

Platinum XSite

Websites designed for brokers, teams or managing multiple websites

Stylish, full featured business website that's easy to create

- Includes one domain (.COM) or attach domains you already own
- No web design skills necessary - use our step by step wizard to create, customize and update your site
- 300 dynamic themes, customize with your own colors, images, logo, backgrounds and more



Use our pre-designed themes or customize your own from scratch - it's completely up to you

- Welcome pages "wow" visitors and instantly direct website traffic where you want them to go
- GhostWriter automatically rewrites pages so they're always fresh, totally unique to your site, and boost your SEO rankings
- Snapshot feature saves versions of site so you can undo changes or revert back to an earlier design — useful after using any seasonal themes
- Administer your site using your browser - no software to install
- Create sub-sites for individual agents that mirror the look and feel of your main site

Listing presentation

- Unlimited listings with unlimited photos per listing

- Creates custom virtual photo tours with or without your branding
- Custom URL for any listing
- Interactive aerial photos for any listing
- Use one of 8 listing templates or create a completely custom listing detail page



Choose from any combination of listing layouts and color combinations

- Import listings from Top Producer®
- Incorporate video and podcasting for any listing
- 8 property brochures templates
- Open house scheduling and marketing

Listings syndication

- Automated syndication to: Yahoo!®, trulia®, oodle, Google™, zillow.com®, vast, XSites Network and others
- Streamlined three-step process for creating a craigslist ad for any listing
- Post listings to your Facebook wall directly from your XSite
- Listings XChange propagates any listing to another website or from an agent's sub-site to the broker's site

Ready made content to engage and educate visitors

- Hundreds of customizable pre-written pages to educate buyers and sellers on everything from closing costs and first-time buyer issues to short sales, buying foreclosures and much more

- Copy and paste content from your old site right into your XSite pages
- Pre-written content available in 5 languages: English, Spanish, French, German and Portuguese



Multi-lingual content allows you and your agents to tap into international niches

- Add an unlimited number of pages to your site, nesting them in fly out menus and grouped sections
- Staff profile pages are automatically generated based on agent accounts



Assign each agent their own profile page and login

- Simple, WYSIWYG web page editor makes customizing content with images, formatting and more a snap
- 18 mortgage calculators complete with graphing capabilities
- Use "dynamic content" on any page to add a sidebar containing modules like a news feed, lead capture, featured listings, or graphic links to your social media accounts like Facebook, ActiveRain and Twitter

Lead generation and capture

- Customizable lead capture forms can be placed on any page
- Doorway forms request information before specified pages are loaded or at page view intervals
- Option to request a showing on each listing captures leads
- Content like a monthly \$1,000 giveaway (sponsored by a la mode), a daily rate lock report and a home price index gives visitors a reason to give you their information
- Create password protected pages to ensure you get contact info before valuable content or even saved listing searches are displayed
- Use the XSite Desktop software to “chat” with site visitors through your XSite front end, even directing their browser to specific content or presenting a lead capture form



Convert casual web visitors to clients by engaging them in live on-line chats

Lead management and routing

- E-mail and text notifications of new leads so you’ll never miss a lead and you’ll stop buyers from shopping around
- All leads, even those captured on an individual agent sub-site, are stored in a central database you control
- Full control over assigning and routing leads to agents
- Import existing contacts from any database
- Automatic synchronization with Outlook contacts via XSite Desktop

- Unlimited contact groups for following up via bundled XSellerate system (if you own it)
- Get stats that show which forms are filled out the most

Search engine tools and stats

- Track referring sites, first time visitors, common search phrases, return visitors, page views and listings traffic
- Google and Yahoo! sitemaps increase search engine visibility
- Submit individual pages to multiple search engines all at once

Simple, effective Blogging

- Increase search engine visibility by adding fresh content with your blog
- Integrates with XSellerate (if you own it) to notify contacts when new posts are made
- Moderate comments made by readers
- Spotlight recent posts on other pages of your site through Dynamic Content

CertMail E-mail

- Fully integrated with XSite leads and lead capture forms
- Unlimited e-mail accounts for your domain reinforce your brand
- Accommodates attachments up 25MB or use SureReceipts to provide a secure download link to an attachment
- 100MB mailbox for each account
- Use XSellerate content as message body for a quick campaign
- Web and mobile interface plus POP3 and IMAP for Outlook or other e-mail clients
- Built in scheduling sends e-mail and text reminders for tasks

Support, service, and training for individuals and teams

- 24 x 7 x 365 live tech support based in Oklahoma City, Oklahoma

- Pre-recorded webinars so you can watch and learn at your convenience
- Live, interactive webinars allow for hands on help and real time Q&A
- XSite Desktop “Energizer” application prioritizes improvements in a customized checklist, so you know what to start working on first



XSite Desktop combines all your web tools in an easy to use, always on window on your desktop.

- Non-commissioned real estate trained sales staff
- Dedicated, on-site, secure servers monitored 24 x 7 x 365 for maximum security and performance
- Free feature and product updates