

# IDX Basics

## What is IDX?

- Internet Data Exchange – a.k.a. Broker Reciprocity
- NAR Standard since 2002
- Enables a searchable list of MLS properties to display on the public Internet

## Why is it Valuable?

- IDX is for the Public – it is what people want to see when they visit a real estate website
- The #1 reason someone visits a real estate site is to find Listings
  - *If a visitor does not find listings on your site, they will go someplace else*
- 75% of home sales begin with an Internet Search. People who use the Internet:
  - *Are more likely to use an Agent when ready to buy*
  - *Traditionally spend more money on a property*
  - *Will usually work with the first Agent they contact*

## Search Page Comparison

The screenshot shows the iHomefinder website interface. At the top, it says "iHOMEFINDER REAL ESTATE IDX WEBSITE SYSTEM" and "IDX PRODUCT DEMO SITE". Below that, a disclaimer reads: "THIS IS NOT AN ACTUAL REAL ESTATE WEBSITE. THIS IS FOR DEMONSTRATION PURPOSES ONLY." The main heading is "IDX PROPERTY SEARCH". On the left, there is a vertical navigation menu with items like "Welcome", "IDX Property Search", "Email Updates Sign-Up", "Featured Properties", "Solds Gallery", "Offices & Agents", "Property Organizer", "Open Homes", "Virtual Tours", "Mortgage Calculator", "CMA Request", "Contact iHomefinder", and "Administrator Log-In". The main content area features the slogan "Find Your Dream Property!" and a call to action: "CLICK HERE TO SIGN-UP FOR EMAIL ALERTS OF NEW PROPERTIES". Below this, it explains: "This is an example of the use of the Sub/lead design element. It can take any HTML, and can be very useful for adding some additional lead capture to your setup." The search form is titled "PROPERTY SEARCH:" and includes fields for "Cities\*" (with a dropdown menu showing Adelanto, Adult Village, Aguanga, Alameda, Alamo, Albany), "Zip Codes\*" (with a dropdown menu showing 54321, 54322, 54323, 54324, 54325, 54326), "Minimum Price" (\$ 200,000), "Maximum Price" (\$ 600,000), "Property Type" (House & Condo), "Bedrooms" (2+), "Bathrooms" (1+), "Sort Results By:" (Price Descending), "Minimum Sq. Ft." (0), and "Minimum Acres" (0). A "Go To Advanced Search Form" link is present, and a "Find Listings" button is at the bottom.

- No pop-ups or links to competitor sites
- You control the whole design of the page
- Your name and brand are prominent
- Search fields are customized for your market


## CRT Homefinder v. Generic IDX

The screenshot shows the statesmanclassifieds.com website interface. The main heading is "Selling your home?" with the tagline "getting you home". Below that, it says "Home Search brought to you in partnership with statesmanclassifieds.com". The page is divided into several sections. On the left, there is a "Your Portfolio" section with links like "Save your listings, searches and agents", "Create Your Portfolio", and "View Your Portfolio". Below that is an "Inside Austinhome search" section with links like "Home Page", "Home Search", "Open House Search", "Lease Search", "Lot Search", "Multi-Family", "Farm & Ranch Search", "The Store", "Community Info", "Find a REALTOR®", "Select a REALTOR®", "Who We Are", "Site Map", and "Home Search FAQ". The main search area is titled "Home Search" and includes fields for "City:" (No Preference, Austin, Balcones), "Zip:" (No Preference, 00000, 00078), "County:" (No Preference, Bastrop, Blanco), "School District:" (No Preference, Austin, Bastrop), "Status:" (No Preference, Active, Contingent), "MLS Area:" (No Preference, 10, 11), "Property Types:" (No Preference, Condo, Garden), and "Price Range:" (Low: No Preference, High: No Preference). There is also a "Search by MLS#:" field and a map. Below the map, it says: "You can use the map to assist you in finding the zip codes corresponding to the location you choose. The results will appear below." At the bottom, there are "More Options" (Bedrooms: No Preference, Show least expensive Homes first, Show only Homes with Virtual Tours) and "Open Houses" (Show only Homes with upcoming Open House). A footer note says "Map Copyright© 1998 Austin Board of REALTORS®".


- Includes ads for other real estate sites
- Includes pop-ups for other sites and services
- Nothing is customizable
- Nothing has your name or brand

## Property Flyer Comparison

501 IRONWOOD RD  
ALAMEDA, CA 94502



© 2006 CCAR



[view all photos](#)

Single story end unit with views of the lagoon, vaulted ceilings in livingroom and dining room and master bedroom. Central atrium brings fresh air and light. Freshly painted and new carpet, close to shopping, transportation and walking trails.

