THE REAL AUTHORITY

REAL ESTATE SUCCESS • REAL SIMPLE • REAL FAST

CLIENT "HOW-TO" GUIDE

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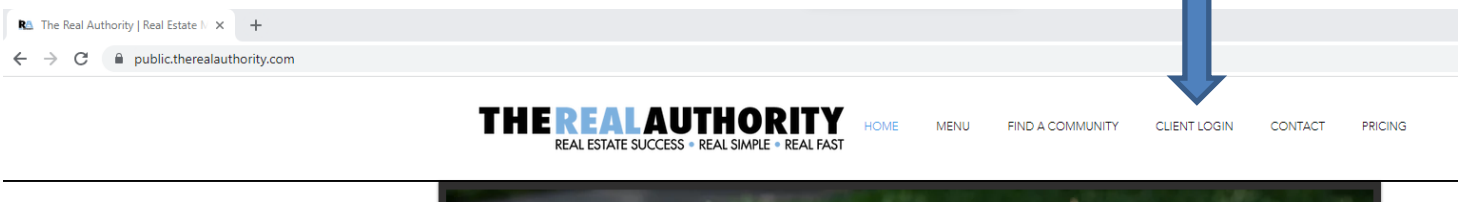
THE REAL AUTHORITY

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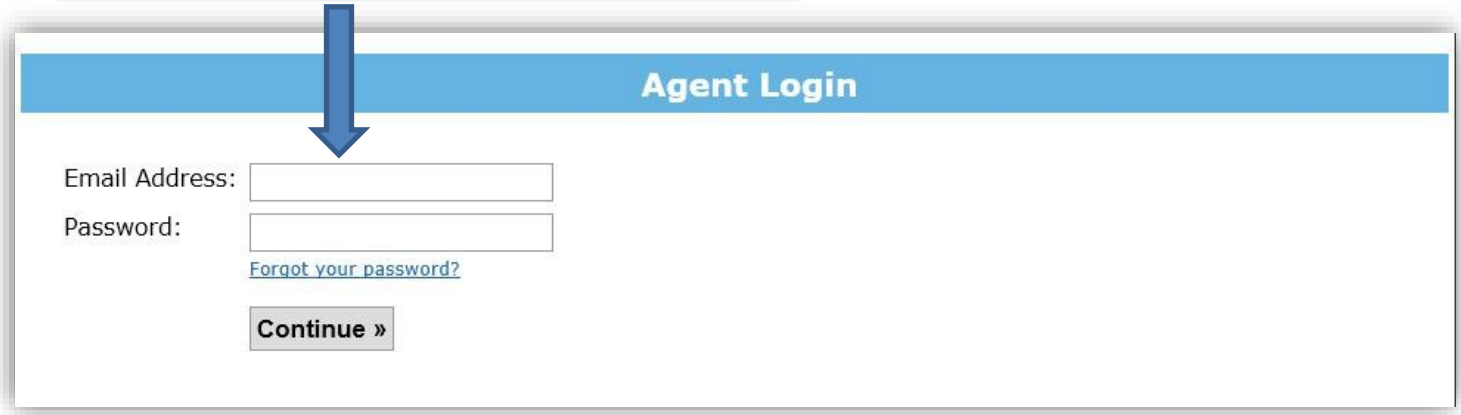
HOW TO LOG IN

