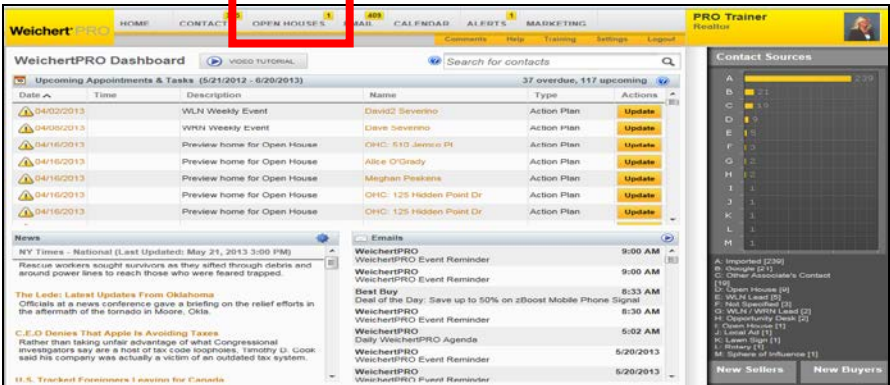

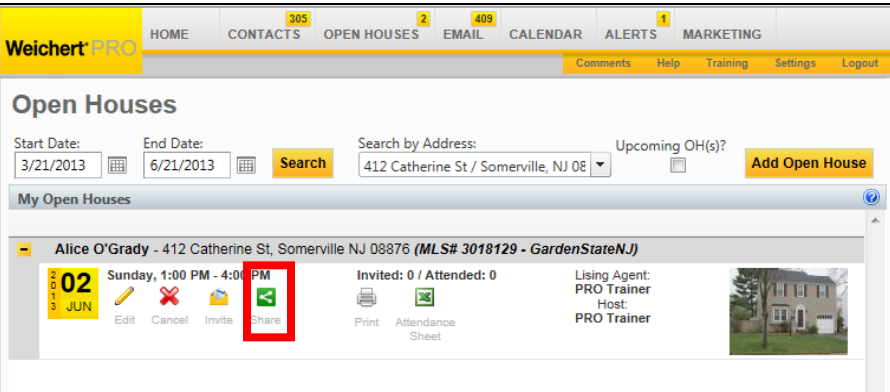
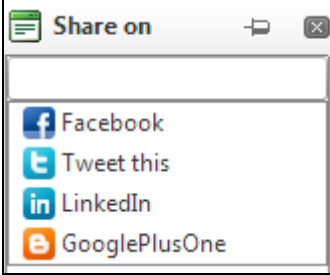


WeichertPRO Job Aid – Share, Market and Invite Guests to Your Open House


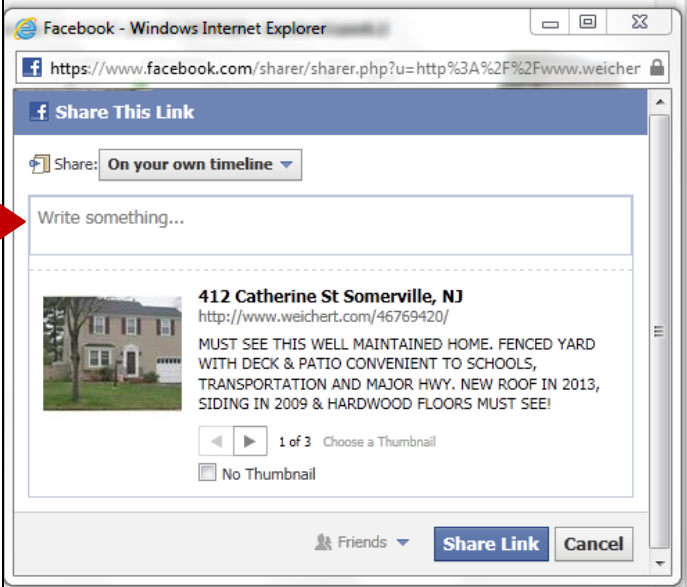
When you schedule your Open Houses in WeichertPRO, you can easily increase visibility and attendance by sharing your Open Houses on Social Media sites and email invitations to your contacts with ready to use email templates. Follow the simple steps when you create your Open House to Share and Invite. If you have already scheduled your Open House in the WeichertPRO Calendar and would like to Share/Invite for the first time or for a second or third time, reference the steps below:

