REAL ESTATE AGENT
MAC 2.0 USER MANUAL

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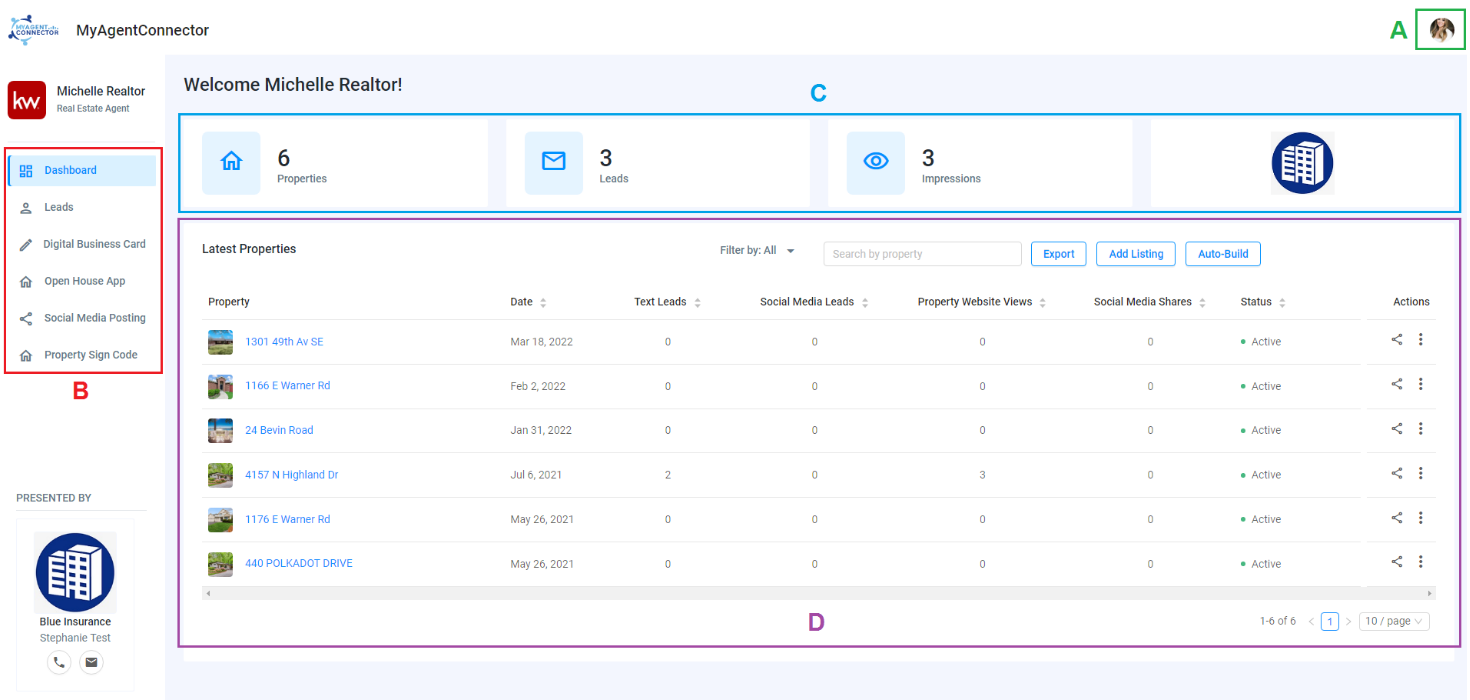
Section 1: Getting Started

Navigating Your Dashboard

The MAC 2.0 dashboard is designed to be straightforward and user friendly. From here you can access your account tools and listings.



MAC 2.0 Dashboard Overview:

A. This is where you can edit your profile and log out of your account.
B. The left sidebar is where your account tools and leads are located.
C. These boxes give you a quick glance at your account stats.
D. This where you can view, edit, and add your new listings.

Setting Up Your Profile

The information from your profile will appear as your branding on the marketing for your listing.

How to Set Up Your Profile:

1. Hover over the small circular icon in the upper right hand corner.
2. Click "Edit my profile" from the drop down menu.
3. Upload a headshot and company logo.
4. Under "Signed Accounts" you can connect your account to Facebook. This is required to use the Social Media Poster.
5. Fill out all of the applicable fields. Click "Save" in the upper right hand corner.