STEP 1
Go to
www.TheRealAuthority.com

STEP 2
Click
Client Login



STEP 3
Enter Your Email Address & Password

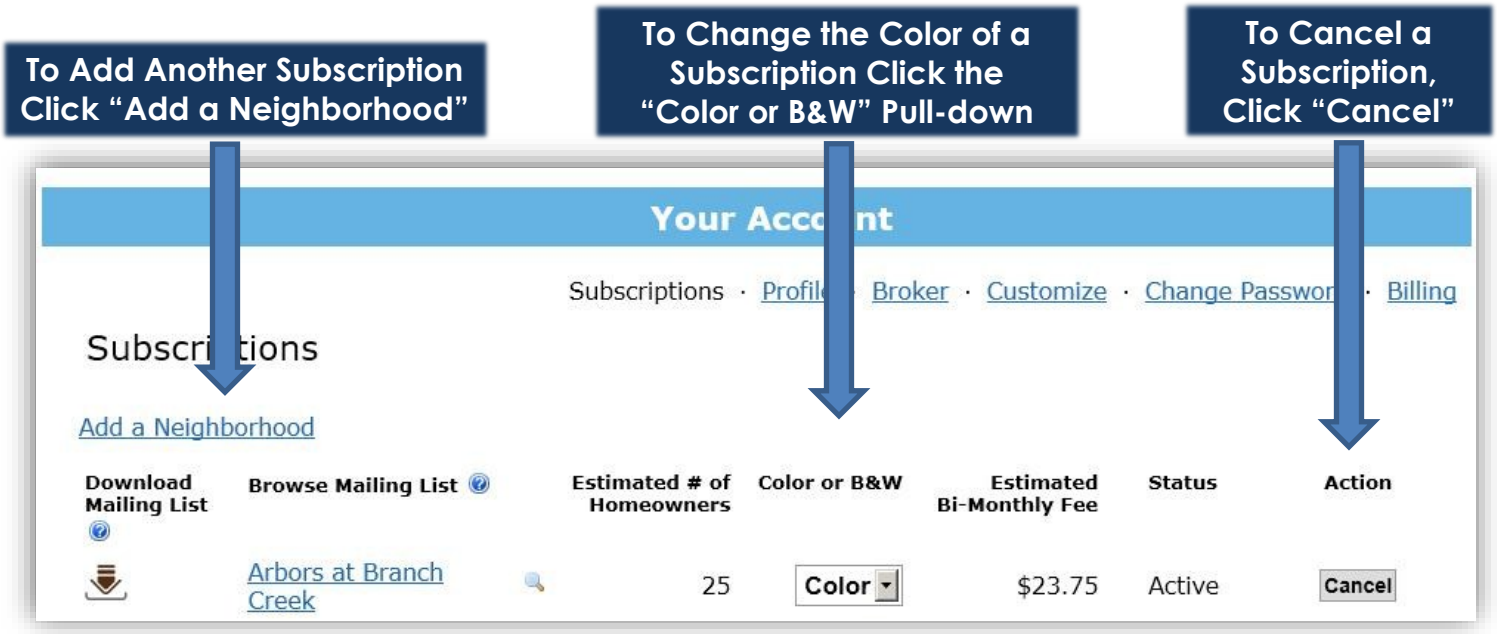


- **Open up any web browser such as Chrome, Safari, etc.**
- **Go to www.therealauthority.com**
- **Click the "Client Login" tab and enter your email address and password. If you haven't changed your password yet, use the temporary password which we provided to you.**
- **Click the Continue button to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

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HOW TO MANAGE YOUR SUBSCRIPTIONS

