# MLX Professional
# Frequently Asked Questions

***Q: How do I setup my Agent Web Site?***

1. Click on **Settings.**
2. Click on **Personalize.**
3. Click on **Agent Web Page Setup.**

***Q: How can my Agent Web Site be found in search engines?***

**A:** Search engines use different approaches to search engine placement and some are on a fee basis. Most search engines use automated searching features called spiders to hunt for keywords on Web pages. They then rank the results based on how many times they find the chosen keyword on a page. To help consumers find you, you need to understand how they search the Web and apply keywords in your Agent Web Site found under Domain Setup > Advanced Option. You can enter up to 10 keywords or phrases separated by commas. Keywords can also appear in the text or within links in your Web pages. To identify keywords, think what words or phrases customers (your target audience) will use to describe your service and product. Again, marketing your Web site address is the key to leads.

Submitting information directly to search engines can be done directly or using third party companies, depending on your preferred search engines. Some are for free and some are fee based. For example, you can submit your webpage URL/domain name to:

Google at: http://www.google.com/addurl/?continue=/addurl

Yahoo at: http://submit.search.yahoo.com

Free Web Search Engine Submittal at: http://www.submitexpress.com/

Please do not submit your URL more than once a month. Multiple submissions of the same URL to some search engine could be considered spamming and therefore may ban you from being listed.

***Q: How do I link my MLX Professional Agent Web Site to my third party or company website?***

**A:** If you have an existing third party or company website, you can create a link on your MLXchange Agent Web Site. The easiest way to do this is to add text and the domain name (URL) on your Agent Web Site Home Page. Under Agent Web Page Setup > Manage your Web Pages. Under Section 1, repeat your contact information and add the following text: Visit My Website at: http://www.YourDomainNameHere.com. You must use http:// as part of your URL address to create a hot link. Alternatively, you can turn any text into a hotlink just by using the “Create Link” icon in the tool bar and then typing in the URL address.

***Q. How can I hide the Scheduled Client Interaction and the Client History on the Private Client View Website?***

A. By default this information is made available for the Private Client View Website. To turn this off, you will need to click on Tools, select Agent Web Page Setup and then Edit Page Content. From there you will need to make sure that you remove the check next to Show Calendar and Task items on Private Client View at the bottom of this section.

***Q. I have recently made changes to my Agent Web Site. When I click on preview everything looks fine. However, when I log out of MLXchange and view the web site by using the physical address, the changes are not there.***

**A.** Some changes to pages may take up to an hour to update when viewing the site using the external address.

***Q: Can I customize my Agent Web Site Domain?***

**A:** MLX Professional includes a domain name. The default prefix is your User ID followed by your MLXchange domain (URL) name. If you wish to customize the domain name prefix, click on Settings > Personalize > Agent Web Page Setup > Domain Name. Enter a prefix of your choice and select Save. Prefixes are available on a first come, first serve basis and can be modified at any time. (Note: If you own a branded domain name, you can use that as your primary domain name and redirect traffic to your Agent Web Site.) Remember, marketing your website Domain Name is key to getting leads.

***Q. Can I use my own branded domain name (URL)*** **instead of the MLXchange one?**

**A.** You can use a branded domain name (e.g. YourName.com) to redirect customers to your Agent Web Site. You can put in a redirect address (your branded domain name) by going to Agent Web Page Setup, then selecting Domain name. From there you will need to click on Advanced to expand the Advanced information section of the page. You will then see an edit box that will allow you to enter your branded domain name. You must ask your domain registrar to redirect visitors from your domain to your MLX Professional Agent Web Site. (Your domain registrar is the company that sold you your domain name.) If you administrate your own domain, you must set up the redirection yourself.

