



## REW LEC #5 Tutorial – Getting Started

Congratulations on upgrading – Your new LEC website is now the most effective tool in your business marketing effort, and will give you greater results in your lead management and follow up.

*Some aspects of your LEC – such as the Control Panel module or REW V2.0 blog – are not described below, and require that you consult the CMS tutorial (see below) or visit the [REW tutorials page](#) or the [Customer Support section](#) or [REW Community Forum](#) instead.*

There are some assumptions made in this tutorial. Mainly, that you are already familiar with what the CMS is and how to access it on your live, or development, web site. If you do not have this experience yet, please refer to the [REW CMS 2.0 Tutorial](#) first and return to this tutorial at a later time. The CMS 2.0 tutorial is a more complete manual for an understanding of how to add/move/remove pages, update text and images, etc. ("CMS" stands for "Content Management System", which is a program we attached to your site, which you will use to do almost all of the work on your site.)

**Q.** What is the difference between the CMS on my new LEC site and the CMS on my old Real Estate Webmasters site?

**A.** There is no fundamental difference. However, with your LEC you have more control over the areas outside of the main body area, and there are a few new tools.

Ready to get going? Turn to the next page or use the table of contents below to find answers to specific questions.

### Table of Contents

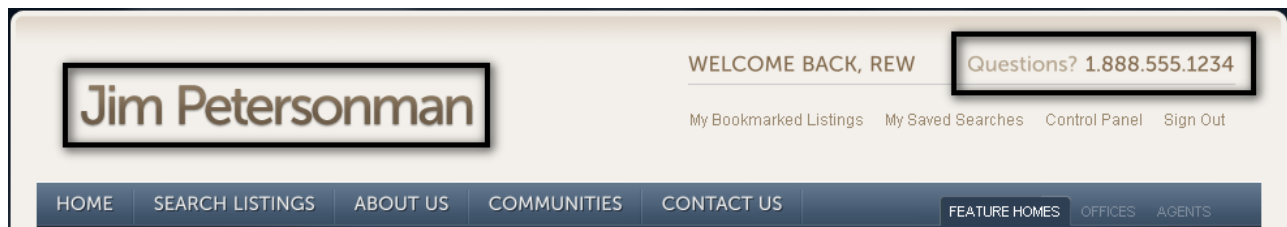
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## Which Parts of My LEC Site will REW Update for Me?

As part of your LEC installation costs, REW will modify a few specific parts of the website for you:

### 1) The logo and phone number in the header

Your REW designer will change the colours of your logo to suit the colours of the LEC (only if a vector version of the logo is provided) and will place the logo (and phone number) in the header, or "masthead", at the top of the pages – see the outlined areas (black) in Figure 1 below.



**Figure 1.**

**Note:** If you don't have a company logo, we will create a basic text logo with some very basic styling.

### 2) Content transfer

Available only if we're transferring content from another REW site. If you're upgrading from an existing REW site (i.e., it has one of our CMS's installed), we will transfer the content from your old site to the new one. Please bear in mind that this is a "straight-up" transfer of meta content, file names, leads, body content, etc - we will not reformat the old content to prevent it breaking in the new site's design.

#### Transferring snippets

Our standard CMS snippets (buyer's form, contact form, top-bottom snippets, sitemap snippet, etc) are always included and are guaranteed to function correctly.

IDX snippets, however, will not always work after they have been transferred into an LEC unless we perform some additional, custom programming. An estimate needs to be provided after you have given us a list of the snippets that need to be transferred.

To have your custom Snippet transferred please post a request in the Work Order Forum, send your request to [sales@realestatewebmasters.com](mailto:sales@realestatewebmasters.com) via e-mail, or contact your Sales Rep directly.

## What is Not Included in the LEC Setup?

The LEC's are sold "as-is", with the items listed above being the only elements which can be modified by one of our developers within the bounds of the basic setup fee.

There are lots of neat things that people want us to do with their LEC's - but please understand, we priced these sites as low as we could, by allowing for the smallest number of changes that would be needed by the average customer. We can do just about anything to your site, but if the change isn't mentioned in the section above this one, you will need to [post a work order](#) or e-mail [sales@realestatewebmasters.com](mailto:sales@realestatewebmasters.com) to have it done.

