



RE/MAX ESCARPMENT INITIATIVE

Documentation

Last updated: May 4, 2017

This document contains information on how to use and edit your Realintro profile. Please take a moment to review the highlights of the profile and what options are available to you at <http://Realintro.com>. Once you have received your unique login and password for your profile, you will be ready to begin. If you are unsure what Realintro is or if you are interested in getting your own Realintro profile please visit <http://Realintro.com>

NEW Additions

Newsfeed

Articles that you add in Tenon are now automatically added to a secondary page called *News & Media* that visitors can access from the main menu of your Realintro profile. You can still choose to feature an article on your home page, but you're now free to only feature your latest and greatest articles while your *News & Media* page acts as an archive for everything you've posted. As part of this change, you can also embed a YouTube or Vimeo video directly in an article rather than having a separate *Video* content type. All of your existing videos have been automatically converted to articles. The listing module will automatically be carried to your home news feed, everything else will be moved over so you can curate the best pieces of content to feature.

Listings

Visitors can now browse active listings right on your Realintro profile! Click on *Your Profile* in Tenon and enter your *Board ID*. Then go to the *Build Your Profile* section and add the *Active Listings* module to automatically get a feed of all of your active listings right on your homepage. Visitors can click through to see an individual listing, as well as browse a map of just your listings, or all of RE/MAX Escarpment's listings.

Cleaner Modules

Several design changes have been made to separate modules and make profiles easier to read and follow. Images are now played above article content rather than below, and portrait-oriented images are automatically shrunk and floated for a magazine-style layout. Other design updates include surfacing your social media links to the top of your profile, and adding a distinct "*Message Me*" CTA to encourage your visitors to get in touch with you.

Message me

Buyers and Sellers can now contact you directly! You can receive contact requests by email and optionally by text message. To receive text messages, use the *Contact & Social Media* area in Tenon to add your SMS-enabled phone number.

Your Realintro Profile: A Bird's Eye View

The main page of your profile is made up of Modules. Different Module types include Testimonials, Stat Shots, or Videos. Beyond the Modules, your profile includes details about you such as your contact information, your portrait, the language(s) in which you provide service, and your specialties.

Your profile also includes larger sections such as Resources which allow you to share documents with your visitors, and Fit to Buy / Fit to Sell videos which allow you to share specific videos from those series.

Finally, your profile contains some content and Modules that are provided and managed by RE/MAX Escarpment. This content will automatically appear in the right places, you don't need to do anything with it.

This document will walk you through managing all the different types of content that make up your profile.

Before We Start: What is Tenon?

Tenon is the tool that you will use to manage your Realintro profile. The content that you can manage is broken up into a few key sections to keep things organized. When building your profile you will often first build some content in one section of Tenon, and then add that content to your profile.

Tenon is built to be easy to use, and although it may seem a little daunting at first, if you can check your email or send a text message we are confident that you can manage your Realintro profile with Tenon.

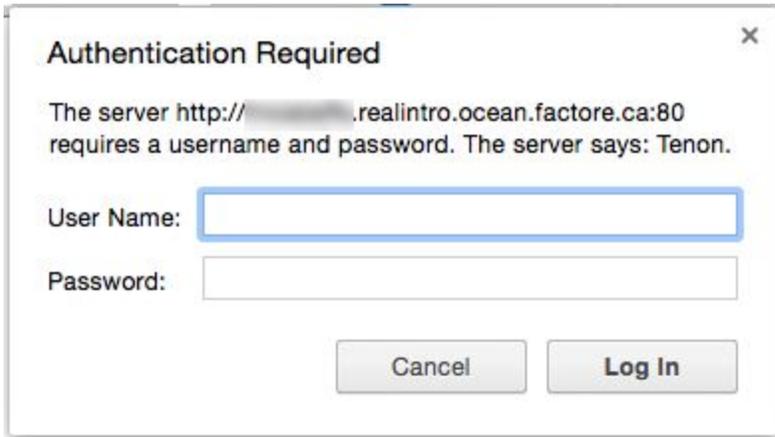
You can view the changes that you've made to your Realintro profile at any time by going to <http://<yourname>.Realintro.com>

