

The Business Center



Your Online Office Hub

- Easy to use navigation
- Readily accessed off homepage
- Technical support if you need it

Start your day by logging in to the Real Living Business Center, your online office for easy, convenient access to clients, listings, marketing and resources.

The Real Living Business Center makes it easy for you to stay in touch with clients and your daily work no matter your location. All emails can be forwarded automatically to this new Real Living address for one-stop convenience. And there's quick access to the online services you use the most.

Manage Your Workload from One Central Location

MY CONTACTS – Store all your contacts here – just as you did on Market Advantage. This is your private database that easily integrates with BrandBuilder for postcard mailings and prospecting.

Network News and multimedia resources like buyer and seller presentations are ready for customization to your market and prospective client.

MY LISTINGS gives you the ability to promote and manage your listings from one online account.

MY BUYERS organizes client communication and outreach, giving you the ability to send listings for preview and to give feedback quickly.

SERVICES is your one-click connection to Relocation Services, Help Desk and the H.O.M.E. discount program, which is similar to Home Rewards.

Online Training and Professional Development

REAL U is the central location for all Real Living training and educational opportunities.

360° Marketing at Your Fingertips

MY BRAND links to the most used assets in the Business Center.

- BrandBuilder for marketing, mailing and advertising templates
- Broadcast Wizard for electronic advertising, E-Newsletter and OnLine Adready for Internet advertising
- Web Site Builder for creating your free Web site

For more information on how to use the Business Center for optimal business management, find PDF downloads for all the major tab areas.

Access to Exclusive Real Living Programs

- Real-Time Listings – list your properties online instantly even before the MLS
- MyRealLiving 2.0 – a great customer tool that allows for storing, organizing and sharing home favorites. It gives you a window into your client's preferences, improving your responsiveness and Premier Service® delivery.

Good, Getting Better

We are currently evaluating both GMACmembers.com and the Real Living Business Center with the goal of upgrading the new Business Center to give you a greater competitive edge in this changing real estate climate. GMAC Real Estate brokers and agents will find many familiar features along with new ones to save time and improve overall productivity.

MLS Integration Now in Select Markets

Coming soon to all Real Living markets, MLS integration will make it easier to create and push promotional materials, and manage your listings.