1. SHARE AND MARKET YOUR OPEN HOUSE ON SOCIAL MEDIA

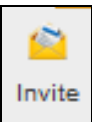
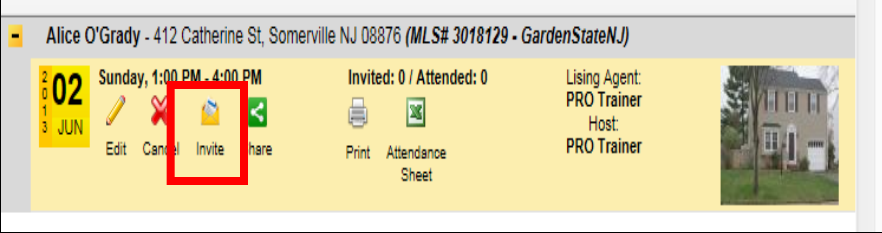
Step	Screen
<p>For the purposes of this job aid, we will market/share an Open House that has already been created and added to your calendar.</p> <ol style="list-style-type: none"> Go To: www.weichertpro.com and log in. At the top toolbar, select "Open Houses". 	 <p>The screenshot shows the WeichertPRO dashboard. The top navigation bar includes 'HOME', 'CONTACTS', 'OPEN HOUSES', 'EMAIL', 'CALENDAR', 'ALERTS', and 'MARKETING'. The 'OPEN HOUSES' tab is highlighted with a red box. Below the navigation bar, there is a 'WeichertPRO Dashboard' section with a table of 'Upcoming Appointments & Tasks' and a 'News' section.</p>
<ol style="list-style-type: none"> Locate the open house you would like to share/market. Select the 'Share' icon. 	 <p>The screenshot shows the 'Open Houses' page. It includes search filters for 'Start Date', 'End Date', and 'Search by Address'. Below the filters, there is a section for 'My Open Houses' with a listing for 'Alice O'Grady - 412 Catherine St, Somerville NJ 08876'. The listing shows the date 'Sunday, 1:00 PM - 4:00 PM' and the 'Share' icon is highlighted with a red box.</p>
<ol style="list-style-type: none"> Select the Social Media site you would like to market your open house on. 	 <p>The screenshot shows a 'Share on' dialog box with four social media options: Facebook, Tweet this, LinkedIn, and GooglePlusOne.</p>

WeichertPRO Job Aid – Share, Market and Invite Guests to Your Open House

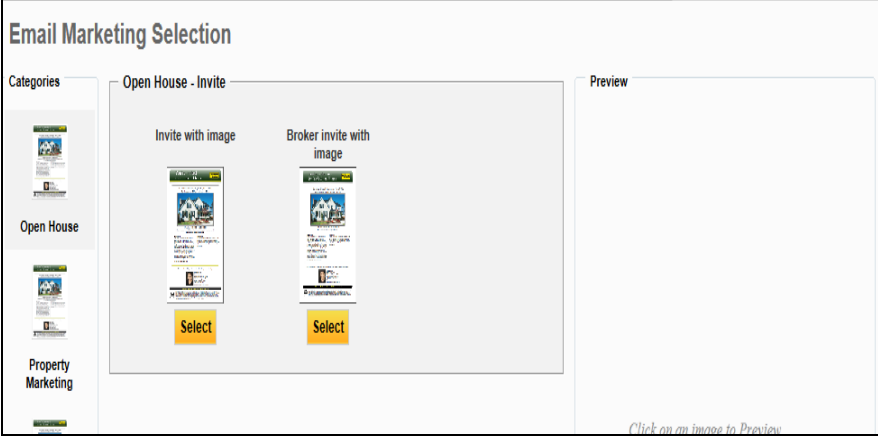
SHARE AND MARKET YOUR OPEN HOUSE ON SOCIAL MEDIA, CONTINUED

Step	Screen
<p>WeichertPRO automatically formats the post using the requirements of that Social Media site.</p> <p>Simply personalize and share. </p> <p>This is an example of the Facebook share.</p>	

2. INVITE GUESTS/CONTACTS TO YOUR OPEN HOUSE

Step	Screen
<p>At this time, you can also invite guests to your open house using an eMail Template.</p> <p>From the Open House Management Page, locate the Open House:</p> <p>5. Select the "Invite" icon.</p> <div data-bbox="305 1612 396 1732" data-label="Image">  </div>	

WeichertPRO Job Aid – Share, Market and Invite Guests to Your Open House

Step	Screen
<p>You will be redirected to the “Email Marketing Selection” page.</p> <ol style="list-style-type: none">7. Select the Open House template you would like to use8. Follow the steps to create and personalize your email invite.	 <p>The screenshot displays the 'Email Marketing Selection' interface. On the left, there is a sidebar with 'Categories' including 'Open House' and 'Property Marketing'. The main area is titled 'Open House - Invite' and features two columns of templates: 'Invite with image' and 'Broker invite with image'. Each column shows a mobile device preview of an email invite with a 'Select' button below it. A 'Preview' pane is visible on the right side of the main area. At the bottom right, there is a small text link: 'Click on an image to Preview'.</p>