First Things First: Logging In

1. Point your browser to <http://<yourname>.Realintro.com/tenon>

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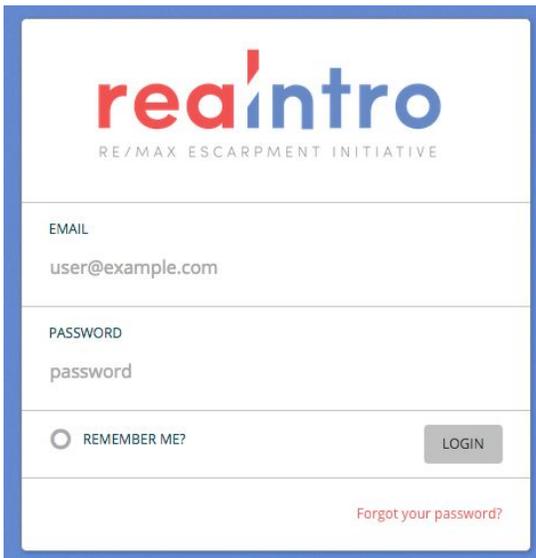
2. You may be prompted for a username and password by a box that looks like this:



The screenshot shows a dialog box titled "Authentication Required" with a close button (X) in the top right corner. The text inside reads: "The server http://[redacted].realintro.ocean.factore.ca:80 requires a username and password. The server says: Tenon." Below this text are two input fields: "User Name:" followed by a text box, and "Password:" followed by a text box. At the bottom of the dialog are two buttons: "Cancel" and "Log In".

If so, enter the username **Realintro** and the password **staging**

3. After that you should be prompted with a log in page that looks like this:



The screenshot shows the Realintro login page. At the top is the Realintro logo with the tagline "RE/MAX ESCARPMENT INITIATIVE". Below the logo are two input fields: "EMAIL" with the placeholder text "user@example.com" and "PASSWORD" with the placeholder text "password". Below the password field is a "REMEMBER ME?" checkbox and a "LOGIN" button. At the bottom right of the page is a link that says "Forgot your password?".

Once here, enter the email address and password that were provided to you by RE/MAX Escarpment. You can follow the **Forgot Your Password** link if you have trouble logging in.

Your Profile: Basic Details and Contact Info

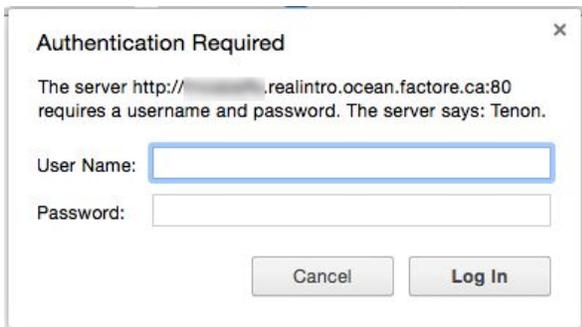
After logging in you will be at the main Tenon screen. On the left-hand side you will see a list of icons. Hover over this list and select the **Your Profile** menu item. (On mobile devices, this menu is available by clicking on the  icon in the top right corner.)

Once you are in the **Your Profile** section you will see a secondary list of items on the left hand side (again, this menu is available on mobile devices by clicking the  icon). Fill in the **About You** and **Contact Info / Social** sections with your details. **Note that you cannot activate your profile until you've filled in an Office Phone number.** Once you've filled these sections in, click the large **Save** button at the bottom of your screen to save your changes.

Understanding Profile Status

At the very top of the **About You** area of your profile you can set your profile status to Live or Testing. When your profile status is set to Live anyone can visit and view your profile by visiting <http://<yourname>.Realintro.com>

When your profile status is set to Testing you can still visit your profile at that same URL, but you will be prompted for a user name and password before you can see anything. Enter the user name **realintro** and the password **staging** when prompted.



Authentication Required ✕

The server http://[redacted].realintro.ocean.factore.ca:80 requires a username and password. The server says: Tenon.

User Name:

Password:

Note that you cannot set your profile status to Live until you've filled in an Office Phone number in the **Contact Info / Social** area of your profile.

Your Profile: Customizing the Design

While in the **Your Profile** section of Tenon, click the **Design Your Profile** item. In this area you can select your cover image, upload your portrait, upload your logo (if you have one) and change the default profile colours.

Setting the Cover Image

The cover image is the large image that displays across the top of your profile. Use the drop down menu to select the photo that you would like to use. You will see a preview of each image as you select it.

Uploading Your Portrait

Your portrait appears on your profile. You should use an image that is at least 598 pixels wide

and 598 pixels wide. To upload a photo, simply click on  and then choose

 once more under the **From Your Computer** header.