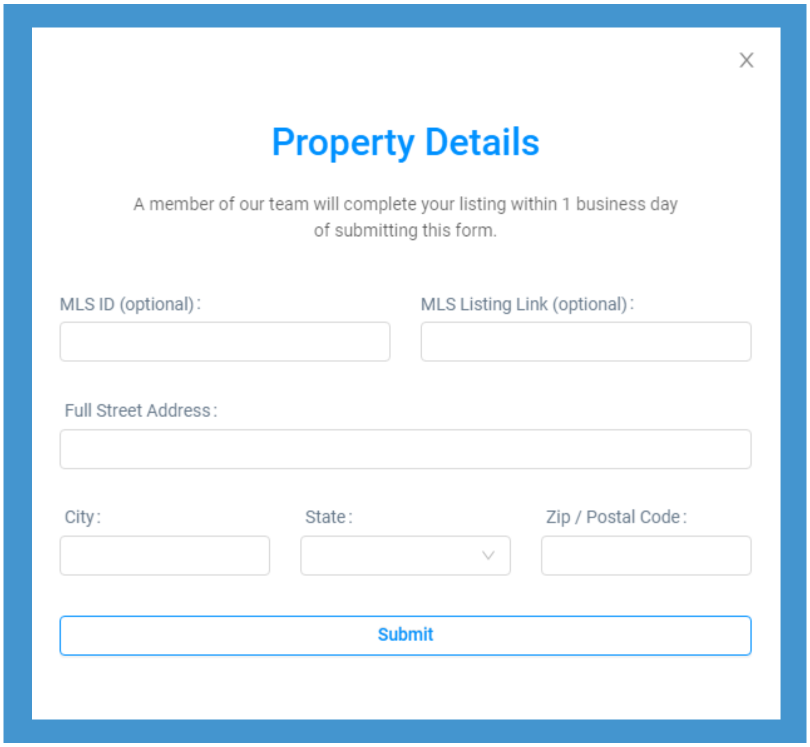
Section 2: Listings

Listings

There are two ways listings can be added to a Real Estate Agent's account: Auto-Build and Manual Build.

How To Use the Auto-Build Feature:

1. From your dashboard, click the "Auto-Build" button in your "Latest Properties" section.
2. A form will pop up for you to enter the listing's MLS ID (optional), listing link (optional), and street address. A listing link is recommended, so that our team has easy access to the listing's photos.
3. Click "Submit". Our team will receive a notification to build the listing. An email notifying you of your listing's completion will be sent. The listing will be completed same day, unless the form is submitted at the end of the business day or after business hours.



How to Manually Add a Listing:

1. From your dashboard, the agent will click "NEW ENTRY" in your Latest Properties section.
2. A window will pop up prompting you to add the property details. Follow the 9 steps to add the listing details and photos.
3. Click "Save" to add the property to the account.

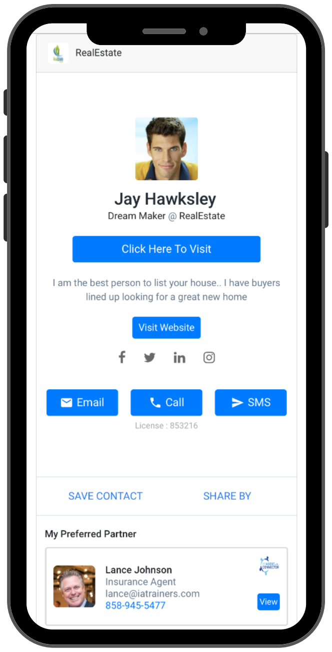
Section 3: Tools and Features

Digital Business Card

Your Digital Business Card can easily be shared via text message or email, and saved to a cell phone's homescreen for easy access. MyAgentConnector keeps track of how many times consumers view and share your card.

How to Set Up Your Digital Business Card:

1. From within your dashboard, click "Digital Business Card" on the left sidebar.
2. Your name, phone, email, company information, photo, and logo will already be filled in if you set up your profile. *See page 3*.
3. Fill out the bio with a couple short sentences.
4. Create a Call to Action and add a link the button will lead to. For example, "Click here for a quote!"
5. Fill in your social media links.
6. Click "Save". A live preview of your card will show you how it appears to consumers.
7. You can also customize the button colors to match your company's branding.



