

Training Guide for Equity Real Estate - Missouri

Activating your Account



1. Go to www.buyeracquire.com
2. Click on "Sign Up" tab
3. Click on "Sign up as a Listing Agent"

How do you want to sign up?

What's the difference between these choices?

- I want to create my own account
 I want to sign up under my brokerage's account
 I want to sign up under my lender's account

Next Cancel

4. Choose "I want to sign up under my brokerage's account"



5. Enter correct office number

Office Phone Number

(636) 692-4593

6. Enter your MARIS MLS ID
7. Complete account sign up as instructed.

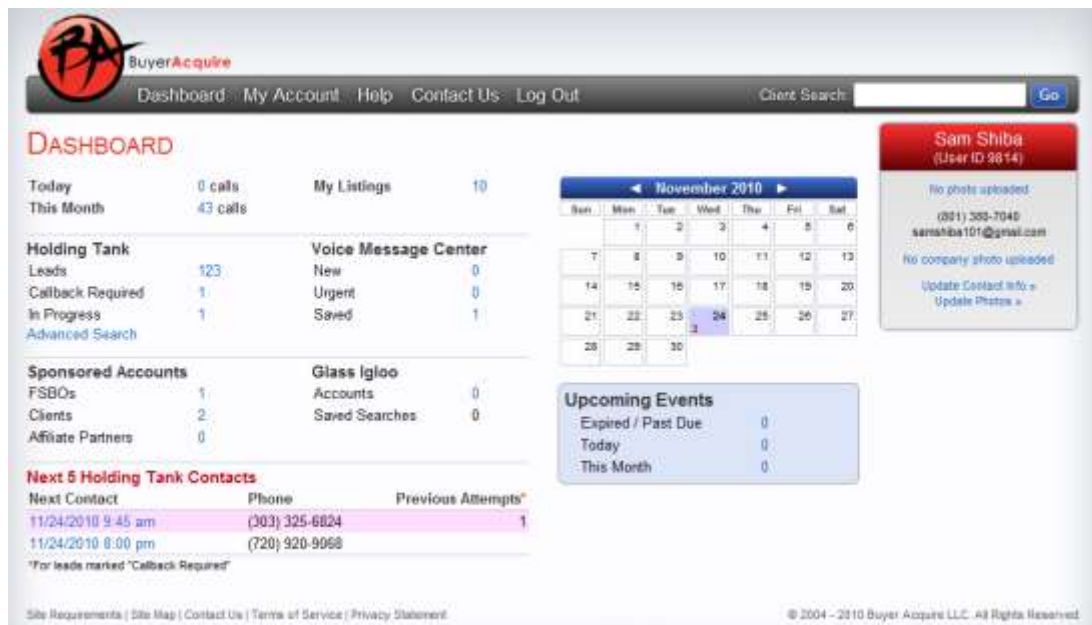
First Login and Account Configuration



When you first login you will see the “Quick Start” page – Review information and click on the check box before clicking the continue button. You will then be directed to your Dashboard page.

Account Dashboard

The dashboard gives you an at-a-glance view of real-time information associated with your account. From the dashboard you are one click away from most of your account activity. Follow up with potential leads, review client information, check a listing, or complete tasks and events directly from the dashboard.



- **My Listings – My Account -> My Listings**



You will also see the Media Types and Ad Codes page the first time you access your Listings. Once you have watched this short video you will be directed to your listings. Make sure you click you have reviewed the video at the bottom of the page.