### Not included in the basic setup:

- **Custom color schemes** - Custom colours are always an option. These require about 4-5 hours to be planned and mocked up by a designer (for each mockup), then another 2 hours of implementation. (No, it's not a case of doing a find/replace on some hex values, but thanks anyway.) Changes to the original mockup are billable at our standard rate in 15 minute increments.  
Bear in mind that our designers do their best to bring your vision to life, and sometimes this takes two or more mockups to accomplish.
- **Content transfer** - Non-REW customers are responsible for transferring their own content (for REW customers, a basic transfer is included - see above).
- **Font changes** - We can change the fonts of your text or buttons, but only if you place a new order for it.

## Using Snippets to Update your LEC Website's Content

Snippets are hard to explain but very easy to use. Imagine this: Your website has a million pages but every single page has a pretty blue box at the bottom, containing your phone number. What happens when your phone number changes? You would have to update every single page manually, unless you can use an include (not discussed here) or a snippet. You would write the code for the box once and save it as a "snippet", and give it a name like "box", then you would place "box" on every page, like this: #box#

"But I don't have a million pages." Right. The example above is just an attempt to explain that snippets can be written and saved in one location (the "snippet manager" in your backend), and brought forth easily somewhere else (on your site's pages) with the name placed between #'s.

But snippets aren't used **only** as a shortcut for elements that will be repeated several times. They are also used for editing parts of the site which do not appear in the body content (and which therefore cannot be edited by standard means in the CMS). For instance, in LEC5 you can edit the snippet "#nav-primary#" to change the links in the top-navigation bar.

## Snippets Control the Contents in a Few Places on All Your Pages

Snippets control the contents of your links in the top navigation, as well as the content in some other important locations. That is why we're discussing snippets here. If you want to have any control over what the navigation says (and where it points to) in the top bar of your LEC, you need to know how to edit the right snippets.

**To edit the snippets**, just login to your backend and click on "Manage Snippets". Then find the appropriate snippet (see below) and click on "edit". When you're finished updating the snippet, click on "Update Snippet" at the bottom of the snippet manager page. You can check whether this worked by viewing your site (don't forget to "refresh" the page!).

## Which Snippets Do What

To update the following snippets, you will benefit very much from a basic understanding of HTML. If you are not skilled with HTML but you would like to try your hand, but you are afraid of breaking your site, do the following: Copy/paste the original, functioning snippet code into "Notepad" (or any other plain text application), and save it with a relevant name (ideally, you will give it the same name given to the snippet in your site's backend). Then if you try to edit the snippet in the "Snippet Manager" and things go wrong, you can always just grab that code you saved in Notepad, and paste it back into the snippet to replace the broken code.

**#idx-intro#** - This snippet controls the message that is displayed to new visitors. Its purpose is to encourage users to register to access the user search tools available to them. You can see the default content ('Hi There! Is this Your First Time?') on this page: <http://5.rewlec.com/idx/>

**#lec5-cta-signup#** - This snippet produces a styled callout box that you can already see in action on your homepage in the body content. It encourages visitors to register for the IDX. You can edit, remove, or duplicate it if you like.

**#lec5-feature-agents#** - This snippet lets you edit the content that shows in the main slideshow area when the "Agents" tab is selected. You'll want to update this content to describe your office's agents, because it shows some Latin placeholder text by default.

**#lec5-footer-neighborhoods#** - This snippet controls the text in the right side of the footer of your LEC5. You'll want to update the links in this snippet to point to your website's content pages. Note that you can change the <h4> heading in the snippet, if you would like to change what the heading ("Browse Communities") says.

**#nav-primary#** - This snippet allows you to update the horizontal navigation system of the LEC5 (the "top-nav"). This snippet's HTML markup includes the drop down navigation sections.

## The Non-Editable Snippets

There are some snippets that **cannot be edited** because they control the functionality of your site (so we've blocked access to editing them). We included them as snippets, however, so that **you can place them** on any page.

**#blog-rss-reader#** - This snippet is included in your homepage and can be removed and/or placed into any of your content pages. It displays the 3 most recent entries from your website's blog.

**#cms-agents#** - This snippet is designed with a team or brokerage in mind, and allows you to display all team members or agents on a page. Each agent can display a photo, a personal bio, a link to their sub-domain, and her/his listings. This snippet is already placed on the "agents.php" page ("Our Agents" in the CMS page dropdown list). To add agents to this list, you will need to add the agents in the "Lead Manager" section of the backend (see the [lead manager tutorial](#) for help).