How to Send Your Digital Business Card:

1. From within your dashboard, click "Digital Business Card" on the left sidebar.
2. **To send via text message** - click "Share by SMS" within the live preview of your card. A window will pop up. Enter the name and mobile number of the person you would like to send your card to. You have the option to edit the message. Click "Share Digital Business Card". **When sent via text,** the Digital Business Card will give directions for the consumer to save it to their phone's home screen.
3. **To send via email** - click "Share by Email" within the live preview of your card. A window will pop up. Enter in the name and email of the person you would like to send your card to. You have the option to edit the message. Click "Share Digital Business Card"
4. These share options can also be performed from the DBC on a mobile phone.

How to View Digital Business Card Shares:

1. From within your dashboard, click "Leads" on the left sidebar.
2. Click "DBC Leads" next to Listing Leads. On the left you will see a list of people your card has been sent to. Click the name of the lead. Under Lead Information, you will be able to see the phone number of the person who received your Digital Business Card.

Section 3: Tools and Features

Single Property Website

A single property website is automatically created when a listing is added to your account. There are two different layouts you can choose for your single property website. The single property website link is posted to Facebook when you use the Social Media Poster or when you share a listing individually. When consumers click the single property website link in your Facebook post, they will first have to fill out a lead capture form to see more information.

How to View Your Listing's Single Property Website:

1. From within your dashboard, locate the listing you would like to edit.
2. Click on the address of the listing under the Property column.
3. Click "View Property" in the upper right hand corner to view the Single Property Website.

How to Edit the Information on the Single Property Website:

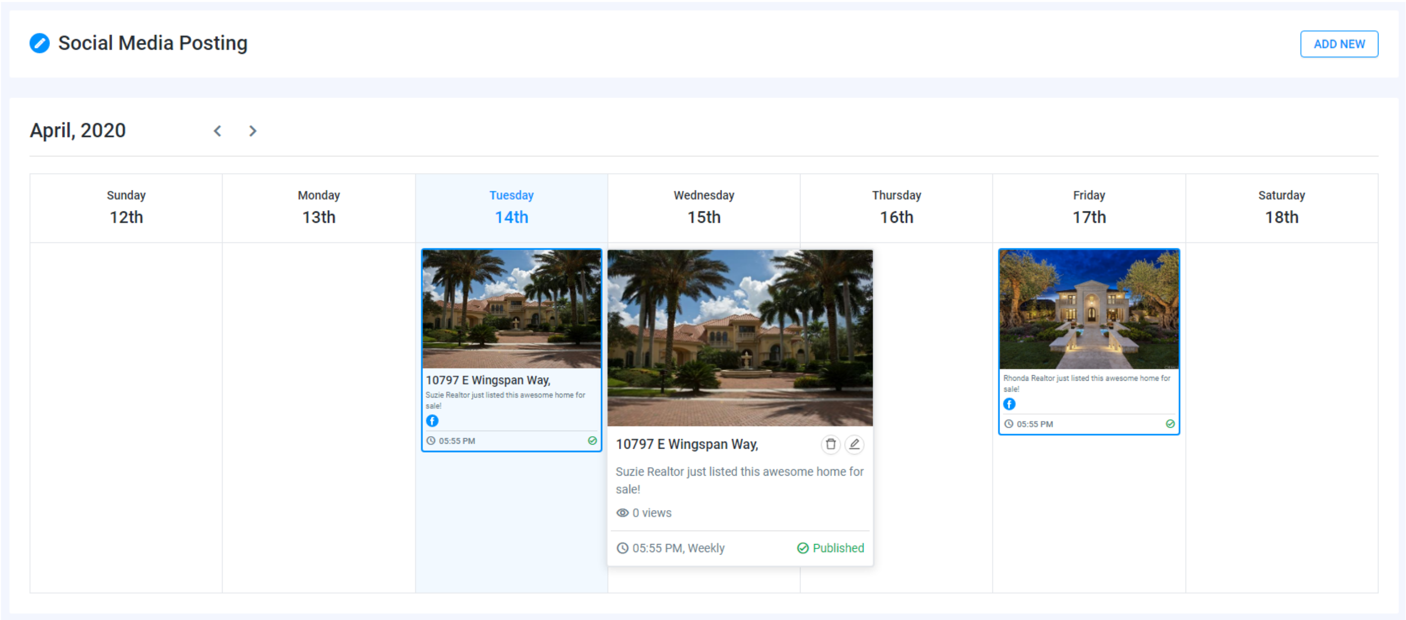
1. From within your dashboard, locate the listing you would like to edit.
2. Click on the address of the listing under the Property column.
3. To edit the General Information click the pencil icon in the General Information box.
4. To edit the Property Information, click the pencil icon in the Property Information box.
5. To edit add or delete photos, click Gallery.
6. To add a link to a virtual tour, click Virtual Tour. Click the pencil icons to add the links.