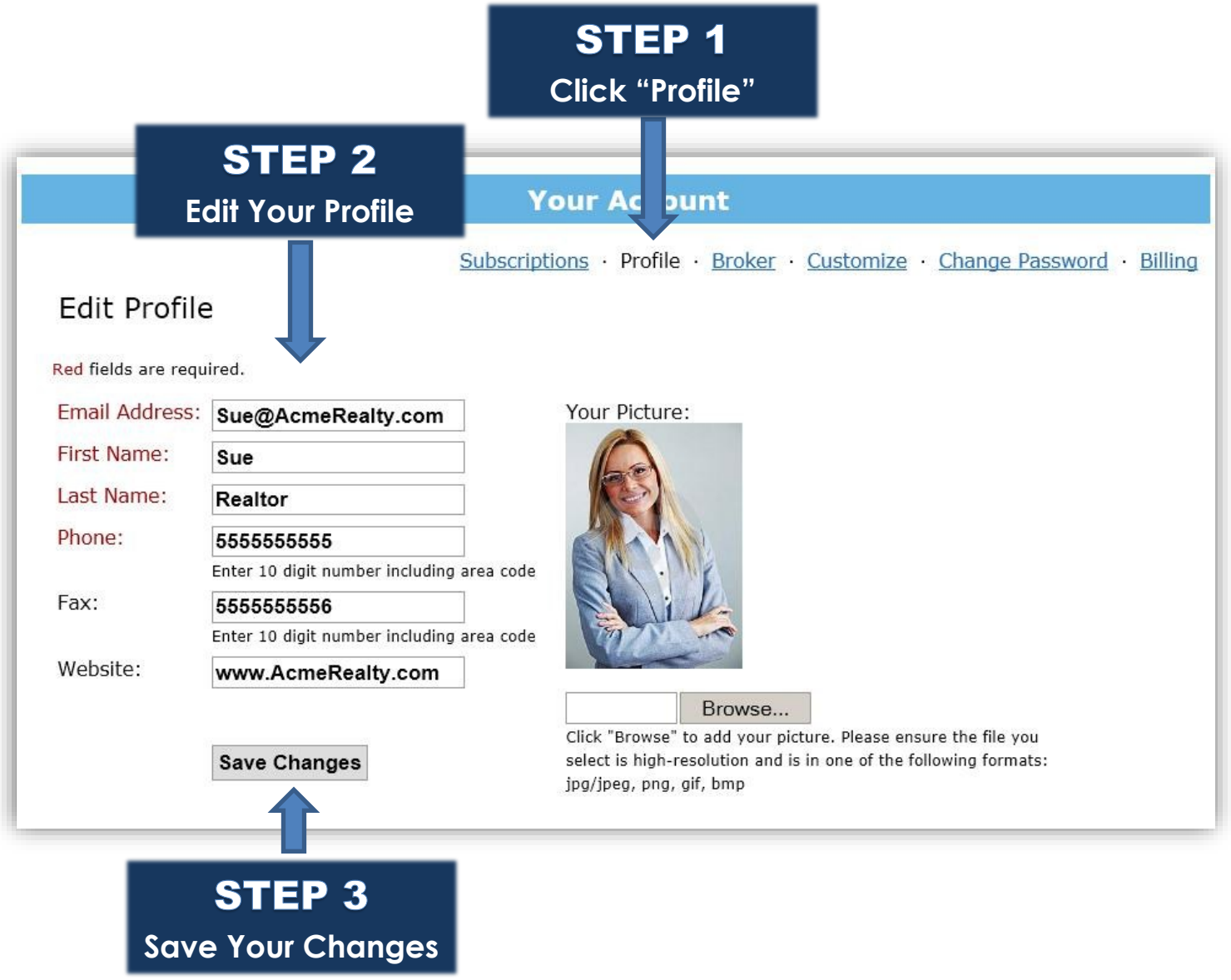
After you login, you always start on your "Subscriptions" page. You can navigate to other pages in your account by clicking "Profile", "Broker", "Customize", "Change Password" and "Billing". These other pages will be covered later in this guide.



- **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.

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HOW TO UPDATE YOUR PROFILE



- 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.

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HOW TO UPDATE YOUR BROKER INFO

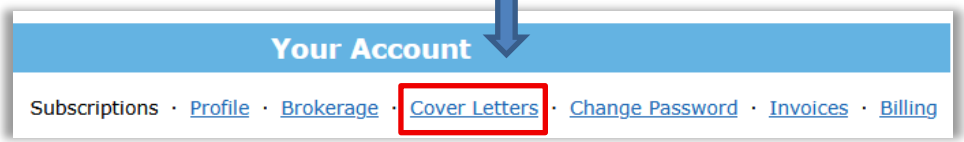


- The Broker Name and address is legally required and will only appear in small type as the return address on your cover letter. It will appear on your cover letter exactly as it is entered on this page. Please use the name of your firm, not the name of your actual broker. The logo is optional, but we 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.