**#cms-listings#** - This snippet is used by default on the "listings.php" page. It displays the listings that you have entered manually into the backend (in the Listings Manager).

**#idx-featured-listings#** - This snippet loads the "IDX Featured Listings", which are those specified by MLS number in the "Featured Listings" area of the Listings Manager.

**#cms-testimonials#** - This snippet displays the testimonials entered into the CMS's testimonials module (in the "Tools" menu). It is used on the "testimonials.php" page, but it can be used somewhere else, too, if you like, for instance at the bottom of the "About" page.

**#cms-sitemap#** - This snippet is used on the "sitemap.php" page by default. It loads a sitemap of all pages created in the CMS (note that this sitemap does not list IDX or blog pages).

**#unsubscribe#** - This snippet is used on the "unsubscribe.php" page. It loads an instance of the Unsubscribe Module.

## Some Features of the LEC 5

Your LEC 5 comes with some great features, some of which are new:

- Featured Listings (added manually via the CMS, or flagged from the IDX by MLS number)
- Override featured listings - This feature allows you to customize "IDX" featured listings as they appear in the "Feature Area" (the slideshow).
- IDX Features:
  - Walkscore
  - Social Networking Links
  - Google Directions
  - Map View
  - Map properties and directions
  - User control panel

- REW Blog
- Blog RSS Reader
- Testimonials manager
- Featured Agents module
- Featured Agent ID search
- Featured Offices
- Sort agent by office

### Featured Listings

Featured listings are shown in the slideshow (as long as the “Feature Homes” tab is selected), as well as on the “Featured Listings” page (linked from the sidebar).

Adding a featured listing is very easy. In the backend (CMS) of your site, select the “Listings Manager” tab, then select “Featured Listings”. Enter the MLS number, then click on the “Feature Listing” button to the right. (See figure 3 below)

The screenshot shows a navigation bar with tabs: CMS, Listings Manager, IDX Builder, Lead Management, Calendar, Blog, and CMS Forum. Below this is a sub-menu with 'Manage Listings', 'Add Listing', and 'Featured Listings'. The main content area is titled 'Manage Featured Listings' and contains the following text: 'Enter the MLS Number of the listing that you would like to feature. Once added, you may customize the display information for your featured listings. If left blank, the information will pull automatically from the IDX.' Below this text is a form with the label 'Enter MLS Number:' and an input field containing the value '04841990'. To the right of the input field is a button labeled 'Feature Listing'.

**Figure 3**

## Override Featured Listing

The override allows you to modify listings pulled from the feed to show as featured listings. You can even upload your own personal photos for the listing.

## Widgets

LEC 5 comes with some very powerful widgets that enhance the usability of your site:

- Walkscore
- Google Directions
- Social Networking Links

There are also some extra widgets that can be added: ([how to order](#))

- Bird's Eye View
- Google Streetview
- Neighborhood Information (“demographics module”)

**Figure 4**

The screenshot shows a navigation bar with tabs: CMS, Listings Manager, IDX Builder (selected), Lead Management, Calendar, Blog, and CMS Forum. Below the navigation bar is a menu with options: Search Defaults, Custom Searches, Widgets (selected), and System Preferences. A yellow banner reads: **IDX Details Pages:** Manage various widgets available for use with your REW IDX. Below the banner, there are six widget settings, each with an 'On' radio button (selected) and an 'Off' radio button:

Walkscore Widget	Google Streetview	Google Directions
<input checked="" type="radio"/> On <input type="radio"/> Off	<input checked="" type="radio"/> On <input type="radio"/> Off	<input checked="" type="radio"/> On <input type="radio"/> Off
Bird's Eye View	Social Networking Links	Neighborhood Information
<input checked="" type="radio"/> On <input type="radio"/> Off	<input checked="" type="radio"/> On <input type="radio"/> Off	<input checked="" type="radio"/> On <input type="radio"/> Off

At the bottom left, there is a blue button labeled **Save Settings**.

## REW Blog - (multi user)

The REW Blog can be used by Multiple agents as well as the Super Administrator. For agents to use the blog, select the “Has Blog” option when you are creating/editing the agent in the Lead Manager.

