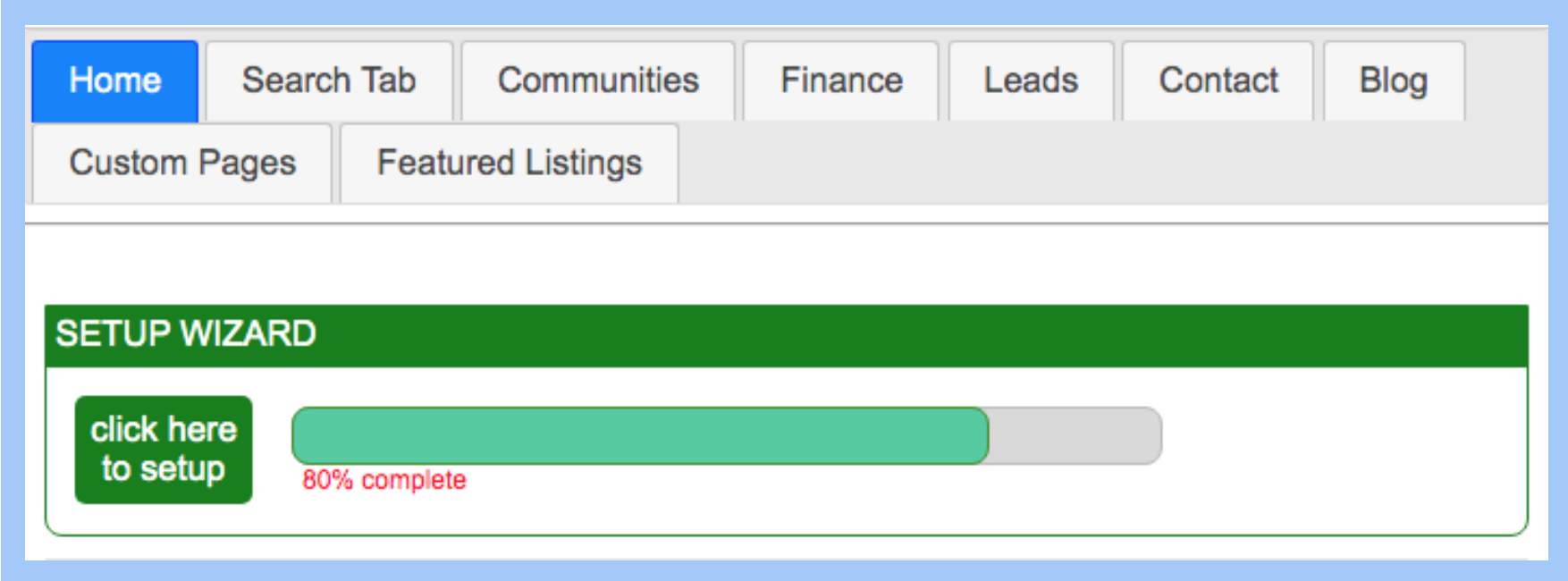
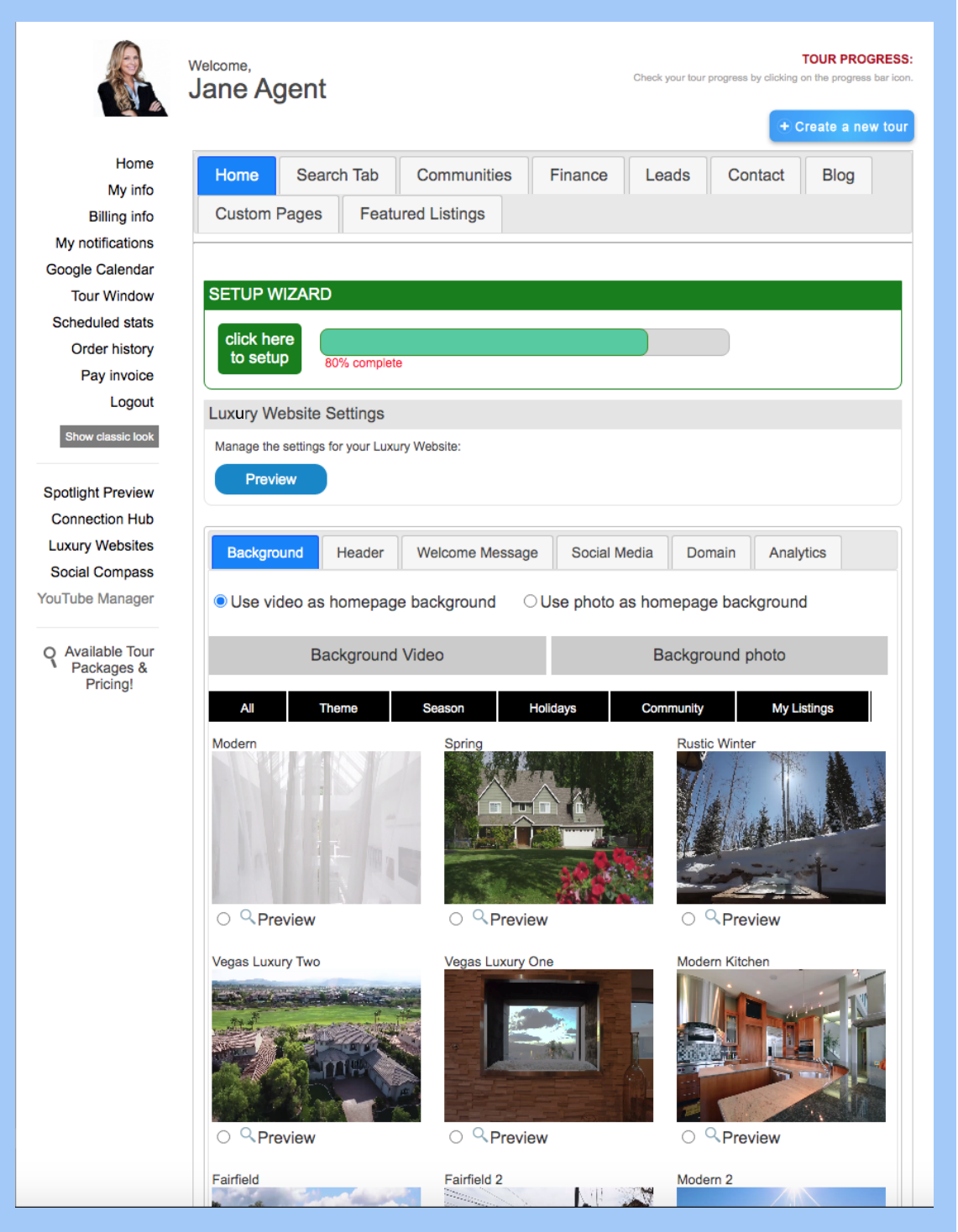