Uploading Your Logo

Uploading your logo works similarly to uploading your portrait. You may notice that when you click the **Browse** button to upload your logo or other assets that you will see a list of your previous uploads. You can reuse assets throughout your profile rather than uploading new ones whenever you like. The maximum size for a logo is 936x730 pixels. Uploading a logo is optional.

Setting Profile Colours

If you wish, you can change the default accent colours that are used on your profile. It's best to choose darker colours that look good on white and as a background for white text. Feel free to experiment!

At this point it's a good idea to once again hit **Save** at the bottom of your screen to save your changes.

Your Profile: Fit to Buy / Fit to Sell

While in the **Your Profile** section of Tenon, click the **Fit to Buy / Fit to Sell** item on the left hand side. On this screen you can select which videos in the Fit to Buy and Fit to Sell video series you'd like to display on your profile for your clients to see. You can choose as many or as few as you'd like. Once you've made your selections, hit **Save** at the bottom of your screen to save your changes.

Your Profile: SEO and Tracking

From the **Your Profile** section of Tenon, click the **SEO and Tracking** item on the left hand side. If you'd like to customize your profile's META tags, change the title tag, or use your Google Analytics or HotJar codes this is the place to do it. If all of that sounds like gibberish to you, don't worry, your profile will work perfectly fine without touching anything in this section. If you did make changes, now is a good time to hit **Save**.

Your Profile: Build Your Profile and Stat Shots

The bulk of what's displayed in your profile is made up in the **Build Your Profile** screen of the **Your Profile** section in Tenon. From this screen, you can add, change, remove, and reorder the different modules. There are five different types of modules: Testimonial Carousel, Listings Carousel, Article, Video, and Stat Shots, which this document will explain in detail. Before that, it's important to understand how to manage the modules themselves.

Basic Module Management

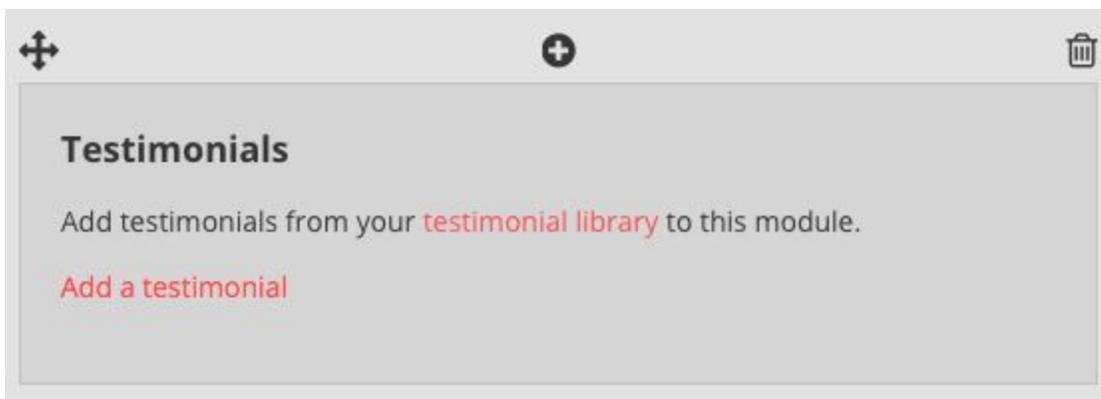
To add a module, click the  button, or click the little  button that appears above any existing modules. To reorder a module, click and drag it by the  icon. To delete a module, click the  icon above it.

Testimonials, Videos, Articles, and Listings

Testimonials, Videos, Articles, and Listings all follow a similar pattern. First, you must create the content in Tenon, and then you can add the content in the **Build Your Profile** section. Let's go through the process of adding a testimonial as an example:

First, go to the **Testimonials** section in Tenon's main menu, then click the **New Testimonial** button. Fill in the attribution and content for the testimonial and hit **Save**. If you have multiple testimonials you'd like to add you can repeat this step as many times as you like, or you can always come back later.

Next, go back to the **Your Profile** section and click into the **Build Your Profile** screen. Add a new module by clicking  or  and select **Testimonial Carousel** from the displayed options. At this point you'll see a new Testimonials module added below:



Click on **Add a testimonial** and then select the testimonial you just created from the list. If you want, you can add multiple testimonials to this module. Modules with multiple testimonials will allow your visitors to swipe through them. You can also create a separate module for each

testimonial if you'd like them to appear one after another. Feel free to experiment and find out what works best for your profile. As always, make sure to **Save** your profile when you're done.

