



MRIS Bridge Broker Control Panel Users Guide

Located at:

dutydesk.mris.com/broker_controlpanel

Introduction

Welcome to the MRIS Bridge Broker Control Panel. This is your broker control panel for customizing your Bridge site.

Your Bridge site is a full time attendant that serves the needs of potential customers by helping them find the listings that best match what they are seeking. Also, the Bridge will generate leads for your company by tracking which properties those prospects mark as favorites, and the searches they have saved.

The Bridge is specially designed to seamlessly extend the capability of your existing web site with the following features:

Customizing your Bridge Site

With this control panel you'll be able to customize the **fonts and colors** of your Bridge site and it's Control Panel. Also, you can add your web site's look and feel to your Bridge site by instructing it to **follow a template** you create on your site. When you supply this template for your Bridge site, it will appear just as if it were part of your existing web site.

Tracking Your Prospects

You also have access to all of the information your Bridge site collects for you automatically. By viewing the **Customer list**, you can view all of the prospects that have registered with your Bridge site. You can view the listings they have marked as favorites, and view the searches they have saved.

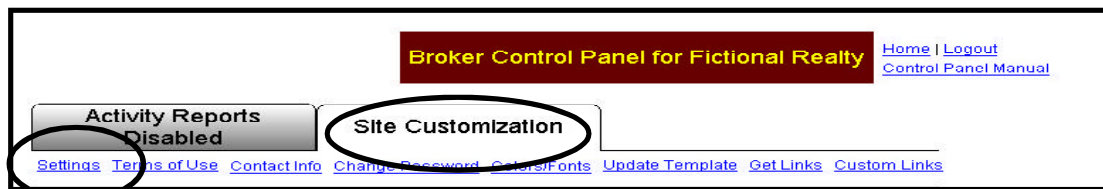
Export your Prospect list

Also, you can **export your customer list** to your internal systems. This allows you to further track and manipulate your registered prospect data. For example, you can export this information into a mail merge, or an online newsletter. This export occurs as a standard ASCII text file, using parameters you can customize to work most effectively with your existing systems.

MRIS Bridge Broker Control Panel – Site Customization

Settings

Settings selected in this section of the Control Panel will determine the registration requirements and display content available to visitors to your site.



Registration Display Options

Registration Required

No Non-Registered Visitors

Selecting “Registration Required” requires all visitors to register. Registered Visitors will have access to **all IDX listings**. Email Notifications and Prospector will be operational. The Terms of Use may or may not be disabled based upon the option you selected under the “Terms of Use” display option at the bottom of this screen. You may modify the Terms of Use if you chose. The Agency Disclosure statement and check box will be displayed as part of the registration process.

Registration Display Options:

Show Registration:

*Selecting "Registration Required" requires all visitors to register. Registered Visitors will have access to **all IDX listings**. Email Notifications and Prospector will be operational. The Terms of Use may or may not be disabled based upon the option you selected under the "Terms of Use" panel.*

*Selecting "Optional Registration" provides the visitors with an option to either register or bypass registration. Visitors that elect to register/login will have the same privileges as the "Required Registration" visitors above. **WARNING** - For visitors that did NOT register, the Terms of Use, Email Notification, and Prospector features will be disabled.*

*Selecting "No Registration" disables the registration process. The visitors will not have the opportunity to register or login. Therefore, visitors who had previously registered would be unable to access any information from their Toolbox, including Saved Searches, Email Notification, and My Favorites. **WARNING** - Selecting "No Registration" completely disables the registration process. Visitors will not have the opportunity to register or login. Previously registered visitors will not be able to access any information from their Toolbox, including Saved Searches, My Favorites, and will no longer receive Email Notifications.*

Registration Required
No Non-Registered Visitors.

