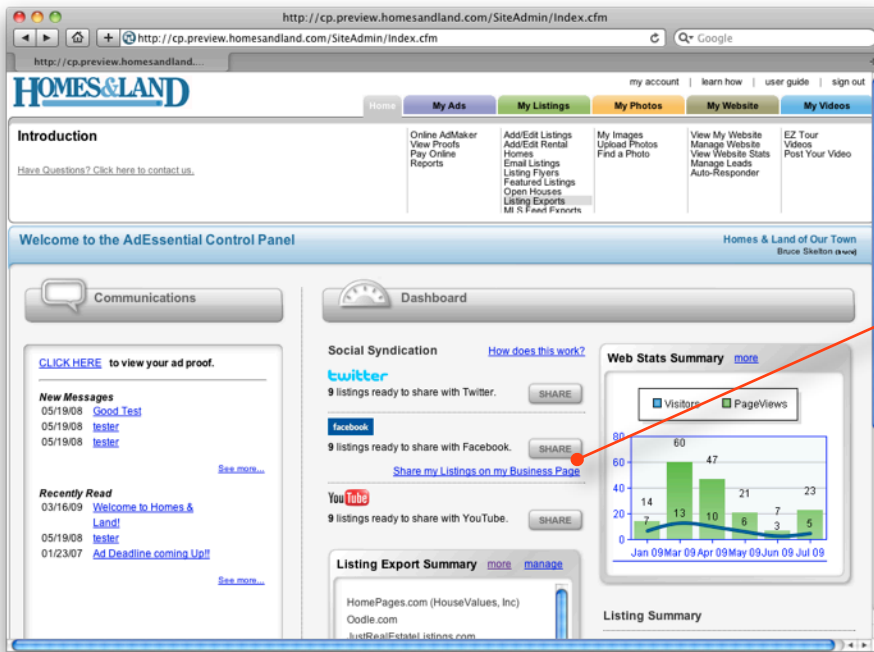


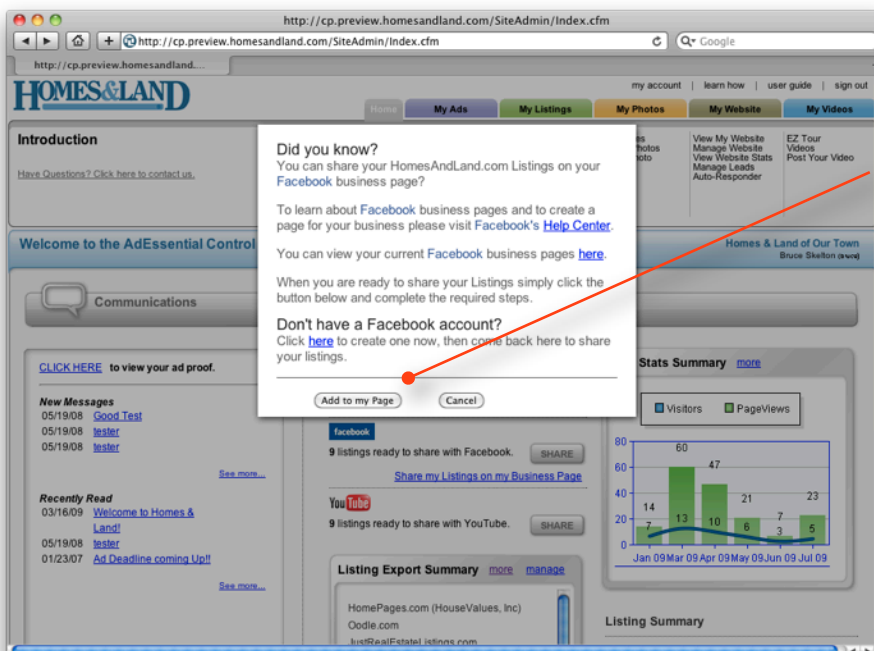
Adding your listings to your Facebook Page



1.

Log into your advertiser control panel.

