NorthstarMLS
For your Information. For your Success.

# Share My Listing Widget (SMyL)

NorthstarMLS brings to you a full-fledged social marketing toolkit called "Share My Listings Widget" (SMyL).

SMyL is a powerful marketing tool that will allow you to perform some of the following:

- Share your listings on nine (9) popular social networking sites including Facebook, Twitter, Google+, LinkedIN, Pinterest & Reddit!

- A unique SMyL Facebook app that helps you stand out on your Facebook business page.

- A simple and flexible email template tool that includes analytics.

- Powerful HTML5 iFrame tools that will always show your active inventory on your blog or website.

- A custom URL and QR code for every active listing.

- Quick, one-click courtesy buttons to view your listings representations on popular consumer websites.

- Real time web analytics to show how successful you are doing in social marketing.

- A full-fledged Craigslist HTML template builder to make posting on Craigslist simple.

- Several unique desktop themes to show your individuality in your listing presentation.

SMyL will display your active MLS inventory in a simple three-column format.

The data is automatically pulled from the MLS system and requires no maintenance at all!
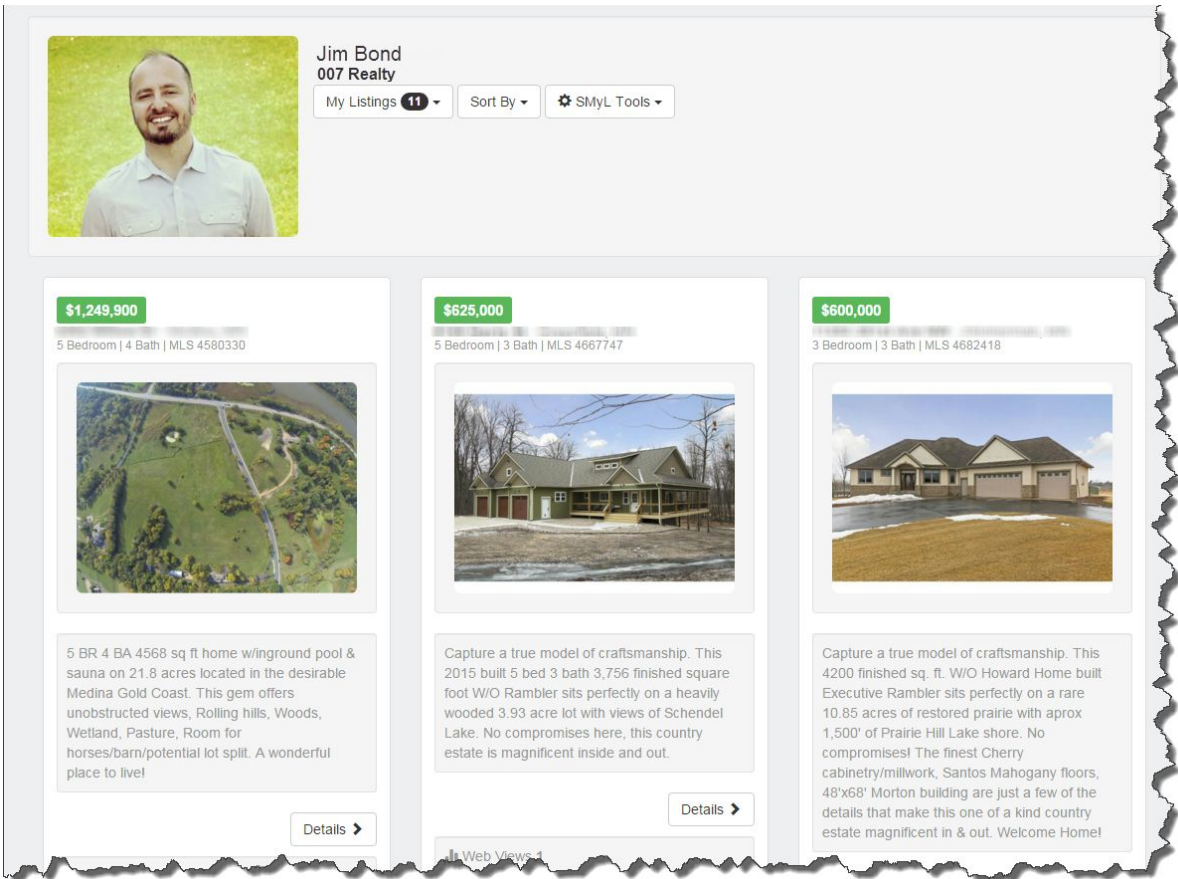
Use **SMyL** to share your listings on **nine (9)** popular social media websites.
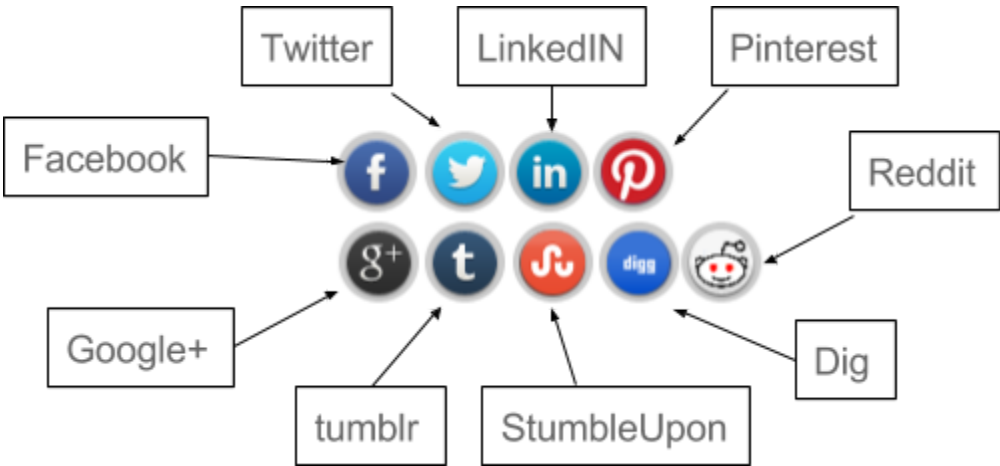
Use the **Public Portal Listing Check** buttons for a quick and convenient way to check if your listing is on one of the major websites.

