

General FAQs

Why do I need a Website?

A website is key for attracting buyers and serving sellers. Buyers come to the internet to search. 87% of all homebuyers use the internet to search for homes. 94% of buyers aged 25 to 44 use the internet to search for homes.

Sellers expect their home to be marketed online. In 2008, 90% of sellers reported that their home was listed or advertised on the internet.

Why does my Website need listings?

Listings are the #1 reason that online shoppers visit a real estate website. Photos and detailed information are the two pieces of information that consumers find most useful. If your website does not include this critical content, visitors will go elsewhere.

Why use these tools instead of the existing MetroList search tool?

The existing MetroList tool provides a basic search tool for your website. While this is definitely better than no search tool, the options we are now offering deliver a much larger set of features and functionality. Upgrade your site today to get a state-of-the-art search tool, superior lead capture and lead cultivation, better exposure for your own inventory listings, and much more.

Which option should I choose?

We're offering several choices of products for creating new websites and a plug-in tool for existing website. To determine which has the right set of features at the right price for you, view our comparison chart.

Looking for an office tool with multi-agent support? If you're a broker with a number of agents, we have office packages that include agent rosters, agent-lead routing, and agent bio pages. Contact Us at (916) 922-7584 for more information about these offerings.

Website FAQs

Can I customize my website so that it looks unique?

Yes! You can choose from a wide variety of colors and styles, upload custom images, add your photo and logo to the banner, or add a custom banner. These options coupled with your personalized content will help differentiate your site.

When will my website be live?

It's up to you. If you're excited to get something up right away, get started building a site now and have it live in a few minutes. Since you're a MetroList member, your IDX will be approved instantly and you will have listings on your site immediately! If you'd like to take your time to build your site slowly and carefully, that's also an option. You can start building your site today and then return again tomorrow. As you build your site, the changes will always be saved.

How and when will I be billed for the website?

Once you complete building your website and decide that you're happy with it, you will publish the site. After publishing, your account becomes fully active and billable. You will be billed by credit card directly by MetroList. As part of publishing, you will be asked to complete a credit card authorization form. If you wish to cancel your account, upgrade or downgrade your package, you can do so at any time.

What will be the domain name (URL) for my website?

MetroList Pro Websites are all hosted under the MetroListPro.com domain. You get to choose the sub domain used for your site. For example, your site could be SusanPowel.MetroListPro.com or SacramentoHomes.MetroListPro.com. You decide! If you already have a registered domain name, you can continue to use that and direct that URL to point to your new MetroList Pro site.

I'm not interested in showing Open Homes. Can I turn that feature off?

Yes! Different packages contain different features. If there is a feature that is included in a package, but you do not want to use that feature, it can be easily disabled. You can also rename the menu options and rearrange the options that are displayed across the top navigation tool bar.

Can I preview the website before it goes live?

Absolutely! At every step of the way, as you build, configure, and customize your website you can preview how the site will look. There is no limit on the amount of time you can spend tweaking and previewing your site until you are completely satisfied. Once you're happy, publish the site and it will be live and immediately available on the web. At any time, return to your Control Panel to make edits to your site.

Is there a contract to sign? How long is the commitment?

As part of publishing, you will be asked to print, sign, and return the MetroList Service & Billing Agreement. This must be returned to MetroList within 5 days of publishing your site in order to ensure no disruptions in service. There is no long-term commitment. Your site is billed month-to-month and can be canceled at any time.

What if I change Brokers?

Not a problem. You can simply update your website banner to include the new broker name and logo. Changes can be easily made to your website at any time.

Is this service reliable?

Yes! Your website will be hosted at a highly reliable, secure data center provided by Rackspace. As a top-tier, national hosting service, Rackspace provides 99.999% availability and high-speed connections to the internet.

Can I customize my search page to focus on my market area?

Yes! By default, every city covered by MetroList will be included in the city list on your search page. Since we understand that some people like to focus in specific areas, we've made it easy for you to customize the city list so that it only includes the areas that you primarily serve. This customization can be done from the Control Panel that comes with any of our plug-in packages.

Can I create Hot Sheets for specific neighborhoods or listing types, like foreclosures?

Yes! The Hot Sheets tool provides a way for you to showcase any listings you like on a single page. In most cases, a Hot Sheet is based on a saved search. In this way you can use standard search criteria to specify the types of listings that should be featured on the Hot Sheet and it will be automatically updated as new listings matching that criteria enter the market. You can also create a handcrafted Hot Sheet which contains specific listings that you enter, using MLS number. This is a great way to highlight listings that are not easily identified by a standard search or just your list of personal favorites. You can then display your Hot Sheet on your website, or email it to a client.

Plug-in IDX FAQs

How do I integrate the tools into my website?

After you sign up, you will be directed to your Control Panel and given instructions about how to integrate your tools into your site. We will also send you an email with this information. In short, we will provide you with a list of links to your tools. Your website designer will need to add buttons (or modify existing buttons) on your website so that they use these links.

Will the tools match the look & feel of my existing design?

Yes! You have two options for integrating the tools into your existing site. Your website designer can brand the pages to match the branding on your existing website. This is just a matter of copying the HTML you're already using on your site and pasting it into a page in your Control Panel. This will allow the consumer to navigate through every page of your site and see a consistent design throughout. The second option is to use an iFrame. With this method you leave the tools unbranded, but frame them into an existing page of your website. In either case, you also have the option of using CSS to customize the colors and fonts of the tools themselves.

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What kind of support is available?

Your control panel includes online help and user documentation to help you get the most out of your tools. If you have specific questions or problems, just give MetroList a call.

Can I feature my own listings or my office listings?

Yes! All packages include your own page of inventory listings. This page is automatically updated with your new listings as they enter the market. Off-market listings are removed. If you'd like to show your off-market listings on your inventory page – with a status of sold or pending – you can do so. If you don't have any listings of your own, you can use your inventory page to highlight your office listings.

Will my tools include listings from other boards like Quattro, BAREIS or MLS listings?

Your search and listings tools will only include listings from boards where you are a member. Initially, your tools will only include MetroList listings. If you are a member of another board, you can have that additional board added to your account. Additional paperwork and monthly fees may apply. Once you have been approved to show listings for the additional board, your site will include listings for both markets.

When will the tools be activated?

Immediately! In buying this product directly from MetroList there is no need to wait for approval or paperwork processing. Your tools will be instantly activated and can be added to your website today.

How and when will I be billed for these tools?

Once you choose a package and submit the page, your account will be created and will be fully active and billable. You will be billed by credit card directly by MetroList. As part of sign-up, you will be asked to complete a credit card authorization form. If you wish to cancel your account, upgrade or downgrade your package, you can do so at any time.

Is there a contract to sign?

As part of sign-up, you will be asked to print, sign, and return the MetroList terms and conditions document. This must be returned to MetroList within 5 days of publishing your site in order to ensure no disruptions in service.

Am I locked into a long-term contract?

There is no long-term commitment. Your site is billed month-to-month and can be canceled at any time.