***Q: How do I use my company's branded logo in my Agent Web Site or Reports.***

**A:** Your company logo must be uploaded to the "Office Image" library in MLXchange by your designated broker or office manager. Images can be loaded by the office under Tools > Images > Office Images. The logo will then become available to all associates within that office. To select the logo for use in your Agent Web Site, the end user must select the office logo using Agent Web Page Setup. Go to Settings > Personalize > Agent Web Page Setup > Manage Your Images > Company Logo and click on the drop down box. Select your Company Logo so that it appears in the Image Box and click Save. (For reports, you can create/modify a report to include the logo using Designer Tool.)

***Q: How do I add Featured Properties to my Agent Web Site?***

**A:** Featured Properties can be added to the Home Page of your Agent Web Site as well as in a separate page dedicated to Featured Properties. To add Featured Properties, you must enter the ML numbers in your Agent Web Page Setup in the Featured Properties selection box found on both the Home Page and Featured Properties Setup. You can use Featured Properties to display not only your own listings, but also those within your own office (other office listings can be added with broker permission). On your Home Page, the Featured Properties are limited to Active Listings only. Under the Feature Properties Page, you can display both Active and Sold Listings in their designated sections.

***Q: Some of my listings are missing in the "My Listings" section of my Agent Web Site.***

**A:** Only your Active listings will automatically appear. If a listing status changes to Pending, Sold or Off Market, it will no longer appear.

**Q:** ***I was told that my client would have a personal private web page to where they can view and review properties that match their criteria, the Client History, and even CMA presentations. How does my client know what the web address is to view this information?***

**A.** A private web page link can be sent to your client via e-mail. To send this information, you will need to access the Client Manager, and then open the particular client. One of the options in the Action bar is "E-mail Private Link". Selecting that option will allow you to send a client their Private link. It's a good habit to preview the Private Client Web Pages before sending the link to your customer, in case any changes need to be made. It's also recommended that you follow-up with your client to discuss the Private Client Web Page and suggest they bookmark the page for easy access in the future.

**Q. How do I add Properties to my client's Private Client Web Page?**

**A.** After conducting a search in MLXchange for your client, you can associate properties to your client from the Results Page. These properties will automatically appear on the Private Client Web site.

***Q: How do I get leads in MLXchange?***

**A:** Once you have established your MLX Professional Agent Web Site or integrated the MLX Professional IDX and/or lead management tools into your third party website, leads will be captured within your MLXchange system and set off a series of events. In order to get traffic on your website, you must market your website by promoting your Agent Web Site URL address/domain name. Promote it on your business cards, e-mail signature, and other marketing material.

***Q. How can I access my saved searches that I set up for clients in the Listing Search?***

**A**. One of the features of MLX Professional is a more comprehensive client manager. MLX Professional actually lets you associate and store saved searches to a client for easy access from Listing Search or Clients by selecting the client. In the Listing Search, above the Saved Searches list is a drop down menu with the names of your clients. Upon changing the client, all the searches associated with that client will now be displayed. When no client is selected, the list will show only those searches that are not associated with a particular client.

***Q. I have recently changed my e-mail address. I have contacted my local Board or Realtors (or local MLS) and they have changed my address. I have also changed my primary e-mail address in MLXchange. However, when I send an e-mail, the address in the body of the e-mail has not changed.***

**A.** The default e-mail signature when signing up for MLXchange still contains your original e-mail address. You will need to go to Settings > Personalize > Contact Information and view the E-mail

Signature box. Change your e-mail address from within the E-mail Signature box and click Save. You may need to scroll down the edit box to see the entire signature.

***Q: What's my Primary E-mail Address?***

**A:** When you log into MLXchange for the first time, you will be prompted to enter your e-mail address. If you have a branded e-mail address or one in which your customers recognize you by, you will want to specify your primary e-mail address for outgoing e-mails. You can specify which e-mail address you want to use with MLXchange when you are prompted to update your Contact Information. The system will default to your new MLXchange e-mail address. (If you use the new MLXchange e-mail address, your reply e-mails will go to your MLXchange Message Center, not to your primary e-mail address inbox.) If you wish your e-mail to go to your primary e-mail address, be sure to select primary e-mail address and click save. To verify or change your e-mail address go to Settings > Personalize > Contact Information. .