SMyL also provides a **direct URL** for each of you listings, complete with a **QR code** for marketing flyers.

Public portal courtesy links for quick links to your listing on consumer portals

⋮ Public Portal Listing Check

Copy the URL for a direct link to each of your listings

⋮ Direct Links

http://listings.northstarmls.com/smyl/myListing/

Use the custom QR code in your flyer creations for each property

The "detail" button takes you to the custom SMyL **Detailed Report** for each of your listings

Here, consumers can view information about your listing, share it on Facebook, send it to their cell phone as well as most importantly - **contact you**!

The SMyL Facebook app, lets you place your active inventory on your Facebook business website.
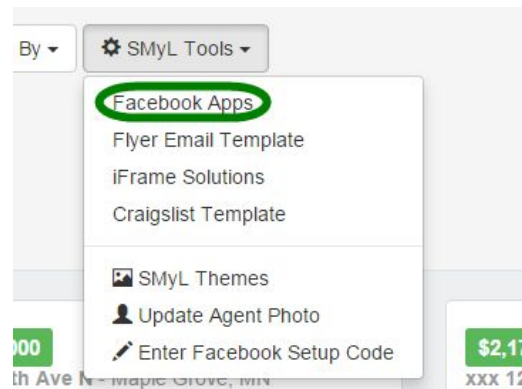

After you select the link to the Facebook app - a dialog window appears. Select the Facebook business page you want your data to appear on then click the "Add Page Tab" button.


