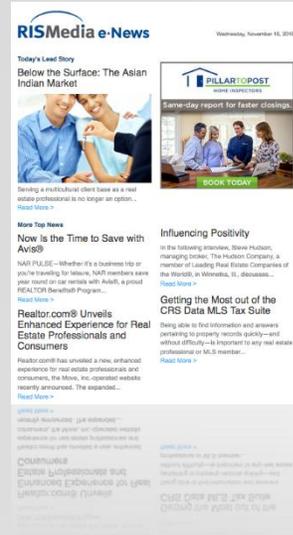


SOCIAL MEDIA REsource

for



BERKSHIRE
HATHAWAY
HomeServices



- The leader in real estate news and information for over 39 years
- Publisher of award-winning Real Estate magazine and daily real estate news service (RISMedia e-News) with over 400,000 industry subscribers
- Top real estate professionals rely on RISMedia content to keep them informed, educated and up to date on industry trends

Social Media RResource Snapshot:

- Automatically post real estate & lifestyle content to social media sites 1x/week
 - *Facebook, LinkedIn, Twitter*
 - *Users can upgrade to fully scheduled*
- Landing page branded to user to read full post (logo, contact info, picture)
- Daily email alert with suggested posts, click and post
- Manually post content from RISMedia or Content Library any time
- Integrate with MLS data feed
 - *Post listings to social media*
 - *Promote listing on landing page*
- User info directly from RResource Center
- Post Analytics
- Sign up from “Social Media RResource tile” in RResource Center

Social Media RResource Content

- Original content written by RISMedia editorial staff
 - Custom-branded, consumer-focused real estate, homeownership and lifestyle content that engages your prospects
- Content distributed includes:
 - Agent/Broker Name
 - Headshot
 - Brokerage Logo
 - Contact Information
 - Website URL
 - Property Listings & More
- **Real Estate & Lifestyle** content
 - Auto-delivered in the form of articles, infographics and videos to your social media sites



This information is brought to you by

MARIE RIVERA
Berkshire Hathaway HomeServices




BERKSHIRE HATHAWAY
HomeServices
Allison & Doyle, REALTORS®

Marie Rivera
Real Estate Professional
Berkshire Hathaway HomeServices
123 Main Street
Anytown CT 06850

Office Phone: (203) 123-1234
Mobile Phone: (401) 529-5676
Email Me

[My Website](#)

[View My Listings](#)

Sellers: What Every Buyer Wants to Know About Your Home
By Suzanne De Vita

Home sellers are in an advantageous position this summer, with demand high and sales at their strongest in close to a decade. Planning to list your home in the coming weeks? Get the most for your house before the season's up by making it accessible to buyers—with information.

Every homebuyer wants to know specific aspects of homes they're considering purchasing —information that may seem premature to advertise initially, but could ultimately be determining factors in their decision to make an offer.

This information may include:





The image shows a screenshot of a Facebook profile for Marie Rivera. The profile header includes her name, a profile picture, and a cover photo of a residential neighborhood. Below the header, there is an 'Intro' section with a bio: 'I'm a REALTOR®, Foodie, Music Lover, and more! Let me help you find your next home!'. The location is listed as 'Lives in Norwalk, Connecticut'. There are navigation tabs for 'Timeline', 'About', 'Friends 16', 'Photos', and 'More'. A post from 'Marie Rivera Realtors' is highlighted, featuring a photo of a wine cellar and the text: 'What are your homebuyers expecting to see? 5 Stunning Features That Attract Luxury Homebuyers. Today's high-end homebuyers expect a full package of amenities. Of course, a luxurious master suite and gourmet kitchen are essential, but it doesn't stop there. In an era of elevated living, these five highly sought-after features will set your house apart.'

This is a close-up of the social media post content. It features the same wine cellar photo and text as seen in the Facebook screenshot. The text reads: 'Marie Rivera Realtors January 10 · What are your homebuyers expecting to see? 5 Stunning Features That Attract Luxury Homebuyers Today's high-end homebuyers expect a full package of amenities. Of course, a luxurious master suite and gourmet kitchen are essential, but it doesn't stop there. In an era of elevated living, these five highly sought-after features will set your house apart.'

This is a landing page for Marie Rivera, a REALTOR at Berkshire Hathaway HomeServices. The page features a large photo of a wine cellar. The text on the page includes: 'This information is brought to you by MARIE RIVERA Berkshire Hathaway HomeServices'. Below the photo, there is a section titled '5 Stunning Features That Attract Luxury Homebuyers' with the following text: 'Today's high-end homebuyers expect a full package of amenities. Of course, a luxurious master suite and gourmet kitchen are essential, but it doesn't stop there. In an era of elevated living, these five highly sought-after features will set your house apart.' The page also includes social media icons for LinkedIn, Twitter, and Facebook. On the right side, there is a bio for Marie Rivera: 'Marie Rivera Real Estate Professional Berkshire Hathaway HomeServices 123 Main Street Anytown CT 06850'. Contact information is provided: 'Office Phone: (203) 123-1234 Mobile Phone: (401) 529-5676'. There are buttons for 'My Website', 'View My Listings', and 'Email Me'. At the bottom, there is a 'JOIN THE BEST. JOIN OUR TEAM' button and the RISMedia logo.

This information is brought to you by

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Berkshire Hathaway HomeServices




BERKSHIRE HATHAWAY
HomeServices
Allison & Doyle, REALTORS®

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This information may include:

- How old is the home? When was it last renovated? How old is the roof?
- What structures or fixtures are included in the list price? (Appliances, ceiling fans, lighting, shed, swing set, window treatments, etc.)
- What are the home's annual costs? (Electric, municipal water, gas, oil, lawn care, pool maintenance, etc.)

[JOIN THE BEST.](#)
[JOIN OUR TEAM](#)



Articles

MARIE RIVERA
Berkshire Hathaway HomeServices



BERKSHIRE HATHAWAY
HomeServices
Allison & Doyle, REALTORS®

Marie Rivera
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Email Me

[My Website](#)
[View My Listings](#)

Taking the Stress Out of a Home Sale in 2016

[JOIN THE BEST.](#)
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Infographics

This information is brought to you by

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[My Website](#)
[View My Listings](#)

Hot Home Decor Trends

Home decorators agree, comfort is on trend for 2019.

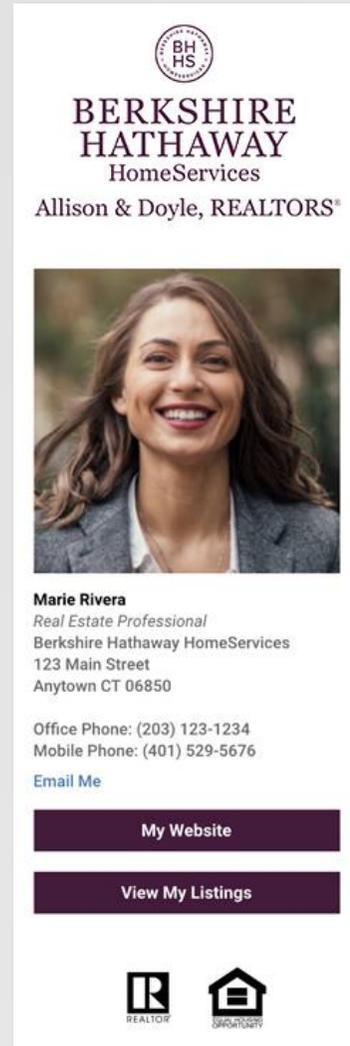
People are craving warmth, intimacy and a casual but sophisticated lifestyle. These 7 decor trends will make your home cozy and stylish!

- 1. Scaled down furnishings.** Arrange smaller pieces with rounded edges in more intimate settings.
- 2. Wall coverings.** Wall paper, fabric wall coverings and murals are making a comeback.
- 3. Shades of green.** For upholstery to kitchen furnishings, green is the new hue.
- 4. Color 'pops.'** Think yellow for accents like lamps and pillows.
- 5. Warm woods.** Antiques and second-hand finds are back in the limelight.
- 6. Fireplaces.** Get cozy anywhere with indoor and outdoor versions.
- 7. Crafts and artisanal looks.** Say no to mass production and complete your look with a few one-of-a-kind wonders.

[JOIN THE BEST.](#)
[JOIN OUR TEAM](#)

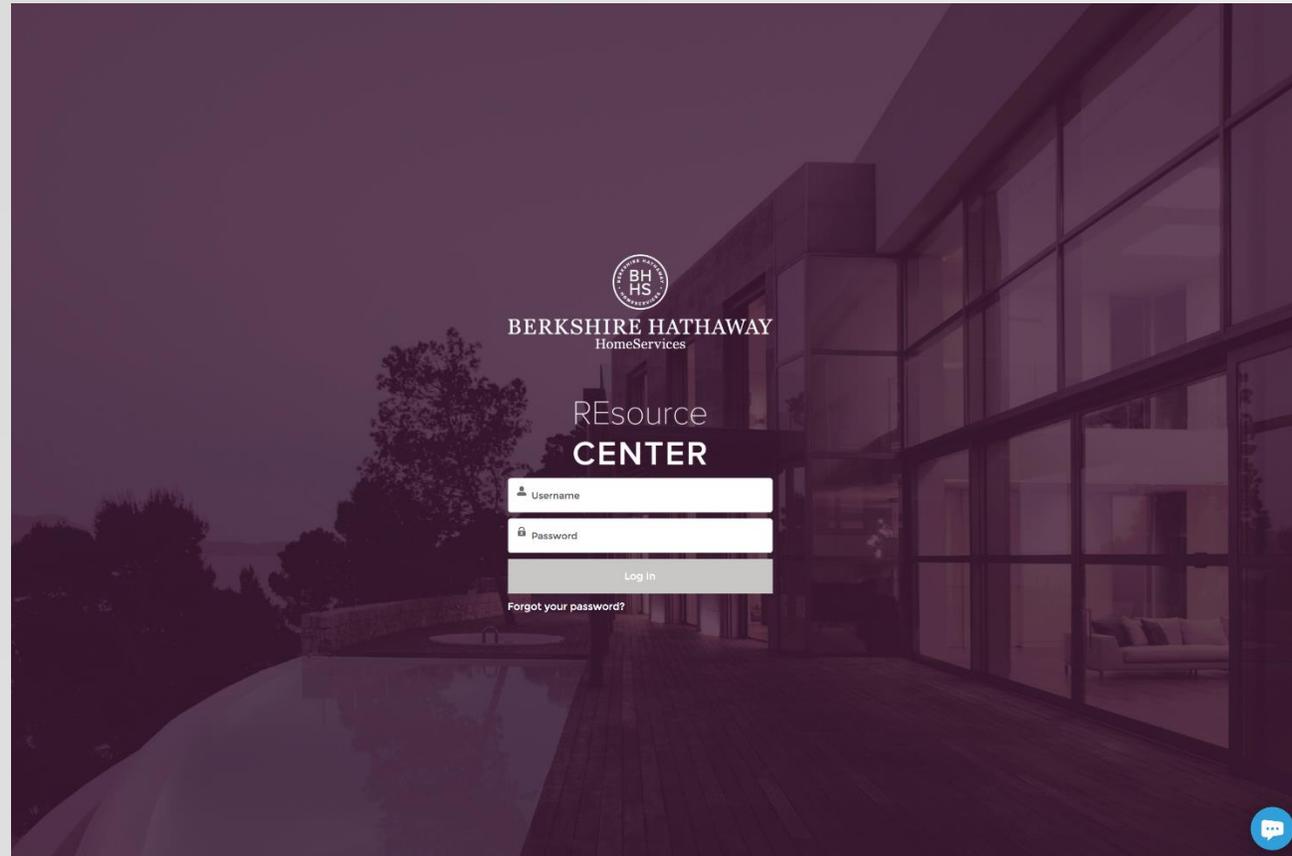


Videos



Mobile View
All RISMedia websites and online products are mobile-responsive.

