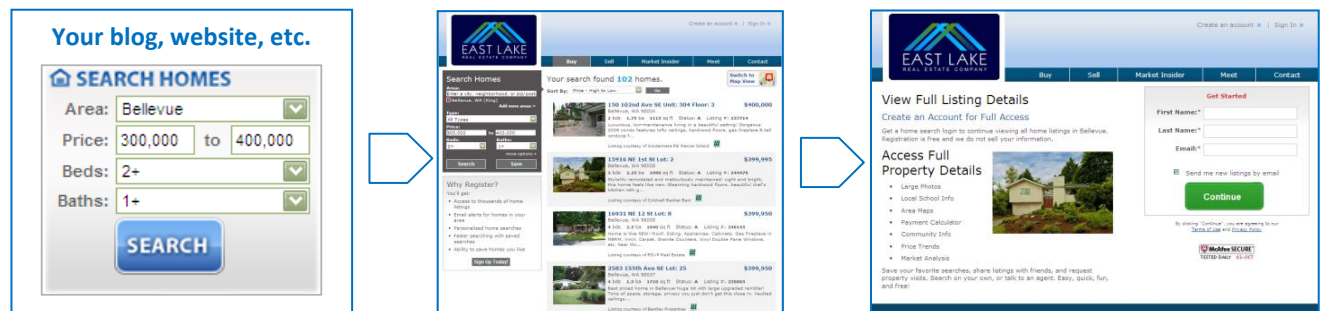


Generate Leads with a Search Widget

Build your pipeline! Use a search widget to generate leads from your non-Market Leader websites. Search widgets are free and can be used on as many websites as you'd like.

Here's how it works

You put a widget on your non-Market Leader website (e.g., your blog, neighborhood niche site, Facebook, ActiveRain). A buyer visits your other site, enters criteria on the widget, clicks "Search" and immediately arrives on your Market Leader website looking at listings. When they click to view a second listing, your Market Leader website invites these buyers to register and enter your pipeline.



To add a search widget to your other websites

You can add a search widget to sites that allow JavaScript and that allow you to access the HTML Source Editor on the back end of the website. To add a search widget to these sites, follow these steps:

1. Login to your Market Leader account.
2. Click **Website**, under **Admin**.
3. Click **Search Widget**.
4. Select the search widget layout you prefer.
5. Highlight and copy the HTML code below your preferred search widget.
6. Take this code and paste it into the HTML code of your other non-Market Leader website.

To add searchable areas to your search widget

The areas buyers can search via your search widget are the "communities served" you've created for your Market Leader website. Take these steps to add more communities served:

1. In the **Website** section, click **Communities Served**.
2. Click **Add Community**.
3. Type in the name of the desired community.
4. Click **Continue**.
5. Type in the zip code(s) for the community. (Separate multiple zip codes with commas.)
6. Click **Add Zip/Postal Code**.
7. Click **Done**.

To add property types to your search widget

The property types you have on your website will also appear in your search widgets. To add types:

1. In the **Website** section, click **Listing Search Fields**.
2. Check the **Property Types** you prefer.
3. Click **Save**.

Add a Search Widget to your Facebook Business Page

You can generate more leads by adding a Market Leader search widget to your Facebook business page.

Note: Before using these instructions, you must follow the steps above to select your preferred search widget layout. You'll also need to know the website address for your Market Leader website.

To add a search widget to your Facebook business page

Facebook has a special IFrame application to add your search widget to your Facebook business page. To add your search widget, follow the steps below. Note: Facebook does not allow these IFrames to be added to personal accounts.

1. Login to your Facebook business account.
2. In the search box at the top, type in IFrame App.
3. Select **IFrame Apps** from the drop down menu.
4. Click **Set up your iFrame** in the left hand side menu.
5. On the next screen, the Base URL section will be highlighted in green for you.
6. In "Select a page," select your business page from the drop down menu.
7. In "Iframe's settings," confirm the box titled, **Message (Text or HTML)** is green.
8. In the "Text or HTML code" box below, paste in the code for your Market Leader search widget.
9. Click **Submit**.

To finalize the app and select the words for your search widget link

After the steps below, a search widget link will be on your business page. To choose the link words:

1. Go back to your Facebook business page. Login if necessary.
2. Click **Edit Info** at the top of your screen.
3. Click **Apps** in the left column.
4. Under IFrame Apps, click **Link to this Tab**.
5. In the pop up, click **Okay**. The search widget will now be connected to your site.
6. Click **Edit Settings**.
7. In the pop up, type in the words you want to show in the left column, such as "Search Full MLS."
8. Click **Save**.
9. Click **Okay**.
10. Click **View Page** in the top right corner.
11. You'll find the link you created in the left column of your business page.

To view your search widget

1. In the left column, click on the link you created.
2. You'll see the widget plus an Admin Panel (only you can see this, not your fans.)