Social Media Posting

You can share your listings to Facebook by using our Social Media Poster or by posting the individual listing directly to Facebook.

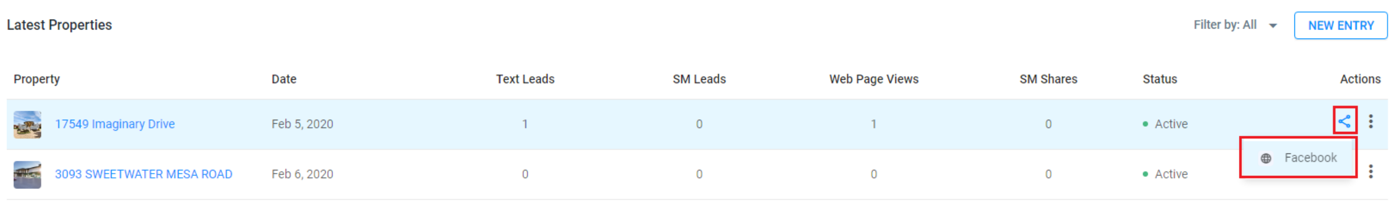
How to Use the Social Media Poster:

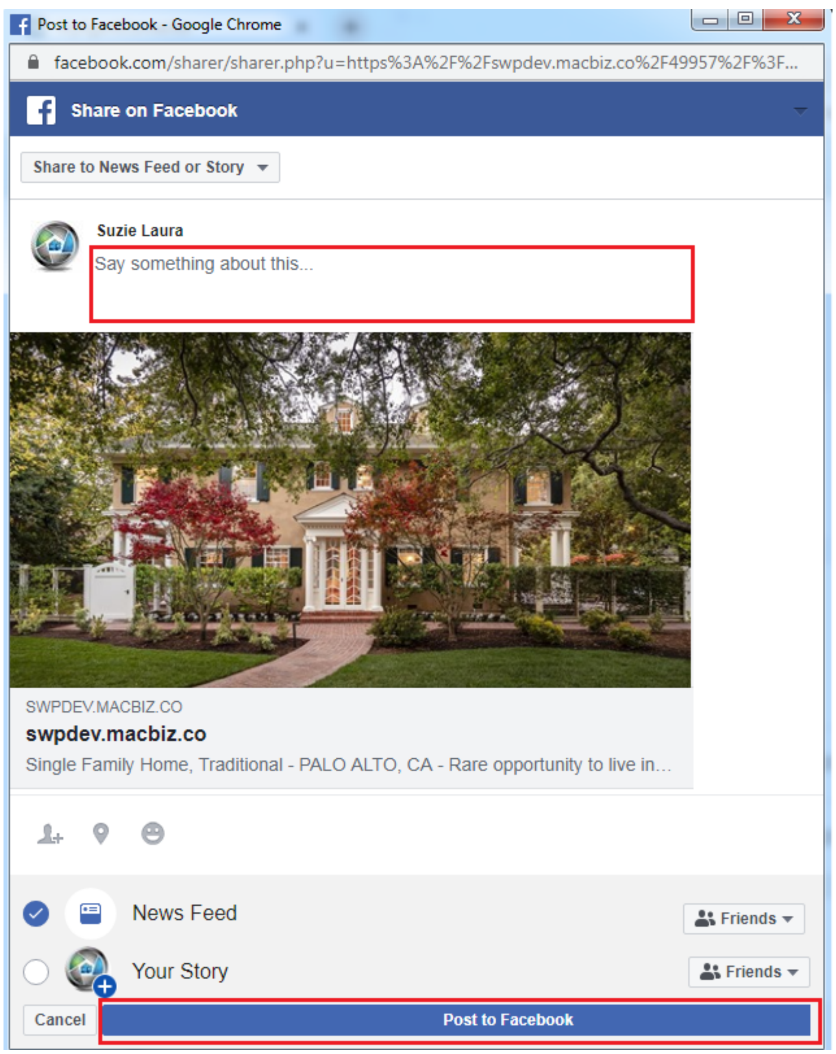
1. From within your dashboard, click "Social Media Posting" located on the left sidebar.
2. Click "ADD NEW" in the upper right hand corner. Note: if the button is greyed out, you will need to connect your account to Facebook from within your profile. *See Section 1 - Setting Up Your Profile*.
3. Select which listing you would like to post to social media.
4. Select Facebook from the "Post to" field.
5. Write a description to go with your post in the Text box. For example, "Check out this new listing close to great schools and shopping".
6. Select the date and time you would like the listing to post to your Facebook.
7. Select how often you would like the listing to post to your Facebook.
8. Click "Schedule". The listing will post to your Facebook account with the Single Property Website link. When consumers click the link they will be prompted to fill out the lead capture form. Leads will be sent to you, your Insurance Agent, and your Loan Officer. Scheduled posts can be edited and deleted from the calendar.