Login Via BHHSGA.com Intranet Single Sign-On To BHHS REsource Center



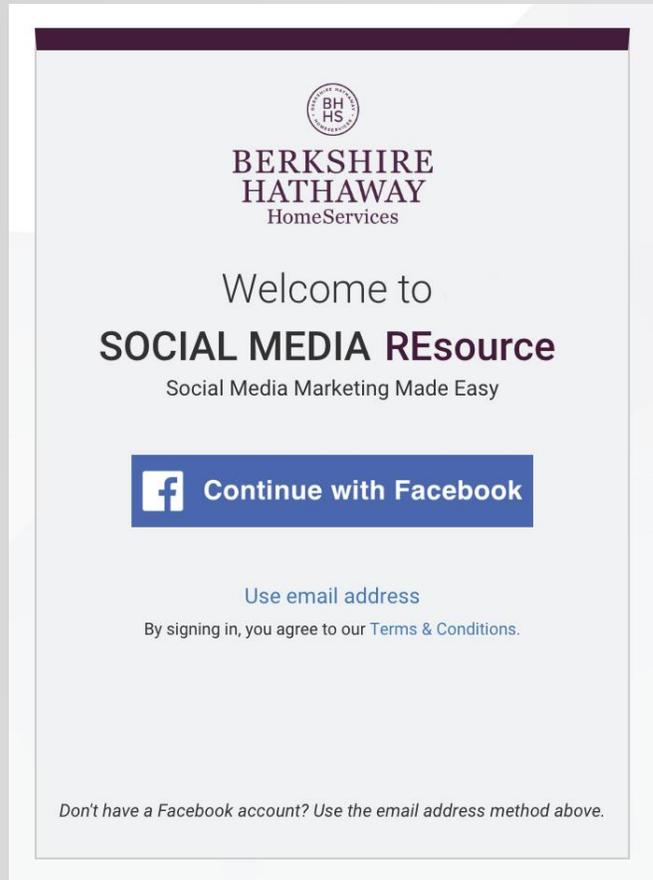
Click SOCIAL MEDIA REsource

The screenshot shows the REsource Center website interface. At the top, there is a search bar with the text "Search..." and a "SEARCH" button. To the right of the search bar, there is a notification bell icon and a user profile icon labeled "DANIEL SC...". Below the search bar is a navigation menu with the following items: HOME, CHATTER, AWARDS, SUPPLIERS & BENEFITS, COMPANY LOCATOR, EVENTS, SUPPORT, TOPICS, and ADMINISTRATION. The main content area features a grid of eight purple buttons with white text: LEARNCENTER REsource, MOBILE REsource, MARKETING REsource, THE SHOP at BHHS, SOCIAL MEDIA REsource (circled in red), LEAD REsource CRM, BUYER Match, and LUXURY Collection. To the right of the grid, there is a section titled "Your Contact ID: dschoonover" with an advertisement for "advertiser" featuring a magazine cover and the text "Full-page ads starting at \$1,450". Below the advertisement, there is a contest announcement: "CONTEST! Brand Bits - Win a \$250 credit for MOO!". The MOO logo is visible at the bottom right of the screenshot.

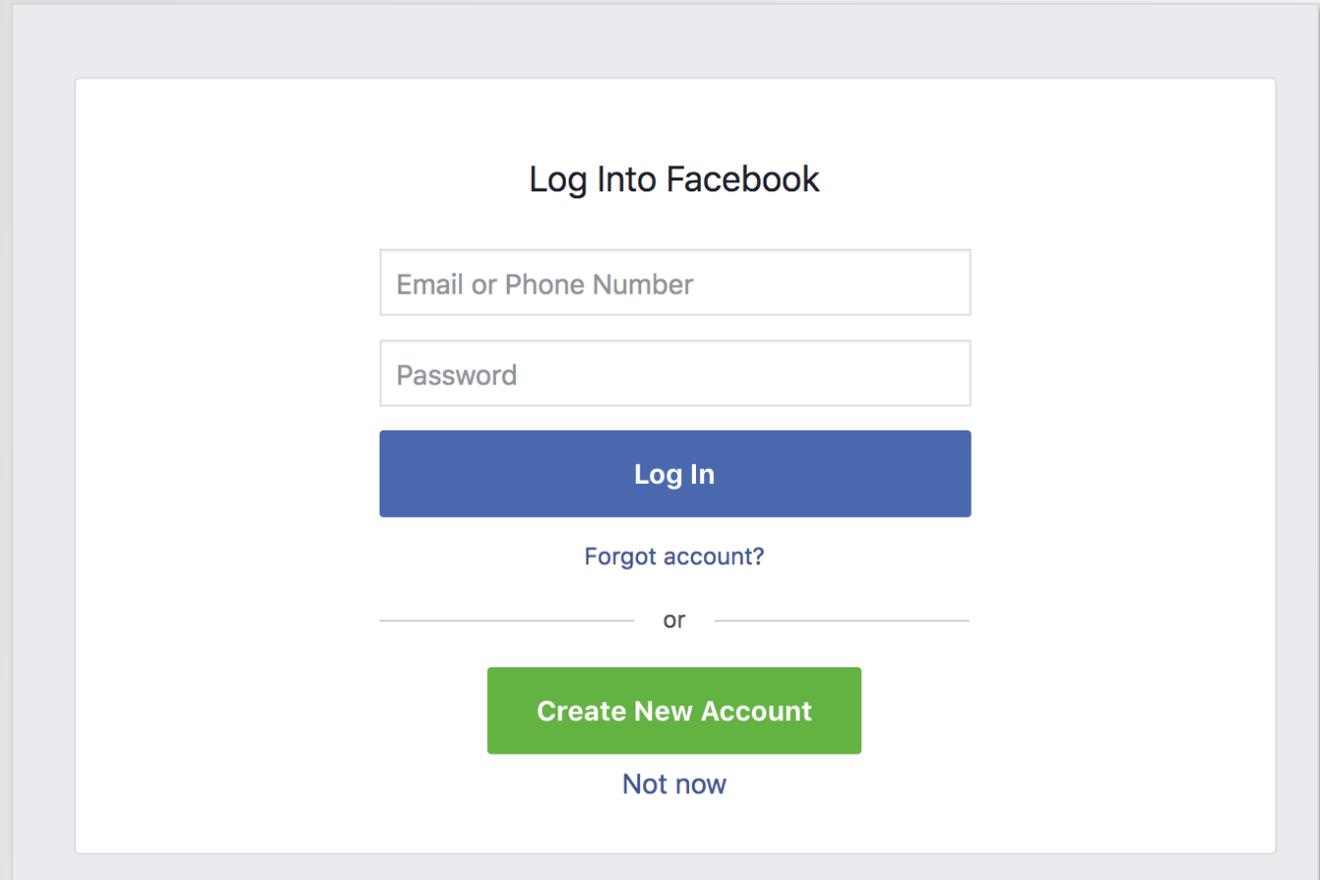
Welcome to Berkshire Hathaway HomeServices' REsource Center, your digital hub for network tools, resources and information. The site features a clean, intuitive design and is loaded with features:

- Global search capability allows for easy access to relevant content and materials.
- Mobile-responsiveness means the REsource Center may be accessed from any location through tablet or cell phone.
- Chatter rooms enable free-flow real estate discussions and collaboration among network members.
- Supplier Directory offers instant access to preferred suppliers and the benefits and discounts they provide network members.
- Immediate, live support is available from Customer Success Team.

Check out the tutorial below on the new REsource Center and you'll be an expert in no time!



The screenshot shows the top of the sign-up page. At the top center is the Berkshire Hathaway HomeServices logo, which includes a circular emblem with 'BH' and 'HS' and the text 'BERKSHIRE HATHAWAY HomeServices'. Below the logo, the text reads 'Welcome to SOCIAL MEDIA RResource' in a large, bold font, with 'Social Media Marketing Made Easy' underneath. A prominent blue button with the Facebook 'f' logo and the text 'Continue with Facebook' is centered. Below this button, there is a link 'Use email address' and a line of text: 'By signing in, you agree to our Terms & Conditions.' At the bottom left, a small note says 'Don't have a Facebook account? Use the email address method above.'



The screenshot shows the Facebook login interface. At the top, it says 'Log Into Facebook'. There are two input fields: 'Email or Phone Number' and 'Password'. Below these is a large blue 'Log In' button. Underneath the button is a link for 'Forgot account?'. A horizontal line with 'or' in the center separates this from a green 'Create New Account' button. At the bottom, there is a link for 'Not now'.

1. Sign up with email, or...

2. Sign up with Facebook

Kelli ILHM

What is Today's Home Update allowed to do?

i Today's Home Update may not work properly if you turn off these options.

Receive your Page likes Your likes	<input checked="" type="checkbox"/> YES
Receive your email address kelli_grawsa_ilhm@tfnw.net	<input checked="" type="checkbox"/> YES
Manage your Pages Ace 2 Test Page3, Ace2 Test page 2, Ace2 Test page1	<input checked="" type="checkbox"/> YES
Publish as Pages you manage Ace 2 Test Page3, Ace2 Test page 2, Ace2 Test page1	<input checked="" type="checkbox"/> YES

Cancel
Back
Done

Today's Home Update's [Privacy](#) and [Terms](#) [Help Center](#)

Kelli ILHM

What Pages do you want to use with Today's Home Update?

In the next step, you will determine what Today's Home Update can do with the Pages you selected.

