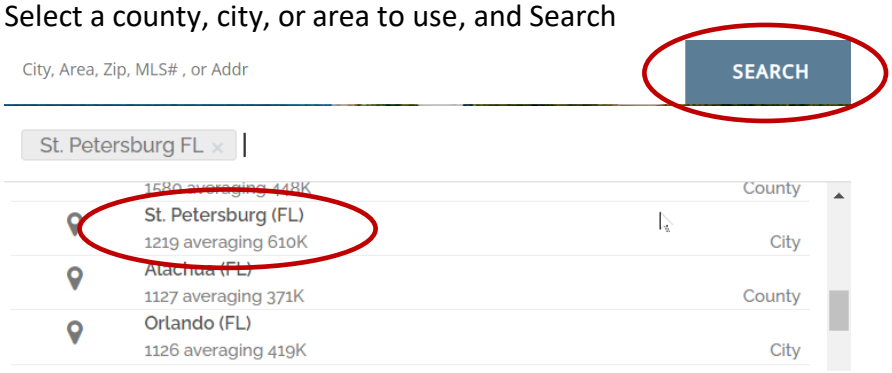
Landing Page Searches for Buyer Leads

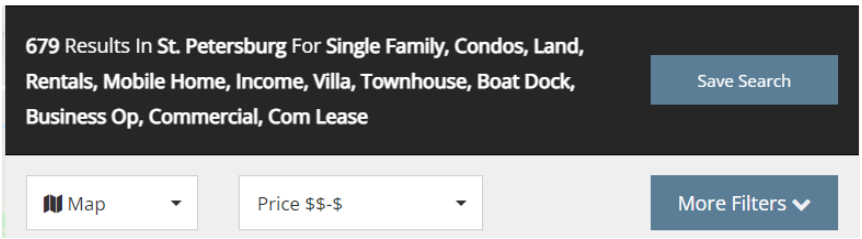
1. Open your GenStone associate website.



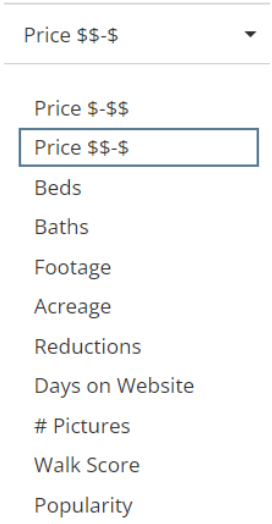
2. Select a county, city, or area to use, and Search



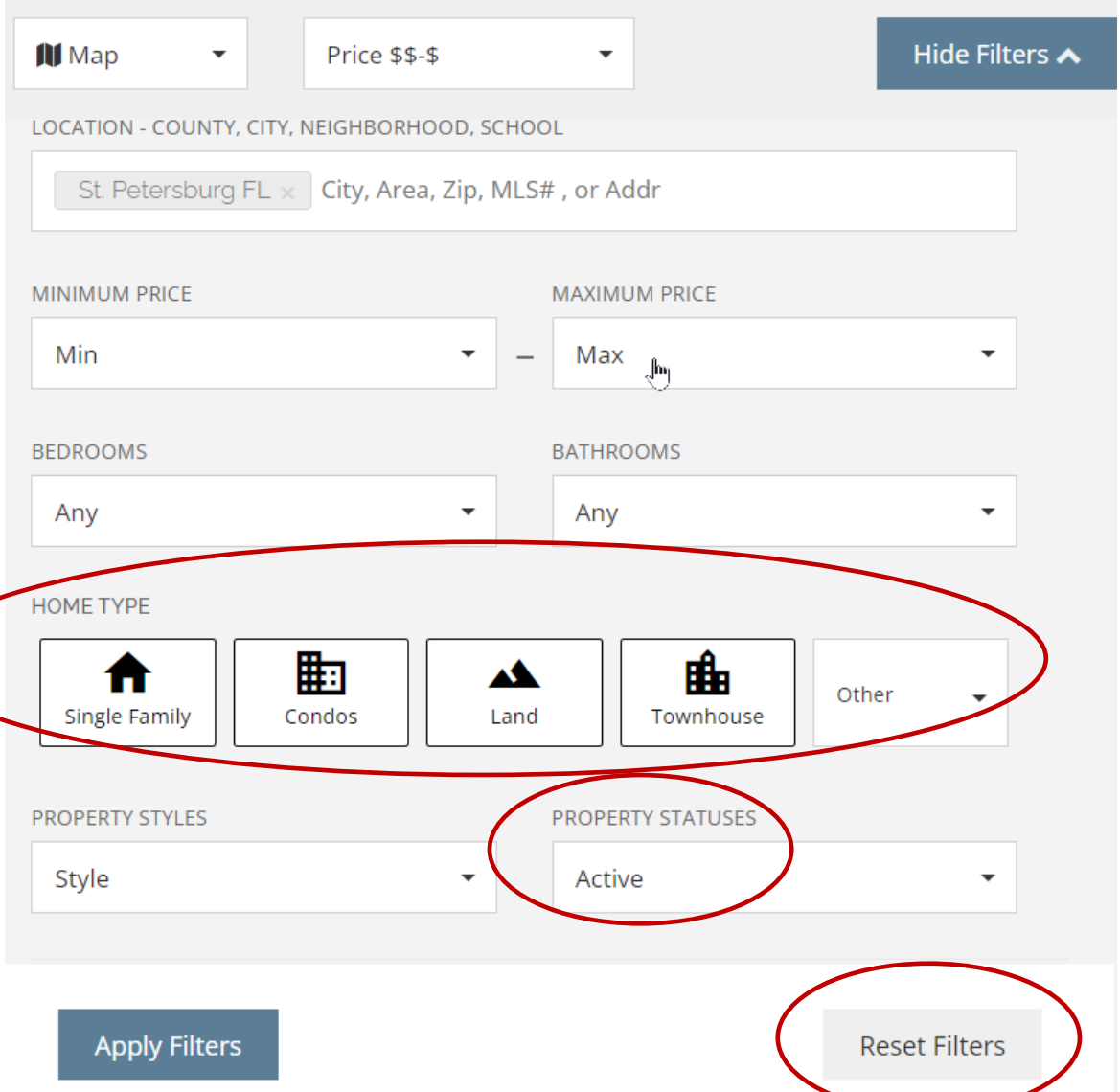
3. The Search page displays, defaulting to the map view, which for searches is easier to use. All property types display for you to narrow down using filters to the search subject for your landing page.