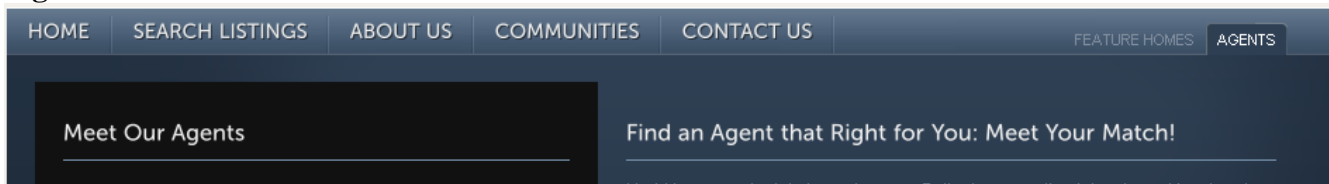
What Each option does:

- **Manage Entries**  
From here you can add new entries, remove entries, and view your entries.
- **Manage Categories**  
Remove, add, and view categories
- **Manage Links**  
Remove, add, and view links created (links show up in the sidebar of the blog pages, under a heading titled “Blogroll”).
- **Comments Queue**  
Comments made by users underneath the blog posts can be reviewed here, and published or removed.
- **Pingback Queue**  
Allow or reject pingbacks from other sites.
- **Author Settings**  
Setup your author profile, including your signature to be added at the end of every blog post. You can also add a profile picture (of yourself, or a company logo) to show with your blog posts.
- **Blog settings**  
Here you can change the site’s blog’s “name”, which appears as the main heading on the main blog page. Note that this name refers to the entire network of blogs on your site – it is not per-agent. You can also specify the meta title and meta keywords for that main blog page.

## Featured Agent

Located in the “Feature Area” on the homepage along with featured listings and offices, the featured agent module allows an office or brokerage to display its members and gives a direct link to their information. (See figure 5 below)

Figure 5



To set an agent under the feature agents section, use the lead manager and edit the agent. In the agent’s settings is an option: “Display on Agents Feature”. Set it to “yes” to have that agent featured. (see figure 6 below)

**Figure 6**  
**Agent Settings**

Today <input type="button" value="v"/>	Central Time (GMT -06) <input type="button" value="v"/>	10 <input type="button" value="v"/>	Select Agent ID <input type="button" value="v"/>
Default Timeframe	Timezone	Page Limit	Agent ID
Is Admin	Has Blog	Display on Agents Page	Display on Agents Feature
<input type="radio"/> Yes <input checked="" type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No	<input checked="" type="radio"/> Yes <input type="radio"/> No

**Featured Agent ID search**

If the Agent’s ID is entered when the agent is setup in the lead manager, then his/her listings will show on their agent page.

**Featured Office**

This tool lets you feature different offices, and is geared towards larger organizations and brokerages with multiple offices.

In the backend under CMS, go to Tools, then Feature Offices. You can Add, Remove, or Edit feature offices.

(See figure 7 below)

**Figure 7**

Edit Homepage
Manage Pages
Manage Snippets
Tools

**Featured Offices:** Manage your featured offices below. [Add New Office](#)

Manage Featured Offices (2)		
Office Title	Agents	Options
Real Estate Webmasters Office	1	<input type="button" value="EDIT"/> <input style="color: red;" type="button" value="X"/>
Our Other Office	0	<input type="button" value="EDIT"/> <input style="color: red;" type="button" value="X"/>

When adding a new featured office, you can put in the office information, address, and a photo.

## Search for agent by office

This is the easiest way to filter through your agents list in your lead manager. (See figure 8 below)

**Manage Agents:** Use the tools below to manage your agents.

Filter Agents by Office

Show All Agents (3)



Search

**Figure 8**

## Control Panel

A control panel is offered for your site's registered users, as well. (See Figure 9 below) It gives them the ability to:

- Access and delete saved searches
- Add favorites or bookmark listings
- They can send messages to agents through the control panel, and agents can respond and message the lead back.
- Leads can edit their profile information, contact info, and password.

**Figure 9**

- **My Saved Searches (1)**  
Quickly access your saved property search preferences.
- **My Favorites (1)**  
Access and manage your saved property favorites.
- **My Messages**  
Ask questions and get answers from real agents!
- **My Profile**  
Change your profile details such as contact information, preferences and password.

Thanks for taking the time to get to know your new REW LEC. If you need any assistance with your LEC #5, please contact the REW Customer Support team via the [REW LEC Support forum](#).

Alternative means of accessing Customer Support includes e-mail (support@realestatewebmasters.com) or by telephone at 250.753.9893.

Enjoy!