All Pages (3)	<input checked="" type="checkbox"/>
Ace 2 Test Page3	<input checked="" type="checkbox"/>
Ace2 Test page 2	<input checked="" type="checkbox"/>
Ace2 Test page1	<input checked="" type="checkbox"/>

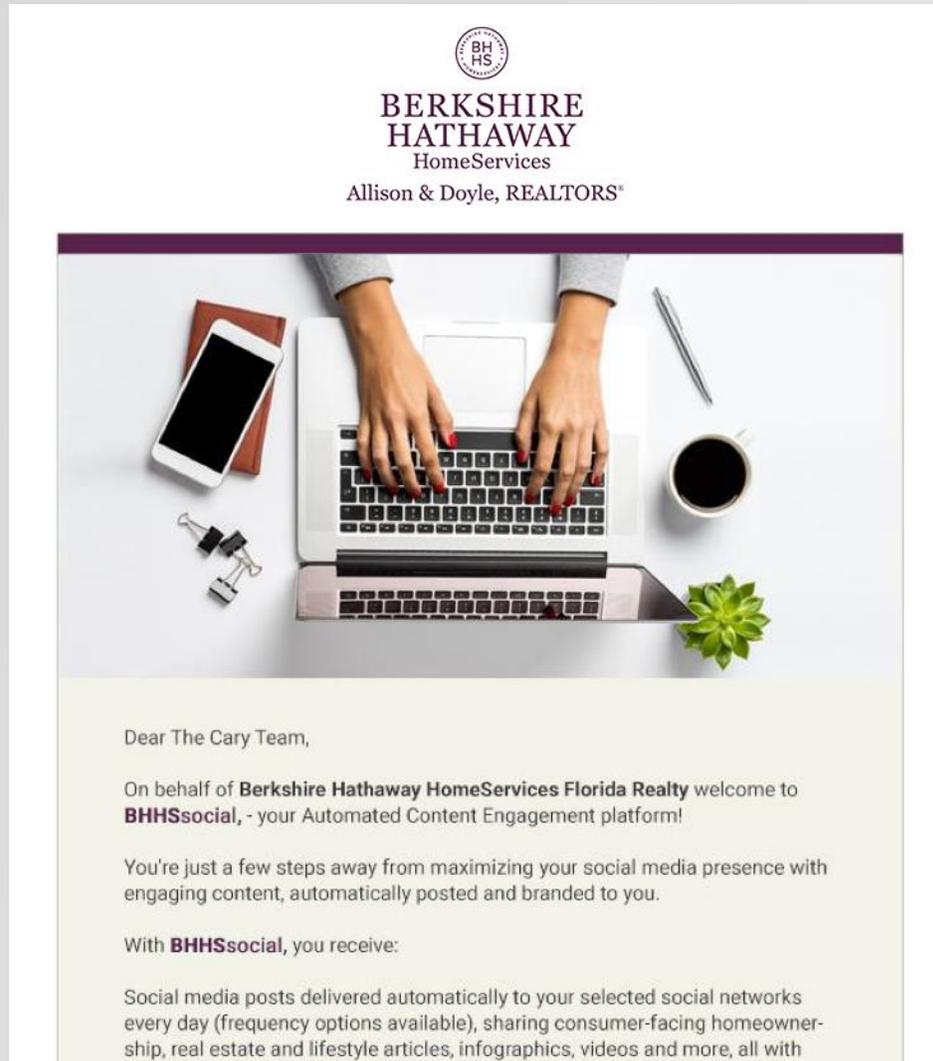
Cancel
Next

3. Agree to Facebook permission prompts.

4. Allow to post on Facebook Page(s).

Success! Your account is active.

The screenshot displays the user interface of the SOCIAL MEDIA RResource dashboard. On the left is a dark sidebar with the BERKSHIRE HATHAWAY HomeServices logo and a navigation menu including DASHBOARD, ANALYTICS, SCHEDULED CONTENT, PROFILE, SETTINGS, HELP, and LOGOUT. The main content area features a large white notification box with a purple border that reads: "Welcome to SOCIAL MEDIA RResource. You have completed sign-up! Let's finish setting up your branded profile page to maximize your content marketing presence." Below this is a "Continue" button and a "More Details >" link. The dashboard is divided into several sections: "ANALYTICS" (partially visible), "CONTENT POSTS" (showing 2 ARTICLES, 0 VIDEOS, and 0 INFOGRAPHICS), "ACTIVE ACCOUNTS" (showing Facebook as Active, and Twitter and LinkedIn as Inactive), "SCHEDULED CONTENT" (with a message to connect social networks), and "TRENDING CONTENT" (with image thumbnails).



Welcome

An email will be sent confirming the user has successfully joined **SOCIAL MEDIA Resource**.

Follow any prompts to review or **complete your profile.**

PROFILE SETTINGS

Contact Info

Website

anding Page

Profile Setup

Please enter/review the following information:

Marie	Rivera	🔒
Real Estate Professional		🔒
Berkshire Hathaway HomeServices Metropr		🔒

Update

NOTE: Live Chat is available.

If any changes are needed, do so later in **REsource Center**.

The screenshot displays the 'Social Media REsource' interface. On the left is a dark sidebar with the Berkshire Hathaway HomeServices logo and a navigation menu including Dashboard, Analytics, Scheduled Content, Profile, Settings, Help, Upgrade, and Log Out. The main content area is titled 'PROFILE SETTINGS' and features a 'Profile Setup' modal window. The modal prompts the user to 'Enter Your Phone number' and contains two input fields: the first with '(401) 529-5676' and the second with '(203) 123-1234'. Both fields are accompanied by a lock icon, indicating they are required or sensitive. An 'Update' button is positioned below the fields. To the right of the modal, there are icons for 'Logo' and 'review Landing Page'.

Listing Links field is unlocked.

The screenshot shows the 'Social Media RResource' interface. On the left is a dark sidebar with the Berkshire Hathaway HomeServices logo and a navigation menu including Dashboard, Analytics, Listings, Scheduled Content, Custom Content, Exclusive Content, and Profile. The main content area is titled 'PROFILE SETTINGS' and contains a 'Profile Setup' modal. The modal has a title 'Profile Setup' and a subtitle 'Link to your listings, property search page or any webpage.' It features two input fields: 'Link URL (e.g., http://mycompany.com/property-search)' and 'Display Name (20 character limit)'. Below the fields is a purple 'Update' button. A note at the bottom of the modal reads: 'Copy the URL to your listings website, then paste it into the Link URL field above. Your Display Name (e.g., View My Listings) is how your listings website will appear on your branded page.'

NOTE: Contact Brand Identity at GlobalBranding@hsfranchise.com for more info on adding your website.

License/Miscellaneous Information field is unlocked.

Social Media REsource

BERKSHIRE HATHAWAY HomeServices

Profile Settings

Profile Setup

Enter Your License Number or Miscellaneous Information

License Number/Misc

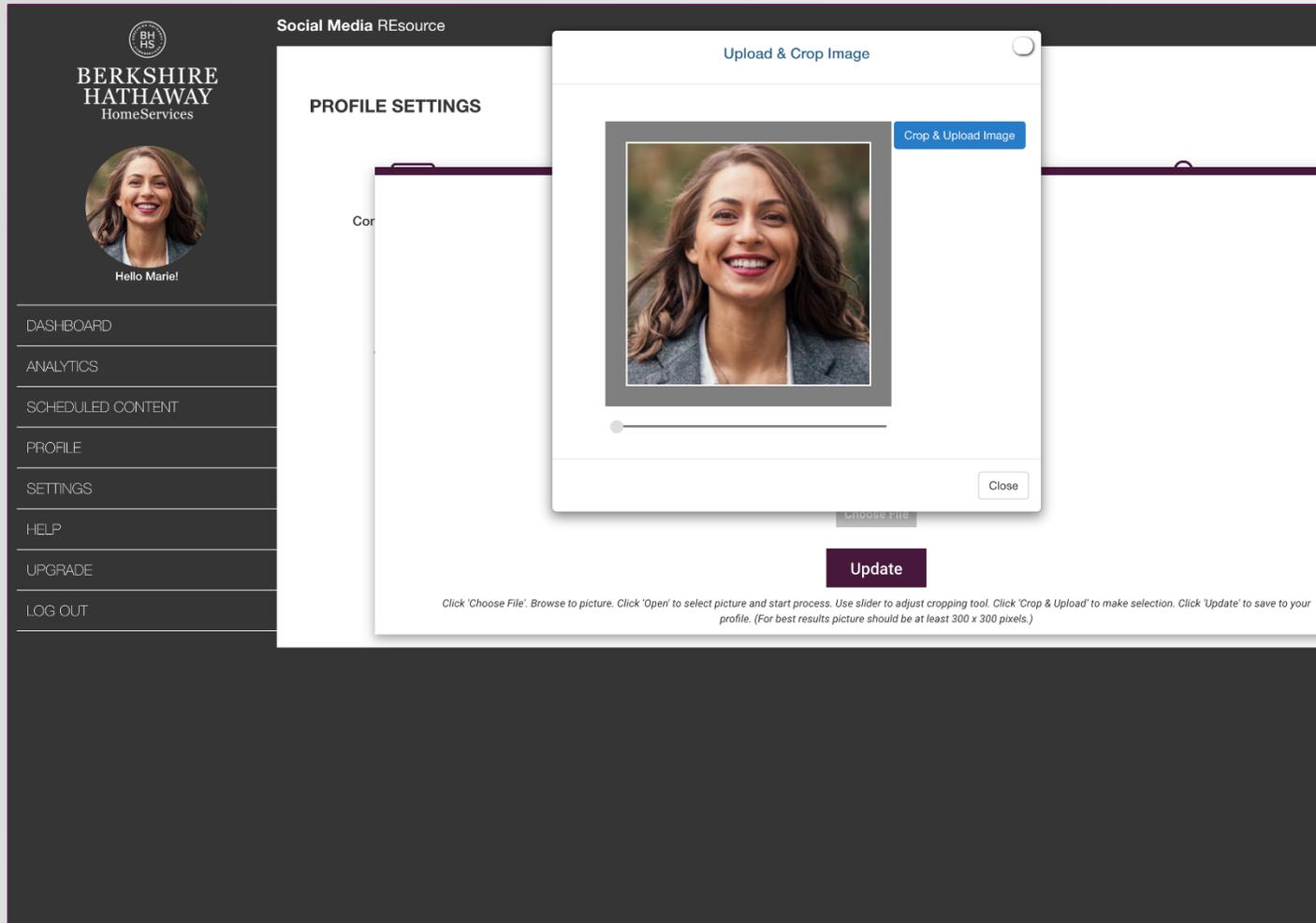
Update

Profile Settings Menu:

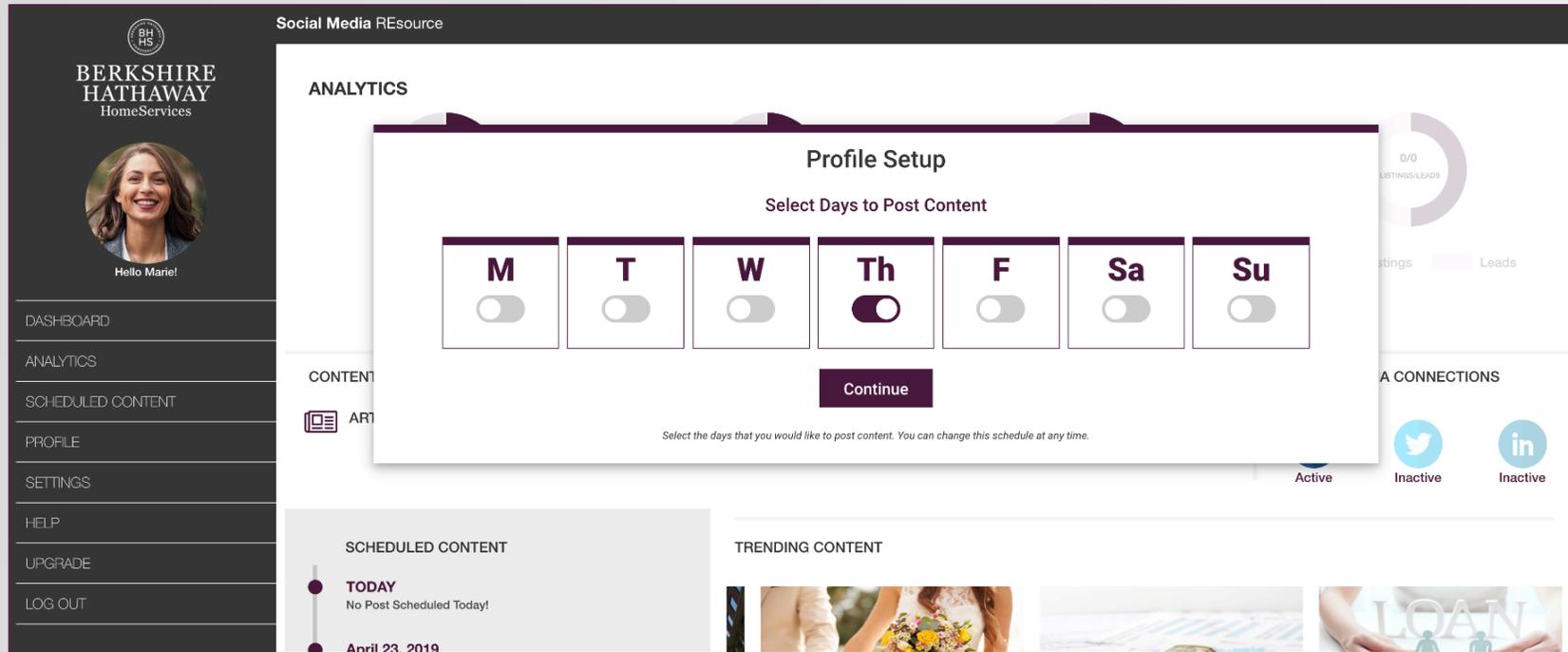
- Contact Info
- Profile Photo
- Logos
- Preview Landing Page

Required?
If your state requires your real estate license to be published, please use this field.

User's profile picture is also supplied by REsource Center.



Select a day for scheduled posting to Facebook.



Social Media RResource accounts receive 1 automatic post per week on the day of your choosing.

Select Facebook Pages for Scheduled Posting.

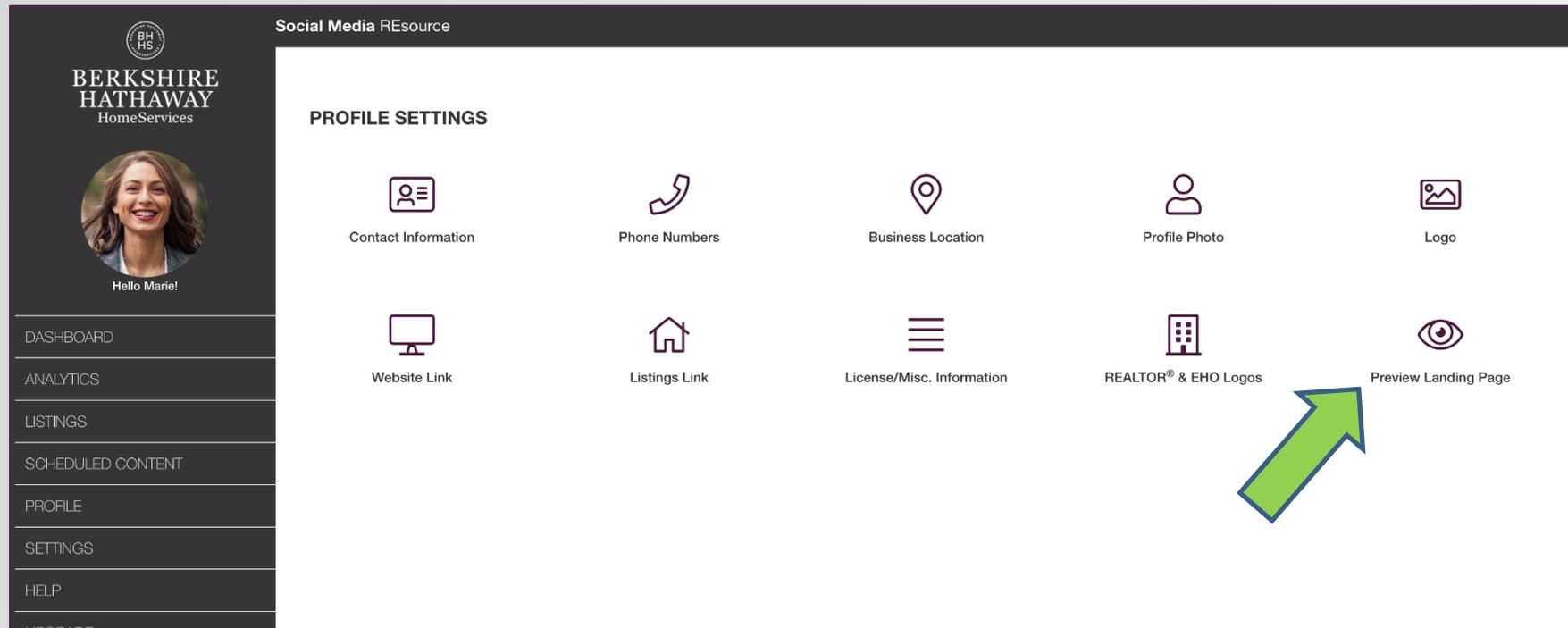
The screenshot displays the 'Social Media REsource' dashboard. On the left is a dark sidebar with the Berkshire Hathaway HomeServices logo and a navigation menu including Dashboard, Analytics, Listings, Scheduled Content, Custom Content, Exclusive Content, Profile, and Settings. The main content area shows the 'SETTINGS' page with a 'Facebook Connection' modal open. The modal title is 'Facebook Connection' and it asks the user to 'Select the Facebook pages associated with this account that you'd like to post to:'. Two pages are listed: 'East Avenue Property Management' with an inactive toggle and 'East Avenue Women in Business' with an active toggle. 'Update' and 'Cancel' buttons are at the bottom. A footer note explains the toggle states and provides instructions on how to create a new connection or refresh the page list.

Don't have a Facebook Page? It is easy to create – more on that in a moment!

Congratulations! Profile is complete

The screenshot shows the Social Media RResource dashboard for a user named Marie. A central modal window displays a congratulatory message: "Congratulations! You've completed setting up your account! You're ready to start posting to your Facebook account. Link your other social media accounts below." Below the message are two buttons for "Twitter" and "LinkedIn", each with its respective logo. A "Done" button is positioned at the bottom of the modal. The dashboard background includes a sidebar with navigation options: DASHBOARD, ANALYTICS, LISTINGS, SCHEDULED CONTENT, PROFILE, and SETTINGS. The main content area features sections for "ANALYTICS" (with a chart showing 0/0 posts/leads), "CONTENT P..." (with an "ARTIC..." button), and "SOCIAL MEDIA CONNECTIONS" (showing "Active" and "Inactive" status for Twitter and LinkedIn).

Preview your Branded Landing Page from the Profile area.



Important Reminder: Any profile changes must be done from REsource Center – and allow up to 24 hours to appear here in **Social Media REsource**.

This information is brought to you by

MARIE RIVERA
Berkshire Hathaway HomeServices




BERKSHIRE HATHAWAY
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Marie Rivera
Real Estate Professional
Berkshire Hathaway HomeServices
123 Main Street
Anytown CT 06850

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This information may include:

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Home decorators agree, comfort is on trend for 2019.

Hot Home Decor Trends

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People are craving warmth, intimacy and a casual but sophisticated lifestyle.

These 7 decor trends will make your home cozy and stylish!

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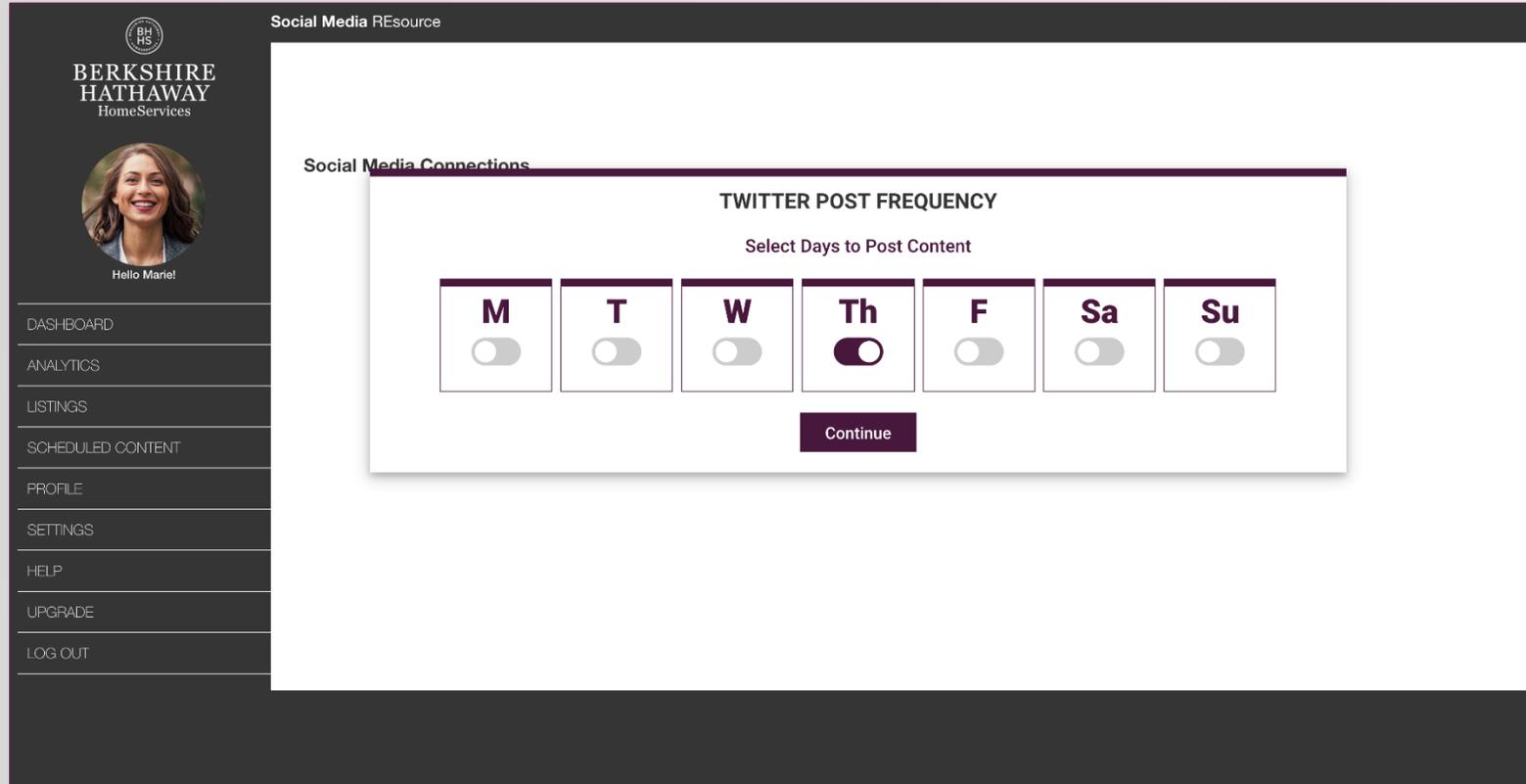
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[JOIN OUR TEAM](#)

Click 'Inactive' to create connection to Twitter.