3 Bedrooms  
2 Bathrooms  
1,492 Est. Sq. Ft.  
Listing # 40208581

**\$599,500**

[More Details](#)


[Schedule a Showing](#)


[Click2Call](#) [Call Realtor Now!!](#)

[Save This Property](#) [Printable Version](#) [Email This Property](#)  
[Map Location](#) [Mortgage Calculator](#) [School Information](#)

- Never includes an advertisement or pop-up
- Multiple ways to contact **YOU**
- Customized with pictures, tours, descriptions


## CRT Homefinder v. Generic IDX

Find Your Graduating Class  I graduated in:

 Official Site of the National Association of REALTORS®

[Find a Home](#) [Rentals](#) [Home Finance](#) [Moving](#) [Home & Garden](#)

< BACK TO SEARCH RESULTS 1 of 98 Listings NEXT >




3234 BAKER ST  
BERKELEY, CA 94702  
MLS ID#: 40185349

**\$579,000**  
3 Bed, 2 Bath


Estimated payment:  
\$2,928 Per Month\*  
[Change Assumptions](#)  
[Check Local Rates](#)

[Map & Directions](#)  
[Save This Listing](#)  
[Send to a Friend](#)  
[Send to your REALTOR®](#)

[Request a Showing](#)  
[Printable Brochure](#)

Presented by   
**Barbara Levy**  
 For a FREE, No-Obligation Market Evaluation of Your Home or  
 Office: (610) 981-3014  
 Fax: (610) 949-3720

- [Email Agent](#)
- [Save Contact Info](#)
- [Other Listings](#)
- [Visit Website](#)

Brokered by   
**Coldwell Banker Residential Brokerage - Berkeley**  
 A Century of Distinction  
 Office: (610) 981-1854

Price Reduction. All reasonable offers considered. Remodelled & updated including New Foundation, & Updated Kitchen & Baths. The downstairs has separate outside entrance, Bath & Kitchenette. Fenced backyard. In an established neighborhood about 1 mile from BART.

To access this webpage directly, use <http://realtor.com/Prop/1064143136>

**Property Features**

- Single Family Property
- Area: Berkeley Map Area 8
- County: Alameda
- Subdivision: BERKELEY
- Year Built: 1908
- 3 total bedroom(s)
- 2 total bath(s)
- 2 total full bath(s)
- 7 total rooms
- Two story
- Interior features: Carpet, Eat-in kitchen, Range and oven, Refrigerator, Tile flrs, Washer/dryer hookups
- Exterior features: Fenced, Public sewer svc, Public water supply,, School District: Berkeley (510) 644-6504

[Find out more.](#)

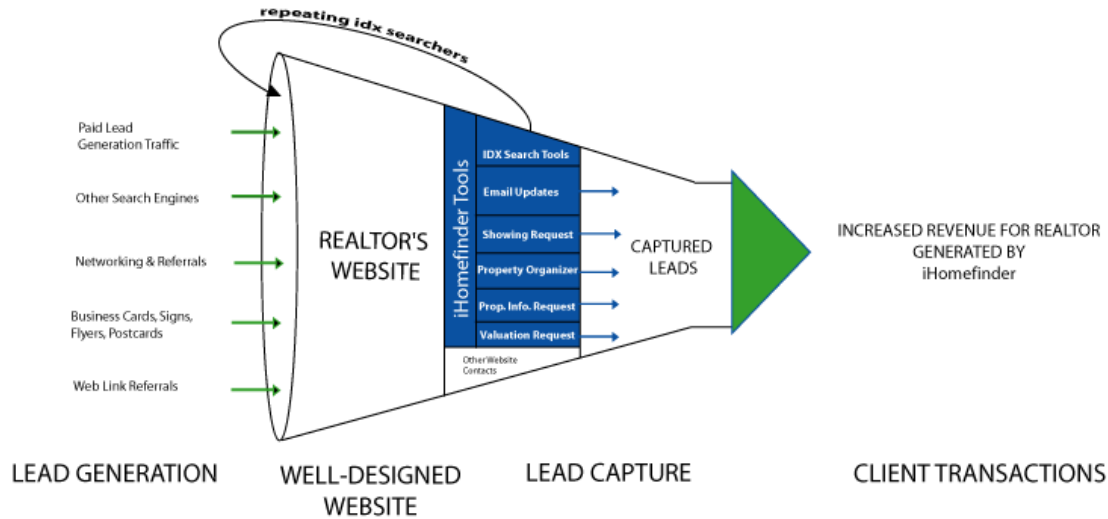
- Still more Ads
- Multiple links to contact **another Agent**
- No customization

# The Big Picture

*CRT Homefinder works with your existing Online Marketing Campaigns to maximize your Website and your Business*



## Website Lead Generation & Capture



1. Drive traffic to your site with Lead Generation and other marketing efforts
2. Present your visitor with a well designed site fully branded with your name and offerings
3. ***Capture the Lead*** by providing searchable listings, Email Updates, Property Organizers and more
4. Stay in constant contact with all your leads with Automated Email Updates
5. Drive your business by Converting Lead to Customers

