



A unique and exciting marketing tool that will grow the RE/MAX brand presence in your area

Getting Started Is Easy

Think about what you tell prospective buyers about your community: places to live, schools, shopping, entertainment, local history, annual events...all the things that make your area appealing. Write some short paragraphs and/or snap photos on your iPhone, Android or digital camera. It only takes a few moments and your submissions will make you an expert about your community. Plus, you will boost your personal SEO rankings, which translates into more business opportunity for you.

How to Submit an Insight

From Your Computer

For a written insight, point your browser to www.agentinsight.net, then login using your RE/MAX MainStreet email and password. Find the most precise location of interest, click the "Submit an Area Insight" button and follow the instructions. Follow the same directions to send a photo, but click the "Submit a Photo" button.

Everybody Wins!

You play a vital role by showcasing your personal experience and professional knowledge of the local market. A continuous flow of your submissions will keep Agent Insight fresh and placed high on search engine rankings. More people than ever will be attracted to our network of RE/MAX professionals, building our businesses and elevating the RE/MAX brand presence throughout the region.

From Your Mobile Device

Visit www.AgentInsight.net from your iPhone, Android mobile device. Tap the blue Login button and enter your MainStreet user name and password. Tap the red **Submit** and insight button, choose a place (search or pick from the list) then scroll down to see the pair of red submit buttons and choose one. Complete the **Submit an Insight** form. For photos, tap the green **Choose Photo** button. Either take a photo or pick one you have already taken. Let the upload complete, then add a caption and tap the **Submit** button.



Get help and inspiration at *Insight Insider*, the Agent Insight community resource blog:

<http://insider.agentinsight.net/>

- **Tutorials for agents just getting started**
- **Outstanding examples of excellent writing and photography from across the country**
- **Quick answers to our most frequently asked questions**
- **Short how-to videos on Agent Insight basics**
- **Testimonials from agents using Agent Insight**
- **An archive of all our newsletter articles for easy reference**
- **News & announcements**

Written Insight Submissions

- Only submit pieces you have written yourself. Do not cut and paste from another website or source.
- Write about your personal experience, giving readers a sense of the place or event you are sharing. Write in first-person whenever possible: “I like this neighborhood because...”; “My family looks forward to attending...”; “My customer loves the friendliness of this community...”.
- Insights should be a minimum of three sentences and a maximum of three paragraphs. If you have more to share, break it into two or more submissions.
- Include a descriptive title for your submission. Headlines and captions are the most read of any text.
- Do not include personal advertising or promotion of yourself or your listings.

Put It in the Right Place

Be sure to designate your Insights and photos to the right place: county, town, subdivision or school system. If a subdivision photo is incorrectly placed under a county, for example, it will only show there and never actually on the subdivision page.

Plagiarism Will Hurt Your Efforts

All submitted photos and written Insights must be original to this project. Copied entries, even from your own website, diminish the value Google places on Agent Insight, resulting in a lower ranking when someone is searching the internet for property in your area.

Photo Submissions

- Always include a caption with each picture (15 words maximum).
- Only submit photos you have taken personally. Do not copy photos from another source.
- Take photos in a horizontal /landscape orientation to fit our horizontal format.
- Submit the original, unedited image. Do not resize or attempt to edit or correct the photo.
- Photos that include people who can be personally identified cannot be used. Crowds in the background are usually acceptable, unless a person can be identified. This is especially true of children.
- Photos of commercial establishments are generally acceptable, particularly if they are important in the history or life of the area.
- Do not include personal advertising or promotion of yourself or your listings.

Photo Tip: Take a moment to compose your photo. Step out of your car instead of shooting through the windshield. Quickly frame your subject. Try to avoid filling the shot with pavement or overhead wires.