When you visit your Facebook page you should see the app listed as "My Listings". Click on the "My Listings" tab to read your unique Facebook Setup Code. Then enter the Facebook Setup Code back in the SMyL tools menu.
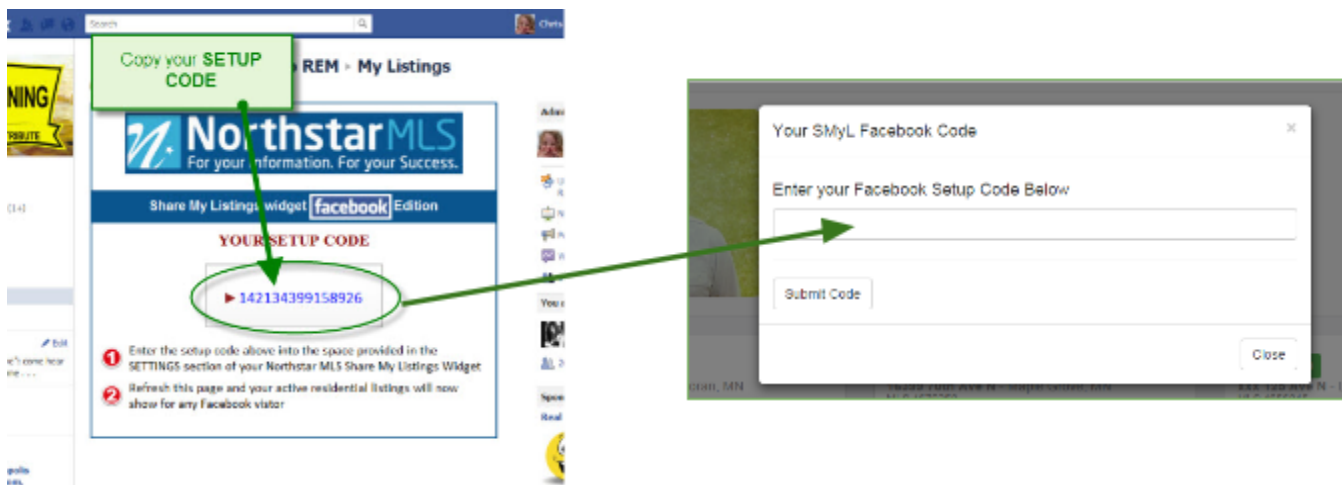
The next time you visit your Facebook page - your listings will appear!

SMyL brings to you a professional **HTML email flyer tool**. One that includes **two (2)** different flyers you can use for each of your listings.