The screenshot shows the 'Social Media REsource' dashboard. On the left is a dark sidebar with the Berkshire Hathaway HomeServices logo and a user profile for 'Hello Marie!'. Below the profile is a vertical menu with options: DASHBOARD, ANALYTICS, LISTINGS, SCHEDULED CONTENT, PROFILE, SETTINGS, HELP, UPGRADE, and LOG OUT. The main content area is titled 'Social Media Connections' and displays three social media icons: Facebook (Active), Twitter (Inactive), and LinkedIn (Inactive). The 'Active' status for Facebook is circled in red. Below the icons is a small instructional text: 'Click "Inactive" to create a new connection. To deactivate a connection click "Active" and follow steps. Click "Reset" to reestablish the connection. Visit "Settings → Post Frequency" to adjust posting days, social pages, content options, and more.'

“Active” means connection to social media platform is good.

Select day to post to Twitter.

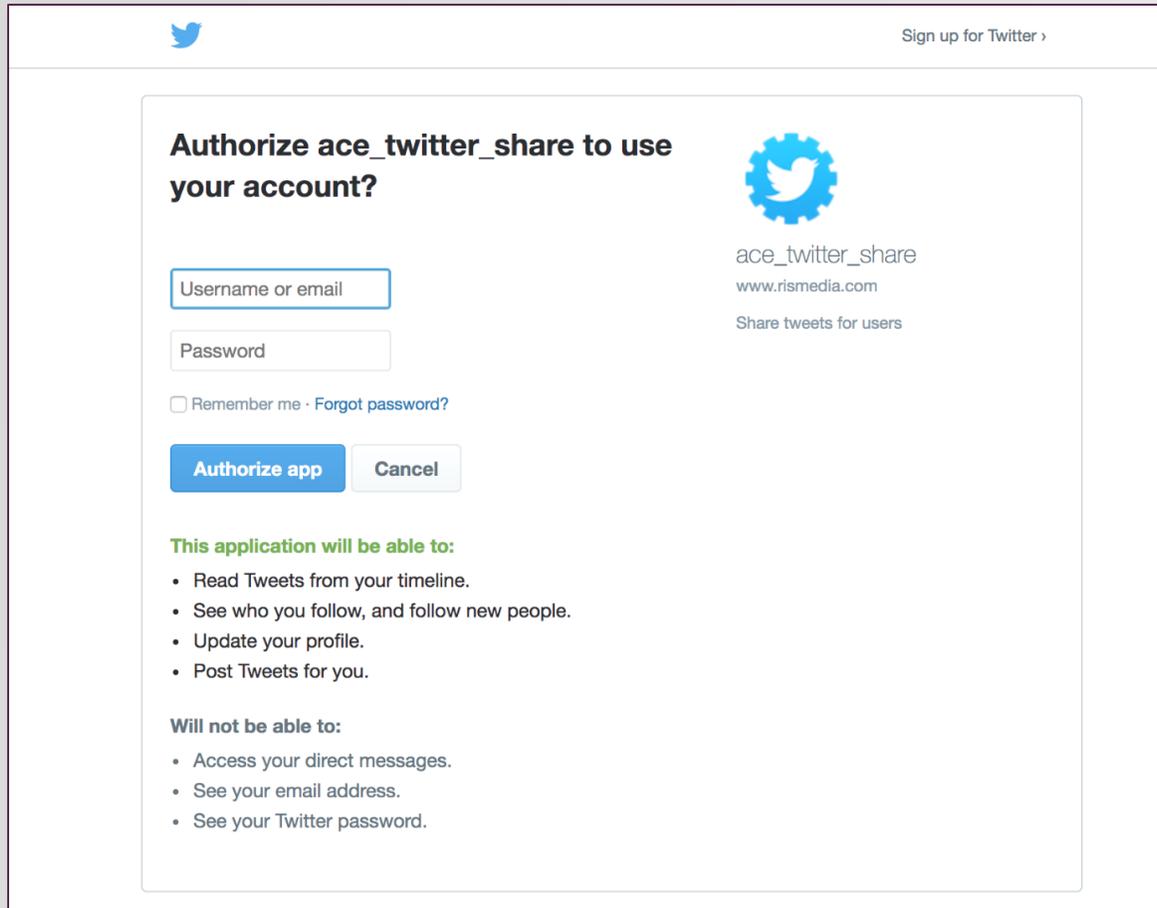


Connecting process is about the same for all social media platforms.

You will be prompted to login and grant Social Media RResource **permission to post** on your behalf.

Social Media RResource Lite day to post will be same for all channels – 1x/week

Click 'Inactive' to create connection to Twitter.



The screenshot shows a Twitter authorization dialog box. At the top left is the Twitter logo, and at the top right is a link that says "Sign up for Twitter >". The main heading is "Authorize ace_twitter_share to use your account?". To the right of this heading is a blue gear icon with a white Twitter bird inside. Below the heading are two input fields: "Username or email" and "Password". Below these fields is a checkbox labeled "Remember me" and a link "Forgot password?". At the bottom of the input section are two buttons: "Authorize app" (in blue) and "Cancel" (in grey). Below the input section, there is a section titled "This application will be able to:" followed by a bulleted list: "Read Tweets from your timeline.", "See who you follow, and follow new people.", "Update your profile.", and "Post Tweets for you.". Below that is a section titled "Will not be able to:" followed by a bulleted list: "Access your direct messages.", "See your email address.", and "See your Twitter password."

Connecting process is about the same for all social media platforms.

Authorize Social Media RResource app to post on your behalf.

Setting Edit or deactivate social media connections any time.

The screenshot displays the 'Social Media Resource' dashboard. On the left is a dark sidebar with the Berkshire Hathaway HomeServices logo and a navigation menu including Dashboard, Analytics, Listings, Scheduled Content, Profile, Settings, Help, Upgrade, and Log Out. The main content area is white and titled 'Social Media Connections'. A modal dialog box is open, titled 'FACEBOOK CONNECTION', with a close button in the top right. The dialog contains the text: 'To Deactivate this connection, please click Deactivate. Click Cancel to return to your Social Media Connections.' Below the text are two buttons: 'Deactivate Connection' and 'Cancel'.

Reminder: You will get a daily email reminder with posting suggestions.

From Email: acesupport@rismedia.com

Friendly From: Social Media REsource

Subject: Social Media REsource: Your Daily Social Media Suggestions

Hi Marie,

You do not have any Social Media REsource posts scheduled to go out today. We have selected three articles for you to choose from. Simply click on the article name and follow steps to manually posts.

- [Color Trends for 2019 Are Singing the Blues - Planning on painting? Check out the color that will be trending next year...](#)
- [These Items Are Not Dishwasher Safe - Keep this list handy in your kitchen!](#)
- [Raising a 'Fair' Credit Score to 'Very Good' Could Save Over \\$45,000 - Hoping to raise your credit score? It can have a major pay off.](#)

Thank you,

Social Media REsource

Click the social media icon to begin manual post process.

Post This Article to My Branded Page:  

This information is brought to you by

Marie Rivera
Berkshire Hathaway HomeServices New England Properties
Pros and Cons of Wedding Insurance



BERKSHIRE HATHAWAY
HomeServices
Allison & Doyle, REALTORS®



Marie Rivera
Sales Associate
Berkshire Hathaway HomeServices New England Properties
69 East Avenue
2nd Floor
Norwalk CT 06851

Only the social media icons where there is an active connection to a social media platform will be shown as options for manual posting.

Add a social intro and select page(s), click **Share**.

RISMedia Social Media RResource

Share this content on Facebook

Marie Rivera

Please add social introduction to post content.

Pros and Cons of Wedding Insurance

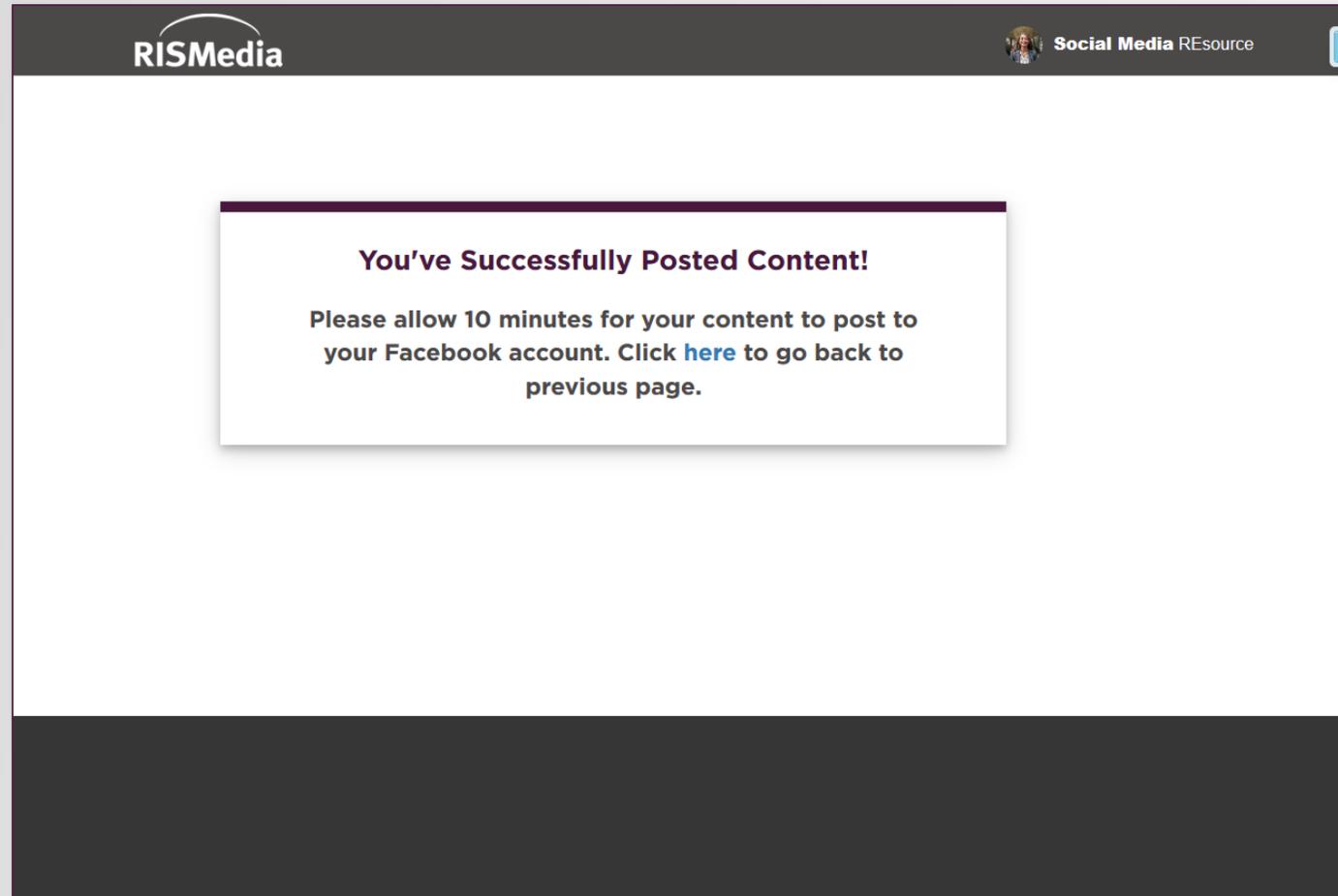
Rain, the bride falling into a pool, a wedding cake falling over, and deposit money that's lost because the venue went out of business a week ago. What do all of these have in common? They're all things that can go wrong at a wedding that can be covered by wedding insurance. Som...

