

IDX Broker Getting Started Guide



Welcome to IDX Broker!

By now you have added IDX links to your website, set up your wrapper, and have a fully operational IDX experience. You are off to a great start, but there is still some work to be done to make this real estate website uniquely yours.

As the real estate professional, you're the expert when it comes to lead capture settings, knowing your market, and making branding decisions that impact your website.

Luckily, we're making it monumentally easier to create a website you can be proud of with our IDX Broker Getting Started Guide.

LET'S DIVE IN!



1

UPLOAD YOUR LOGO

Use your logo throughout your IDX pages to make visitors aware of your unique brand. Add your branding to:

- Featured listings
- Search results
- Mobile friendly page header
- Loading screen

NAVIGATION:

[Preferences -> Global Preferences -> Other tab](#)

Add a link to your logo or upload it from your computer by selecting "Upload a photo".

Client Logo URL ?

http://

OR

[Upload a photo](#)

Make sure the logo size is 100 x 50 pixels. Edit your image in your favorite software or visit <http://resizeimage.net/>

2

SET YOUR CITY LIST

Build a new list from scratch to focus on a specific geographic area. For simple refinement, edit an existing list to narrow the scope of your MLS synchronized locations.

NAVIGATION:

[Preferences -> City/County/Postal Code Lists -> Create](#)

1. Choose list type
2. Add items from the right column
3. Finalize & continue
4. Name your list
5. Apply to search pages and widgets

Add Single Item

Add

Bulk Add From Existing List

Add

Regional Multiple Listing Service (RMLS) ▼

To edit a dynamic list, select Manage (instead of Create), then edit the list provided by your MLS.

3

SET LEAD REGISTRATION

Request or require visitors to register on your site. After capturing contact information, provide email updates on properties that fit their needs.

NAVIGATION:

[Leads -> Lead Registration -> Advanced button](#)

1. Select global registration rules
2. Request and/or force registration on any number of page types
3. Save changes

4

ADD YOUR WIDGETS

A widget allows you to place IDX content (such as a slideshow of featured listings) on any page of your site. Every IDX Broker account includes several default widgets, but custom widgets can be created to better serve your market.

NAVIGATION:[Designs -> Widgets -> Create](#)

1. Select type of widget
2. Choose properties to feature
3. Select a Search page (if custom search)
4. Set your search criteria

IMPress plugin users:

New widgets will show up automatically in WordPress.

Easily manage the CSS within each widget in IDX Broker by clicking 'Show' under 'Modify Widget CSS'.

Build a widget

Choose the basic options for creating a widget.

Select type of widget ▾

Slideshow

Showcase

Carousel

Quick Search

Map Search

Lead Login

Lead Signup

Featured Agent

5

CREATE CUSTOM RESULTS

Use this tool to create community/ neighborhood pages or niche preset results pages for any market. Criteria can include price ranges or specialty properties.

NAVIGATION:[Designs -> Saved Links -> Create](#)

1. Choose a search page
(advanced gives you the most options)
2. Select your search criteria

Select your criteria

Property Type

Single Family

Status

Status

3. Title your new page and set any meta-tags and keywords

Edit Saved Links at any time by visiting *Designs -> Saved Links -> Manage*.

Congratulations!

You should be up and running with the leading IDX service on your website. After you pat yourself on the back and enjoy a well-deserved celebratory cookie, what comes next?

NEXT STEPS

If you would like to take your real estate site to the next level, consider these options:

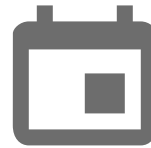


Integrate with CRMs, mobile apps or other third party services.

idxbroker.com/developers/integrations



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