This tool also allows you to gain insight on your emails by viewing analytics. Discover if and when each of your emails are being viewed!
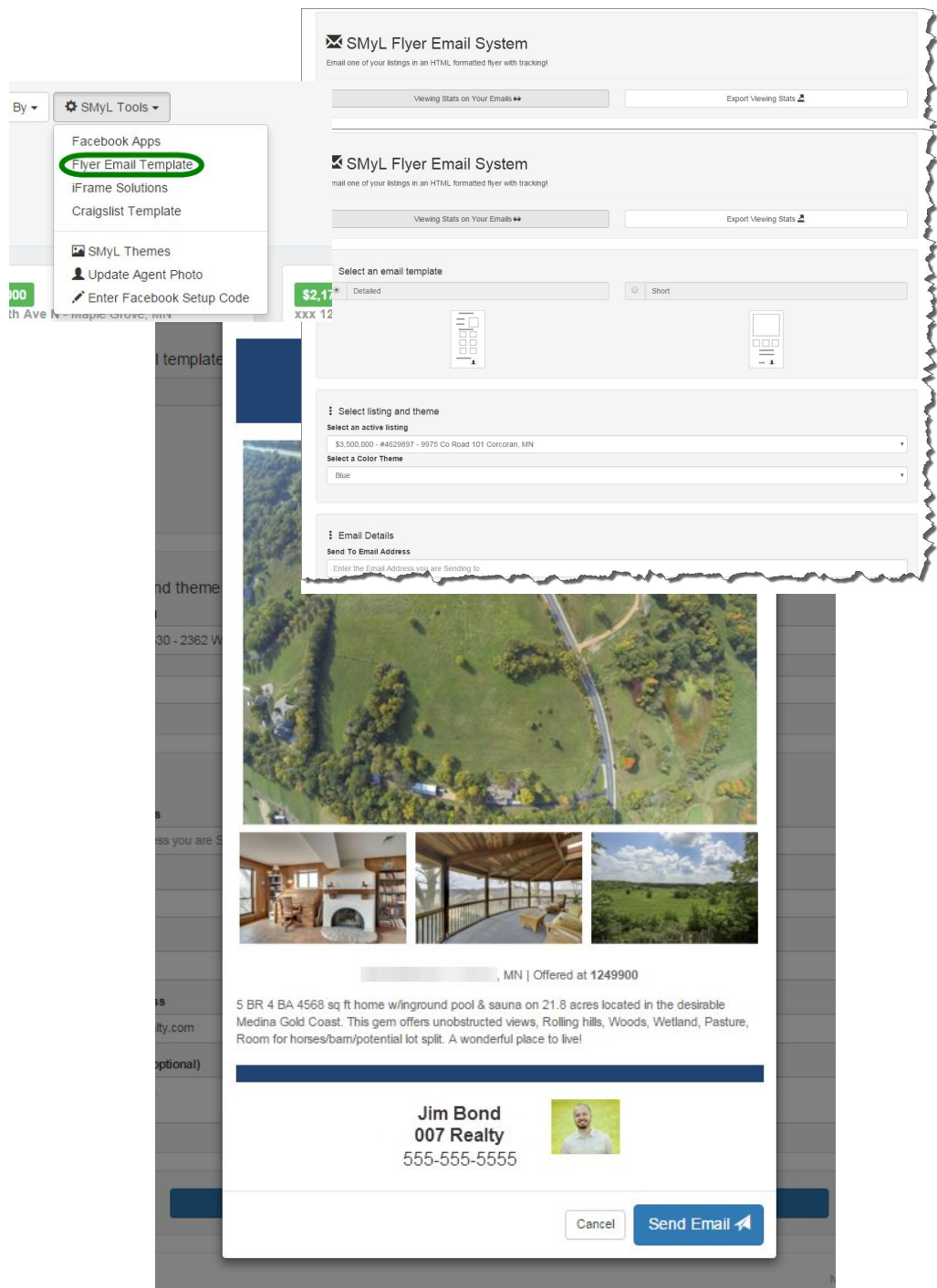
Select an email template, enter all the sending information including **subject line** and how you want your **sending name** to appear, then preview the email and **send**.

