



CLIENT “HOW-TO” GUIDE

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HOW TO LOGIN

STEP 1

Go to
www.TheRealAuthority.com

STEP 2

Click
Client Login



STEP 3

Enter Your Email Address & Password

A screenshot of the 'Agent Login' form. The form has a blue header with the text 'Agent Login'. Below the header, there are two input fields: 'Email Address:' and 'Password:'. A blue arrow points from the 'STEP 3' instruction box to the 'Email Address' field. Below the 'Password' field is a blue link that says 'Forgot your password?'. At the bottom of the form is a grey button with the text 'Continue »'.

- ❖ Open up any web browser such as Chrome, Safari, etc.
- ❖ Go to www.therealauthority.com
- ❖ Click the **Client Login** tab and enter your email address and password. If you haven't changed your password yet, use the temporary password which is **12345**
- ❖ Click the **Continue** button to proceed to your account.
- ❖ If you have forgotten your password after changing it, click **Forgot Password** and follow the instructions.
- ❖ If you have any problems logging in, please send a help request to service@therealauthority.com

HOW TO MANAGE YOUR SUBSCRIPTIONS

After you login, you always start on your “Subscriptions” page. You can navigate to other pages in your account by clicking “Profile”, “Broker”, “Customize”, “Change Password” and “Billing”. These other pages will be covered later in this guide.

The screenshot shows the 'Your Account' page with a navigation bar containing 'Subscriptions', 'Profile', 'Broker', 'Customize', 'Change Password', and 'Billing'. Below the navigation bar, there are links for 'Download Mailing List' and 'Browse Mailing List'. A table lists subscription details for 'Arielle on Palmer Ranch'.

Download Mailing List	Browse Mailing List	Estimated # of Homeowners	Color or B&W	Estimated Bi-Monthly Fee	Status	Action
	Arielle on Palmer Ranch	165	Color	\$165.00	Active	Cancel

- ❖ **Download Mailing List & Browse Mailing List** will be covered later in this guide
- ❖ The **Estimated # of Homeowners** is the total number of unique homeowners with a mailing address in the U.S. This may differ from the # of homes for the following reasons:
 - The mailing addresses of some owners are outside of the U.S.
 - A person on the mailing list owns multiple properties
 - Some of the properties are vacant lots
- ❖ The **Estimated Bi-Monthly Fee** is based upon the Estimated # of Homeowners and does not reflect the actual fee you will be charged. The actual amount you are charged will be reduced for each owner that is removed from the mailing list.
- ❖ The status of each subscription is shown under the heading “**Status**”, and may be:
 - Active - This is an active subscription that will receive your report every other month.
 - Canceled - This is a prior reservation or subscription that you canceled.
 - Waiting List - This is a community that you placed on your waiting list.
- ❖ In addition to canceling a subscription, you may also resume a subscription or subscribe to a community that you placed on your waiting list if and when it becomes available.

HOW TO UPDATE YOUR PROFILE

STEP 1
Click "Profile"

STEP 2
Edit Your Profile

Your Account

[Subscriptions](#) · [Profile](#) · [Broker](#) · [Customize](#) · [Change Password](#) · [Billing](#)

Edit Profile

Red fields are required.

Email Address:


First Name:

Last Name:

Phone:
Enter 10 digit number including area code

Fax:
Enter 10 digit number including area code

Website:

Your Picture: 

Click "Browse" to add your picture. Please ensure the file you select is high-resolution and is in one of the following formats: jpg/jpeg, png, gif, bmp

STEP 3
Save Your Changes

- ❖ This information will appear on your cover letter exactly as it is entered, except your phone and fax numbers which will be formatted as (000) 000-0000.
- ❖ Email, First Name, Last Name and Phone are required. Fax, Website and Your Picture are optional. If you would like to include additional information, please send your request to service@therealauthority.com.
- ❖ To upload a picture, please click "**Browse**", locate the file on your computer, click "**Open**" in the dialog box, then click "**Save Changes**". It may take several seconds for your picture to display. The file must be in one of the formats listed. We recommend a high-resolution picture, which will typically be a file that is over 100KB in size.
- ❖ Fields that are in red are required.
- ❖ Please ensure the file you select is high-resolution and is in one of the following formats: jpg/jpeg, png, gif, bmp.