Select the pages you'd like to post to below:

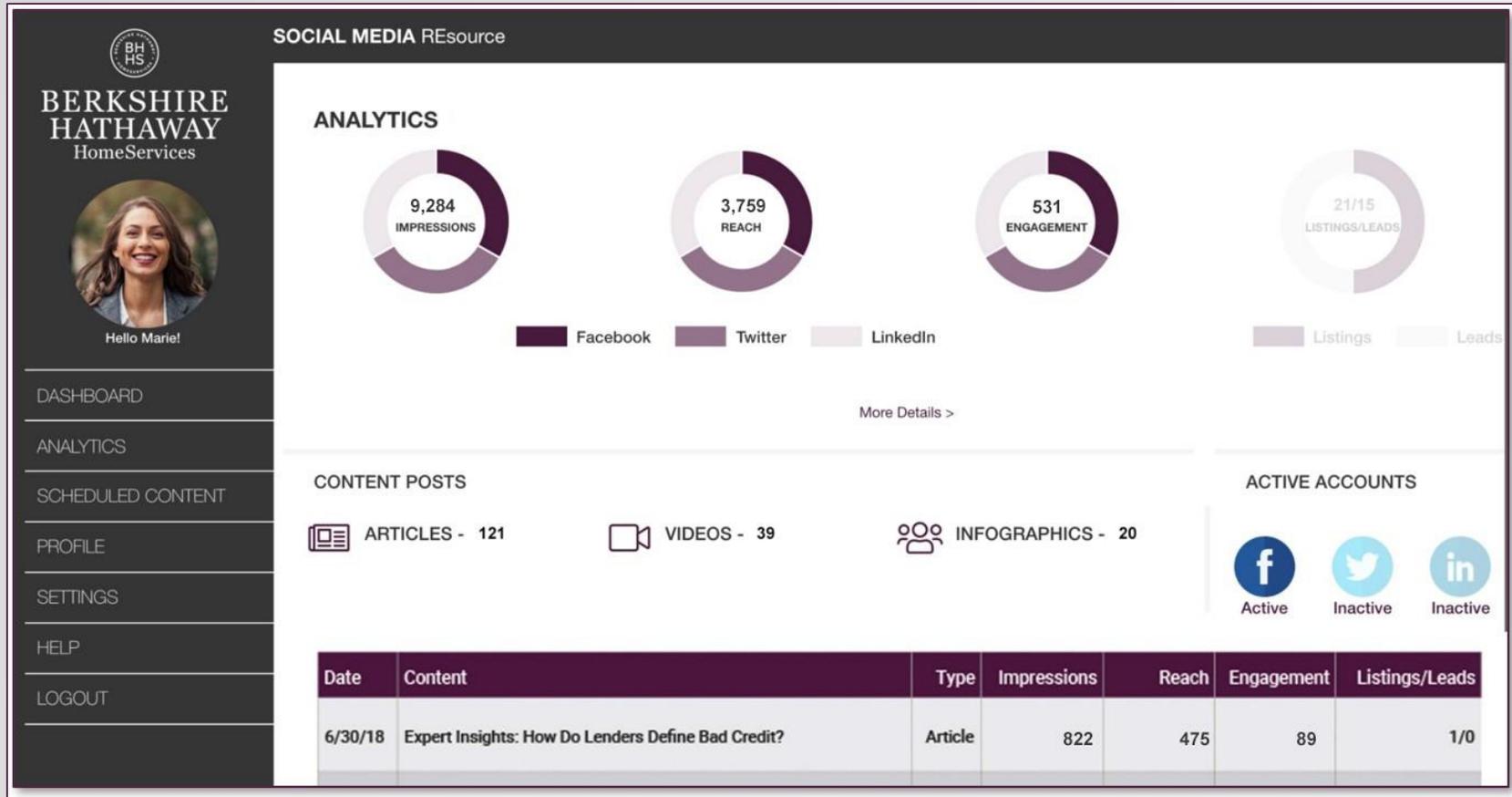
East Coast Real Estate

Share on Facebook

Allow ten minutes for post to appear.



Social Post Analytics



Listings: Post to Social Media or Schedule on Landing Page



BERKSHIRE HATHAWAY
HomeServices



Hello Marie!

- DASHBOARD
- ANALYTICS
- LISTINGS
- SCHEDULED CONTENT
- CUSTOM CONTENT
- EXCLUSIVE CONTENT
- PROFILE

Social Media RResource

CONNECT YOUR LISTINGS

In order to access your listings through Homes.com we need to identify you. Please enter the MLS Number and ZIP Code of one your listings, or enter your own name and address:

MLS Number and ZIP Code

or Name and Address as Registered with Homes.com

If you do not have a Homes.com account, you will be prompted to open a free account so we can access your listings. Once we have a connection established with Homes, your listing data will appear - typically within two hours.

[CONNECT LISTINGS](#)

Login in or create a **FREE** Homes.com account.

Social Media RResource

Now, let's connect with your listings!

To continue, please enter your **Homes.com Connect** username and password to complete the authentication process.

You will then be redirected back to your **Social Media RResource** account.

Username or Email

Password

[Forgot Password?](#)

SUBMIT

[Cancel](#)

Powered by  Homes.com

Login in or create a **FREE** Homes.com account.

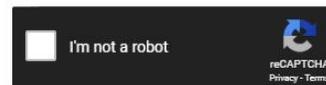
Social Media REsource

Sorry we could not find a Homes.com Connect account associated with your information. Please fill out this form to create a FREE account and then you will be able to post your listings on Social Media REsource.

Establish Your FREE Homes.com Profile Below

This will allow you to access your listings through our social media service.

First Name		Primary Number	Address	
Last Name		Mobile Number	City	
Agent Code	Broker Code	Home Phone Number	Zip	State
MLS Number		Primary Email	Secondary Email	
Title		Office Name		



Next

[No thanks, back to previous page](#)

Powered by Homes.com

Success! Connected to listing data feed

The screenshot shows the 'Social Media REsource' dashboard. On the left is a dark sidebar with the Berkshire Hathaway HomeServices logo and a user profile for 'Hello Marie!'. The main content area is titled 'LISTINGS' and features a central white notification box with the text 'You have successfully connected to Homes.com!' and an 'OK' button. Below the notification, there are two large icons: a calendar with a plus sign labeled 'Post Property Only' and a calendar with a grid labeled 'View Scheduled Property Listings Only'. To the right of the second icon is another label: 'View Scheduled Property Listings Within Article Content'. The background is dimmed, showing a grid of property listing cards.

Listings: Post to Social Media or Schedule on Landing Page.

The screenshot displays the 'Social Media REsource' interface. On the left is a dark sidebar with the Berkshire Hathaway HomeServices logo and a navigation menu containing: DASHBOARD, ANALYTICS, LISTINGS, SCHEDULED CONTENT, CUSTOM CONTENT, EXCLUSIVE CONTENT, PROFILE, and SETTINGS. The main content area is titled 'LISTINGS' and features three options:

- Post Property Listing Only:** Represented by a calendar icon with a plus sign. A text box explains: 'Property listing will be posted to your active social media network connections.' An example shows a Facebook post with a property image.
- Post Property Listing Within Article Content:** Represented by a list icon. A text box explains: 'Property details will appear within the article content.' An example shows a Facebook post with a 'How to Prepare for a Home Appraisal' article snippet.
- View Scheduled Property Listings Only:** Represented by a calendar icon.
- View Scheduled Property Listings Within Article Content:** Represented by a calendar icon.
- Reset Listings Connection:** Represented by a document icon.

A red notification icon is visible in the bottom right corner of the interface.

Listings: Post to Social



BERKSHIRE HATHAWAY
HomeServices



Hello Marie!

- DASHBOARD
- ANALYTICS
- LISTINGS
- SCHEDULED CONTENT
- CUSTOM CONTENT
- EXCLUSIVE CONTENT
- PROFILE
- SETTINGS

Social Media RResource

SCHEDULE A LISTING POST ON SOCIAL MEDIA

Select a listing from the drop down menu or start typing in an MLS number.