LUXURY WEBSITES

# LUXURY WEBSITES



# Home Page

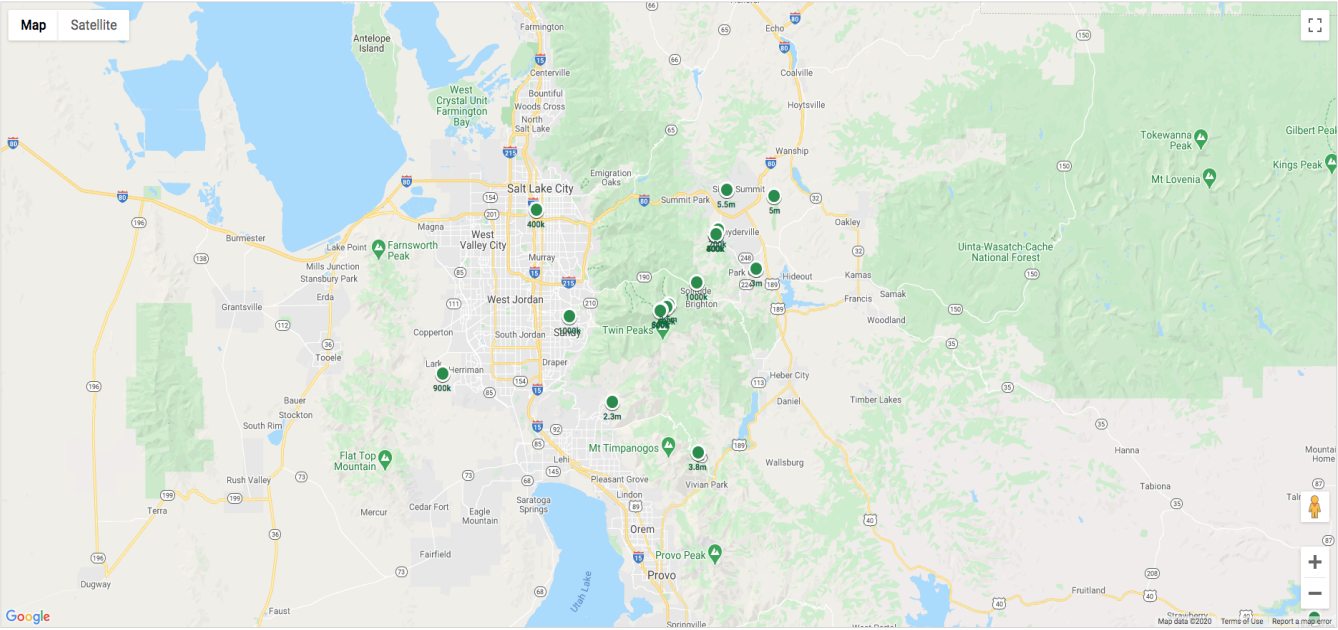
When you click on your luxury website, you will be brought to this homepage. You can use the setup wizard for a guided tour, or click through each tab individually to get started.