***Q: What's my MLXchange E-mail Address?***

**A:** MLXchange Professional includes an e-mail address that lets you receive e-mail within MLXchange. The benefit of the MLXchange e-mail address is that e-mails will be delivered directly into MLXchange and can be archived in your Client Manager. When you log into MLXchange for the first time, the system will prompt you to update your Contact Information, which includes your new MLXchange e-mail address. The system will automatically insert your User ID as the prefix for your e-mail name followed by your MLXchange domain name. You can change the prefix to something more memorable, such as your name or company name, before saving. The prefix cannot be modified once saved and prefixes are available on a first come, first serve basis. The system will default to your new MLXchange e-mail address for outgoing e-mails. To verify or change your e-mail address go to Settings > Personalize > Contact Information.

***Q: When I am trying to send an e-mail through MLXchange, the body of the e-mail contains [Contact's Salutation], [Listing URL], and [User's E-mail Signature]. Where is the hyperlink for the client to click on to view properties, and my e-mail signature?***

**A:** The mail merge feature of MLX Professional lets you send personalized e-mails to multiple recipients at once. This is similar to the BCC feature (recipients do not see that you sent the e-mail to multiple recipients).

The recipient's salutation **[Contact's Salutation]** will automatically appear in the e-mail text when the e-mail recipient receives your e-mail. The Salutation is auto-filled from your Client Manager, if you add the e-mail recipient from the client manager. If the recipient is not in your client manager, no salutation will appear or you can easily remove the **[Contact's Salutation],** and type in the salutation.

The **[Listing URL]** will appear as an active link to the listing in the e-mail text when the recipient receives your e-mail. Do not remove or modify the **[Listing URL].**

Your e-mail signature **[User E-mail Signature]** will automatically appear in the e-mail text when the e-mail recipient receives your e-mail. You can add or modify your MLXchange e-mail signature under Settings > Personalize > Contact Information > E-mail Signature. Be sure and include your e-mail address, and Agent Web Site Domain (URL) in your e-mail signature.

***Q: Where can I find a history of e-mails that were sent to my client?***

1. Click on **Clients**.

2. Place a check in the box next to the client.
3. Click on **Details**.
4. In the Client Record, click on **Client History**. To view the results of the search, click on the title of the subject.
5. A small window will appear. Click on the link in the body of the e-mail. Your website will appear in a new window. Click on the link to view the properties.

***Note**: History of e-mails to clients will not be shown if client's e-mail address was manually typed into the **To:** line of the original e-mail.*

***Q: My clients cannot open my MLXchange e-mails with AOL.***

**A:** If you or your clients experience problems opening MLXchange e-mails using AOL, this is a result of AOL's integrated pop-up blocking.

Solution: Turn off pop-up blocking or add MLXchange to exempted pop-up restrictions.

1. Open AOL
2. Press Ctrl + K to open the Keyword screen
3. Type Pop-Up
4. Uncheck the box that says Suppress pop-ups

If your clients do not wish to turn off their AOL pop-up blocker, they can add the MLXchange related Web sites to an exempt list.

1. Where it says Allow only these sites (suppress all others), and the following Web addresses: ***.mlxchange.com** and your own branded domain name, if you created one (e.g. YourName.com).
2. Click Add after each Website address is entered.

***Q: How do I export my client contact information?***

**A:** You can export your client contact information in a tab or comma delimited format. After selecting Clients, click on the Action Bar and select Export. Select your preferred export format (tab means tabs separate the exported fields and likewise for comma) and select Next then Headers and Next again. Select Save and direct the file to download to your Desktop. The file will then be located on your desktop. For novices, if you want to easily import the information into Excel, right click on the file, select Open With and then select Excel.

***Q: How do I print Mailing Labels from my Contact Manager?***

**A:** After selecting Clients, click on Details. Under Details, select Print. Under reports to print, select Client Labels and then click Ok. A list of standard Avery mailing labels will appear.