## CRT Homefinder provides:

## CRT Homefinder Features

- ***Your Listings*** – always current, always accurate, sent directly from your MLS
- ***Automated Email Updates*** – the best way to keep leads warm. Subscribers receive daily emails informing them of new properties that match their saved search criteria
- ***Subscriber Management*** – keep close tabs on your leads and provide them with a Property Organizer tool that will further their loyalty to you
- ***Property Management*** – simple tools for adding information, pictures, tours, etc. for all your properties – including sold/pending and supplemental
- ***Open House Information*** – easily added for any property. Information is automatically removed when dates have passed so your site stays current
- ***Valuation Request*** – a form for sellers to contact you to receive an estimated value of their home
- ***Featured Listings*** – highlight your own properties with a Featured Listing page and Slide-Show
- ***Schedule a Showing*** – visitors can contact you directly about seeing a property right away
- ***Map-Based Search Results*** – if desired, the list of search results can include a map with a flag for each property on the list
- ***Agent Management*** – for large offices or brokerages, Office and Agent management is available

# CRT Homefinder Back-End

Manage Subscribers [Show Help](#)

Show All Subscribers | **Subscriber Search** | Add a Subscriber

=Last 2 days  =Last 7 days  =Last 30 days  =Over 30 days  =Disabled Account

There are 19 Subscribers in the database who match your account settings.  
Results 1 - 10 are displayed below. Click name to manage account.  
[Next](#) | 1 | 2 Records Per Page: 10

<input checked="" type="checkbox"/>	Name / Email	Last Update	Last Login or Click-Thru	Signup Date	Saved Searches	Agent
<input type="checkbox"/>	<a href="#">Aaron Chaver</a> Aaron_chaver@yahoo.com	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	1	
<input type="checkbox"/>	<a href="#">Brett Deschepper</a> brett@homefinder.com	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	5	Brett DeSchepper
<input type="checkbox"/>	<a href="#">Catherine DeSchepper</a> cat@homefinder.com	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1	
<input type="checkbox"/>	<a href="#">David Coone</a> dtc01@comporium.net	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	1	Brett DeSchepper
<input type="checkbox"/>	<a href="#">Eric - lhf 55</a> eric@homefinder.com	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1	
<input type="checkbox"/>	<a href="#">Eric Ramstad</a> eramstad@pacbell.net	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1	
<input type="checkbox"/>	<a href="#">Harshala</a> harshala@homefinder.com	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	3	
<input type="checkbox"/>	<a href="#">John</a> jfritz@homefinder.com	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	9	
<input type="checkbox"/>	<a href="#">John</a> john@homefinder.com	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1	
<input type="checkbox"/>	<a href="#">John Eric Fritz</a> fritz@orbisoftware.com	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	18	

Delete Selected Subscribers

[Next](#) | 1 | 2 Records Per Page: 10

Subscriber List

Modify Listing [Show Help](#)

Show All Active Listings | **Listing Search** | Edit Listing

<a href="#">Modify Property Photos</a>	<a href="#">Modify Property Description</a>	<a href="#">Modify Virtual Tour</a>	<a href="#">Modify Open House</a>
<a href="#">Modify Flash Tour</a>	<a href="#">Modify Property Report</a>	<a href="#">Modify Map Link</a>	<a href="#">Modify Extra Link</a>

[Modify Header Footer](#)


**Add Photo**

From File  From URL

Add From File

Make Main Photo

**Main Photo**



Listing # 40207756  
1035 BEGONIA DR ALAMEDA, CA 94502 [Revert to MLS Photo](#)

Property Features

**Flexible.** With CRT Homefinder, you have your own full featured Back-End Admin Site. Subscriber management allows you to keep tabs on all subscriber activity. Listing management allows you to add photos, tours, descriptions, and Open House information to any property. Other back-end tools include Agent/Office management, Design/Branding Setup, and Reporting.

# Overcoming Objections

- **Price** – “why should I pay for this when I can get something free from my Board?”

Generic IDX is not brandable, includes links to other sites and is not customized for any individual agent. It is designed for ALL agents and represents all interests. You are wasting money if you’re investing in a website and marketing, but offering tools that don’t promote your name and brand and don’t offer Lead Capture.

- **Performance** – “why should I choose CRT Homefinder over another IDX provider?”

Other IDX providers offer a comparatively “stripped down” set of website tools. One provider may offer some tools and another may offer other tools, but only Homefinder provides a comprehensive toolset. Other providers may seem to charge less, but they will quickly tack-on extra charges for usage or “special” features. Homefinder includes all features in your package with no hidden charges.

- **Value** – “what is this really going to add to my site?”

Homefinder isn’t just about adding listings to your site. The tools provide a full Lead Capture Solution allowing you to stay in continuous contact with your leads, constantly updating them and exposing them to your name and brand. You can track all your subscriber activity so that you always know who is still browsing and who is getting ready to make a move. Listing management allows you to maximize your own listings with minimum effort.

# Conclusion

Paired with a professionally designed website, Homefinder offers a ***Fully Brandable IDX Solution***. Tools are seamlessly integrated with your site. Visitors are always presented foremost with your brand and your offerings.

The Homefinder package provides a ***Comprehensive Lead Capture Toolset*** that includes all the tools that you need to capture and convert leads into satisfied customers.