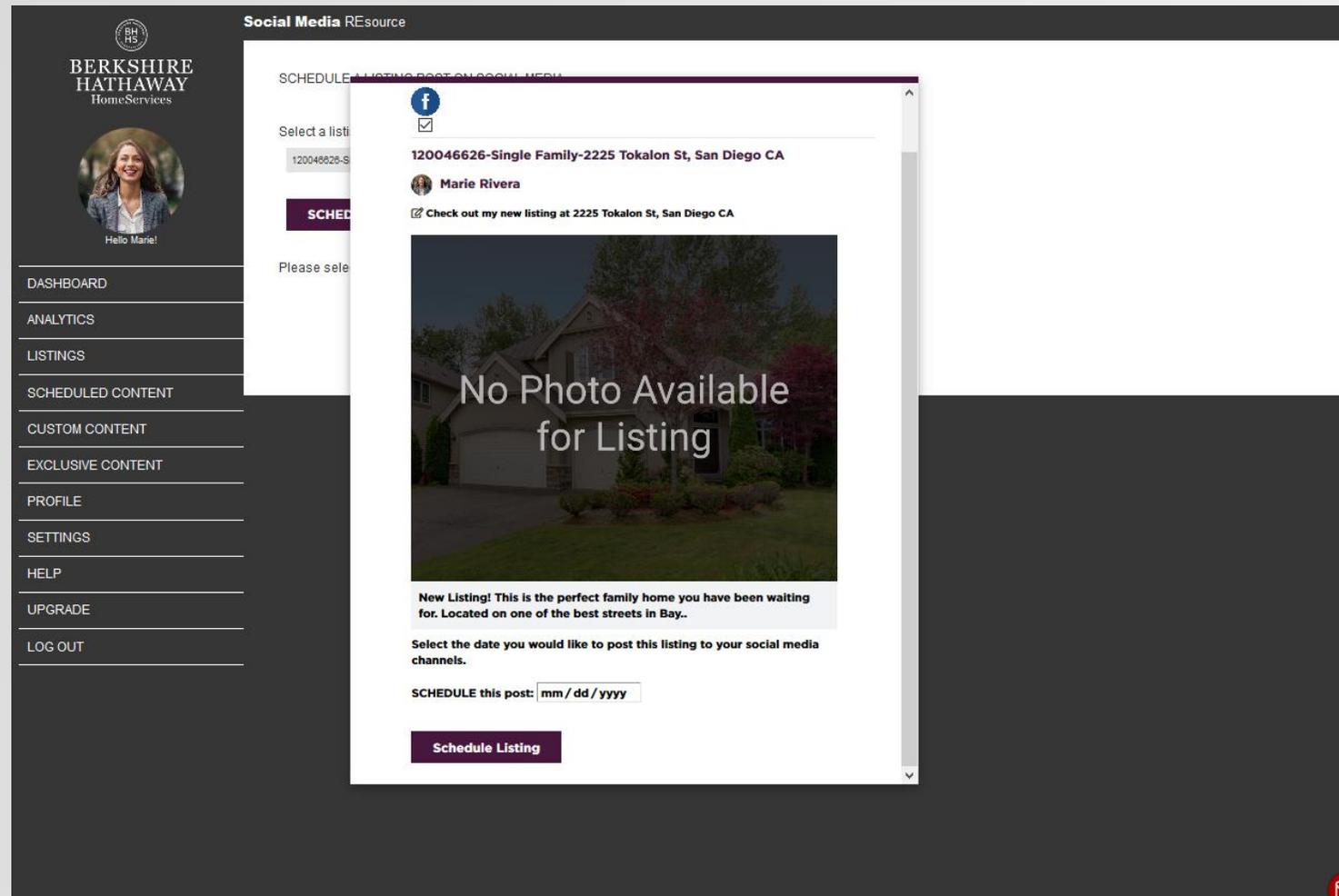
120046626-Single Family-2225 Tokalon St CA San Diego

SCHEDULE POST

Please select a property and click "Schedule Post", we will show you posting options on next screen.



Schedule: Posting date, social platform, edit social introduction.



Social Media REsource Lite users posting date will be the same as day chosen for content posting.

Listing Posted to Social Media

Facebook profile for Marie Rivera Realtors. The profile includes a cover photo, a profile picture of Marie Rivera, and a bio: "Marie Rivera Realtors @marieriverarealtors". The main navigation menu includes Home, Reviews, Photos, Posts, About, Community, Info and Ads, and Groups. A green "Create a Page" button is visible at the bottom of the menu.

The main post is from Marie Rivera Realtors, posted yesterday at 8:33 AM. The text of the post reads: "Great opportunity in highly desired neighborhood!". Below the text is a large image of a two-story house with a grey roof and white trim. The post is attributed to RISMEDIA.COM and lists the address: "2225 Tokalon St., San Diego CA". Interaction buttons for Like, Comment, and Share are visible below the image.

Below the main post is another post from Marie Rivera Realtors, also posted yesterday at 8:33 AM. The text of this post reads: "Here's how to build a higher credit score, which could help better mortgage loans."

Branded Landing Page w/ Property Listing

Another great listing brought to you by

Marie Rivera
Berkshire Hathaway HomeServices

BERKSHIRE HATHAWAY HomeServices
Allison & Doyle, REALTORS®

Marie Rivera
Real Estate Professional
Berkshire Hathaway HomeServices
123 Main Street
Anytown CT 06850

Office Phone: (203) 123-1234
Mobile Phone: (401) 529-5676
Email Me

[My Website](#)

[View My Listings](#)

JOIN THE BEST.
[JOIN OUR TEAM](#)

Property Details

MLS#:	Manual
Property Type:	Single Family
Listing Address:	76 Dunbar Lane, Hamden, CT
Zip Code:	06514
Price:	350000
Year Built:	1990
No of Bed Rooms:	4
Lot Size:	1
SQFT:	2800

Property Listing Lead Generation Form

Another great listing brought to you by

Marie Rivera
Berkshire Hathaway HomeServices

BERKSHIRE HATHAWAY HomeServices
Allison & Doyle, REALTORS®

Marie Rivera
Real Estate Professional
Berkshire Hathaway HomeServices
123 Main Street
Anytown CT 06850

Office Phone: (203) 123-1234
Mobile Phone: (401) 529-5676
Email Me

[My Website](#)

[View My Listings](#)

Please fill out the form below for more information on this listing.

First Name

Last Name

Email

Phone Number

Subject Line

Message

[SUBMIT](#)

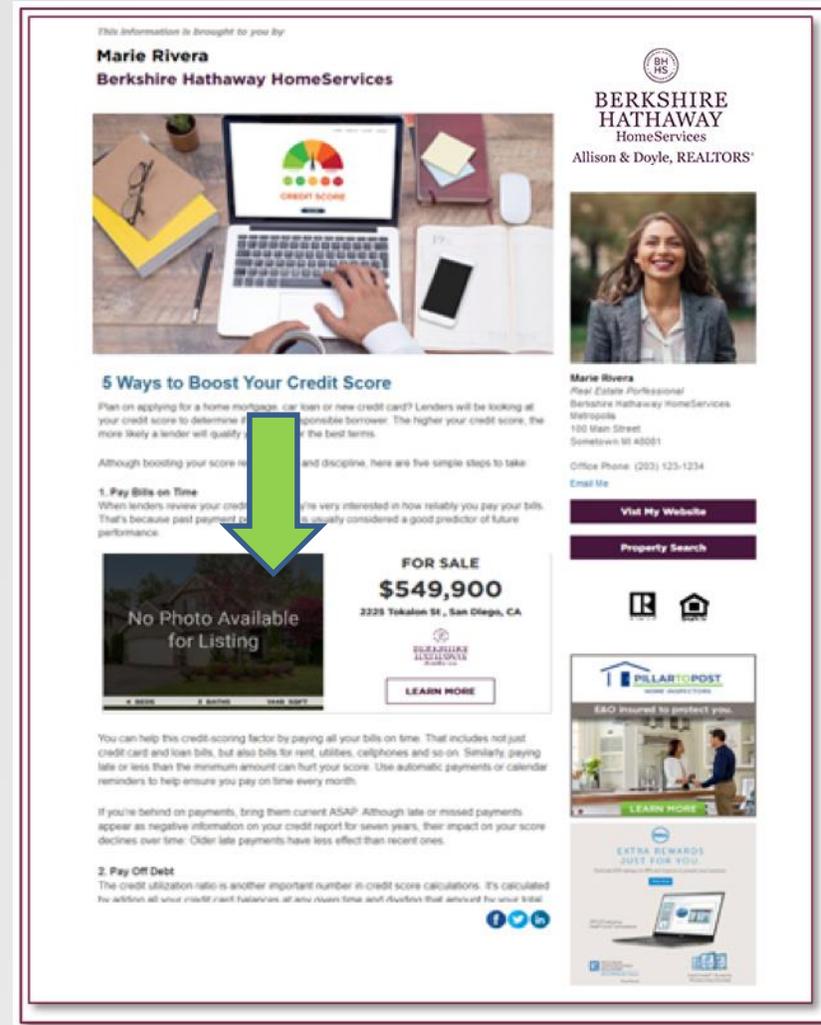
Year Built: 1990

Schedule: Posting to appear within article.

The screenshot displays the Social Media REsource dashboard. On the left is a navigation menu with options: DASHBOARD, ANALYTICS, LISTINGS, SCHEDULED CONTENT, CUSTOM CONTENT, EXCLUSIVE CONTENT, PROFILE, SETTINGS, HELP, UPGRADE, and LOG OUT. The main content area shows a 'Property Listing' modal for MLS Number 120046626, titled '120046626-Single Family-2225 Tokalon St, San Diego CA'. The listing details include '4 BEDS', '3 BATHS', and '1448 SQFT'. A 'FOR SALE' badge is present with the price '\$549,900' and the address '2225 Tokalon St, San Diego CA'. Below the listing, there is a form to 'Select the start and end date you would like to run this Listing on your branded landing page.' The 'Start Date' is set to 05/01/2019 and the 'End Date' is set to 05/15/2019. An 'Update Listing' button is at the bottom of the modal. In the background, a table lists scheduled listings with columns for Start Date, End Date, and Action.

Start Date	End Date	Action
05-01	2019-05-15	🔍 🗑️

Social visitor will see listing within article on branded landing page.





Hello Marie!

ACESocial

DASHBOARD

ANALYTICS

SCHEDULED CONTENT

AD MANAGEMENT

PROFILE

SETTINGS

HELP

LOG OUT

HELP CENTER

Quick Tips to Getting Started

Getting Started

Log in or Sign Up With Facebook

How to Set Up Automatic Posting to Facebook, LinkedIn or Twitter

Analytics

What Is Engagement?

What Is Reach?

What Are Impressions?

Scheduled Content

Scheduled Content Overview

How to Post Content From RISMedia.com - Anytime!

Why Don't I See an Auto-Post to My Social Media Site?

When / What Time Do Automatic Posts Occur?

Settings

How to Set Up Automatic Posting to Facebook

How to Set Up Automatic Posting to LinkedIn

How to Set Up Automatic Posting to Twitter

Reset or Error Posting Message

Can I Control the Posted Content?

How Many Facebook Pages Can I Post To?