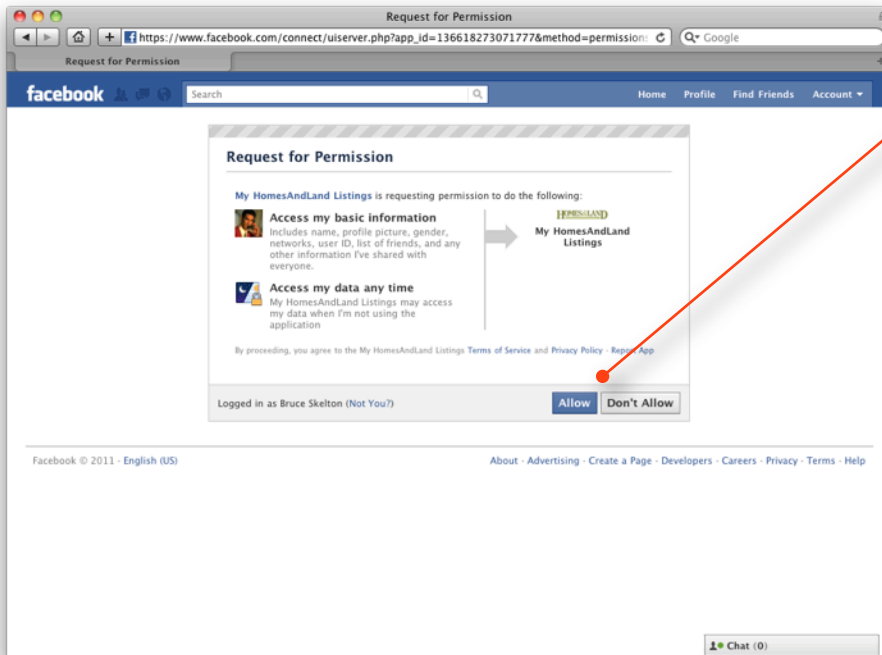
Click the “Share my Listings on my Business Page” link under Social Syndication for Facebook.



2.

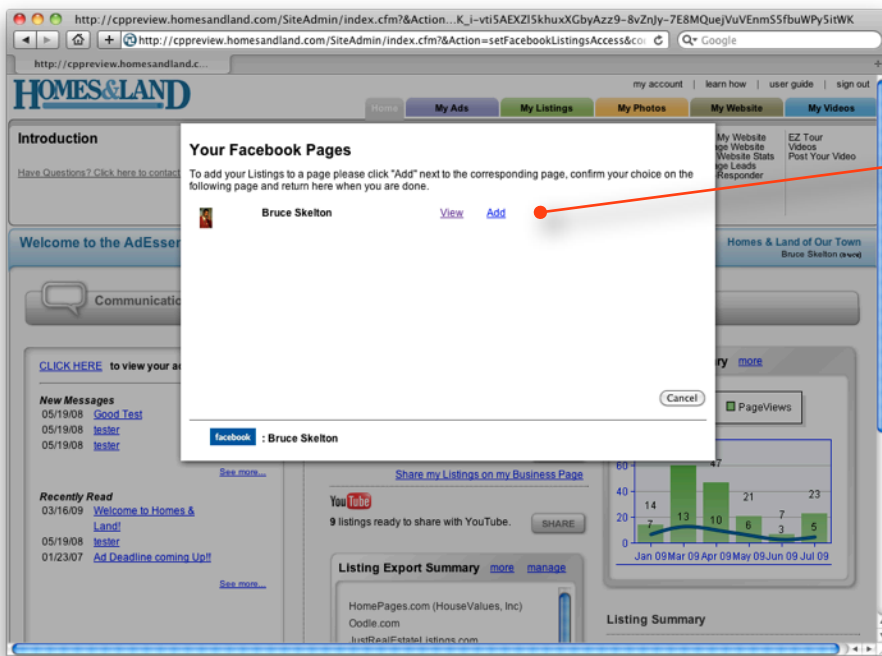
A pop-up will appear on your screen. Follow the instructions if you don't already have a Business Page or a Facebook Profile.

If you do have a Business Page created already, click the “Add to my Page” button to get started.