Optional Registration
Non Registered Visitors should:

See Only My Broker Listings

Search and Display all IDX Listings

No Registration
All Visitors should:

See Only My Broker Listings

Search and Display all IDX Listings

Optional Registration

Non-Registered Visitors should:
 See only my broker listings
 Search and display all IDX Listings

Selecting “Optional Registration” provides the visitors with an option to either register or bypass registration. Visitors that elect to register/login will have the same privileges as the “Required Registration” visitors above.

For Non-registered visitors you may elect to display only your listings or all of the IDX listings.

WARNING - For visitors that did NOT register, the Terms of Use, Email Notification, and Prospector features will be disabled. The Agency Disclosure statement will not be displayed to non-registered users. The Terms of Use will be displayed to registered visitors if you have elected to display the Terms of Use statement in the option at the bottom of this screen.

No Registration

All Visitors should:

- See only my broker listings
- Search and display all IDX Listings

Selecting “No Registration” disables the registration process. The visitors will not have the opportunity to register or login. You may elect to display only your listings or all of the IDX listings available for display.

WARNING - Selecting “No Registration” completely disables the registration process. Visitors will not have the opportunity to register or login. Previously registered visitors will not be able to access any information from their Toolbox, including Saved Searches, My Favorites, and will no longer receive Email Notifications. The Agency Disclosure and Terms of Use statements will not be displayed.

User Registration Options

User Registration Lengths in Days

During the registration and account renewal process, the user will be able to select one of the three options for the number of days until account expiration. You can select anywhere from 1 to 99 days for each of the three expiration options.

Buying Potential Options

Use these settings to help determine how ready your prospects are to purchase. You can modify the text that is given. The default settings are:

- I want to buy now.
- I am thinking of buying in the next 24 months.
- I am just looking.

User Registration Options:

User Registration Length in Days:

Note: During the registration and account renewal process, the user will be able to select one of the three options for the number of days until account expiration.

Buying Potential Options:

Note: Use these settings to help determine how ready your prospects are to purchase.

Site Customization:

Show Street Address to Non-Registered Users: Yes No

Show Street Address to Registered Users: Yes No

Show Map to Non-Registered Users: Yes No

Show Map to Registered Users: Yes No

Show Driving Directions to Non-Registered Users: Yes No

Show Driving Directions to Registered Users: Yes No

Show Contingent Listings: Yes No

Note: This setting affects both Non-Registered and Registered visitors.

Show Non-Registered Users list of counties where you have listings: Yes No

Show Terms of Use: Yes No

Note: Terms of Use will only show on registration page, therefore if Registration is not shown, neither will Terms of Use.

Site Customization

Show Street Address to Users

If enabled, Users will be able to search by or view the street address.

Show Street Address to Users

If enabled, Registered Users will be able to search by or view the street address.

Show Map to Users

If enabled, Users will be allowed to view a map that is centered at the listing address.

Show Map to Registered Users

If enabled, Registered Users will be allowed to view a map that is centered at the listing address.

Show Driving Directions to Users

If enabled, Guest Users will be given a link from the listing maps to generate Driving Directions. This will only be visible if Show Map to Guest Users is enabled.

Show Driving Directions to Registered Users

If enabled, Registered Users will be given a link from the listing maps to generate Driving Directions. This will only be visible if Show Map to Registered Users is enabled.

Show Contingent Listings

If enabled, both Active and Contingent listings will be shown. This will effect Registered Users.

Show Users List of Counties Where You Have Listings

This is helpful if you have a lot of listings in different areas. Select **Yes**, if you would like visitors to choose from a list of the counties where you have listings. Select **No**, and visitors will go directly to your listings – this is good if you have only a few listings, or your listings are close together.

