

## Three Minute Tech Tip - # 22 June 1, 2005

Sometimes, ideas are too valuable to avoid repeating. Rosalie Daniels and Tom Beritelli suggested this tip that most people seem to have forgotten:

### **THIS WEEK'S TIP: UNO - Direct Addresses for all RE/MAX NJ listings**

Did you know that every one of your active listings has it's own internet address? By simply combining the address [www.remax-nj.com](http://www.remax-nj.com) with a forward slash (/) and your listing's **MLS number**, you can create a web address that takes your seller or prospect directly to the Property Information and Details page for that individual listing. This eliminates the search process for a single home view. Here is an example:

**"[www.remax-nj.com](http://www.remax-nj.com)" plus "/" plus "xxxxxxx" equals**

**[www.remax-nj.com/4528481](http://www.remax-nj.com/4528481)**

Is that cool or what? Here's something even cooler. If you have your own personal domain name pointed to our regional website, it works with your name too!

**[WWW.MAXINEBRIMMER.COM/4528481](http://WWW.MAXINEBRIMMER.COM/4528481)**

What a great marketing tool to drive business to your personal listings. Imagine telling your prospective sellers that you will showcase their home with it's own web page, then showing them an example from one of your current listings. This feature of our website works automatically with every active RE/MAX of New Jersey listing. The direct address works as soon as your listing is posted on the regional website, usually the day after you post it to your MLS. If the listing becomes inactive, the address is then directed either to the search page of the regional site or your agent webpage.

Now that you know this trick, why not market your listings with this direct address? We see too much RE/MAX agent print marketing that does not take advantage of this simple but effective feature. Why not create sign riders with that home's web address? Using peelable lettering from FastSigns or a similar company, you can just change the appropriate numbers after a sale and use it on the next home. Write the address on the back of business cards you give to interested parties. Feature the address on listing presentations. Give a list of these direct addresses to potential buyers. The best web tools in the world are useless if you don't market them.

\*Speaking of marketing, we see many of your agent ads that don't feature your personal web address. Everyone has a personal web address, even if you do not have a personal domain name. It is a simple format: **www.** plus your **login** for the Intranet Resource Center (usually first initial and last name), plus the **regional web address.**

**[www.rjones.remax-nj.com](http://www.rjones.remax-nj.com)**

You wouldn't order a print ad without your phone number, why not include your web address too? Remember that ever-increasing numbers of buyers are net-savvy shoppers. Give them the web tools to find YOU.

Time's up! Gotta go. Have suggestions for other Tech Tips? [E-mail me](#).

As always, feel free to contact Troy at the regional helpdesk with any tech support questions at [help@remax-nj.net](mailto:help@remax-nj.net) or (888) 54-REMAX.

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