



## Listings & IDX Tools

"Now, my website is the only place a buyer or seller needs to visit online. I can easily add my listings to my website and they can access the entire MLS as well!"

### RealtySoft Listings & IDX Highlights:

Everything you need in one place

Easy to learn and easy to use

Add listings to your website

Append photos and other information

Automatic submission to Google Base, Oodle, Trulia and many other sites

Syndicate listings with other agents and brokers

Show local MLS listings on your website

Capture leads automatically

Easily create property brochures for your listings

Allow comparisons and "favorites"

## MyListings™ Are Your Business!

Again and again, surveys show that listings are the main reason consumers visit your website. Now there's no reason for your buyers and sellers to go anywhere other than your website!

### MyListings Means Traffic for your Website

Listings are what attract both sellers and buyers to your services. It's what your profession is all about. It's the same on the internet, listings are the first reason visitors come to your website. RealtySoft MyListings will make sure that you can bring all the latest listings to your website - your own, listings from the entire brokerage, syndicated listings from other agents and brokers, or thru RealtySoft's IDX option, listings from your local MLS®.

### Don't Just List - Show as much as you want

With RealtySoft MyListings, you can easily add, edit, and manage your own listings. Add photos and details to enhance the listing including room by room descriptions, links to Google® Maps, or links to corollary selling documents. Visitors can browse your listings, compare them, and save them as "favorites". Now it's possible to create listings that will pre-qualify and pre-sell your prospective buyers and "wow" your existing sellers.



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### Reach Deeper Into The Market

RealtySoft MyListings will let you cover more of the market. You can incorporate listings from other agents and brokers both within and external to your brokerage. Also, through RealtySoft's IDX option, MLS listings can be displayed on your site and, not least, your own listings can also be automatically syndicated and submitted to major listing sites on the web such as Google Base, Oodle, LiveDeal, Trulia, RealEstate.com, PropSmart, and many more.

### Fully Integrated With Other RealtySoft Tools

RealtySoft MyListings dovetails with other RealtySoft tools. For example, you can use RealtySoft Marketing tools to easily create brochures based on your listings. Moreover, with RealtySoft, visitors to your website can contact you directly (as a lead), request fax copies of a listing, or download a copy of the listing. It all works together to make sure you get the most from every listing you have.

### Be sure to check out these other RealtySoft tools:

RealtySoft Internet Tools

RealtySoft Marketing Tools

RealtySoft Productivity Tools

RealtySoft Brokerage Tools

### About RealtySoft

REALTYSOFT offers you the best value in outstanding real estate technology solutions. That's because, for the past 10 years, RealtySoft has focused on only one thing: building the best online marketing tools for real estate agents and brokers, offering them at the best value, and ensuring that they produce the best results. RealtySoft web based solutions are available directly from RealtySoft or from selected industry partners and resellers.

### RealtySoft Contact Information

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