

WorldProperties.com Web Widgets Information

What is the service?

ICREA introduces an additional tool to help your members do business internationally. The introduction of so-called 'widgets' on your association's website, has now been made possible. This sheet explains the basics and ICREA encourages you to start using these tools. We are ready to help you get this done; it is a relative simple process, which your website people can easily arrange.

WorldProperties.com and Web Widgets

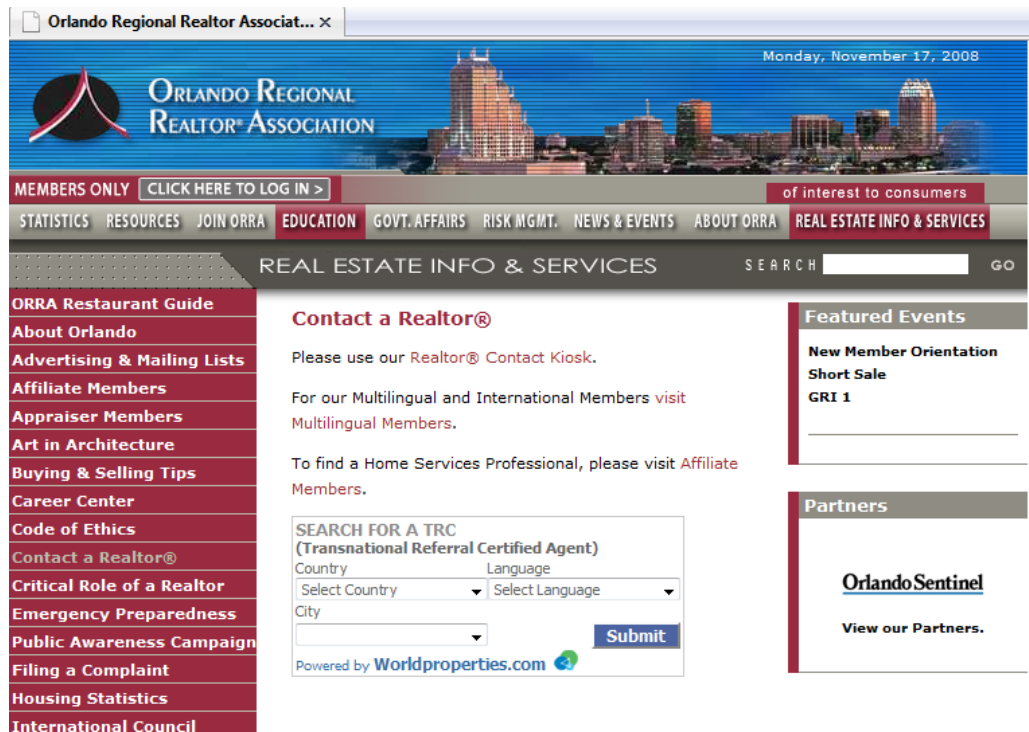
Web Widgets are available to associations and member's companies interested in incorporating searchable elements of WorldProperties.com into the look and feel of their own websites.

Two WorldProperties.com search functions are currently available for Web Widgets at associations' and strategic partners' websites:

1. "Transnational Referral Certified Agent" (TRC) search and
2. "Distinctive Residential Properties" search.

These searches are available in their current format with limited HTML design coding, so they can be easily manipulated to fit into the look and feel of your associations' or partners' website.

This is how they look:



The screenshot shows a browser window with the URL "Orlando Regional Realtor Associat...". The page header includes the ORRA logo and the date "Monday, November 17, 2008". A navigation bar contains links for "MEMBERS ONLY", "CLICK HERE TO LOG IN >", "of interest to consumers", "STATISTICS", "RESOURCES", "JOIN ORRA", "EDUCATION", "GOVT. AFFAIRS", "RISK MGMT.", "NEWS & EVENTS", "ABOUT ORRA", and "REAL ESTATE INFO & SERVICES". Below the navigation bar is a search bar with the text "REAL ESTATE INFO & SERVICES" and "SEARCH [input] GO".