In this presentation, we will walk you through the self-setup and display a preview of it on a luxury website.




# Search Tab

The search tab is where viewers can search listings based on zip codes, price, or browse through a map.




5,514 properties displayed  
sorting by: Date: Oldest to Newest ▾



Active

**\$3,500,000**


9895 E PERUVIAN ACRE RD  
Alta, UT  
5 Beds, 4.0 Baths, 4433 Sq Ft  
Built: 1979 • MLS# 1105926



Active

**\$695,000**


31 ABBEY RD  
Moab, UT  
3 Beds, 2.0 Baths, 3372 Sq Ft  
Built: 1996 • MLS# 1325867



Active

**\$900,000**

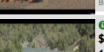
9260 E LODGE DR  
Snowbird, UT  
2 Beds, 3.0 Baths, 1330 Sq Ft  
Built: 1970 • MLS# 1363460



Active

**\$949,000**


43 BEHIND THE ROCKS DR  
Moab, UT  
3 Beds, 2.0 Baths, 2792 Sq Ft  
Built: 2002 • MLS# 1377302



Active

**\$980,000**

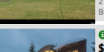
14144 S SHAGGY MOUNTAIN RD  
Herriman, UT  
3 Beds, 4.0 Baths, 3648 Sq Ft  
Built: 1999 • MLS# 1394474



Active

**\$600,000**

2500 N HIGHWAY 162  
Eden, UT  
2 Beds, 1.0 Baths, 672 Sq Ft  
Built: 1899 • MLS# 1415879



Active

**\$950,000**

14144 S SHAGGY MOUNTAIN RD  
Herriman, UT  
3 Beds, 4.0 Baths, 3648 Sq Ft  
Built: 1999 • MLS# 1394474

## Search Setting

How many property views are allowed before requiring user to register

Display reference  ?

☒ My select ZipCode

ZipCode:

ZipCode:

Add ZipCode

Save

# Communities

In this tab, select which communities you would like to be highlighted, or the ones you do business in. They will be featured as a drop-down list on your website.

Home

Search Tab

Communities

Finance

Leads

Contact

Blog

Custom Pages

Featured Listings

Community Setting

Select which communities you would like to featured on your website:

WFRMLS

☐ Alpine

☐ Amalga

☐ Avon

☐ Beaver

☐ Blanding

☐ Brian Head

☐ Cedar Valley

☐ Charleston

☐ Clarkston

☐ Coalville

☐ Delta

☐ Duchesne

☐ Eden

☐ Emery

☐ Alta

☐ American Fork

☐ Ballard

☐ Bicknell

☐ Bluffdale

☐ Brighton

☐ Centerfield

☐ Chubbuck

☐ Clearfield

☐ Cottonwood Heights

☐ Deweyville

☐ Eagle Mountain

☐ Elk Ridge

☐ Emigration Canyon

☐ Amalga

☐ Annabella

☐ Bear River City

☐ Blackfoot

☐ Bountiful

☐ Cedar Hills

☐ Centerville

☐ Clarkston

☐ Clinton

☐ Deer Valley

☐ Draper

☐ East Carbon

☐ Elmo

☐ Enoch

SPOTLIGHT  
MEDIA GROUP

Jane Agent  
801-750-0585  
Jane@janesagent.com

Home

Search

Communities

More

Nibley

Featured Properties



\$599,000

645 W 3300 S

Nibley, UT

6 Beds, 3 Baths, 4652 Sq Ft



\$420,000

3211 S 520 W

Nibley, UT

4 Beds, 3 Baths, 2548 Sq Ft



\$405,000

3462 S 640 W

Nibley, UT

3 Beds, 3 Baths, 3835 Sq Ft

www.spotlightthometours.com/microsites/agent-communities.php?community=Nibley#

Chat



Jane Agent  
801-750-0585  
[Jane@janeagent.com](#)