Dashboard

Dashboard Overview

Listings

How to Connect to Your MLS Data Feed

How to Post a Listing to Social Media

How to Make a Listing an Ad on Your Branded Landing Page

About the ACESocial Leads Form

Profile

Profile Overview

Profile Picture Help

Website Link Help

Tell Me More About My Branded Landing Page

Ad Management

About Ads on the Branded Landing Page

Billing Questions

Billing and Cancellation

Terms and Conditions



Social Media RResource

Submit Help Request Form

Please enter your request below:

Select type of request:

Billing

Please tell us about your request below

Edit Insert

← → Formats **B** *I*  

POWERED BY TINY

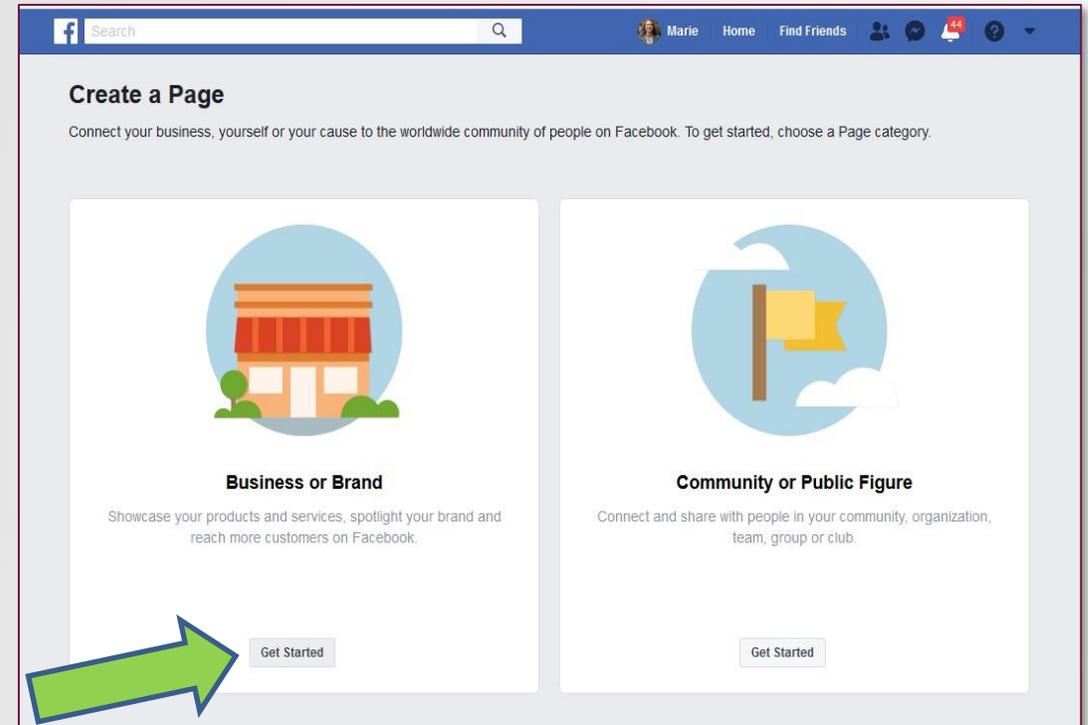
Submit

NOTE: Support form will direct inquiry to RResource Center support.

Click the down arrow and select "Create Page"



Select Business or Brand



Log Out of Social Media RResource

The screenshot shows the Social Media RResource dashboard. On the left is a dark sidebar with the Berkshire Hathaway HomeServices logo and a user profile picture of a woman with the text "Hello Marie!". Below the profile are menu items: DASHBOARD, ANALYTICS, LISTINGS, SCHEDULED CONTENT, PROFILE, SETTINGS, HELP, UPGRADE, and LOG OUT. The main content area is titled "Social Media RResource" and features an "ANALYTICS" section with two donut charts for "IMPRESSIONS" and "REACH", both showing a value of 0. Below this is a "CONTENT POSTS" section with "ARTICLES - 6" and "VIDEOS - 0". At the bottom, there is a "SCHEDULED CONTENT" section with a "TODAY" entry stating "No Post Scheduled Today!" and a "TRENDING CO" section with a date "April 25, 2019" and a snippet of an article titled "Do You Live in One of America's Healthiest Cities?".

Log In

The screenshot shows the login page for Social Media RResource. It features the Berkshire Hathaway HomeServices logo at the top. The main heading is "Welcome to SOCIAL MEDIA RResource" with the tagline "Social Media Marketing Made Easy". A prominent blue button with the Facebook logo says "Continue with Facebook". Below this is a link for "Use email address" with the text "By signing in, you agree to our Terms & Conditions." At the bottom, there is a note: "Don't have a Facebook account? Use the email address method above."

Select Facebook Page

The screenshot shows the Facebook page selection interface. At the top, there are icons for Facebook, a double-headed arrow, and a house icon. The user's name "Kelli Bhhs-McKenna" is displayed. The main heading is "What Pages do you want to use with Today's Home Update?". Below this is a sub-heading "All Pages (1)" with a checkmark icon. A list of pages is shown, including "Kelli's Real Estate Web Site" with a checkmark icon. At the bottom, there are "Cancel" and "Next" buttons.

Social Media REsource

Features	Lite	Full
Automatically post real estate & lifestyle content to social media	1x/week	Daily
Daily email with suggestions to manually post	Yes	N/A
Manually post any time	Yes	Yes
Branded Landing Page	Yes	Yes
Preview daily content 2 weeks in advance		Yes
Option to post listings on social media	1x/week	Daily + Add On
Option to post listings on landing page	Daily	Daily



BERKSHIRE HATHAWAY
HomeServices



Hello Marie!

- DASHBOARD
- ANALYTICS
- LISTINGS
- SCHEDULED CONTENT
- PROFILE
- SETTINGS
- HELP
- UPGRADE
- LOG OUT

Social Media REsource

UPGRADE YOUR SUBSCRIPTION

Upgrade your subscription to automatically **post content every day** on your social media channels.

Monthly	6 Month	Annual - BEST VALUE!
\$35.95 \$39.95	\$188.73 \$209.70	\$323.46 \$359.40
No Contract Required!	12% Off Monthly Subscription	25% Off Monthly Subscription
No contract required! You can cancel at any time. Your credit card will be charged \$35.95 monthly.	Prepay 6 months and pay only \$31.45/month. Your credit card will be charged \$188.73 every 6 months.	Prepay 12 months and pay only \$26.95/month. Your credit card will be charged \$323.46 yearly.
Upgrade	Upgrade	Upgrade

RISMedia's Automated Content Engagement
Sample Month

MON	TUE	WED	THU	FRI	SAT	SUN
1 Article	2 Article	3 Infographic	4 Article	5 Video	6 Article	7 Q&A
8 Article	9 Article	10 Infographic	11 Article	12 Video	13 Article	14 Q&A
15 Survey	16 Article	17 Article	18 Infographic	19 Article	20 Video	21 Article
22 Q&A	23 Article	24 Article	25 Infographic	26 Article	27 Video	28 Article
29 Q&A	30 Article					

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RISMedia

Monthly Content Distribution (Sample)

- 17 Articles
- 4 Infographics (Weekly)
- 4 Videos (Weekly)
- 4 Q&A's (Weekly)

RISMedia's Automated Content Engagement
Sample Monthly Content Distribution

Day	Content	Topic
1 st	Article	How Working with a Real Estate Agent Benefits You
2 nd	Article	The Homebuyer's Mortgage Dictionary
3 rd	Infographic	5 Signs It's Time to List Your Home
4 th	Article	8 Outdoor Trends That Attract Buyers
5 th	Video	How to Benefit from the VA Loan Program
6 th	Article	Keeping Your Child's Credit History Clean
7 th	Q&A	Q: How does refinancing work?
8 th	Article	Where Americans Are Moving Right Now
9 th	Article	How Single Women Are Changing the Home-Buying Market
10 th	Infographic	Hiring a Mover? Watch Out for These Red Flags
11 th	Article	Kitchen Problems to Look for before Buying a Fixer-Upper
12 th	Video	Understanding APR When Shopping for a Mortgage
13 th	Article	3 Common Mistakes Real Estate Investors Can't Afford to Make
14 th	Q&A	Q: I'm a new homeowner. How much will I spend on maintenance each year?
15 th	Survey	Which feature would you want in your backyard: an outdoor kitchen or a pool?
16 th	Article	Tips for Veterans Buying a Home with a VA Loan
17 th	Article	Mortgage Rates Continue to Fall
18 th	Infographic	Tax Season: What to Expect When Selling Your Home
19 th	Article	5 Ways to Increase the Property Value of Your Home
20 th	Video	What to Consider Before Borrowing Home Equity
21 st	Article	Insurance 101 for First-Time Homeowners
22 nd	Q&A	Q: What legal considerations should I make before taking on a remodel?
23 rd	Article	4 Surprising Credit Card Rewards Facts
24 th	Article	Selling? 6 Staging Secrets of Model Homes
25 th	Infographic	How Much Is My Home Worth? Homeowner Perception vs. Appraiser Reality
26 th	Article	New Federal Measure Would Offer Tax Deductions to Millions of Homeowners
27 th	Video	The Top 6 Most Useful Kitchen Additions
28 th	Article	7 Questions to Ask Before Buying a Home
29 th	Q&A	Q: When is the best time to sell my home?
30 th	Article	5 Financial Tips for First-Time Parents

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RISMedia

Monthly Content Titles (Sample)

Timeline - Edit, Replace, Delete

SOCIAL MEDIA REsource

BERKSHIRE HATHAWAY HomeServices

Dashboard menu: DASHBOARD, ANALYTICS, SCHEDULED CONTENT, PROFILE, SETTINGS, HELP, LOGOUT

SCHEDULED CONTENT

Thursday, March 28, 2019

Marie Rivera

Want to up your homes cozy factor? Here are some simple ways to add some warm and cuddly.

RISMEDIA.COM

Quick Ways to Get More Cozy

Advances in technology and a rise in entrepreneurship have made work from home situations much more common...

EDIT REPLACE DELETE

Your content is scheduled to post on the following networks:

f

Thursday, April 04, 2019

Marie Rivera

Traveling doesn't have to be expensive if you're mindful of your meal spending.

RISMEDIA.COM

Simple Tips for Saving Money on Food While Traveling

Eating out while traveling is one of the quickest—and easiest—ways to drain your vacation fund. But you've got to eat, right? Here are some simple ways to save money on food while traveling, with the ultimate goal being to avoid restaurants for at least half your meals while on the t.....

Timeline - Save, Replace, Close

SOCIAL MEDIA REsource

BERKSHIRE HATHAWAY HomeServices

Dashboard menu: DASHBOARD, ANALYTICS, SCHEDULED CONTENT, PROFILE, SETTINGS, HELP, LOGOUT

Marie Rivera

Mortgage co-signers are just as responsible for repayment as the main borrower is. Have you considered co-signing?

RISMEDIA.COM

What You Should Know Before Co-Signing a Home Loan

Many homebuyers need help from friends and family to qualify for a home loan through co-signing. Of home purchase loans in the U.S. during the second quarter of 2017, 22.8 percent included a co-signer, up from 21.3 percent in the second quarter of 2016--according to a study by Attom Data Solutions, a...

SAVE REPLACE CLOSE

Your content is scheduled to post on the following networks:

f

Frequently Asked Questions

- Profile: All changes through Resource Center
- Connecting to Facebook Page
 - No posting to FB profiles. If new FB page delete current connection and recreate.
- Post 'Completed with Errors' = User needs to click Reset every 60 days for LinkedIn or if social password has change.
- Connecting to MLS data feed. User will be prompted create a free Home.com account if they do not have one.

Questions?