

New dashboard puts listing controls at your fingertips!

What if you could see, manage and share your listings, all with one simple tool? Now you can with HomesAndLand.com's new control panel dashboard.

The dashboard lets you see all of your important listing data at a glance, and we've added new features to make it easy to share your listings via Twitter, Facebook and YouTube. **The new dashboard will be launched on Monday, January 10, 2011.** This document provides a quick walkthrough of these great new features.

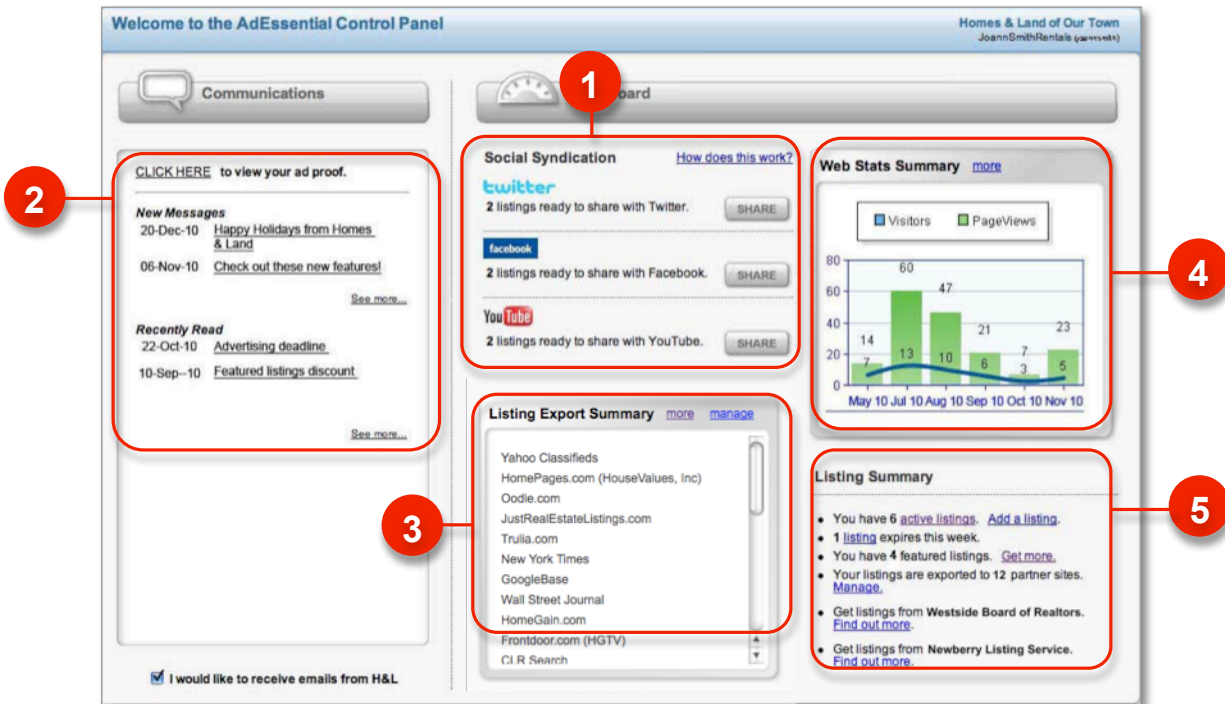
What is a dashboard?

Dashboards are a way to present lots of information from different sources quickly and effectively using charts, gauges, maps or tables. Information is simply presented, easy to monitor, and indicates where action needs to be taken.

Using the new HomesAndLand.com control panel dashboard, you can visualize a snapshot of your listing data in the most meaningful way and then quickly drill down to make changes or get more detailed information.

How does the dashboard work?

Here's a quick walkthrough of the dashboard features:



1. **New!** Share your listings via social media outlets like Twitter, Facebook and YouTube. *(See below for details.)*
2. View your ad proof and see communications from Homes & Land.
3. Instantly view listing export partners. Click **manage** to turn exports to specific websites on or off.
4. Easily monitor your HomesAndLand.com stats. Click the **more** link to see detailed stats information.
5. Keep track of your HomesAndLand.com listings using this snapshot. Use the links provided to quickly take action as needed to manage your listings.