[Home](#)   [Search](#)   [Communities ▾](#)

More ▾

Home Value

Contact

Blog

Financing

Client reviews

6 Reasons To Sell Your Home

- What's My Home Worth ?

Enter your information on this page to discover what your home is worth.

name

phone number

email

address

city

state ▾

zip

beds

bath

submit

## Home Value

A great source to capture leads, the Home Value webpage requests viewers to enter their information so you have the opportunity to reach back out to give them a quote.

# Finance


If you work with a loan officer, enter their information into the Finance section to provide clients an easy process from touring homes to financing.


HomeSearch TabCommunitiesFinanceLeadsContactBlog

Custom PagesFeatured Listings

Add Lender


ID	Name	NMLS#	Email	
12	Jane Lender	123456789	jane@lender.com	<div>EditDelete</div>


SPOTLIGHT  
MEDIA GROUP




Jane Agent  
801-750-0585  
Jane@janeagent.com

HomeSearchCommunitiesMore





NMLS# 123456789  
Company NMLS# 1234



Jane Lender  
(123) 456-7890  
jane@lender.com

Contact Now

Loan Officer

I have worked helping Utah families and individuals with their mortgage needs for over 14 years. Whether you are a 1<sup>st</sup> time homebuyer, a move-up buyer, or want to refinance, I will take the time to understand your goals.

Buying a home doesn't have to be overwhelming and confusing. Working with the right mortgage professional can make all the difference. My goal is to make the process straight forward and smooth from start to finish.

It is my commitment to provide exceptional service and exceed your expectations!

Click Here for Financing Options

# Leads

The Leads tab will keep track of anyone who submits their information on your website. With multiple input sources on the site, it's easy to capture new leads. This tab will hold all their info: including their email, what page the lead source came from, and the last time they visited your website.

HomeSearch TabCommunitiesFinanceLeadsContactBlog

Custom PagesFeatured Listings

Add Lead

Search Leads

NamePhoneEmail

Last VisittoLead SourceAll

Visits1+

Search

Download CSV Template?Choose FileNo file chosenStart ImportExport to CSV

Name	Phone	Email	Visits	Last Visit	Lead Source
• ""	9876543210	smith192@gmail.com	coming soon	2018-10-16 14:10:12	Community Page
• ' where sleep(0)=0 --	9876543210	smith192@gmail.com	coming soon	2018-10-16 14:10:12	Community Page
• ' where sleep(11)=0 limit 1 --	9876543210	smith192@gmail.com	coming soon	2018-10-16 14:10:12	Community Page
• ' where sleep(0)=0 --	9876543210	smith192@gmail.com	coming soon	2018-10-16 14:10:12	Community Page
• ' and sleep(0)='	9876543210	smith192@gmail.com	coming soon	2018-10-16 14:10:12	Community Page
• and sleep(0)	9876543210	smith192@gmail.com	coming soon	2018-10-16 14:10:12	Community Page
• ' and sleep(0)='	9876543210	smith192@gmail.com	coming soon	2018-10-16 14:10:12	Community Page

Results Per Page:

10

<1234567891011121314151617>

• Buyer

• Seller

• Buyer/Seller

• Unassigned

HomeSearch TabCommunitiesFinanceLeadsContactBlog

Custom PagesFeatured Listings

Header Font Size Setting:

Font Size:16

Contact Setting

Upload your contact information

Is this a team websites? ☐ Yes ☒ No

Photo

First Name

Jane

last Name

Agent

Office Address

165 Main Street, Ste 500

City

Salt Lake City

State

UT

ZipCode

84111

required

required

required

required

required

required

# Contact

The contact section is where visitors can go to see all your contact info in one place and send you a message directly.