HOW TO UPDATE YOUR BROKER INFO

STEP 1
Click "Broker"

STEP 2
Edit Your Broker Info

Your Account

[Subscriptions](#) · [Profile](#) · [Broker](#) · [Customize](#) · [Change Password](#) · [Billing](#)

Edit Broker Information

Red fields are required.

Broker:

Street Address:

City:

State:

Zip:

Logo:

Click "Browse" to add your broker's approved logo. Please ensure the file you select is high-resolution and is in one of the following formats: jpg/jpeg, png, gif, bmp

STEP 3
Save Your Changes

- ☑ The Broker Name and address is legally required, and will only appear in small type as the return address on your cover letter. It will appear on your cover letter exactly as it is entered on this page. Please use the name of your firm, not the name of your actual broker. The logo is optional, but we strongly recommend using one.
- ☑ To upload a logo, please click "Browse", locate the file on your computer, click "Open" in the dialog box, then click "Save Changes". It may take several seconds for your picture to display. The file must be in one of the formats listed. We recommend a high-resolution picture, which will typically be a file that is over 100KB in size.

HOW TO CUSTOMIZE YOUR COVER LETTER

STEP 1

Click "Customize"

Your Account

[Subscriptions](#) · [Profile](#) · [Broker](#) · [Customize](#) · [Change Password](#) · [Billing](#)

Hillsborough Channing Park Condominiums

STEP 3
Edit the Letter in the Text Box

STEP 2
Uncheck "Use Default"

B I U | | HTML |

How much do you know about the current real estate trends in your neighborhood? Are you curious about the latest prices or pace of sales compared with last year? If you're planning to buy or sell in the near future, or just looking to remain informed about the changing marketability of your home, you'll appreciate the enclosed neighborhood update created specifically for $\${Neighborhood}$.

Why am I sending this report to you? I am hoping to demonstrate how partnering with an area expert like me can help make your home sale a smooth and successful experience.

IF YOU NO LONGER HAVE EQUITY IN YOUR HOME
If your home is worth less than you owe, your questions and concerns may be overwhelming, and success may seem beyond your reach. I've got good news. I can answer all of your questions, address each of your concerns, and help you succeed.

- I will explain the timeline of a short sale, and stand by your side through each and every step until your home is sold.
- I will negotiate with your lender(s) to sell your home for less than you owe, forgive your remaining debt and pay my commission. I will also negotiate to have them pay any delinquent taxes and/or association fees.
- I will explore your housing options with you, including how you can receive up to \$3,000 toward your moving and rental expenses. I will also advise you on the timing of your move to save you money.
- I will handle all of your paperwork. At your request, I will send your paperwork directly to your accountant or tax preparer.
- I will hold your entire transaction in complete confidentiality.
- I will provide you the outstanding service that I provide to every one of my clients.

IF YOU HAVE EQUITY IN YOUR HOME
If you have equity in your home, you may be struggling with receiving a fair price and selling your home quickly. Regardless of what you've heard, you can sell your home quickly and for a fair price, even in this challenging market. And while nobody can predict the future, I can provide you with a candid and objective overview of historical trends to help you make the most informed decisions about the sale of your home.

- I will prepare a comprehensive and objective analysis of sales in your neighborhood over the past year, separating distressed and non-distressed properties. I will patiently review the most important statistics and trends affecting the value of your home and the speed at which it can be sold.
- I will provide an aggressive marketing plan that maps out the entire process for

Use Default **Save & Preview** **Use for All Neighborhoods**

- ❖ You can add, change or delete any/all of the text in the default cover letter, and use the formatting toolbar above the text box to format your text.
- ❖ Do not copy/paste in the text box, as it may not display properly on your printed cover letter.
- ❖ $\${Neighborhood}$ will be replaced with the name of the appropriate neighborhood. It is useful when using the same cover letter for multiple neighborhoods. In that case, you can also click "Use for All Neighborhoods" when you finish editing your first cover letter.

