

## YOUR QUESTIONS ANSWERED ~

- \* **FREE UNLIMITED OPEN HOUSE ADS**—expire midnight the night of your scheduled open house but remains stored in your account making it easy to reschedule another open house or select to have it viewed as an Active Listing Ad among the Open House searches.
- \* **FREE UNLIMITED ACTIVE LISTING ADS**—expire every 30 days but will remain stored in your account ready to schedule as an open house or reactive to be viewed on line with invitation to contact listing agent for showing. Allowing you to manage your active listing easier.
- \* **OPTIONAL “BUSINESS NETWORK LINK” AD** for only \$6.65 per month. Billed quarterly. Provides you with 2 Ads. One ad viewed in the Open House Searches that invites viewers link to your Personal large business ad to find out more information about your services. Both Ads may be edited at any time at no charge.

Oregon Open House Online is designed to provide Oregon Licensed Real Estate Brokers with affordable advertising that will drive viewers directly out to view your Open Houses. It’s all about you ~ promoting your clients property and your business. With FREE advertising on a website designed to feature all Oregon Real Estate offices & agent’s Open Houses on one site you can afford to take advantage of holding more Open Houses.

- Schedule your open houses days further in advance to draw more attention!
- Easily schedule a last minute open house without worrying about costs!
- Promote weeknight community open houses. “Happy Home Hour”, etc!
- Advertise Broker/Public Open House on a weekday or evening!
- Make it an event or a neighborhood social gathering!

Be creative and come up with your own Open House ideas. Invite lenders, a Remodeler if home needs remodeling. A Home Stager if home needs staging. A Landscaper if home needs landscaping. Be sure you are all on the same page in how you wish to promote the home for your Sellers. (This also helps provides safety & security for all.)

### WHY HOLD OPEN HOUSES ~ 3 Simple Reasons...

**PERSONAL ONE ON ONE PEOPLE NETWORKING.** Outside of the Internet, what better way to meet future Buyers and Sellers than in the setting of one of the services you provide.

**MORE EXPOSURE FOR YOUR CLIENT’S HOME.** Some say open houses don’t sell homes. Nonsense. Buyers do visit open houses in hopes of finding what they are looking for. The more exposure for your Sellers home the better.

**FULL SERVICE PROFESSIONALS.** With all the “flat fee” companies and FSBO’s out there, this is just one of the many services that sets Professional Real Estate Agents apart.

**WHY SIGN UP FOR FREE MEMBERSHIP ~** All Oregon Licensed Real Estate Brokers and Associates are invited to sign up for **Free Membership**. Signing up for membership sets up your personal account log in email address and password for future access to submit your open house ads and property listings, editing and other services. When you first sign in to become a member, you will also be asked to provide your contact information for advertising and viewers use. Once your Membership is set up you will access your personal account by entering your email address and your personal password in the Log In box on the home page. Please read **Terms of Use** and **Privacy Policy** for further information. Easy advertising guidelines are also provided.

Your Questions Answered cont.

**WHAT IS INCLUDED WITH MY FREE MEMBERSHIP** ~ Your FREE Membership provides you with your personal account where you can submit your Free, unlimited Open House Ads and active Property Listing Ads at any time. You can easily log into your account to post, edit, store and track all your Open House and Property Listings. (You may have as many active property listings stored in your account as you wish, making it easier to schedule an open house on a moments notice.)

\* Your Free Membership also provides you with convenient email service to forward a copy of your Ads to your Principal Broker, yourself, your Open House Home Owner and your Client Base using a link to your personal computer's email service to protect your client base information.

**WHAT IS A BUSINESS NETWORK LINK AD OPTION** ~ Your Free Membership also includes the OPTION for licensed Oregon Real Estate Brokers and Associates as well as other businesses to advertise and promote their Services to Viewers for only \$6.65 per month. This is your personal advertising page that allows you to log in and create, update, edit or change your ads whenever you choose!

#### **REAL ESTATE AGENTS ~**

- Promote your real estate services, relocation assistance, information on short sales, foreclosures etc.
- Provide helpful Real Estate information for viewers. Free reports, neighborhood information, your Personal Newsletter, CMA's and more.
- Create a short Bio complete with testimonials.
- Share hobby information to connect with viewers.
- Promote your blog, your website, or invite them to join you on Facebook or whatever you wish to drive viewers to connect with you!
- Post an exciting new property listing or buyers wants.
- Be creative in finding ways to get future Buyers and Sellers to contact you for your services.

You elect which contact information you wish to display. Your Business Network Link Ad will be linked by a similar smaller photo Advertisement posted alongside featured Open House and Active Property Listing searches. \*\*\*Real Estate Agent Business Network Link Ads can also be linked from their Open House Ad or Active Property Listing Ads in the contact information for the Property being viewed.

To access and create your personal Business Link Ad log into your account and select "Click here to place Business Network Link Ad" under Advertisements on your Account page and follow simple instructions.