The NorthstarMLS Share My Listings Widget tool brings you free iFrame solutions to display your active MLS inventory on your webpage and blogs.
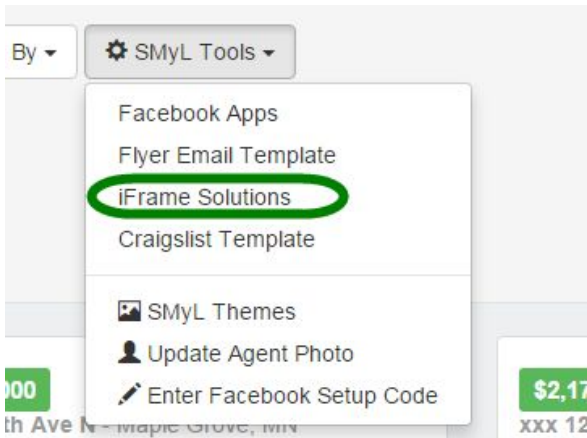
You can select one of four (4) different iFrame solutions including 3 and 2-column wide, no-branding and a slideshow option.
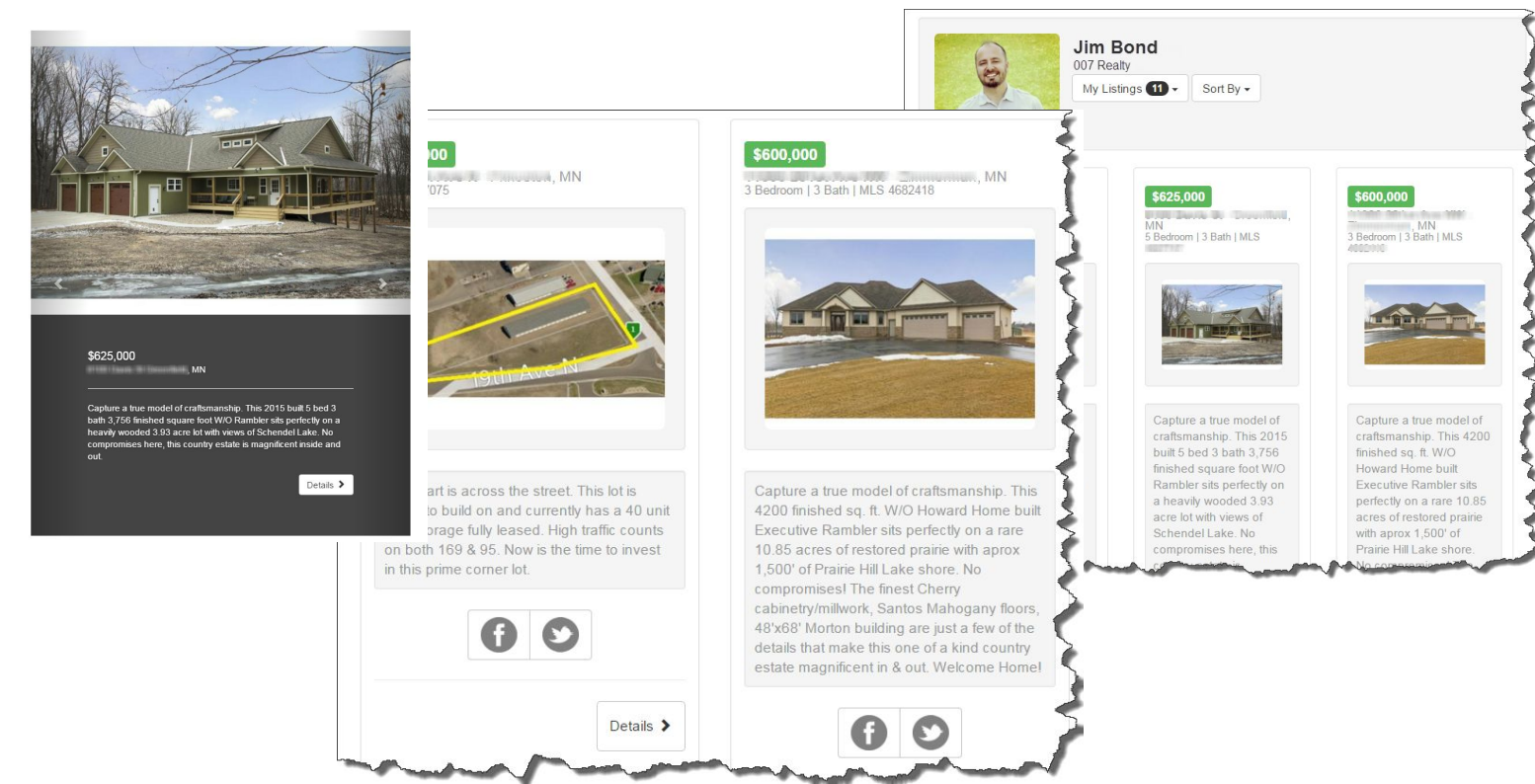
The **Craigslist Template** provides you with a valid HTML editor for copy/paste ability into Craigslist.
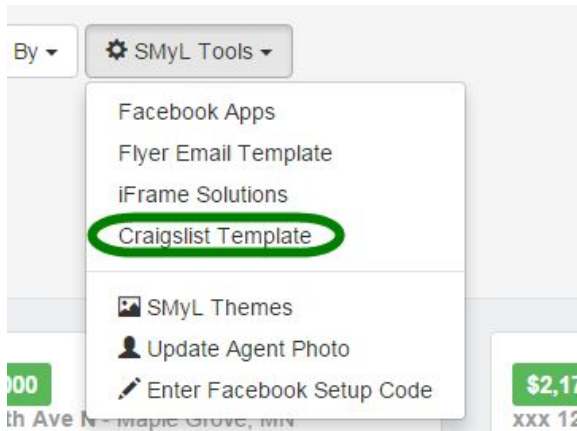
Select your listing from a drop-down list and copy the accompanying HTML into the Criagslist.

There are a couple of ways to post on craigslist.