HOW TO UPDATE YOUR PASSWORD

STEP 1
Click "Change Password"

Your Account

[Subscriptions](#) · [Profile](#) · [Broker](#) · [Customize](#) · [Change Password](#) · [Billing](#)

Change Password

Red fields are required.

Your Current Password:

Your New Password:

Retype New Password:

STEP 2
Update Your Password

STEP 3
Save Your Changes

- ☑ Your password can be any combination of letters or numbers. There are no restrictions on the length of your password, no special characters are necessary, and you do not need to use both letters and numbers.
- ☑ If you did not select a password when you set up your account, your temporary password will be 12345.
- ☑ If you forget your password, you can click "Forgot Your Password" and follow the instructions to receive a temporary password. Then, you can update your temporary password to something you will remember on this page.
- ☑ If you have problems updating your password, please email service@therealauthority.com.

HOW TO UPDATE YOUR BILLING INFO

STEP 1
Click "Billing"

Your Account

[Subscriptions](#) · [Profile](#) · [Broker](#) · [Customize](#) · [Change Password](#) · [Billing](#)

Billing

Red fields are required.

SECURED BY GeoTrust
click to verify
22-May-12 19:19 GMT

Card Type:

Name on Card:

Card Number:
Enter numeric digits. No dashes or spaces.

Expiration: /

Street Address:

Zip Code:

STEP 2
Update Your
Credit Card Info

STEP 3
Save Your Changes

- ☑ You can use Visa, MasterCard or American Express.
- ☑ Do not include any spaces when entering your credit card number.
- ☑ When entering your street address, please do not enter the city and state.
- ☑ Once entered, your credit card is encrypted and stored on a secure server.
- ☑ We do not recommend using a Visa or MasterCard debit card. If you do use a debit card, please be sure you have sufficient funds in your account on each billing date. The Real Authority will not be responsible for any charges incurred as a result of insufficient funds.
- ☑ If you have any questions about billing, please email service@therealauthority.com for instructions.

HOW TO CUSTOMIZE YOUR MAILING LISTS

STEP 1 Click "Subscriptions"

Your Account

Subscriptions · Profile · Broker · Customize · Change Password · Billing

STEP 2 Click The Name Of A Subscription To See Its Mailing List

Add a Neighborhood

Download Mailing List	Browse Mailing List	Estimated # of Homeowners	Color or B&W	Estimated Bi-Monthly Fee	Status	Action
	Arbors at Branch Creek	25	Color	\$23.75	Active	Cancel

STEP 3 Click The Pull-Down To Change That Mail Status Of An Owner

Report Status	Owner Name	Property Address	Owner Street	Owner City	Owner State	Owner Zip Code
Mail	Edward Anteblian	24063 Park Place Dr S-Bldg 2j-Unit 72	24063 Park Place Dr S-Bldg 2j-Unit 72	Port Charlotte	FL	33980
Do Not Mail	Michael Apigo	24116 Green Heron Dr -Bldg B-Unit 5	1242 Green Oak Trl	Port Charlotte	FL	33948
Mail	Edwige Balutansky	24105 Green Heron Dr -Bldg H-Unit 20	Sdq 20010 10000 Nw 25 St, Unit 1	Miami	FL	33172
Do Not Mail	Theresa Benedetti	24153 Green Heron Dr -Bldg J-Unit 26	17138 Galleon Ter	Port Charlotte	FL	33948

- ❖ Your changes to the mailing lists are saved instantly. There is no need to click a "Save" button. To customize more than one list, click "Back to Subscriptions" when you are finished with one list, and select another.
- ❖ Owners you mark "Do Not Mail" will always be excluded from your mailings unless you change their status back to "Mail".
- ❖ If an owner marked "Do Not Mail" transfers the property to a new owner, the new owner will be marked "Mail".
- ❖ If you would like to revise the name of an owner, or add additional addresses to your mailing list, please email your request to service@therealauthority.com.
- ❖ Mailing lists for a new subscription won't be available until 1 business day after the subscription is completed.
- ❖ Please be advised: you are allowed to scrub a maximum of 5% of total owners from the mailing lists.

