interest is in the form of a local file, and you do not know how to post it on the Internet, contact real.leads support for assistance.  
To remove an Additional Info link, delete its **Description** and **URL**.
  - b. To add or change an upcoming Open House schedule, enter the **Date, Start and End Times**. This information will be shown on the property summary and property detail pages, and be included in the results of an open house search, until the entered date and time has passed.
  - c. To add or edit a Property Description, make the desired entry in the **Public Remarks** field, limiting it to 2,000 characters.

When satisfied with your changes, click the **Update Property** button.