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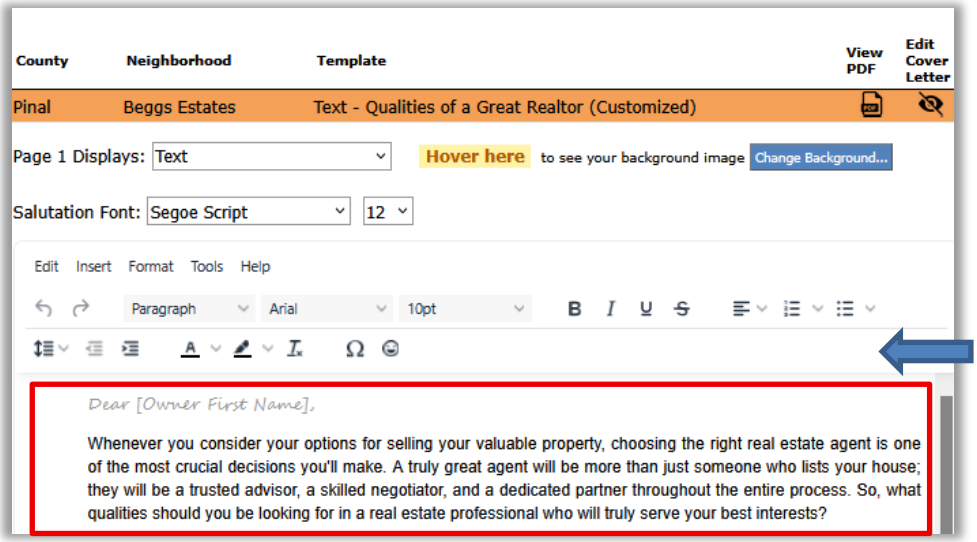
HOW TO CUSTOMIZE YOUR COVER LETTER

STEP 1
Click "Cover Letters"





STEP 2
Click "Edit Cover Letter"



STEP 3
Make your text changes in the editor.
More details below.



STEP 4
Click "Save & Preview"

- **Choose whether Page 1 Displays "Text" only or "Illustration" which will display one of our designs on page 1.**
- **You can only choose a background if you choose a "Text" only letter. Click "Change Background" to choose from many options.**
- **Do not copy/paste in the text box, as it may not display properly on your printed cover letter. Paste as "Plain Text".**
- **Please be sure you click "Save & Preview" when you are finished editing to save your changes. You should also click "Save & Preview" even if you want to come back and finish later. If you don't click "Save & Preview" you will lose your current edits. You can also click "Use for All Neighborhoods" to apply your text to all your current subscriptions when you've finished editing your first cover letter.**
- **To use this cover letter for all your neighborhoods, click "Use for All Subscriptions". To restore the default cover letter, click "Restore Default Text".**
- **Do not include salutations (e.g. "Dear Homeowner") or closings (e.g. "Sincerely, Your Agent") in your custom cover letters. The final report will include a salutation and closing unless you have asked us to omit either. Note that if you are using a salutation, you can control its font to match changes you may have made to the rest of the letter.**
- **Review your changes carefully. Custom cover letters will appear in your reports exactly as shown by Save & Preview. The Real Authority is not responsible for reviewing your custom cover letters.**

