Broker Tools Series
Setting Up Office and Agent Branding
Notes

Office Branding

Several MLS tools allow brokers to add their office's branding

- Office Branding for ShowingTime can be configured under the Office Settings section of this tool.
- To add office branding to Transaction Desk, go to the Settings menu, then to Preferences, and select Branding.

Agent Branding in the MLS

When you hire a new agent, there are a few places for the agent to personalize. You may want to add these into your onboarding processes. It may also be worth reminding veteran agents about this, as some may not have their branding configured.

- First, they should add their photo to Matrix.
- Second, they should edit the various branding options under their Matrix settings.
- And finally, they should download and share their branded MLS Touch app.

Adding Agent Photos to Matrix

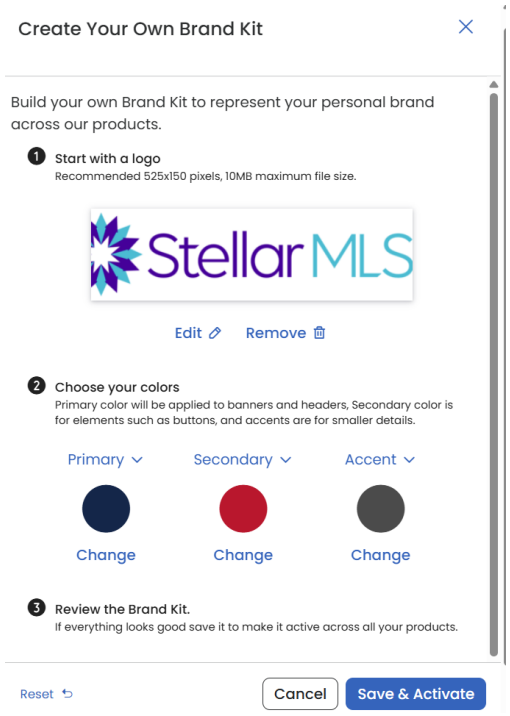
When an agent adds a photo to the Add/Edit tab of Matrix, it will show up in the directory if another Matrix user runs an Agent Search.

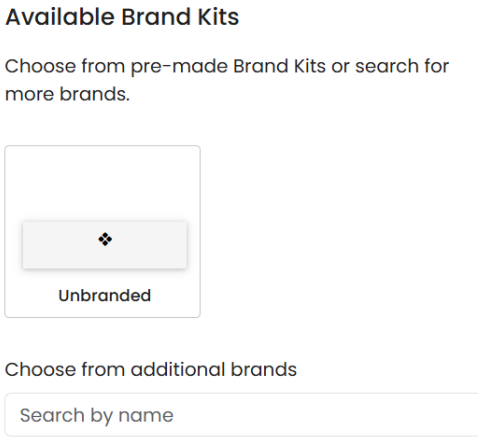
- To add a photo to Matrix, go to the Add/Edit Tab.
- Under the Roster section, select "Edit Existing" Agent Roster.
- The agent will then type in their MLS ID and click "Modify".
- Finally, click "Manage Photos" to Upload a Photo.
- This Photo will show up under the Matrix Agent Directory.

OneHome/MLS Touch Brand Manager

An agent can customize branding for Matrix emails, the OneHome Portal, and MLS Touch app by clicking on the arrow by their name on the corner of Matrix, and then "Manage Branding".

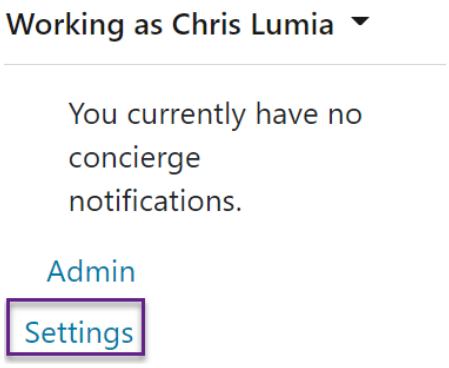
Here they can add their logo and customize a color scheme. Additionally, some corporate franchises already have brand templates that can be applied.

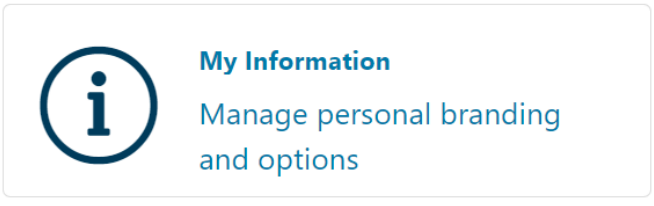




Matrix Settings/My Information
Also in Matrix, agents should go to their settings, accessible by from the arrow next to their name in the top right corner, and click “My Information”.

Here they can manage their profile for the OneHome customer portal, create a header/footer for reports, confiture their Matrix email signature, and activate their Matrix Agent Webpage.





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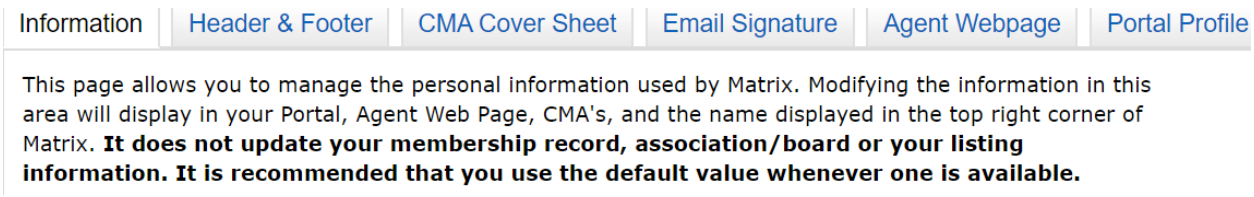
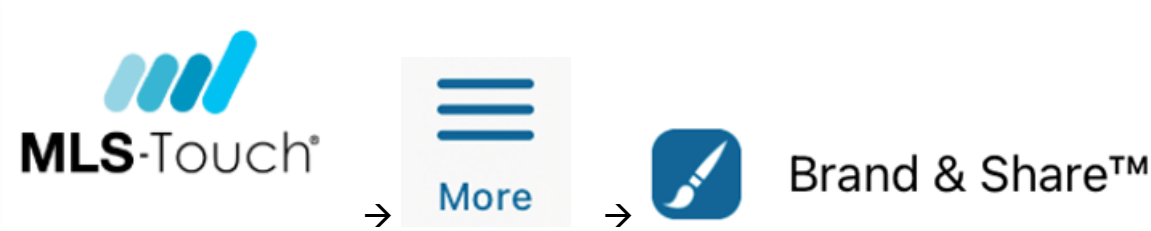


Download and Share the MLS Touch App

For the MLS Touch app, agents should download the app and login with their MLS credentials. Then, from the "More" menu option on the bottom, go to "Brand and Share" to customize branding and access a link to share with consumers. *(Note: Branding for the MLS Touch app can also be applied from the Matrix Brand Manager described above.)*



Bonus Tip: Agents should add listingdatachecker@corelogic.com to their contact list to ensure important emails about potential listing violations deliver to their inbox instead of their junk folder. This will help avoid costly fees and ensure their listing data is up to date in the system!