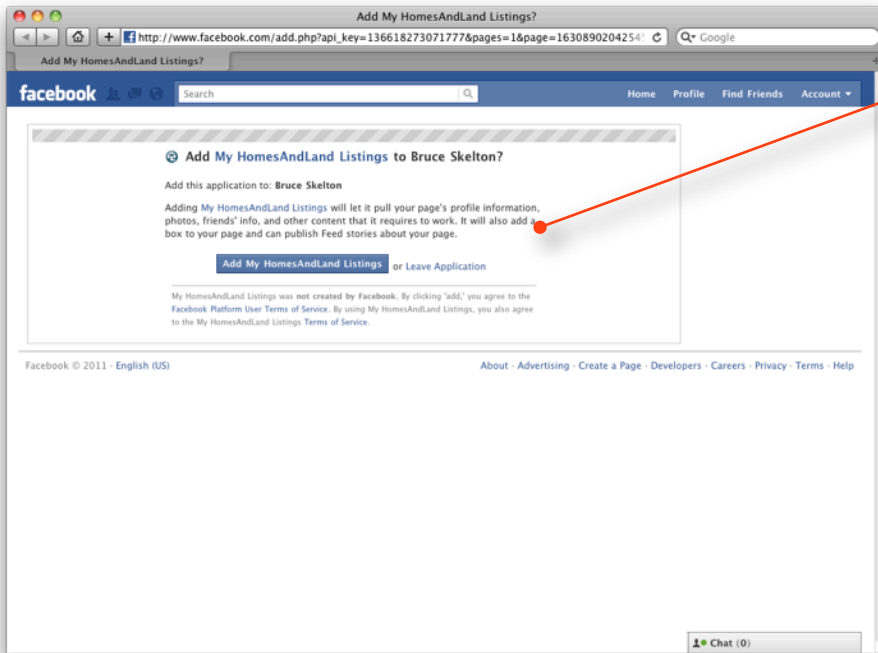


3. After clicking on the button, you will be taken to a "Request for Permission Page" for "My HomesAndLand Listings." Click the "Allow" button to proceed.

(note: if you were not already logged into Facebook, you will be taken to a Facebook login screen before this page).



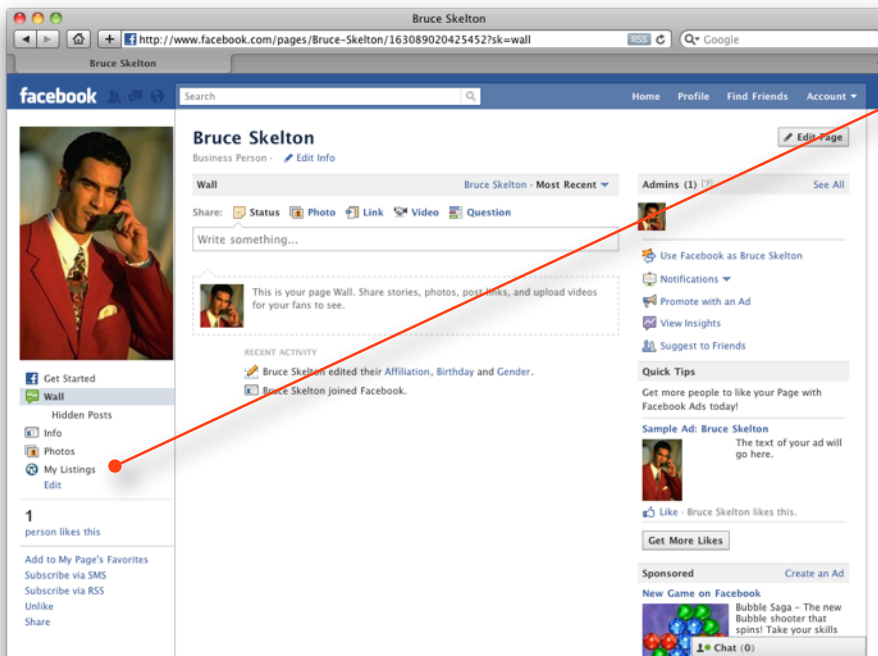
4. After clicking the "Allow" button, you will return back to your advertiser control panel to a "Your Facebook Pages" popup. Click the "Add" link to proceed.



5. After clicking the "Add" link, a new browser window will pop up prompting you to "Add My HomesAndLand Listings to Your Page Name."