Account Menu



- **Dashboard** – This tab will take you to your dashboard page from anywhere within your account.
- **Help** – Indexed guide to using the system. If you have a question about a particular item this is a great place to reference. You can also access Self-Help video clips and a list of best practices to help you more effectively use your Buyer Acquire service under Tips & Tools.
- **My Account -> Account Setup -> **Notify and Connect****
 - Two Profiles for shared hours or vacations
 - Verify email address from notifications
 - Text Messaging
 1. Enable or Disable text messages notifications
 2. Verify Cell phone and provider
 3. Set your notification hours
 - Live connection phone
 1. Set days and hours
 - Save Your Changes
- **My Account -> Account Setup -> **Listing Options****
 - Speak the price
 - Speak the address (only for other than rider sign calls)
 - Email my lender

- Top Producer and The Wise Agent Integration
- Save your changes
- My Account -> Account Setup -> **MLS Integration**
 - Verify you MLS and account number is setup
 - Only one MLS ID per MLS is allowed per account
- My Account -> Account Setup -> **Media Types**
 - Add New example Media type
 - Assign example Media type
- My Account -> Account Setup -> **Email Templates**
 - Build email templates to use when emailing your clients or leads
- My Account -> Account Setup -> **Affiliate Partners**
 - Generate additional leads by partnering with affiliates
- My Account -> Account Setup -> **Account Information**
 - Update Personal Account Information
- My Account -> Account Setup -> **Pin Change**

Sign Riders

Contact your broker for sign rider purchases.



Example Rider Sign

Rider Sign Phone Number

- My Account -> **Phone Numbers**
- The toll free number is **(888) 242-1320**

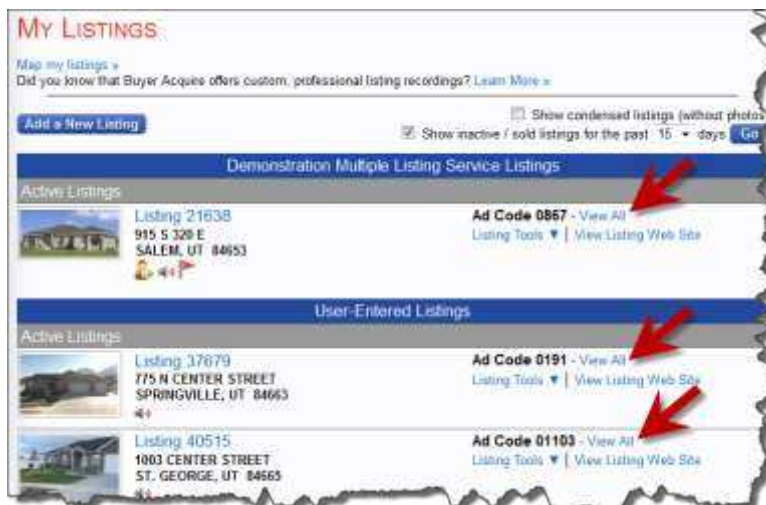
Managing Listings

- MLS Imported listings (If available)
 - Show up automatically – Information is updated directly from the MLS.
- NOTE: You can edit limited information on MLS imported listings
- Manually created listings



NOTE: Create an automated listing for a “LISTING PRESENTATION” and show your client you, “Never miss a call!”

- Search by Address listing types – used to create a listing using a listing template to choose the information that will be converted into a real human voice. These listings use both house number search and ad code searches.
- Search by Ad Code only listing types – used to build a listing where a house number cannot be used and a recording of the details is required.
- Creating Ad codes
 - Create code – Refer to My Account -> Account Setup -> **Media Types** to set up your media types
 - Using the code – Go to **My Account** -> **My Listings** and click on “View All” under the selected property



Note: Before media types are created the ad code will state “Not Assigned”

Note: “0” Ad code is always used for the Rider Sign!

- Reassigning Listings
 - Select Listing # or mouse over Listing Tools and click on Update Listing Information to reassign the listing inquiries to another account



- Enter the Buyer Acquire id in the alternate id field (see below)

EDIT A LISTING

User-Entered Listing 37679

Alternate Buyer Acquire ID:

Do not allow this listing to be looked up by Buyer Acquire's address search.

- Advertising another agents listings
 - Create a manual listing
 - Check the “Do not allow this listing to be looked up by Buyer Acquire’s address search” (*see the picture above*). You will want to click on this to ensure the system does not find the same address twice.