How can I distribute my listings via social media outlets?

If you want to reach more customers and draw more eyes to your listings try our Social Syndication (Share) feature. The Share feature is a simple tool that allows you to post your HomesAndLand.com listings to your Twitter or Facebook site. Listings posted using this feature are pre-populated with a shortened link back to your listing on HomesAndLand.com.

Want more? You can also post your EZ Tours to YouTube. You simply select the EZ Tours you want to send, and we'll do the work for you. First, we'll create a video file of your tour (YouTube doesn't accept Adobe Flash files). When the video file is ready, we'll post it to YouTube. You can also download your video file to your own computer to distribute as you like.

How does it work?

Sharing your listing content is super easy. Here's all you need:

- An existing Twitter, Facebook or YouTube account. If you don't have an account, simply create one, then you'll be able to share content from Homes & Land.
- Active listings on HomesAndLand.com with at least 6 photos each.

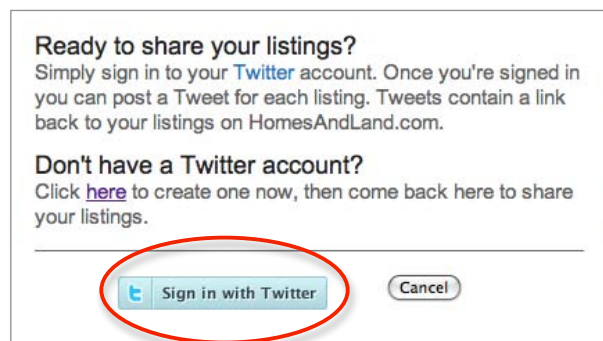
That's it! Now let's see how easily you can share your listings. *Note: the illustrations that follow show the steps for sharing with your Twitter account. You'll follow the same steps to share with your Facebook or YouTube accounts.*

Step 1

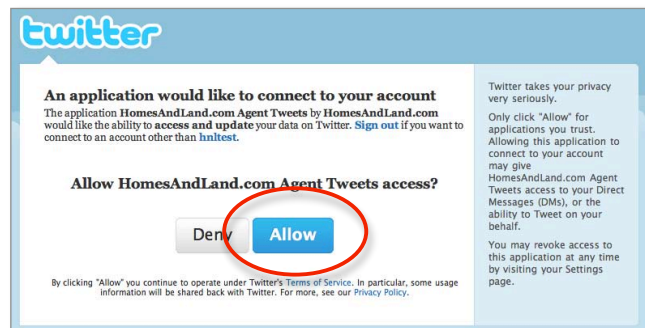
Click the **SHARE** button for the media outlet of your choice.


**Step 2**

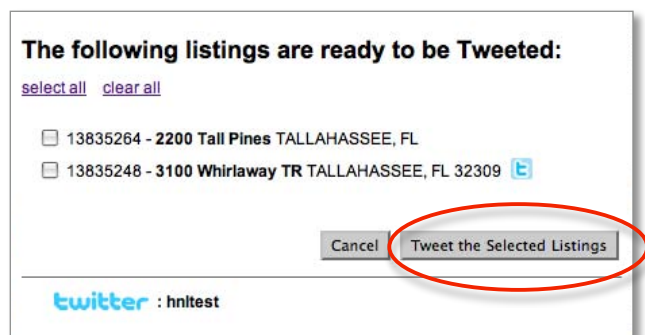
Click the **Sign in with Twitter** button. (Steps 2 and 3 step are required only once for each media outlet, to give Homes & Land permission to send your listings to your Twitter, Facebook or YouTube account.)

**Step 3**

You will be redirected to your Twitter account. Click the **Allow** button.

**Step 4**

You will be redirected back to HomesAndLand.com. Now simply select the listings you want to share, then click the **Tweet the selected listings** button. Note, the  symbol is displayed next to listings you've already tweeted.



That's it! The selected listings will be posted to your Twitter or Facebook account. Note: it takes just a little longer for videos to be posted to your YouTube account because they must first be converted from Adobe Flash files to video files. Once the conversion is complete, we'll send your video to YouTube.