How to Post an Individual Listing Directly to Facebook:

1. From within your dashboard, locate the listing you would like to share to Facebook.
2. Click on the share icon ( ) under the Actions column. Select Facebook.
3. A window should pop up prompting you to sign in to Facebook. Once you sign in, the window should prompt you to write a description and share the post to your News Feed.
4. Click "Post to Facebook".





Sign Riders

Sign riders are a great way to generate leads for your listings. MAC 2.0 stores property text code leads in your account, so you can easily follow up with drive by consumers!

How Sign Riders Work:

When a consumer texts for more information, they will receive an automatic text message back with the listing details and a link to the Single Property Website. The consumer's phone number is captured and stored in the Leads Section. An email alert is also sent to you, your insurance agent, and loan officer.

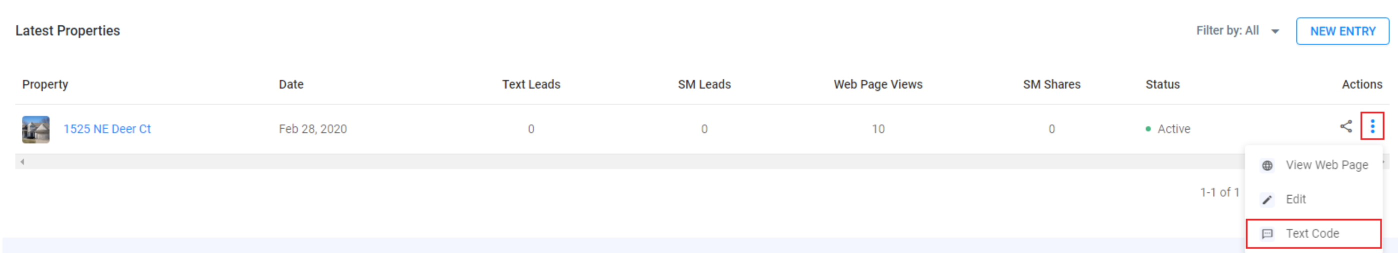
How to Obtain Sign Riders:

Contact your Insurance Agent to see if they have any signs they could provide you with. You also have the option of ordering sign riders. You can purchase PVC sign riders through us or a local company of your choosing. If you choose to order through a local company, we will give you the property text codes to be printed on the signs. Contact us for pricing details.

Sign Rider Artwork

How to Connect a Sign Rider to Your Listing:

1. You will need to have the listing added to your account. From your dashboard, locate the listing and click on the 3 vertical dots under the Actions column and select "Text Code".
2. Click the drop down menu under User Personal Sign Code. Select one of the codes that has been assigned to you and click "Save". The sign rider is now connected to your listing. You also have the option to edit the text response that is sent to the consumer.



