

iHomefinder Features & Benefits

IDX	Listings are the #1 reason online shoppers visit a real estate website. If your site does not offer what they are looking for, these shoppers will go to another real estate website.
iHomefinder IDX	iHomefinder provides fully brandable IDX. Unlike Generic IDX, iHomefinder tools are fully customizable, branded with your name and image, and never include links or pop-ups to other real estate agents or sites.
Featured Listings	In addition to an MLS search, showcase your own listings with a Feature Listings page and slide show. Information is drawn right from your MLS so it is always current and accurate without double entry. Sellers expect you to feature their home on your website and get them maximum exposure. With iHomefinder, you can easily enhance your Featured Listings with extra information and links.
Email Updates	Keep in constant contact with your leads. Your leads sign up for the free Email Update service and specify one or more search criteria. Whenever a property that matches one of these saved searches enters the market, an email is sent to the lead. Online shoppers may browse for months before getting ready to buy. Email Updates are the best way to effortlessly keep these leads warm and to continually expose them to your name and brand.
Property Organizer	The Property Organizer allows subscribers to manage their Email Updates and save listings. Subscribers value this tool since it makes it easy for them to keep track of interesting properties and stay informed.
Schedule a Showing	Give super-hot leads a way to connect with you now. The Schedule a Showing feature captures your hottest leads. Someone who is ready to see a property provides name and contact information as well as some suggested times for a showing. You get an email – or even a phone call from Klick2Kall – with this information so that you can connect with the lead immediately.
Map-Based Search Results	A picture is worth 1000 words. Results of a search can be displayed on a map so that visitors can easily find properties in desired neighborhoods.
Open House	Buyers love an Open House. Draw visitors to your site by offering this information in one easy to find place. Add Open House information for your properties and they will be automatically included on your Open Homes page. Listings are automatically removed from the page once the dates have passed, so information is always current. This provides another great way to promote your properties.
Subscriber Management	Keep your finger on the pulse of your subscribers. With iHomefinder, you have full access to your subscriber base, including names, email addresses, and saved searches. Reporting tools allow you to quickly see how active your subscribers are and details of their search activity. You can also export this information for use with your drip-marketing program.
Property Management	Delight your sellers by highlighting their property with photos, virtual tours, customized descriptions, and more. Our property management tools make it easy to add and edit property details. You can also display your non-MLS listings like lots, land, rentals, and sold or pending properties using iHomefinder.
Valuation Request	Draw new sellers. The Valuation Request (CMV) feature allows visitors to submit a form with information about their home. You can then contact that lead with an estimate of the home's value.
Agent Management	iHomefinder provides a suite of tools that help recruit and retain great agents. For offices and brokerages, Agent and Office management allows you to route contacts, help visitors find an agent, and promote your offices and agents. You can also offer agents mini-websites on your site and allow agents to feature their own listings.
