

## THE GREENHOUSE RESOURCE GUIDE

Tools & Systems to Grow Your Business  
[www.mybhggreenhouse.com](http://www.mybhggreenhouse.com)

### HOME PAGE

**My Business Dashboard** – Gives you a glimpse and access to your LeadRouter leads and your contacts in the BHGRE® Contact Manager.

**Listings Dashboard** – Provides a count of your active listings, new listings and your office listings as well as access to the Listings section where you can review and edit listings, identify a listing as a Distinctive Collection, as well as access the print and digital marketing centers to create marketing materials.

**My Favorites** – Create links to your favorite Greenhouse pages to minimize clicks and have quick access to your most utilized brand tools.

**Upcoming Events** – Lists upcoming national and local events, including future brand training classes. Click on an event to access additional information or register. Click on “See Calendar” to access the Event Calendar.

**Billboard** – A scrolling section that provides brand announcements.

**Latest Videos** – Watch to stay up-to-date on the latest brand information.

**Latest News** – Read the latest brand press releases and “Be Better” newsletters announcing new companies, tools and initiatives.

**Search** – Can’t find what you are looking for? Use “Search” to access information on the topic.

**Social Media Icons** – Click on any of the icons to follow the brand on social media – Facebook, Twitter, Google+, YouTube or our Clean Slate blog.

**Preference Bar** – Located at the top of each Greenhouse page.

- **Mark as Favorite** – When you find a page within the Greenhouse that you frequently visit, click “Mark as Favorite” and a link to that page will appear in the “My Favorites” section.
- **Live Chat** – Click on this link to chat with our Client Services team during normal business hours if you have a question on any tools within The Greenhouse.
- **Client Services** – Looking to contact our Client Services team? Click here for our contact information.
- **Profiles** – You want to make sure that your online presence is consistent and up-to-date. Click here to manage your profiles, Greenhouse password and security question.



### MAIN MENU

#### My Business

*Find useful tools specific to your business – from your listings and contacts, to listing distribution reports, referral tools, brand awards and recognition levels.*

**My Listings** – See an inventory of your current listings as well as listings from your office. The Listings section allows you to create listing-specific digital marketing materials that are automatically populated with photos, prices, addresses and additional listing details.

**GoListIt/ListHub** – ListHub manages listing distribution to 3rd party websites for many BHGRE companies and also offers the option for paid branded reporting that can be provided to sellers to demonstrate traffic on these sites.

**LeadRouter** – Access your LeadRouter account, your online lead management system that not only converts Internet leads into voice messages sent to agent cell phones, but also facilitates the management of leads from any source – phone calls, walk-ins, referrals, etc. In addition, access the mobile site or download the iPhone app.

**BHGRE Contact Manager** – Your very own contact manager (CRM) allows you to accept leads from LeadRouter, manage your contacts, manage emails, post listings to Craigslist, create and set up campaigns for one or multiple contacts, email listings to buyers, create digital marketing materials, and manage your BHGRE agent website as well as access reporting.

#### Agent and Team Awards & Recognition

– Learn more about the brand’s annual awards and recognition program.

**Referrals** – Access the tools necessary to place a referral with one of your fellow BHGRE agents/brokers or a REALOGY sister brand.



## MARKETING

**Print Marketing** – Find tools and resources for you to manage your print marketing needs. The tools include: Pinpoint, and the Print Marketing Center powered by Xpressdocs.

**Digital Marketing** – Offers a variety of digital marketing options for personal and property promotion on demand with 24/7 access, including our Free Image Library with hundreds of royalty-free images.

**Brand Tiers** – To enhance your marketing endeavors, we created three additional tiers for marketing your listings in the luxury, urban and commercial markets – Distinctive Collection by Better Homes and Gardens Real Estate®, Better Homes and Gardens Real Estate® Urban Properties, BHGRE Commercial®, Better Homes and Gardens® Real Estate Waterfront Collection and Better Homes and Gardens® Real Estate Ranch & Resort.

**Presentations** – Find fully scripted and customizable branded presentation tools you can use before, during or after an initial meeting with potential prospects.

**Videos** – Access branded videos you can use before, during or after an initial meeting with potential prospects.

**Signage** – Find the resources to order signs that fully comply with our brand standards.

**Online and Social** – Learn about our social media efforts and take a look at other online tools that you can use.

**Advertising and Promotions** – Tools and templates for online, television and print marketing, along with access to deep discounts on unique media opportunities.

## SHOPPING

This is your one-stop-shop for finding those solutions for both business and personal purchases.

**Marketing Tools and Products** – Review a wide array of products and tools that can help you build and streamline your business.

**High-end Closing Gifts** – Looking for that perfect gift for your clients? Take a look at our suggested closing gifts to ensure you continue your relationship with your buyers and sellers after the sale.

**Better Homes and Gardens' Products** – As a result of our partnership with Meredith Corporation, the publishers of Better Homes and Gardens magazine, we can extend special discounts to many BHG products such as magazines, books, flowers and more.

**Discounts for Clients** – Learn more about discounts that you can pass on to your buyers and sellers.

**Approved Suppliers** – Download a flyer summarizing all of the approved suppliers.

## EDUCATION AND TRAINING

Your source for all online brand training. The BHGRE® Learning Center provides highly targeted, highly customizable training and contains a Transcript Page where past, present and future training is accessible to agents and office staff. Users can also track their training progress and access their training needs and view a calendar summarizing all future classes.

BHGRE Learning Center Training Topics:

- **BHGRE Product and Tools Learning**
- **Real Estate Skill Development**
- **New Agent Training**
- **Social Media/Technology Training**
- **Designations and Certifications**
- **Business Skills/Microsoft Office – Self-Paced**

## OFFICE DOCUMENTS

This section allows your broker, manager and office staff to upload documents, including all Microsoft Office files such as Word, Excel, PowerPoint as well as PDFs, and JPGs and videos that you can access, view and download. Websites that your office management believes you would find useful can also be linked for easy access. Sort by file name, category, description, file size, date, or by who uploaded the file.

## NEWS

**Press Releases** – Keep up-to-date on the latest industry and brand press releases. Search our archives for previous press release materials.

**News** – Whether you want to keep up-to-date with the latest trends, or learn about new techniques that will help you reach your business goals in the year ahead, this section provides the news, ideas and inspiration to power your business.

**Events** – Stay current on the latest events to help grow your professional network. Learn more about the latest happenings.

## BHGRE CUSTOMER SUPPORT CONTACT INFORMATION:

**Phone:** 1.866.616.4BHG (4244)  
**Email:** help@bhgrealestate.com