

Overview



Products and services for RISMEDIA's Real Estate Information Network® (RREIN) Member Agents

RREINAgent is the leading real estate information solution for agents and sales professionals to build content marketing and branding to support lead generation, customer engagement, search engine optimization (SEO) and thought-leadership positioning. As an exclusive benefit of RISMEDIA's Real Estate Information Network® (RREIN), RREINAgent is the only solution enabling real estate agents to differentiate themselves using the exclusive tools, services and world-class content from RISMEDIA, the leader in real estate information for over 30 years.

What's Included:

Innovation Center

- Easy-to-use dashboard to manage the entire program
- 100% Web-accessible
- Encrypted password-protected hub secures all your contacts

Resource Center

- Showcase up to 3 listings as Featured Properties
- Provide relevant and timely real estate articles, videos, consumer bulletins, Q&As, glossary
- Fully automated content delivery - hassle-free and convenient
- Customized with your bio, contact information, photo and links - all managed from Innovation Center
- Several website implementation options including pop-up, HTML, iFrame and SEO-friendly RSS

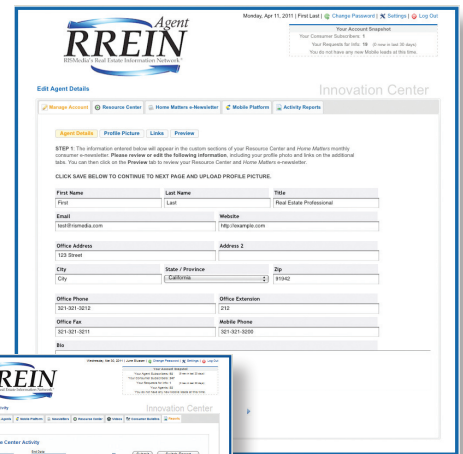
Home Matters e-Newsletter

- Free, monthly real estate news for consumers, produced and delivered automatically (manual settings available too)
- Fully customized with your information, photo and links - managed from the Innovation Center
- Add custom content to create truly personalized consumer outreach campaigns
- Unlimited subscribers - manage directly from Innovation Center

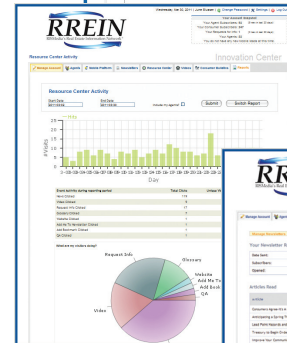
Consumer Engagement/Leads

- Each consumer campaign features 2-3 lead generation components:
 - Request Info
 - 'Subscribe to my Newsletter'
 - 'Sign Up a Friend'
- Track and manage your subscribers
- Detailed reports show what articles are read, subscriber emails opening the newsletter and other key activities

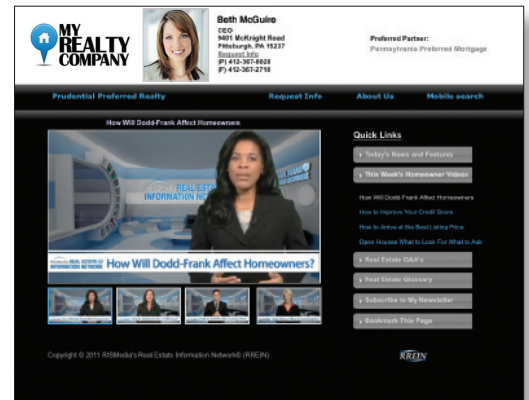
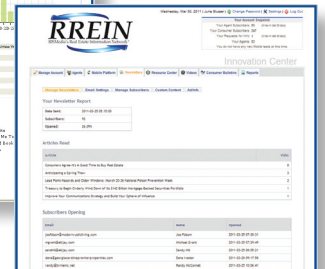
On behalf of your RREIN Member Broker, welcome to RREINAgent, an unmatched information distribution platform direct to your consumers, supported by RREIN, where brokers are united behind the belief that **"Information Share = Market Share."**



Manage Account



Activity Reports



Resource Center



Monthly Consumer e-Newsletter