Videos, Articles, and Listings work in much the same way: visit the section from the Tenon main menu, create the content, and then come back to the **Build Your Profile** section to place it where you'd like it in your profile.

Stat Shots

Stat Shots behave similarly to Testimonials, Articles, Videos, and Listings, however the stats themselves are managed within the **Your Profile** section of Tenon. There are fifteen different stat shots that you can feature on your profile:

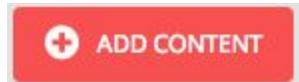
1. Average Sale Price
2. Average Asked/Sold Ratio
3. Average Days on Market
4. Marketing Budget
5. Dominant Selling District
6. Individual Transactions (30 Days)
7. Individual Transactions (90 Days)
8. Individual Transactions (Year)
9. Individual \$ Volume (30 Days)
10. Individual \$ Volume (90 Days)
11. Individual \$ Volume (Year)
12. RAHB Ranking (30 Days)
13. RAHB Ranking (90 Days)
14. RAHB Ranking (Year)
15. Who Sells My Listings

Rather than displaying all of these stats, you should choose a few where you excel and display them prominently on your profile. Adding a stat shot to your profile is a two-step process:

First, go into the **Your Profile** section of Tenon and click into the **Your Stats** section. The stat fields are broken up into their relevant stat shots. Fill in the numbers for the stat you're interested in displaying (for example, Average Sale Price) making sure to use full numbers and omit any dollar signs or percent symbols:

Average Sale Price	
AVERAGE SALE PRICE (\$)	AVERAGE SALE PRICE - ACTING FOR BUYER (\$)
450000	401000

Next, go back into the **Build Your Profile** area. Add a new module by clicking



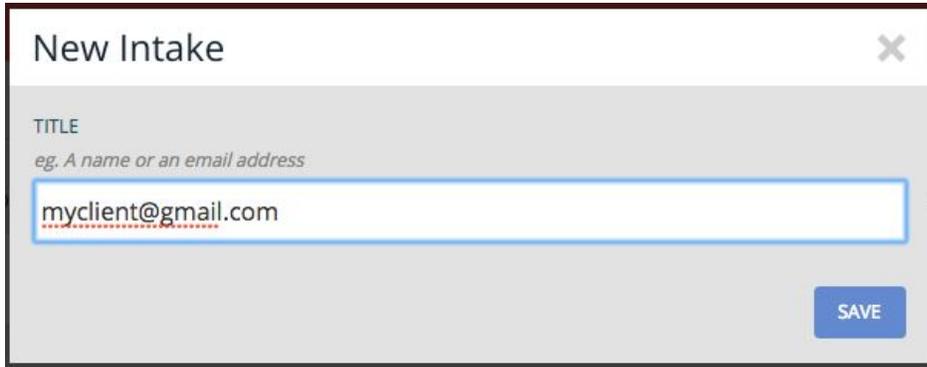
or  and select **Stat Shots** from the displayed options. Click on **Add a stat shot** and select Average Sale Price from the list. If you have other stat shots you'd like to feature you can either add them to this module, or create separate modules. You can experiment with different groupings of stat shots to find out what works for you. Make sure to hit **Save** at the bottom of the screen when you're done making changes.

Resources

The **Resources** section of Tenon allows you to add documents to your Realintro profile to share with your clients and visitors. To add a resource, click into the **Resources** section from the main menu of Tenon, then click the **New Resource** button. Choose a title for your resource, upload the file itself, and optionally fill in a description. Once you hit **Save** the resource will automatically display in the Resources section of your Realintro profile, there's no need to add them in the **Build Your Profile** section.

Intakes

The **Intakes** section of Tenon can be used to track if and when a prospective client has visited your profile. This is done by generating a unique URL that you can share with them when you send the link to your profile. To create a new intake, click into the **Intakes** section from Tenon's main menu, and then click the **New Intake** button. Type in a name, email address, or whatever you'd like to use for your records and hit **Save**.



The image shows a 'New Intake' form. At the top left is the title 'New Intake' and a close button 'X'. Below the title is a 'TITLE' label with the example 'eg. A name or an email address'. A text input field contains 'myclient@gmail.com'. At the bottom right is a blue 'SAVE' button.