SPOTLIGHT  
MEDIA GROUP

Jane Agent

801-750-0585

Jane@janeagent.com

HomeSearchCommunitiesMore

Jane Agent

165 Main Street, Ste 500  
Salt Lake City, UT 84111  
Cell: 801-750-0585  
Email: adri@spotlighthometours.com

Hello

Name

Email

Comments

Submit



# Blog

Write your own blog posts and upload them to the website. You can add a new blog entry, edit or delete them from this tab. They will display with your chosen featured image and title under the Blog section of your site.

SPOTLIGHT  
MEDIA GROUP

Jane Agent  
801-750-0585  
[Jane@janeagent.com](mailto:Jane@janeagent.com)

Home

Search

Communities ▾

More ▾

The Ultimate Home Seller's To-Do Checklist

Anna P

10 reasons to Blog

# REAL ESTATE NEWS

Real Estate news and market updates.

10 REASONS TO BLOG even if no one reads it

10 reasons to Blog

The Ultimate Home Seller's To-Do Checklist

Salt Lake Living

TOP 6 REASONS TO MOVE TO RURAL UTAH

Chat

Home
Search Tab
Communities
Finance
Leads
Contact
Blog

Custom Pages
Featured Listings

---

Add New Blog

Beta

Title	Options
Salt Lake Living	<a href="#">Edit</a>   <a href="#">Delete</a>   <a href="#">View</a>
5 tips for new home buyers	<a href="#">Edit</a>   <a href="#">Delete</a>   <a href="#">View</a>
The Ultimate Home Seller's To-Do Checklist	<a href="#">Edit</a>   <a href="#">Delete</a>   <a href="#">View</a>
Anna P	<a href="#">Edit</a>   <a href="#">Delete</a>   <a href="#">View</a>
10 reasons to Blog	<a href="#">Edit</a>   <a href="#">Delete</a>   <a href="#">View</a>

## Custom Pages

Custom pages allows you to edit and publish your own pages. Want to add an article, video, or other material you found or created? You can add it to a custom page here.

Custom Pages

Featured Listings

Add New

Title	Options
Client reviews	<a href="#">Edit</a>   <a href="#">Delete</a>
6 Reasons To Sell Your Home	<a href="#">Edit</a>   <a href="#">Delete</a>
Eagle Mountain	<a href="#">Edit</a>   <a href="#">Delete</a>

Additional Page

Title:

Eagle Mountain

Keywords(S

Luxury living; luxury homes;

Description(

If you're moving to SLC, certainly check this home out.

Input Form

Contact Form

Placement

☒ Bottom of Page
 ☐ Top Right
 ☐ Top Left

Page Link

Communities

↗

B

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S

x<sub>2</sub>

x<sup>2</sup>

A ▾

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EXPLORE

Eagle Mountain City, Utah - Business

🕒

Watch later

➦


Share


▶

0

Save


Preview

SPOTLIGHT  
MEDIA GROUP



Jane Agent  
801-750-0585  
Jane@janeagent.com

HomeSearchCommunitiesMore



## Planning to sell in the new year? Get a head start by listing early.

Being early has its benefits: "The early bird catches the worm" or "Early to bed and early to rise makes a man healthy, wealthy, and wise." You get the idea. So if you're thinking about listing your home for sale in Athens, GA, in 2017 — or if you already know you will — why not do so early, as in January or February? By getting in on the real estate market at the beginning of the year, you could benefit in some unexpected ways. Here are six of them.

- ### 1. There's low inventory


When inventory's low, it's usually a great time to put your house on the market. Your new listing could cause buyers to pounce when there's little competition, especially if your home is in a desirable neighborhood. Research conducted by Trulia revealed that 2016 was the year of low inventory. "Inventory has been low, at least in Chicago, so you might as well hit the market early," says Gary Lucido, president of Lucid Realty in Chicago, IL.
- ### 2. There's more urgency

Chat



# Featured Listings

Featured Listings display at the bottom of your site's home page. You can show all your listings, your brokerage's listings, or choose three MLS numbers to be featured.