Show Terms of Use

Selecting “Yes” for this option will display the Terms of Use verbiage and check box to the registered visitors to your site. The Terms of Use will not be displayed to Non-registered

The screenshot shows the 'Site Customization' section of the control panel. A large black circle highlights the following options:

- Show Street Address to Non-Registered Users: Yes No
- Show Street Address to Registered Users: Yes No
- Show Map to Non-Registered Users: Yes No
- Show Map to Registered Users: Yes No
- Show Driving Directions to Non-Registered Users: Yes No
- Show Driving Directions to Registered Users: Yes No
- Show Contingent Listings: Yes No
- Show Non-Registered Users list of counties where you have listings: Yes No
- Show Terms of Use: Yes No

At the bottom of the form, there are 'Save' and 'Reset' buttons.

users. The Agency Disclosure verbiage and check box will be displayed to any site visitor as part of the registration process.

Selecting "No" will remove the Terms of Use verbiage and check box, however the Agency Disclosure will continue to be displayed.

Terms Of Use - Modification

If you elect to display the terms of use you may display the default verbiage provided by MRIS or you may modify the terms of use to suit the needs of your individual company.

After entering changes to the Terms of Use verbiage, click the Save button at the bottom of the screen.

The Restore Default Terms of Use button will restore the default Terms of Use provided by MRIS.

The Restore Custom Terms of Use button will restore your previously saved customized Terms of Use.

Terms of Use

Instructions:
Use this form to customize the Terms of Use that you will display to users of your search engine. When you save changes to these settings, it may take 30 minutes to change what customers see when they access your Bridge site.

Note: Deleting the text from the Terms of Use box below will automatically set your "Show Terms of Use" option to "NO" and will display "NONE" in the text box.

Terms of Use:

[Restore Default Terms of Use Template](#) [Restore Custom Terms of Use Template](#)

TERMS OF USE AGREEMENT

This Agreement (this "Agreement") is between Fictional Realty (sometimes referred to in this Agreement as "Broker," "We," "Us" or "Our") and you, the visitor to this site (the "Site") identified in the name field on the Registration Section where you entered your name (you are sometimes referred to in this Agreement as "You" or "Your"). For purposes of this Agreement, the term "Site" includes Our private, restricted-access Web site and the associated services We provide.

The purpose of this Agreement is to identify You and to confirm Your interest in buying or selling real property so that We may perform certain services for You. In consideration of access to the Site we may offer or provide to You, You agree to comply with this Agreement.

1. Eligibility for Use. As a condition of accessing and using Our Site, You affirm that You are a bona fide prospective buyer or seller of real estate in the United States and that You are at least eighteen (18) years old. If You do not meet these requirements, You

[View Privacy Statement](#)

Save **Reset**

Contact Information

The contact information provided will be included throughout your MRIS Bridge. This will be the contact information that people use to contact you about any listing they find using the MRIS Bridge. The Contact Information that is supplied will be displayed in both the MRIS Bridge Footer and Report Headers. To access the Contact Information from the Broker Control Panel, select the **Site Customization** tab, then click the **Contact Info** link. Enter the following information:

- ◆ Name – enter the full name to be displayed for contact purposes.
- ◆ Department – enter the contact department to be displayed.
- ◆ Company – enter the company name. This field is required and must be populated to update the contact information.
- ◆ Address – enter the mailing address.
- ◆ Address 2 – enter the second address line, this may include a suite number or any other pertinent mailing information.
- ◆ City – enter the mailing city.
- ◆ State – enter the mailing state.
- ◆ Zip – enter the mailing zip code.
- ◆ Phone 1 – this field is used for displaying the primary contact phone number.
- ◆ Phone 2 – this field is used for displaying the secondary contact phone number.
- ◆ Phone 3 – this field is used for displaying the tertiary contact phone number.
- ◆ Fax – enter the fax number.
- ◆ Host Domain – this is the domain for your website address. This will be used in any contact information or emails that refer to your website. Enter the domain in the following format: <http://www.yourcompany.com/>
- ◆ Logo Location – this is the location of your logo image. The image should be in a Gif or Jpeg format and should not be any larger than 150 x 100 pixels. The logo image will be displayed on the left of your contact information.
- ◆ Email – enter the contact email address.

Contact Information

Use this form to change information that will appear on your templates.