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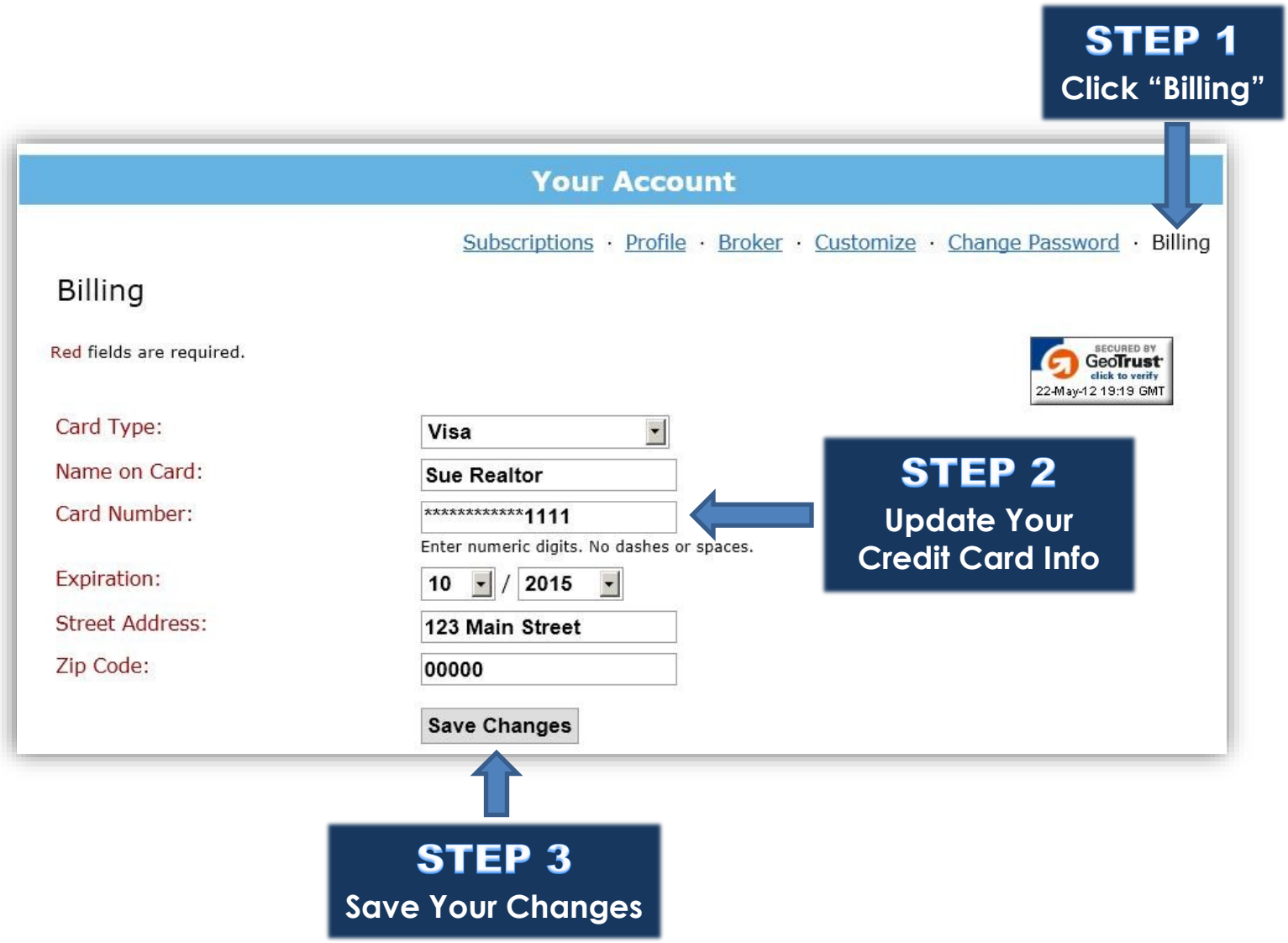
HOW TO UPDATE YOUR PASSWORD



- 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?"** on the "Client Login" page 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.

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HOW TO UPDATE YOUR BILLING INFO