Dial in administration mode

- Call the number on your rider sign
- Press the “#” key **twice** during the main menu
- Enter your id and password when prompted
- Main Menu
 1. Press 1 to Review Messages
 2. Press 2 to Look up a listing by House Number
 3. Press 3 to Look up a listing by MLS Id
 4. Press 4 to Record listing descriptions
 1. Press 1 to add recording as an addendum
 2. Press 2 to replace automated listing with new recording
 5. Press 5 to Leave a message for Buyer Acquire Customer Service
 9. Press 9 to record your name.
 - **NOTE: The automated message begins by stating, “This listing is brought to you by...” Make sure your recorded message makes sense with this opening.**

Recording Listings

- Dial either the local or toll free number on the rider sign or in the ad
- Press # key **twice** during the menu
- Enter your Buyer Acquire account id and pin number when prompted

- Select option 4
- Enter a listing number (the actual MLS number or Buyer Acquire number)
- Select 1 for an addendum or 2 for a replacement
- Save your recording
- If you record the wrong type of listing, you can delete and re-record

Call Reports



The screenshot shows the Buyer Acquire web interface for generating call reports. The page title is "Call Reports". The navigation bar includes "My Account", "Help", "Tips & Tools", "Contact Us", and "Log Out". The main content area is divided into several sections:

- Date Range:** Includes a "Select a date range" section with "This Month" selected, and "Start Date" (March 1, 2009) and "End Date" (March 10, 2009) dropdowns. There is also a "View annual totals only" section with "2009" selected.
- Phone Number Options:** Includes a checked checkbox for "Include caller phone numbers".
- Grouping:** Includes "Group report by" (Listing), "Call time sorting" (Descending), and an unchecked checkbox for "Group same phone numbers together".
- Listing Options (Optional):** Includes "MLS" (User-Entered) and "Listing" dropdowns.
- Distance Options - USA Only (Optional):** Includes a "Search within" field and "miles of this postal code" field.

A "Get Report" button is located at the bottom of the form. At the very bottom, there are links for "Site Requirements", "Terms of Service", "Privacy Statement", and "Site Map".

- Date Range
- Annual Only
- Include caller phone number
 - (Seller report feature)
- Group by
 - Listing Number
 - Media Source
 - Zip Code of property
 - Call Date
 - Group same numbers together
- Report on an individual listing
- Call connect symbol
- Left message symbol
- Downloading a report
 - Download .CSV file
 - Default on your system will probably be excel
 - Save the file for import or viewing later.

FSBO Program (OPTIONAL)

- My Account -> **FSBO Program**

FSBO PROGRAM

You do not yet have the Buyer Acquire FSBO Program enabled on your account.

[Activate the Buyer Acquire FSBO program »](#)

[Buyer Acquire FSBO Program Information](#)

This new program will help you to strengthen your relationships with FSBOs by providing them with a valuable service that helps sell their home while providing you with new buyers. It will also help you list new properties as FSBOs decide to hire a real estate professional.

- **Cost – \$10 per month per active FSBO Account.**
 - To set up your account you will need to enter a credit card
 - You are only charged for “ACTIVE” FSBO Listings

Example of billing – If you have given out your code to 50 FSBO’s but only 2 have signed up for service you would be charged \$20/month (2 active accounts). The first month is prorated based on when the signup occurs. The service is prepaid one month in advance and if canceled in the middle of the month will still be charged the \$10.00 fee for that month.

- Activate FSBO Program
 - Click on the “Activate the Buyer Acquire FSBO program>>” Link
 - You will be assigned a unique Promotional Code to be given to your sponsored FSBO’s
- My Account -> FSBO Program -> **Listings**
 - Shows FSBO listings (Active and Inactive)
 - Click on “Listing Web Site” Link to view FSBO website



Listing	Address	Activated	Calls
518	16 E GORDON AVENUE (SPOKANE, WA) Listing Web Site	2/23/2009	0

- FSBO Call Reports – Works similar to Buyer Acquire call reports
- FSBO Purchase Signs (if activated)

Visit www.homeonthephone.com for consumer facing access to FSBO program

- FSBO’s sign up for service using your FSBO Promotional Code.

Note: Make sure the FSBO signs up for the PREMIER Service only!