A new line will be created in the list of intakes with the title you've chosen. Underneath the title you will see the unique URL that you can share to your client (eg. <http://<yourname>.Realintro.com/?i=a1z9b33>), as well as the number of hits that have been generated from that URL. Click on the  Hit Report button to see in-depth information about the pages that your client has visited. Note that this section is only responsible for generating the unique URLs and displaying their associated data, you will need to share the link to your client via your own email account.

Followups

After meeting with a client, you can use the **Followups** section of Tenon to generate and send a nicely-formatted email that covers their wants and needs. To create a new Followup, click into the **Followups** section from Tenon's main menu and click the **New Followup** button.

Give your followup a title (this will not be displayed to the client) and choose whether the followup should include buyer information, seller information, or both. Fill in your introductory paragraph. This is a good place to include next steps or plan any future meetings. It's also a good idea to include a greeting and a sign-off in this section as they are not added automatically.

Buyer Profile

If the followup includes buyer information, fill in the Must-Have and Nice-to-Have features of the desired property. These fields are open-ended, feel free to write whatever you like in here. Along with Location, Property Type, Beds, and Baths, you can also add as many amenities or

features as you would like to both lists by clicking **Add Amenity**. You can also add any additional notes underneath this section.

If you want to add links to **Example Properties**, click **Add Property**. Fill in the address, price, and add a link to the property. You can link to the property either on your own website, on **REALTOR.ca**, or elsewhere.

Seller Profile

The seller profile works similarly to the Buyer Profile, however rather than including two lists for Must-Have and Nice-to-Have there is just one list to include details about the client's existing property. As well, rather than **Example Properties** you are able to fill in **Comparable Properties** using the same fields.

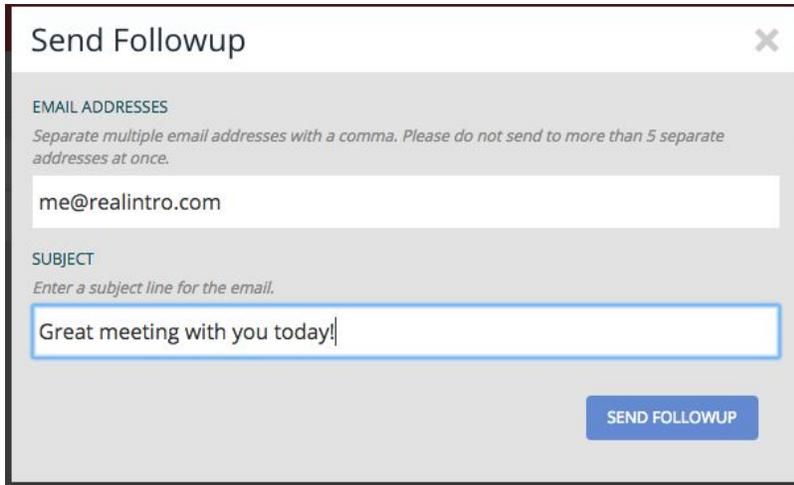
Once you're happy with the Followup you've built, hit **Save**. The followup will not automatically send at this point, so feel free to save as early and as often as you like.

Previewing and Sending Followups

After you have created a followup, click back into the **Followups** section of Tenon from the main menu. Before you send the followup to your client it's a good idea to preview it, first in your browser, and then again by emailing it to yourself. Once you're happy with it, you can send it out to your client.

To preview the followup in your browser, click the  icon.

To send a copy of the followup to yourself or to your client, click the  icon. Fill in the email address you'd like to send it to, as well the subject line you'd like to use, and hit **Send Followup**.



Send Followup ✕

EMAIL ADDRESSES
Separate multiple email addresses with a comma. Please do not send to more than 5 separate addresses at once.

me@realintro.com

SUBJECT
Enter a subject line for the email.

Great meeting with you today!

SEND FOLLOWUP

The email will send to the email that you've specified, and the reply-to address will be the address that you use to log into Realintro.

Asset Library

Any time you upload assets to your profile (your portrait, resources, your logo, etc.) they are saved in your asset library, which you can reach by clicking the **Asset Library** link in Tenon's main menu.

While it's not likely that you'll need to visit your asset library often, one useful tool available there is image cropping. You can crop an image by clicking on the  icon underneath it. Draw a box around the area you'd like to crop and hit **Save**. You will now have a cropped version of the asset in your library, which you can use for your portrait, your logo, or anywhere else an asset is required.