The main content area is divided into three columns:

- Left Column (Navigation Menu):** A vertical list of links including "ORRA Restaurant Guide", "About Orlando", "Advertising & Mailing Lists", "Affiliate Members", "Appraiser Members", "Art in Architecture", "Buying & Selling Tips", "Career Center", "Code of Ethics", "Contact a Realtor®", "Critical Role of a Realtor", "Emergency Preparedness", "Public Awareness Campaign", "Filing a Complaint", "Housing Statistics", and "International Council".
- Middle Column (Contact a Realtor®):** A section titled "Contact a Realtor®" with the text: "Please use our Realtor® Contact Kiosk. For our Multilingual and International Members visit Multilingual Members. To find a Home Services Professional, please visit Affiliate Members." Below this is a search form titled "SEARCH FOR A TRC (Transnational Referral Certified Agent)" with dropdown menus for "Country" (labeled "Select Country") and "Language" (labeled "Select Language"), a "City" input field, and a "Submit" button. A footer note says "Powered by Worldproperties.com".
- Right Column (Featured Events and Partners):** A section titled "Featured Events" listing "New Member Orientation", "Short Sale", and "GRI 1". Below it is a "Partners" section featuring the "Orlando Sentinel" logo and the text "View our Partners."

Or:

MY ACCOUNT
RAMB Login
To Change Your Info or Pay Dues Online

SEARCH FOR A TRC
(Transnational Referral Certified Agent)
Country
Select Country
City
Language
Select Language
Powered by Submit
Worldproperties.com

NAR Code of Ethics Training - Dec. 2008 (Click Here) Time is running out! You must take this class by December 31, 2008. This is the new mandatory Cycle2 Ethics Training(1/1/05 - 12/31/08). Upcoming courses: FREE to RAMB Members/Non-Mbrs \$25. 8:45am - 12pm ... Dec. 8 at Town Center One...9:00am - 12:00pm & 2:00pm - 5:00pm ... Dec. 11 at Miami Mart Hotel... 9am - 12pm ... Dec. 15 at RAMB Headquarters. More info & to register -click above.

Mandatory Ethics - Course Live or Online Every 4 years NAR requires all REALTORS to complete a 2-1/2 hour class on the Code of Ethics. Dec. 31st is the deadline for the 2nd quadrennial training (Jan. 2005 - Dec.2008). There are no exceptions-- but RAMB offers many options: 1) take the class at any of RAMB's many live classes 2) your broker can facilitate the course using the CD RAMB sent them 3) take the NAR course online [Click here](#)

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2 FREE Websites EXCLUSIVELY for RAMB Members RAMB members get two free websites - [showcase](#) & [immobel.com](#), two exclusive E-marketing tools. The Showcase website, developed by DPI, is powerful and easy to set up. Your name will be part of the E-mail address. This new website also features IDX integration. You can also link in your 13-language Immobel website and e-marketing tool. [more info](#)

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Web Widgets: The Basics

A web widget is a portable chunk of code that can be installed and executed within any separate HTML-based web page by an end user without requiring additional compilation. They are derived from the idea of code reuse.

Applications can be integrated within a third party website by the placement of a small snippet of code. The code brings in 'live' content - advertisements, links, images - from a third party site without the web site owner having to update.

Associations and companies can potentially use Web Widgets to improve their web sites using syndicated content and functionality from third party providers. The use of web widgets has been increasingly proposed as a marketing channel that could replace the less effective targeted banner ads.

Highlights of Benefits of Incorporating WorldProperties.com Search Widgets

TRC Search Widget

- Direct access to agents certified in participating in cross-border transactions (TRC)
- Earn compensation for international referrals through TRC system
- Search by location, specialty and language

Distinctive Properties Search Widget

- Direct access to 3 million property listings in 34 countries
- Access to properties listed by members of a professional association with a compulsory code of ethics
- View property listings in multiple languages

Due to the intricacies of implementing Web Widgets, ICREA will need to work closely with interested associations or companies interested in moving forward with this technology. Associations' or companies' technical contact will need to work directly with WorldProperties.com developers to converge data.

Implementation is relatively simple and offers complete control on the UI / CSS of the widget to match your site interface as well as implementation as easy as 1-2-3-Go on any web technology.

Once your organization has confirmed an interest in pursuing Web Widgets, please contact ICREA so we can facilitate the appropriate next steps. Contact icrea@worldproperties.com when you are ready to initiate Web Widgets. We look forward to hearing from you!