The information you provide here will be included throughout your Bridge site. The contact information you provide below will be the contact information that people use to contact you about any listing they find using your Bridge Site.

Note: when you save changes to these settings, they will be immediately visible on your Bridge site.

Name:

Department:

Company:

Address:

Address 2:

City:

State:

Zip:

Phone 1:

Phone 2:

Phone 3:

Fax:

Host Domain:

Logo Location:

Note: It is not advised that your logo is any larger than 150 x 100. All logos must contain a fully qualified URL, e.g. http://www.yourwebaddress.com/images/logo.gif

Email Address:

Once all information has been entered, click the **Update Information** button to save the changes.

Change Password

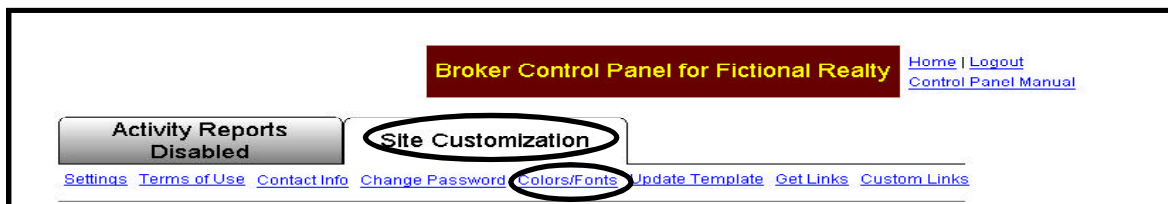
The Change Password option will allow changes to the password that is used to login to the Broker Control Panel. To access the Change Password option, select the **Site Customization** tab, then click the **Change Password** link.

Enter the current username, current password, then the new password and reenter the new password to verify the new password that you entered. Click the **Update Information** button to save the new password. Once the password has been changed, you will only be able to login the Broker Control Panel with your current username and the new password that was submitted.

The screenshot displays the 'Broker Control Panel for Fictional Realty' interface. At the top right, there are links for 'Home | Logout' and 'Control Panel Manual'. On the left, a navigation menu includes 'Activity Reports Disabled' and 'Site Customization', with the latter circled. Below the menu, a horizontal list of links includes 'Settings', 'Terms of Use', 'Contact Info', 'Change Password' (circled), 'Colors/Fonts', 'Update Template', 'Get Links', and 'Custom Links'. The main content area features a 'Change Password' section with a red header and the instruction 'Use this form to change your password.' The form contains four input fields: 'User Name:', 'Current Password:', 'New Password' (with the label 'Enter your new password:'), and 'Re-enter your new password:'. A red 'Update Information' button is positioned at the bottom of the form, which is also circled.

Colors and Fonts

The Colors and Fonts section is included to allow customizing the look and feel of the MRIS Bridge. Use this to manipulate the colors, fonts and font sizes of the MRIS Bridge to customize the appearance of the search engine. These settings control the look of the Control Panel - that way the appearance will be consistent with the corporate image. To access the **Colors and Font's** settings, select the **Site Customization** tab, then click the **Colors and Fonts** link.



To select colors, use standard HTML Named Colors (e.g. 'LightBlue'), or Hex Value Codes (RGB values such as '#ADD8E6'); or click the Choose Color button to visually select a color.



Font sizes will be updated based on Normal, +1, +2, +3, -1 and -2 settings. Normal indicates that the standard HTML font size will be used. +1, +2, or +3 indicates that the font size will be one, two, or three steps larger than the standard HTML font. -1 and -2 indicates that the font size will be one or two steps smaller than the standard HTML font.

Font styles will be updated based on the following font styles:

- ◆ Arial, Helvetica, Sans-Serif
- ◆ Times New Roman, Serif
- ◆ Serif
- ◆ Sans-Serif


To make changes to colors, click on the **Choose Color** button or type the Hex Value in the field provided. To make changes to the fonts, use the **Drop Down Lists** to make selections. Once changes have been made, click the **Save** button. Once the updates are complete, the changes can be previewed, before or after saving, by clicking the **Preview** button. If **Preview** is selected, a page will be shown that displays what the user will see with the given color and font scheme. If needed, select **Original Values**, the colors and fonts page will be reset to the original values.