Jane Agent  
801-750-0585  
Jane@janeagent.com

Home


Search

Communities


More




Financing Options  
Learn more about available options.  
[Learn More](#)



Communities  
Explore some of our featured communities.  
[Explore](#)

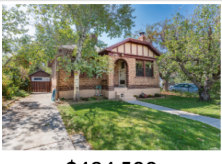


My Home Value  
Calculate the value of your home.  
[Find Out Here](#)



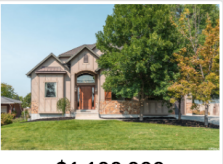
\$240,900

265 N VINE ST  
Salt Lake City, UT  
1 Beds, 1 Baths, 790 Sq Ft






\$434,500

1204 E CRANDALL AVE  
Salt Lake City, UT  
3 Beds, 1 Baths, 1661 Sq Ft



\$1,100,000

1995 E SIGGARD DR  
Salt Lake City, UT  
4 Beds, 3 Baths, 5690 Sq Ft



POWERED BY:  
SPOTLIGHT  
HOME TOURS

[Chat](#)

Home

Search Tab

Communities

Finance

Leads

Contact

Blog

Custom Pages

Featured Listings

Featured Listings Setting

Please select Featured Listings for your website:

☐ Show my listings

☐ Show my Brokerage listings

☒ Show my Featured listings

MLS#: 1658839


MLS#: 1625904


MLS#: 1659470

Add MLS#

# Client Reviews

Clients can leave reviews on your website, so that visitors may read through them, get to know you more, and feel reassured working with you.





Jane Agent

801-750-0585


Jane@janeagent.com

Home

Search

Communities ▾

More ▾



Client Reviews

Gordon Smith reviewed Jane Agent — 5 star

17 mins ·

I never believed I would be able to buy a house one day, I had no idea how to even get started. That's when I met with Jane and she guided me through the process, explained everything with much detail! Couldn't be happier with the deal we got!

Brianna Marie reviewed Jane Agent — 5 star

June 29 at 11:45am ·

Working with Jane exceeded my expectations. This was my second time working with an real estate agent to find a home. Without a doubt my favorite! She is personable, incredibly patient with my demands, enthusiastic, and generous with her time. She helped with any and all my daily questions/concerns. This made my home buying experience painless and surprisingly fun! I highly recommend Jane Agent to anyone looking to buy a home.

Eric Scott Crawford reviewed Jane Agent — 5 star

March 21 ·

Jane went the distance in her marketing efforts. A master of Google and social media it wasn't long before I sold my home. Because her network is vast she was able to find my dream home in this competitive market. Thanks Jane!! I would recommend anyone to use Jane Agent as she makes the experience fun and when I saw the ads she created for my home i knew I was in good hands.

Curt Casper reviewed Jane Agent — 5 star

June 29 at 11:20am ·


Most professional agent I've ever worked with. Her marketing is above and beyond. Every agent should follow her lead. Truly amazing! I could go on and on.

Madi Olsen reviewed Jane Agent — 5 star

Chat

# DESIGNING YOUR LUXURY WEBSITE





Welcome,  
**Jane Agent**

Home

My info

Billing info

My notifications

Google Calendar

Tour Window

Scheduled stats

Order history

Pay invoice

Logout

Show classic look

Spotlight Preview

Connection Hub

Luxury Websites

Social Compass

YouTube Manager

Available Tour Packages & Pricing!

TOUR PROGRESS:

Check your tour progress by clicking on the progress bar icon.

+ Create a new tour

Home

Search Tab

Communities

Finance

Leads

Contact

Blog

Custom Pages

Featured Listings

SETUP WIZARD

click here to setup

60% complete

Luxury Website Settings

Manage the settings for your Luxury Website:

Preview

Background

Header

Welcome Message

Social Media

Domain

Analytics

☒ Use video as homepage background

☐ Use photo as homepage background

Background Video

Background photo

All

Theme

Season

Holidays

Community

My Listings

Modern

Vegas Luxury Two

Fairfield

Spring


Vegas Luxury One

Fairfield 2

Rustic Winter


Modern Kitchen

Modern 2




☐

Preview




☐

Preview




☐

Preview



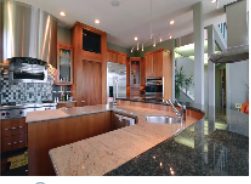
☐

Preview



☐

Preview



☐

Preview

# Home Page

With your account setup, the next step is to change its apperance. Back on the Luxury Website page, the lower section is dedicated to designing your website, connecting social medias and entering analytics.



BackgroundHeaderWelcome MessageSocial MediaDomainAnalytics

☒ Use video as homepage background


☐ Use photo as homepage background

Background Video

Background photo


AllThemeSeasonHolidaysCommunityMy Listings

Modern




☐ Preview

Spring




☐ Preview

Rustic Winter




☐ Preview

Vegas Luxury Two




☐ Preview

Vegas Luxury One




☐ Preview

Modern Kitchen




☐ Preview

Fairfield




☐ Preview

Fairfield 2



☐ Preview

Modern 2



☐ Preview

«12345»

Automatically change your background video to follow the seasons of the year

☒ Yes☐ No

(spring, summer, fall and winter )

Randomly change your background video every: ?