- A user can just go through the steps and post. No login needed. You will have to provide an email address and there will be a confirmation email sent from craigslist where you'll have to click on a link provided to activate the post.
- The other way is to post with a craigslist account. This way makes it easier to find your posts in case you need to remove or modify them.

When you post without a craigslist account, the confirmation email is very important. It will contain the link to your post on craigslist and a link to remove it (if you need to). Otherwise the post will expire in 7 days on its own.
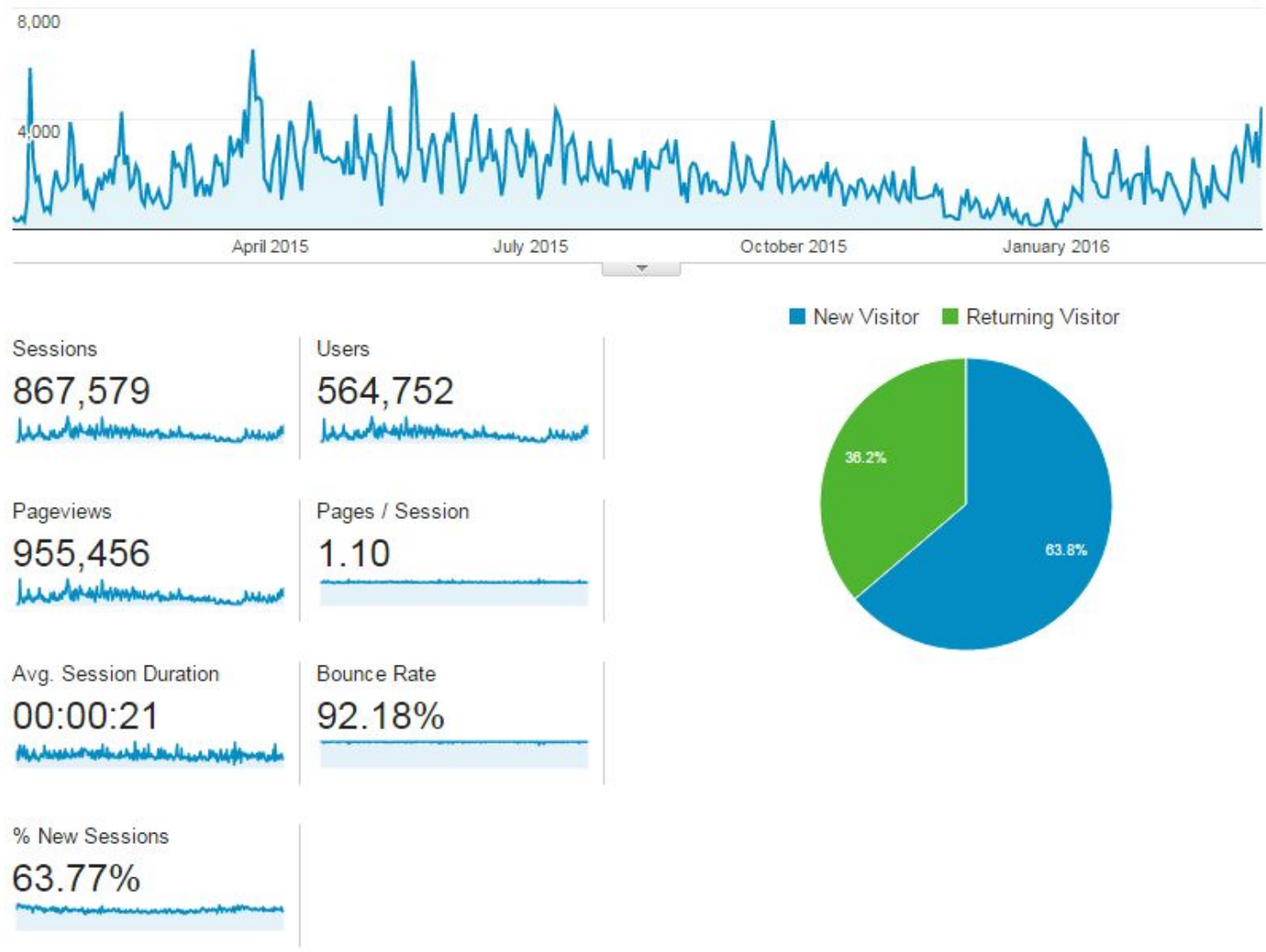
SMyL provides you with many different desktop themes that you can select that will change the appearance of your **SMyL desktop** and customer facing **detail report**. Pick your favorite at anytime and your reports will change instantly.
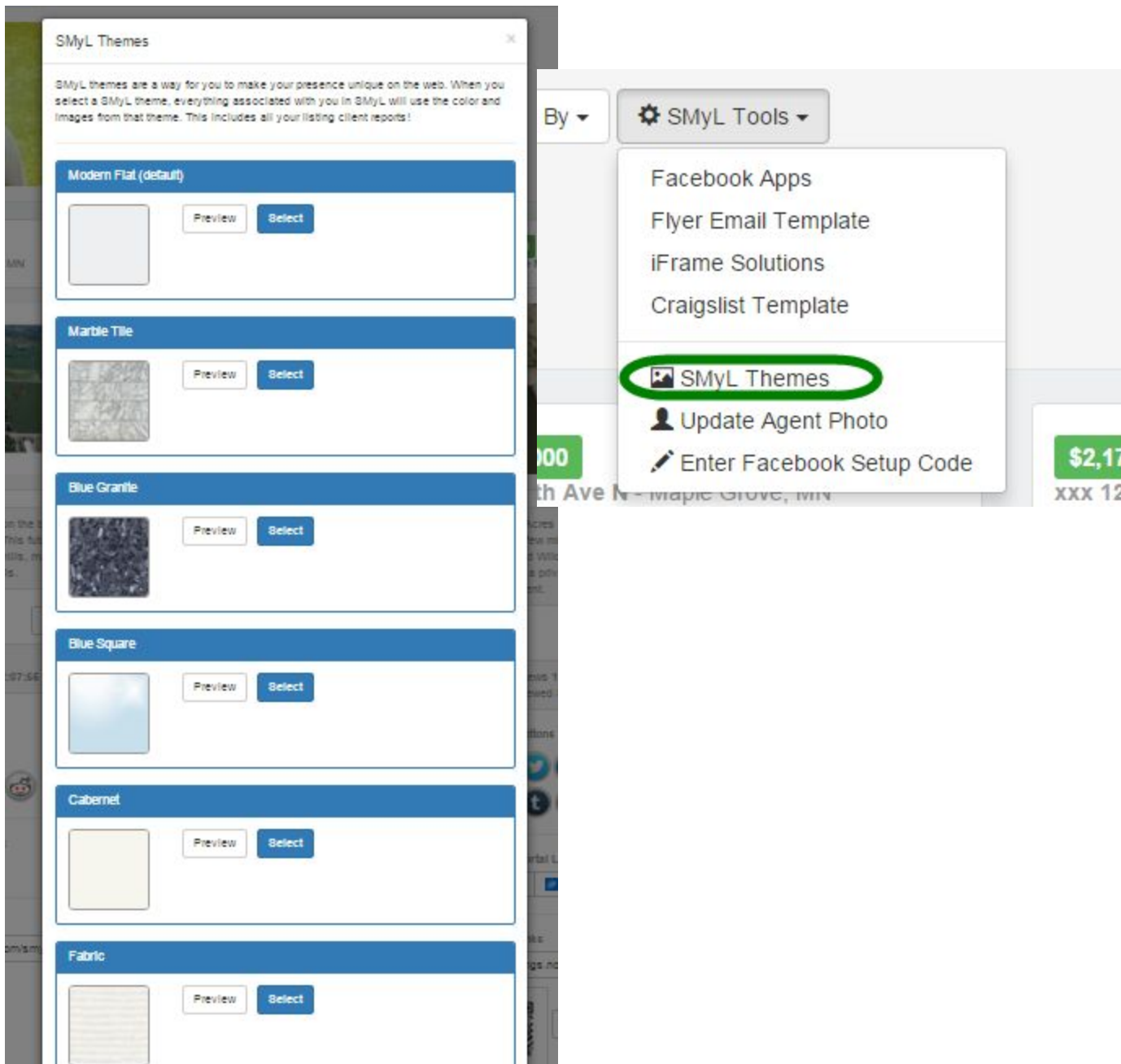
SMyL is much more effective if your photo is in it. Use the SMyL agent photo upload utility to import your favorite JPG formatted image of yourself.