The following custom settings can be updated through the Colors and Fonts section:


- ◆ Title Bar Color - the background color that will appear anywhere a title bar is used.
- ◆ Headline Font Style - the font style that will be used for Headline fonts.
- ◆ Headline Font Color - the font color that will be used for headline fonts. The Title Bar Color will be the background color to the Headline Font Color.
- ◆ Headline Font Size - the font size of that will be used for headline fonts.
- ◆ Subhead Font Style – the font style that will be used for subheadings.
- ◆ Subhead Font Color – the font color that will be used for subheadings.
- ◆ Subhead Font Size – the font size that will be used for subheadings.
- ◆ Normal Font Style – the font style that will be used for standard text and dialog.
- ◆ Normal Font Color - the font color that will be used for standard text and dialog.
- ◆ Normal Font Size – the font size that will be used for standard text and dialog.
- ◆ Background Color – the background color to be used for all pages.
- ◆ Link Color – the color that will be used for hyperlinks.
- ◆ Button Font Style – the font style that will be used on all form buttons.
- ◆ Button Font Color – the font color that will be used on all form buttons.
- ◆ Button Background Color – the background color that will be used on all form buttons.
- ◆ Button Border Color

Colors and Fonts


Instructions:
Use this form to customize the appearance of your search engine.

To select colors, use standard Named Colors, or Hex Value Codes; or click the Choose color button  to visually select a color. Also, these same settings control the look of your Control Panel -- that way the appearance will be consistent with your corporate image.

Note: when you save changes to these settings, they will reflect immediately to what customers see when they access your Bridge site.


Title Bar Color: 

Headline Font Style:

Headline Font Color: 


Headline Font Size:

Subhead Font Style:


Subheading Font Color: 


Subheading Font Size:

Normal Font Style:


Normal Font Color: 


Normal Font Size:

Background Color: 

Link Color: 

Button Font Style:

Button Font Color: 

Button Background Color: 

Button Border Color:

Update Template

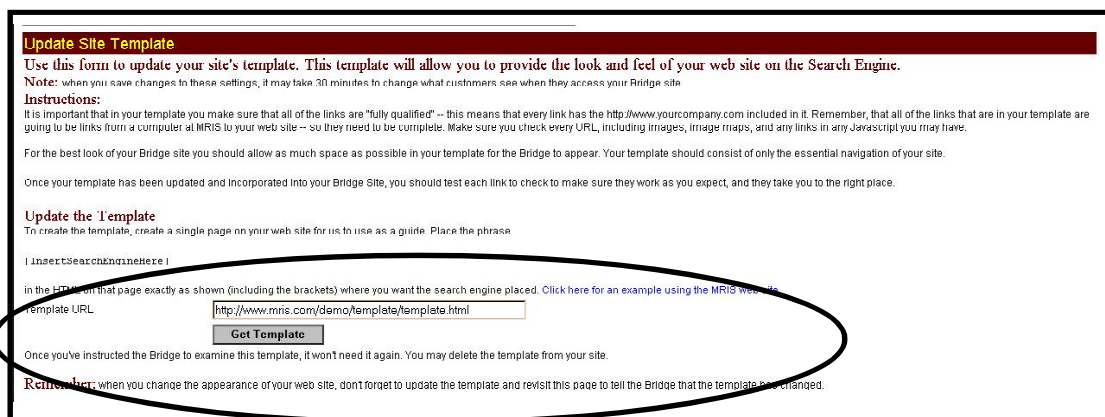
Use this form to update the site's template. This template will provide the look and feel of the web site on the Search Engine.