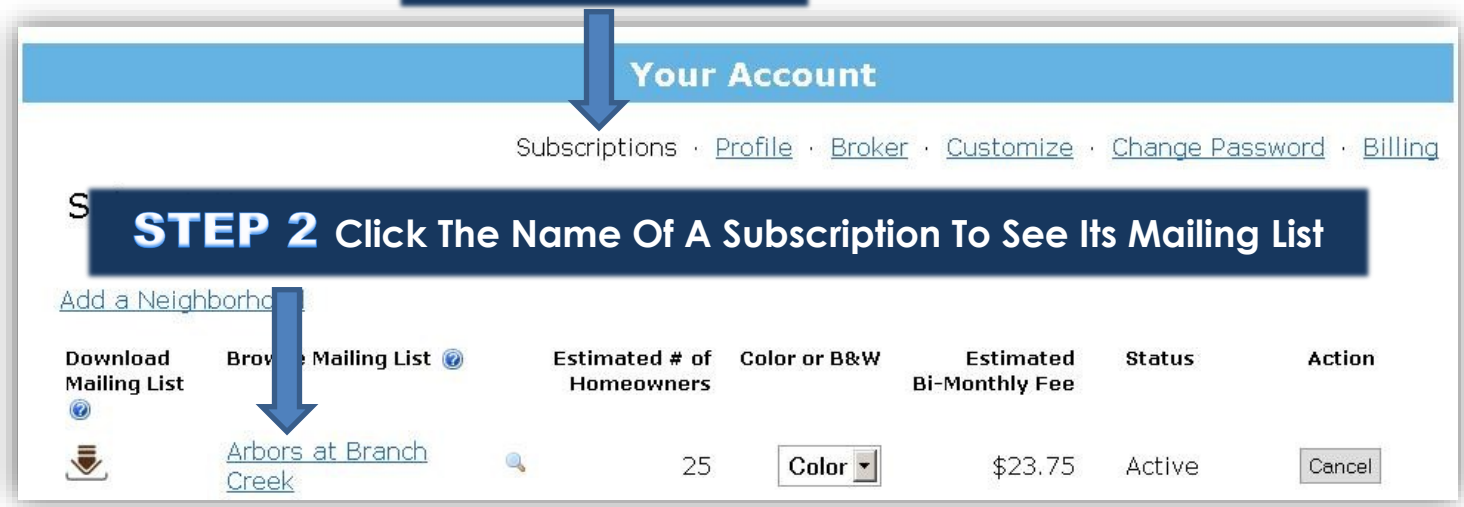


- You can use Visa, MasterCard or American Express.
- Do not include any spaces when entering your credit card number.
- When entering your street address, please do not enter the city and state.
- Once entered, your credit card is encrypted and stored on a secure server.
- We do not recommend using 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.

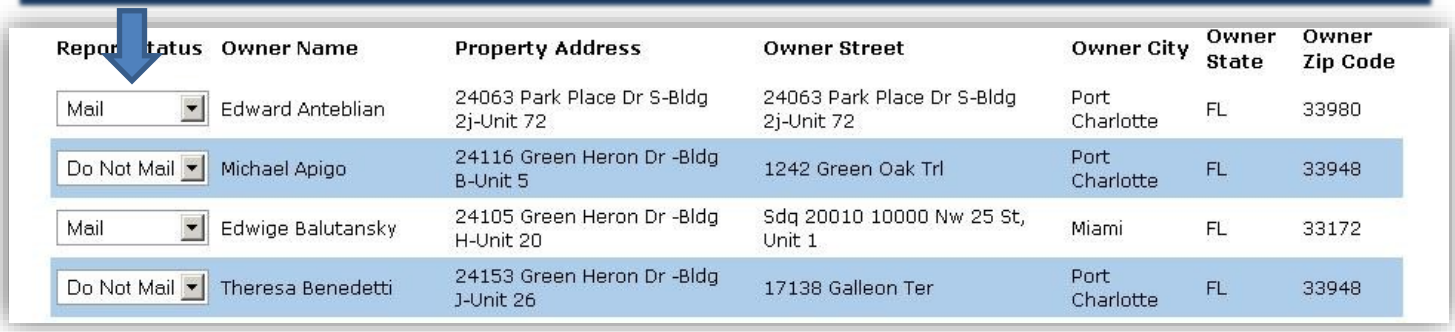
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HOW TO CUSTOMIZE YOUR MAILING LISTS

STEP 1
Click "Subscriptions"