Click the "Add My HomesAndLand Listings" button to proceed.

(note: if you never get this pop-up window, check your browser pop-up settings and try again.)



5. After clicking the "Add My HomesAndLand Listings" button, you will be taken to your Business Page. You should see a new "My Listings" link on the left sidebar.

The screenshot shows a Facebook Business Page for Bruce Skelton. The page is titled "Bruce Skelton > My Listings" and is categorized as a "Business Person". The main content area displays a list of real estate listings under the heading "Real Estate, Homes for Sale and Apartments for Rent offered by Bruce Skelton". The listings are sorted by price, with the first listing being "Price Reduced: TALLAHASSEE, FL: \$423,000; 4 BR; (2) full BA; (2) half BA; (2) 1/4 BA; 2222 sf; DONT MISS THIS ONE!". The second listing is "YOUR HOMETOWN, FL: \$300,000; 4 BR; (4) full BA; (1) half BA; (1) 1/4 BA; 3000 sf; VIEW-VIEW-VIEW!". The left-hand navigation menu includes options like "Get Started", "Wall", "Info", "Photos", "My Listings", and "Edit". A red circle with the number "6" is positioned over the "My Listings" tab in the navigation menu, with a red arrow pointing to the "My Listings" header at the top of the main content area.

6. After clicking the new “My Listings” tab, you will be taken to a tab showing your live listings.

You can page through multiple pages of listings, change the sort by options, or change the listing category.

If you click on the listing thumbnail or the “View” button, a new window will pop-up to that listing’s listing detail page on HomesAndLand.com (or RentalGuide.net for apartments).

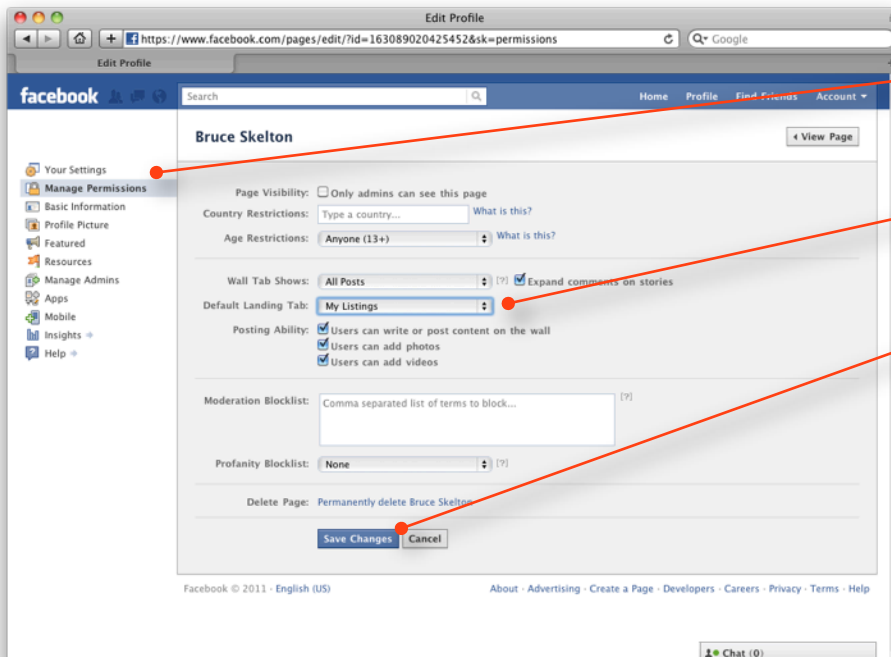
You’re Done!

If you want to make the “My Listings” tab your Business Page’s default landing tab for new Facebook users (those users who have not yet “Liked” your page), follow the instructions on the next page.

Make the “My Listings” Tab the default landing tab



1. Click on the “Edit Page” button from your Business Page’s “Wall” tab.



2. Make sure you are on the “Manage Permissions” tab.
3. Change your “Default Landing Tab” to “My Listings”
4. Click the “Save Changes” button at the bottom.
You’re Done!

(note: this setting *only* affects users who have not yet “Liked” your page. As of now, existing users will always land on the wall.)