It is important that on the template that is made, that all of the links are "fully qualified" — this means that every link has the `http://www.yourwebsite.com` included in it. Remember, that all of the links that are in the template are going to be links from a computer at MRIS to the web site, so they need to be complete. Make sure that every URL is checked, including images, image maps, and any links in any Javascript.

For the best look of the MRIS Bridge site allow as much space as possible in the template for the Bridge to appear. The template should consist of only the essential navigation of the site.

Once the template has been updated and incorporated into the MRIS Bridge site, test each link to check to make sure they work as expected, and go to the right location.

To create the template, create a single page on your web site for MRIS to use as a guide. Place the phrase **[InsertSearchEngineHere]** in the HTML on that page exactly as shown (including the brackets) where the search engine should be placed. To view an example of how this is done, can click the **Click Here for an Example Using the MRIS Website** link. Once the template has been updated, enter the Template's URL in the Template URL field and then click on the **Get Template Button**. This will complete the update template process.



Update Site Template

Use this form to update your site's template. This template will allow you to provide the look and feel of your web site on the Search Engine.

Note: when you save changes to these settings, it may take 30 minutes to change what customers see when they access your Bridge site

Instructions:

It is important that in your template you make sure that all of the links are "fully qualified" -- this means that every link has the `http://www.yourcompany.com` included in it. Remember, that all of the links that are in your template are going to be links from a computer at MRIS to your web site -- so they need to be complete. Make sure you check every URL, including images, image maps, and any links in any Javascript you may have.

For the best look of your Bridge site you should allow as much space as possible in your template for the Bridge to appear. Your template should consist of only the essential navigation of your site.

Once your template has been updated and incorporated into your Bridge Site, you should test each link to check to make sure they work as you expect, and they take you to the right place.

Update the Template

To create the template, create a single page on your web site for us to use as a guide. Place the phrase

[InsertSearchEngineHere]

in the HTML on that page exactly as shown (including the brackets) where you want the search engine placed. [Click here for an example using the MRIS Website](#)

Template URL

Once you've instructed the Bridge to examine this template, it won't need it again. You may delete the template from your site.

Remember: when you change the appearance of your web site, don't forget to update the template and revisit this page to tell the Bridge that the template has changed.

Once you've instructed the MRIS Bridge to examine this template, it will not be needed again. Delete the template from the site.

Note: If the company web site has changed the appearance, don't forget to update the template and revisit this page to tell the Bridge that the template has changed.

Get Links

To link to the MRIS Bridge site from the company web site. Use the URL listed on this page. You can copy and paste this URL directly into the HTML on the company website.

Get Links

Use the Links below to link to your Bridge Site

General Link

To link to your Bridge site from your web site. Use the following URL. You can copy and paste this URL directly into the HTML on your Site.

```
<a href="http://dutydesk.mris.com/index.cfm?bf_broker_id=21">
  Search For Homes
</a>
```

To copy this text:

1. [Click here to select the text](#)
2. Click the Edit menu, then select Copy.
3. Switch to your web site editor program.
4. Place the cursor where you would like to insert the link.
5. In your web site editor program, click the Edit menu, and select Paste.

Activity Reports

The Activity Reports Section provides the ability to view customer detail including account information, saved searches, favorite listings, email notifications as well as the ability to resend email notifications and export custom reports.

Customer List

To access the Customer List, select the **Activity Reports** tab, then click the **Customer List** link. The initial screen of the customer list displays a list of all customers that have



registered to the site, their name, email address, activity state and account expiration date.

To view a higher level of customer detail, select the **Detail** link from the Customer List page. This will provide the customer's contact information, purchasing potential, account information, a list of saved search criteria, and a list of the customer's favorite listings.

To view the customer's saved search criteria, select the **View** link in the Saved Searches section of this page. To view the customer's favorite listings, select the **View** link in the Favorites section of this page. To view the customer's detailed email notifications, select the **Communication** link. Select the **Email Sent On** link for the corresponding day to view the email notification that was sent. This will provide the option to resend the email to that user.