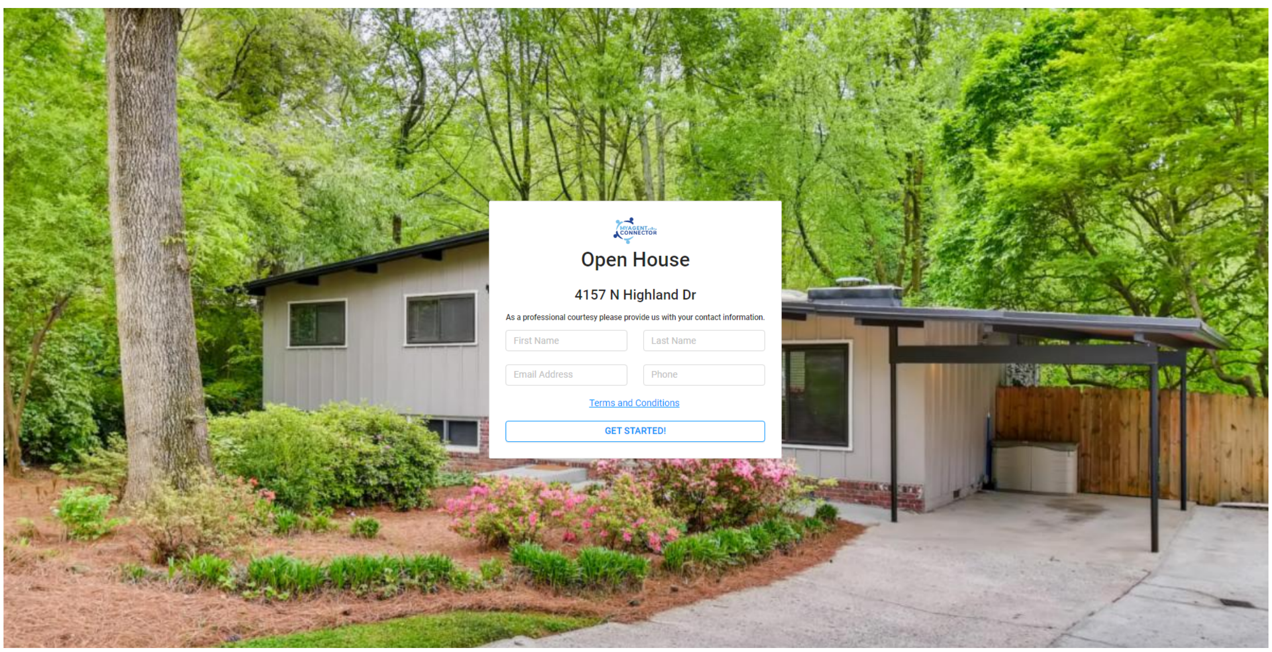
Section 3: Tools and Features

Open House App

You can use the Open House App to sign in visitors on your smartphone, tablet, or laptop. MAC 2.0 stores open house leads in your account, so you can easily follow up with visitors!

How to Use the Open House App:

1. From within your dashboard, click "Open House App" on the left sidebar.
2. Click "ADD NEW".
3. Select the listing you are holding an open house for.
4. Choose the date, start time, and end time for the open house.
5. Click "Save". Your listing will appear in the Open House section.
6. **To start the open house** - click the 3 vertical dots under the Actions column. Select "Open House App". This will open the Visitor Sign In page. This is where you will have visitors sign in to your open house. Each sign in counts as a lead. An email alert with each visitors' information will be sent to you, your insurance agent, and loan officer.



How to View Open House Leads:

1. From within your dashboard, click "Open House App" on the left sidebar.
2. Click the address of the open house under the "Property Column".
3. You will be brought to a page where you can see the visitors who signed in to the open house. Open house leads are also stored in your Leads section.