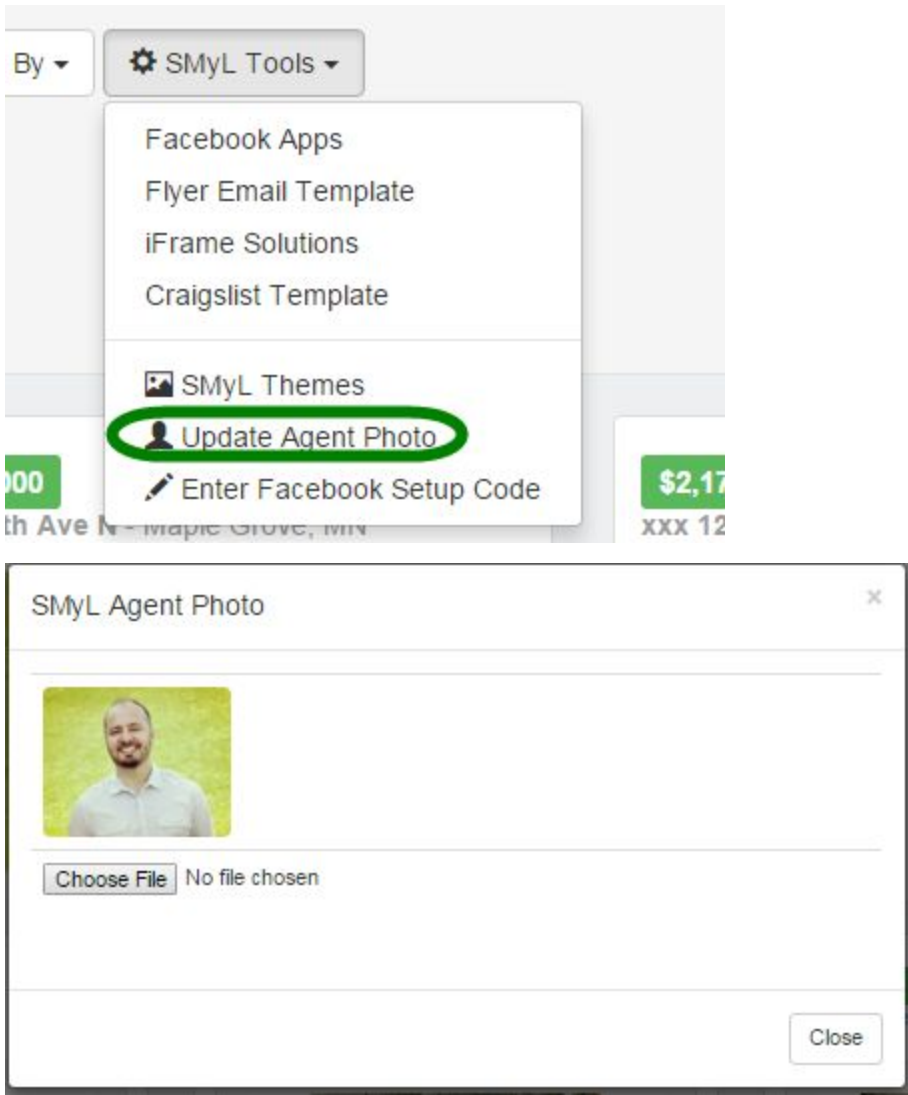
To date, the NorthstarMLS Share My Listing Widget (SMyL) has helped connect hundreds of thousands of consumers to our wonderful member base core of Realtors®.

Sessions	Users
867,579	564,752
Pageviews	Pages / Session
955,456	1.10
Avg. Session Duration	Bounce Rate
00:00:21	92.18%
% New Sessions	
63.77%	

New Visitor ■ Returning Visitor

36.2%

63.8%

The latest edition of SMyL should do nothing but help accelerate that amazing connection!

-NorthstarMLS Staff