☒ Don't change☐ Day☐ Week☐ Month

BackgroundHeaderWelcome MessageSocial MediaDomainAnalytics

☐ Use video as homepage background


☒ Use photo as homepage background

Background Video

Background photo


AllThemeSeasonHolidaysCommunityMy Listings

Modern




☐ Select

Rustic Bedroom




☐ Select

Twilight Pool




☐ Select

Sunset




☐ Select

Winter Park City




☐ Select

Winter Sunset




☐ Select

Twilight Pool 2




☐ Select

Twilight Pool 3



☐ Select

Mountain Sunset



☒ Select

«12345»

Automatically change your background video to follow the seasons of the year

☒ Yes☐ No

(spring, summer, fall and winter )

Randomly change your background video every: ?

☒ Don't change☐ Day☐ Week☐ Month

# Background

Unlike competitors who might make you pay to change your background, with Spotlight you can choose between a multitude of video or photo background, and switch them easily. You can also have your background follow seasons of the year, or change every day, week, or month.

If you order tours with Spotlight, you can also use your tour photos/videos as a background.

BackgroundHeaderWelcome MessageSocial MediaDomainAnalytics

Logo setting

Logo used for white background header

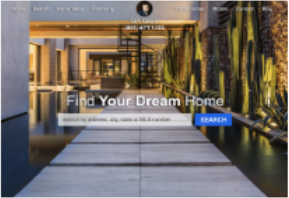
Click on image to upload Logo.  
Note: This logo is for white header backgrounds.

Logo used for black background header

Click on image to upload Logo.  
Note: This logo is for black header backgrounds.

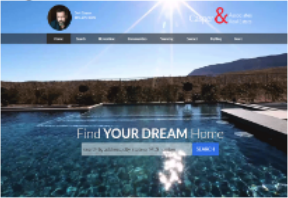
Header setting

Classic Clear



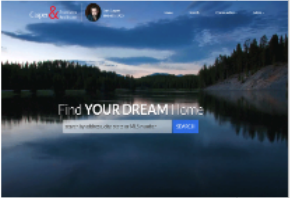
☐ Select

Original Clear



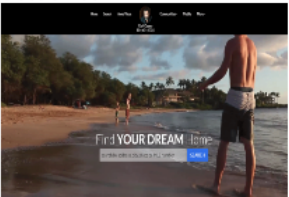
☐ Select

Modern Clear




☐ Select

Classic Black



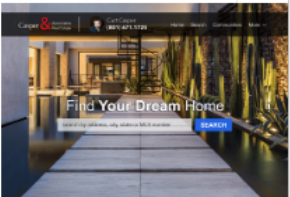
☐ Select

Original Black



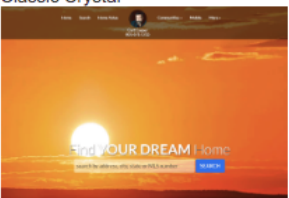
☐ Select

Modern Black



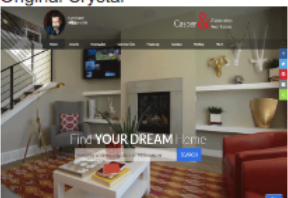
☒ Select

Classic Crystal



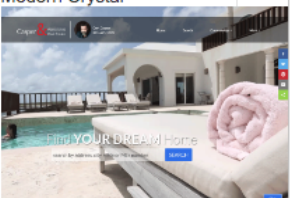
☐ Select

Original Crystal



☐ Select

Modern Crystal



☐ Select

# Header

Header is where you can add your logo to go on a white or black header, and choose from several settings to find one that best fits your brand and vision.



# Welcome Message

There are two personalized message sections that appear on your homepage. Type in custom messages on this tab to welcome visitors to your site. The first one will appear above the search header, and the other above thumbnail images linking to your other pages.

BackgroundHeaderWelcome MessageSocial MediaDomainAnalytics

Search Header

This is the text above the search input

B I A T

Find **YOUR DREAM** Home

20

Write a welcome message for your website

Please enter your welcome message for your website

B I U

x<sub>2</sub> x<sup>2</sup>

A T

Ready to make your job easier?