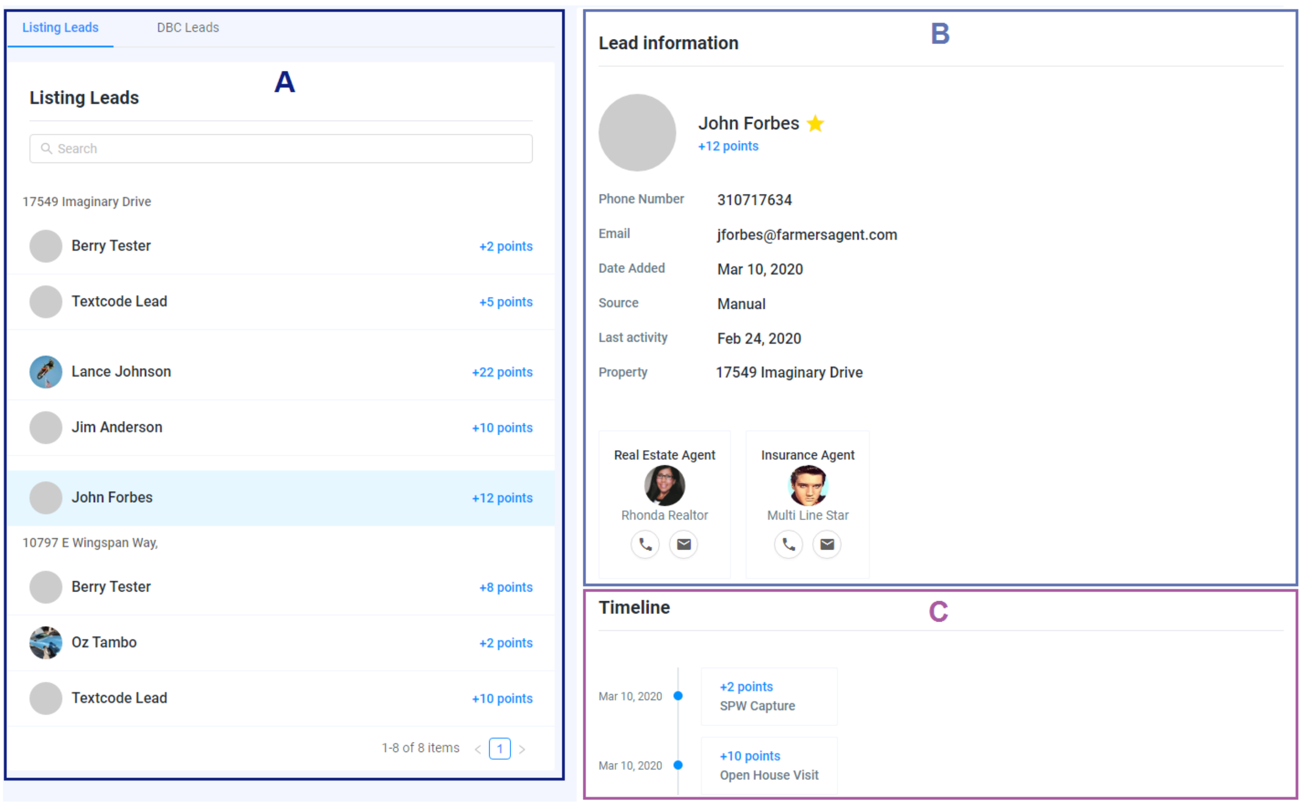
Section 3: Tools and Features

Lead Tracking

MAC 2.0 keeps track of consumer leads in your account. An email is also sent out for each type of lead. Each referral partner will receive the email alerting them of a new lead. Leads are assigned a point value, so you can easily see which listings have the most valuable lead activity.

Where Leads are Generated From:

- Facebook - 2 Points
- Open House Visit - 10 Points
- Digital Business Card - 2 Points
- Property Text Code/Sign Riders - 5 Points
- Single Property Website View - 1 Point



Leads Section Overview:

A. This is where your leads are sorted by listing and where Digital Business Card share leads are stored.
B. This is where you can see the lead details.
C. The Timeline tracks how many times one consumer generates a lead. For example, if a consumer texts the Property Text Code for more information (1st lead), and then signs into the upcoming open house (2nd lead).

Section 5: Account Support

Tutorial Videos

You can access our tutorial videos on our main page at www.myagentconnector.com/real-estate-agent-tutorials.

Knowledgebase

Have a question that wasn't answered in this guide? Visit the MyAgentConnector knowledgebase at https://myagentconnector.zendesk.com to view more articles.

Phone Support

Contact us at 858-633-2326 Monday-Friday 9AM-5PM MST

Email Support

Contact us at clientrelations@myagentconnector.com. Our support team will respond during our business hours.