STEP 3 Click The Pulldown To Change The Mailing Status Of An Owner



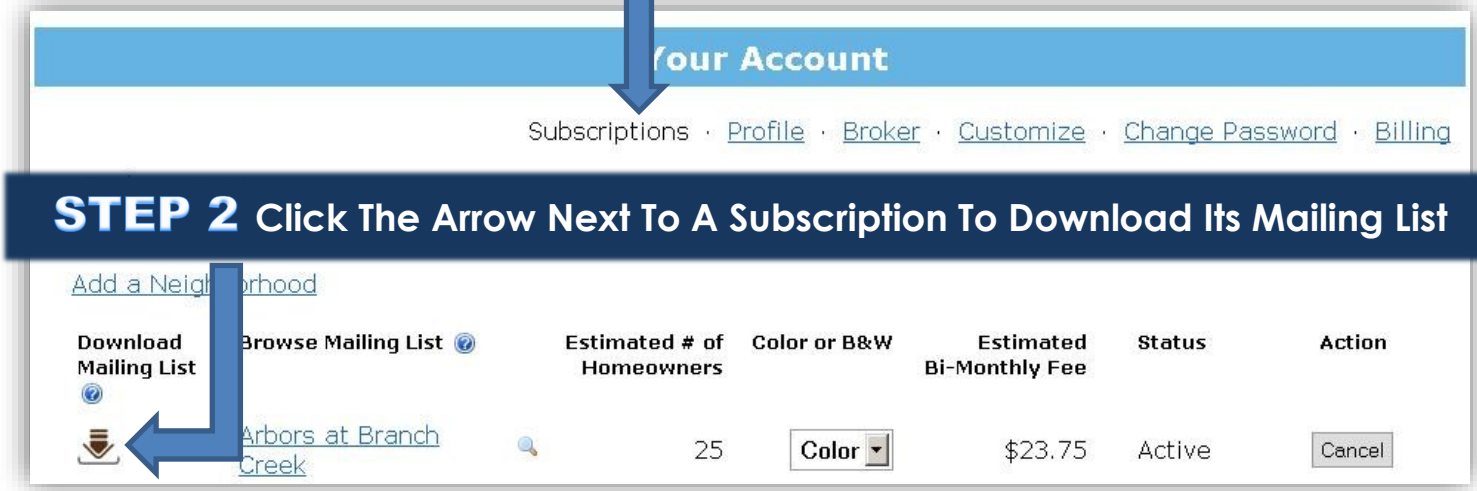
Report Status	Owner Name	Property Address	Owner Street	Owner City	Owner State	Owner Zip Code
Mail	Edward Anteblian	24063 Park Place Dr S-Bldg 2j-Unit 72	24063 Park Place Dr S-Bldg 2j-Unit 72	Port Charlotte	FL	33980
Do Not Mail	Michael Apigo	24116 Green Heron Dr -Bldg B-Unit 5	1242 Green Oak Trl	Port 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.

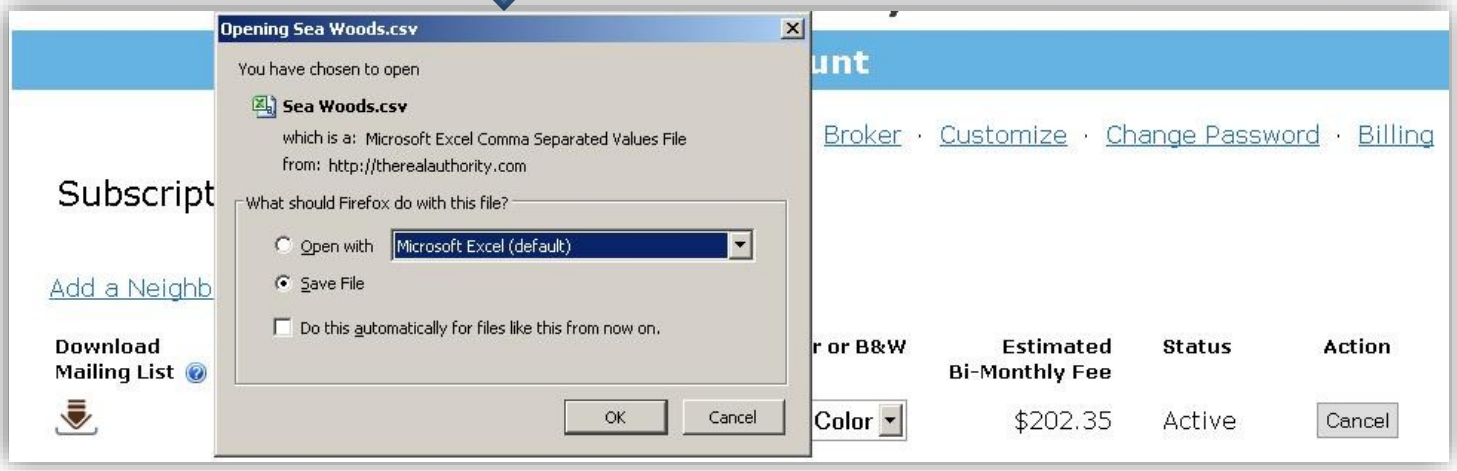
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HOW TO DOWNLOAD YOUR MAILING LISTS

STEP 1
Click "Subscriptions"



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.

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