

September 1, 2008

Hi there! You are using our product (TrackMy.com) and it is my job to make sure you're using it effectively.

**What does your property look like on the web?**

Does your listing look as good as it can on the internet?

You should be logging into your TrackMy.com system and altering the text on your listings so they look great!

Our system only knows about the information from your MLS... so you may have bullet points on your listing flyer such as "End Unit" or "garbage disposal".. instead you should be placing text into our system like "Light, bright, and spacious" or "Great Home with Gorgeous Views". This will make the listing much more appealing and your sellers will thank you.

Realtor.com offers you the same ability, but they charge a fee for you to alter your listings. Please take advantage of our FREE system so that your listings are looking great on your site and on many other local websites in your area.

Take a look at the text on the 2 flyers below:

Here is a sample listing flyer that has been modified:

[http://www.trackmy.com/flyer@listings.fwx?R\\_SRC=HS&R\\_PUBLICID=000000002&R\\_MLSNO=L26629](http://www.trackmy.com/flyer@listings.fwx?R_SRC=HS&R_PUBLICID=000000002&R_MLSNO=L26629)

Here is a sample listing flyer that has NOT been modified:

[http://www.trackmy.com/flyer@listings.fwx?R\\_SRC=HS&R\\_PUBLICID=000028288&R\\_MLSNO=FCB7750](http://www.trackmy.com/flyer@listings.fwx?R_SRC=HS&R_PUBLICID=000028288&R_MLSNO=FCB7750)

Which flyer would you like to see?

Now, go make sure you're flyers are looking great: Login to TrackMy.com and click on "Manage Listings". You will see all of your active listings, and you can click on any one to change the text!

**Take care,**

Hilarie Sellers

Director of Training

TrackMy.com

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[www.trackmy.com](http://www.trackmy.com)

- "The only thing worse than training people and having them leave the company is not training them and having them stay."

- "It's not that the Internet is going to get rid of Realtors, it's going to get rid of Realtors that don't use the Internet."