**OTHER BUSINESSES** ~ who elect to advertise are asked to please contact Oregon Open House Online via email request to: [info@oregonopenhouseonline.com](mailto:info@oregonopenhouseonline.com) for authorization to use our Advertising services.

**INITIAL LOG IN** ~ The first time you log in to your account you will need to scroll down to upload your viewer contact information and office/business logo. This information will be saved and uploaded automatically each time you submit Open House Ads, Property Listing Ads or Business Network Link Ads.

**WHAT CAN I DO TO MAKE UPLOADING MY OPEN HOUSE & LISTING ADS EVEN EASIER** ~ Once you have set up your Free Membership, uploading your Open House Ads or Property Listing Ads takes only approximately 5-6 minutes. Have your ad pre-written or copy & paste from Word or your MLS and the location and photos you wish to upload pre-determined. With that information at hand you will find it extremely easy to place all your ads! (Unfortunately MLS is not set up to allow selective listing uploads at this time.)

**HOW SOON WILL MY OPEN HOUSE AD AND ACTIVE PROPERTY LISTINGS APPEAR ON LILNE** ~ Your Open House and Featured Property Ads will appear on line almost immediately. You may post your Open House Ads as far in advance as you wish to maximize your listing exposure, or schedule it at the last minute if necessary.

Your Questions Answered cont.

**HOW LONG WILL MY “OPEN HOUSE” ADS BE VIEWED ON LINE** ~ Your OPEN HOUSE ad will expire at midnight the day of the scheduled Open House, but will remain in your account until which time you wish to schedule another Open House, select to have it viewed in the searches along with scheduled open house ads or cancel the ad because the property is sold or no longer an active listing.

**HOW LONG WILL MY “ACTIVE PROPERTY” LISTING ADS BE VIEWED ON LINE** ~ All Property Listing ads will be viewed for 30 days from the date they are posted. Once the ad expires it will remain in your account. You may log into your account and select “Edit” at any time to reactivate the listing to run for an additional 30 days or you may choose to schedule an Open House for it at any time or remove it from your account when it is sold or no longer active.

**HOW DO I MAINTAIN MY ACCOUNT** ~ IMPORTANT. It is the RESPONSIBILITY for all REAL ESTATE AGENTS to maintain their listings, i.e. price changes, pending, sold, etc. The site provides easy ad cancellation and property deletions along with standard editing. Once your property is Pending, SOLD, terminated or withdrawn you must remove it from actively appearing on the website. We ask that you to review all your property listings in your account by periodically logging in and deleting all Sold or inactive listings stored in your account.

**WHY ARE YOU PROVIDING VIEWERS ONLY 6 PROPERTY PHOTOS** ~ Oregon Open House Online is designed to draw viewers out to meet you and view your Sellers properties... By providing 6 oversized photos, we feel this is enough to prompt viewer’s interests in the property. Thereby encouraging them to tour the home and meet you to find out more!

**DOES OREGON OPEN HOUSE ONLINE COLLECT VIEWER INFORMATION** ~ Viewers DO NOT have to sign in for information anywhere. We DO NOT COLLECT VIEWER INFORMATION other than Advertisers. Oregon Open House Online is designed to promote your business, your open houses and get viewers to contact you.

**WHAT IS THE COST OF BUSINESS NETOWRK LINK ADS** ~ Optional Business Network Link ads are only \$6.65 per month. For a limited time your first 2 months are free. Thereafter you will be automatically billed quarterly (every three months) \$19.95. Oregon Open House Online accepts Visa/MasterCard/Discovery and American Express credit cards to provide our customers with the convenience of services on our web site. YOUR BILLING STATEMENT ON YOUR CREDIT CARD ACCOUNT WILL REFLECT PAYMENT MADE TO OPEN HOUSE EXPRESS, LLC.

\*\*\*Please note all ad placement sales are final. Agent/Businesses may elect to cancel their Business Network Link Ads at any time by simply logging into their accounts and selecting cancel this ad. You ad(s) will continue to be viewed on line through the end of their pre-paid period. ---



**IS OREGON OPEN HOUSE ONLINE A SECURE SITE?** ~ YES. Secured by Rapid SSL. All credit card information is protected by SSL Encryption Technology to ensure that it is secure. These measures are in place to protect the loss, misuse and alteration of the information. We do not store credit card or financial information. Your contact information is only used to place ads. The contact information we do store on our system is protected by firewall and password. The password you select along with your unique email address prevents others from accessing your information. We suggest that you do not share your password with anyone else. For More Information Please read Terms of Use and Privacy Policy.

**WHY DOESN'T OREGON OPEN HOUSE ONLINE OFFER HELPFUL MORTGAGE LENDER RATES, SCHOOL RATING INFORMATION, LINKS TO CITY SERVICES AND OTHER HELPFUL VIEWER INFORMATION** ~ We want viewers to talk with their Real Estate Professionals. As you know there is a huge amount of information on the internet. But only you can provide the important information that your clients need. You are the professionals.

More Questions: [info@oregonopenhouseonline.com](mailto:info@oregonopenhouseonline.com)

*Oregon Open House Online*