5 Registered Prospects					
Customers: 1 to 5 of 5					
Name	E-mail Address	Status	Expiration	View	
CARR, RICK	rick.carr@mrjs.net	ACTIVE	05/03/2001	Detail	Searches Favorites Communication
DELGAUDIO, MIKE	delgaudm@mrjs.com	ACTIVE	04/18/2001	Detail	Searches Favorites Communication
DEWALD, CHRIS	christine.dewald@mrjs.net	ACTIVE	04/16/2001	Detail	Searches Favorites Communication
DUNLAP, KEVIN	kjdun@aol.com	ACTIVE	04/30/2001	Detail	Searches Favorites Communication
MARTIN, STEVE	steve.martin@mrjs.net	ACTIVE	04/19/2001	Detail	Searches Favorites Communication

Communication

The initial Communication page will display a list of any email notification and/or communications that have been sent on the current month. To display a previous month's communications, select the drop down list of months and then click **Go**.



To view the detailed communication information for any given day, select the link with the corresponding date you wish to view. This will display a detailed list of all

registered users that have received any email notifications for the given day. If you select the link to the registered users notification, you can view the exact message that was sent to the user. From this page, you will be given the option to resend the email notification. A resent notification will be a duplicate of the previous notification, however the email subject will also contain the text **RESEND** before the subject.

Summary of Communication Sent in April, 2001							
Note: Any missing dates indicate that there were no email updates transmitted that day.							
View Communication for <input type="text" value="March, 2001"/> <input type="button" value="Go"/>							
		Searches		Favorites			
Email Sent On	Messages Sent	Executed	Results	Total	Deleted	Price Change	Status Change
04/13/2001	2	12	83	2	2	0	0
04/12/2001	3	0	0	3	3	0	0
04/12/2001	3	12	56	1	1	0	0
04/09/2001	2	4	12	1	1	0	0
04/08/2001	2	4	16	1	1	0	0
04/07/2001	1	4	23	1	0	1	0
04/06/2001	1	4	22	0	0	0	0
04/05/2001	1	4	25	0	0	0	0
04/04/2001	1	4	27	0	0	0	0
04/03/2001	1	4	19	1	0	0	1
04/02/2001	1	4	10	0	0	0	0
04/01/2001	1	4	12	0	0	0	0

Export Customers

The Export Customers section will export all prospective customer information. The form will generate an ASCII (plain text) file of contacts based on the selected criteria. To access the Export Customers section, select the **Activity Reports** tab and click the **Export Customers** link.



Select any/all of the fields to export. Next, select the field delimiter. The field delimiter is the character that is used to separate the fields in the export file. Valid choices are comma, tab, pipe symbol or other. If other is selected, the character must be typed into the input box to the right of **Other**. Next, select to place values in quotes, if needed. If **Yes** is selected, all values will be contained within quotes. Next, select if column titles will be needed on the first line. If **Yes** is selected, all export information will have a title, if **No** is selected, all export information will not have titles. When finished, click the **Export** button. The next step is to save the export file. Once the file has been exported, it can be viewed in a spreadsheet editor such as Microsoft Excel, a text editor or import the file into an existing customer oriented program that might be used to maintain potential customer lists.

Export Prospects

This form will generate an ASCII (plain text) file of your contacts based on the criteria you select.

If prompted, save the file to your disk drive for later use.
You can use this file to import into other programs, such as database, spreadsheet, or word processing applications.

Use this form to export your customer list.

Fields To Export Status
 Purchasing Time Frame
 First Name
 Last Name
 Email Address
 Daytime Phone
 Evening Phone
 Start Date
 Current Expiration Date
 Times Renewed

Include Customer Status ACTIVE
 EXPIRED

Enrolled After:
Use Format 01/01/2001

Field Delimiter , (Comma)
 (Tab)
 | (Pipe Symbol / Vertical Bar)
 Other

Place Values in Quotes? Yes No

Column Titles on First Line? Yes No