HOW TO DOWNLOAD YOUR MAILING LISTS

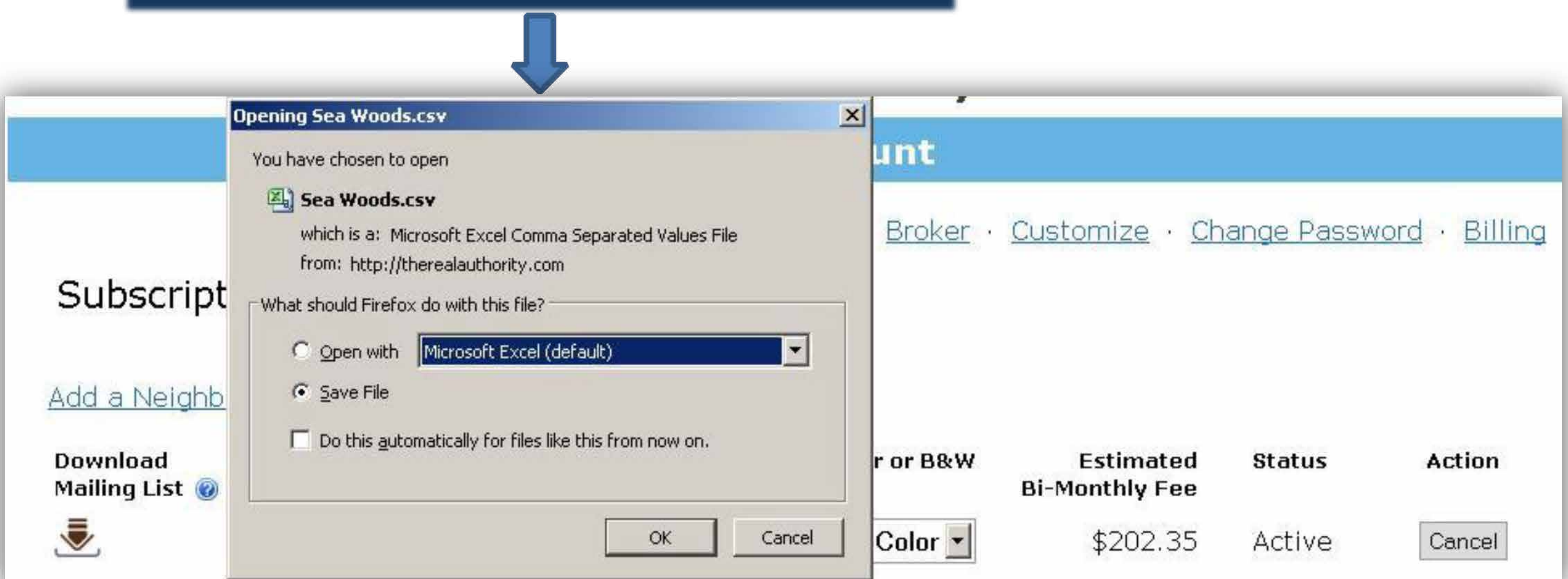
STEP 1 Click "Subscriptions"



STEP 2 Click The Arrow Next To A Subscription To Download Its Mailing List



STEP 3 Click "Save File" and "OK"



- ☑ The mailing list will be contained in a comma separated values ("CSV") file. This is a format that can be used by any other vendor, in a mail merge, or to print your own labels or envelopes.
- ☑ The mailing list cannot be downloaded until several days after your first mailing. If you require a mailing list before your first mailing, please send a request to service@therealauthority.com.