Wow your customers with an interactive website geared to capture leads.

101

A screenshot of a real estate website homepage. The header features the 'SPOTLIGHT MEDIA GROUP' logo, a real estate agent's profile (Jane Agent, 805-750-0585, jane@janeagent.com), and navigation links for Home, Search, Communities, and More. The main banner image shows a wooden deck with a railing overlooking a scenic mountain landscape at sunset. Overlaid on the banner is a search bar with the text 'Find YOUR DREAM Home' and a 'SEARCH' button. Below the search bar, there is a smaller search input field with the placeholder text 'search by address, city, state or MLS number'. On the right side of the banner, there is a vertical stack of social media icons (Facebook, Twitter, YouTube, LinkedIn, Instagram) and a 'Chat' button.

A screenshot of a real estate website homepage, similar to the one above. The header and banner image are identical. However, the main content area below the banner is white. It contains two lines of text: 'Ready to make your job easier?' and 'Wow your customers with an interactive website geared to capture leads.' Below this text, there is a row of four thumbnail images, each with a title and a 'Learn More' button. The thumbnails are: 'Mortgage' (showing a calculator and documents), 'Financing Options' (showing a calculator and documents), 'Communities' (showing a map of a neighborhood), and 'My Home Value' (showing a house and a calculator). The footer of the page is not visible in this screenshot.

## Social Media

Enter the URL for each of your social media accounts. They will be displayed at the bottom of your website's footer with links.

Background

Header

Welcome Message

Social Media

Domain

Analytics

Social media accounts to display on footer the website

Facebook

https://www.facebook.com/JaneRealEstateAgen

Instagram

https://www.instagram.com/spotlighthometours/

Twitter

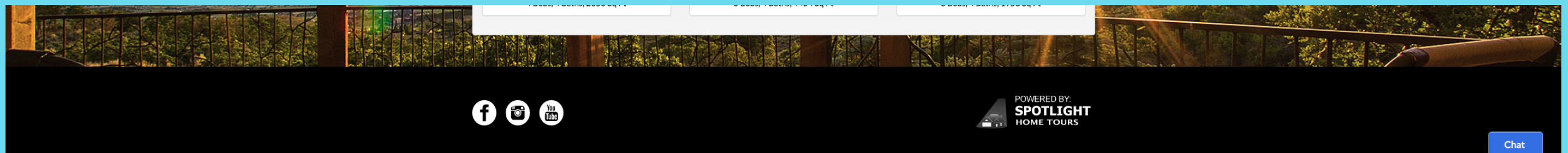
http:// or https:// required

Linkedin

http:// or https:// required

Youtube

https://www.youtube.com/channel/UCIXT7vvcal'



# Domain

If you have a domain name outside of Spotlight, you can link it here. So instead of your domain starting with “spotlighthometours”, it will start with your domain name.

spotlighthometours.com/microsites/agent.php?userID=23664

janeagentrealestate.com/microsites/agent.php?userID=23664

BackgroundHeaderWelcome MessageSocial MediaDomainAnalytics

Domain nameHow to Link Your Domain?

Domain urljaneagentrealestate.com

Add domain

# Analytics

If you have a Google Analytics or Facebook Pixel account, you can add it to your website. Both programs collect data that helps you track conversions from ads or your site, optimize ads, build targeted audiences for future use, and remarket to previous visitors.

BackgroundHeaderWelcome MessageSocial MediaDomainAnalytics

Google analytics

[How to Add Google Analytics](#)

<Head>

<!-- Global Site Tag (gtag.js) - Google Analytics -->  
<script async src="https://www.googletagmanager.com/gtag/js?id=UA-106421918-1"></script>  
<script>  
window.dataLayer = window.dataLayer || [];  
function gtag(){dataLayer.push(arguments)};

<Body>

<?php include\_once("analyticstracking.php") ?>

facebook pixel

<Head>

<!-- Facebook Pixel Code -->  
<script>  
!function(f,b,e,v,n,t,s)  
{if(f.fbq)return;n=f.fbq=function(){n.callMethod?  
n.callMethod.apply(n,arguments):n.queue.push(arguments)};  
if(!f.\_fbq)f.\_fbq=n;n.push=n;n.loaded=!0;n.version='2.0';





LUXURY WEBSITES

**Get Started Today**

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**Contact:**

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