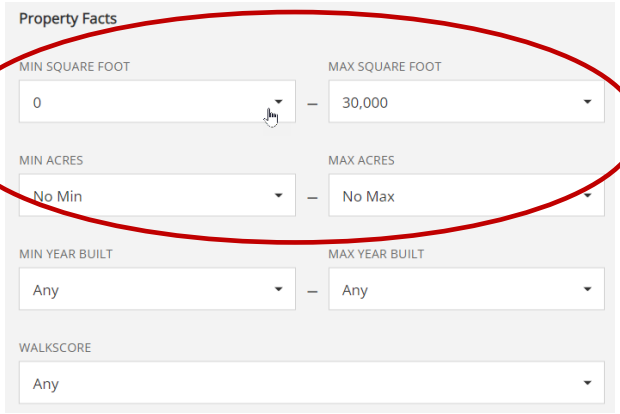
4. The heading on the first filter is Price – low to high or high to low. Click the drop-down arrow to select. Most landing pages use price except when searching for square footage, acreage, or popularity.



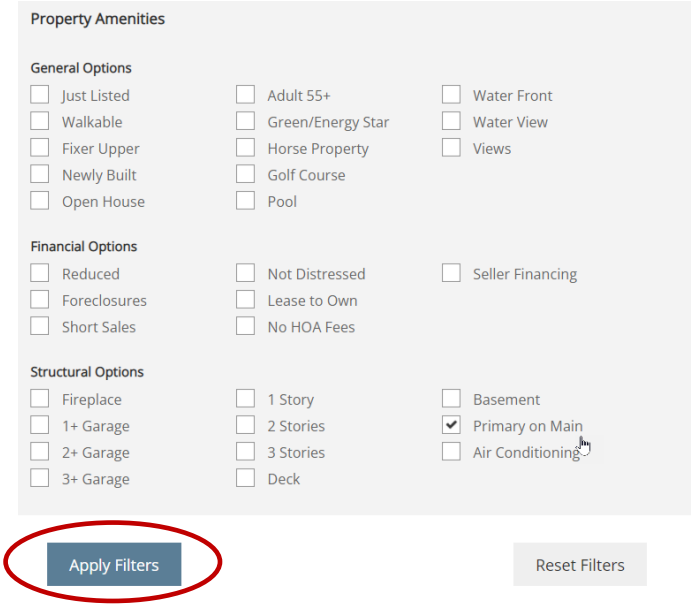
5. Keep or adjust the location, decide if price ranges or beds and bathrooms matter for this search. The “Home Type” is most important here. To be sure there are no previously set filters, click “Reset” at the bottom right. Click on the ones you need to include or exclude. The line around the type indicates inclusion. Be sure to click the drop-down arrow on “Other” to exclude any checked there. For almost all searches, keep the property status as “Active.”



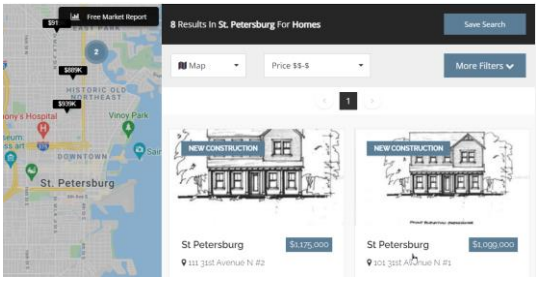
6. “Property Facts” may be useful for square feet and acreage.



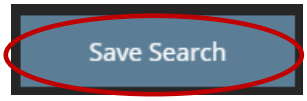
7. Often the “Property Amenities” are ones useful for Landing Page searches. Check the one(s) relating to your landing page subject and “Apply Filters.”



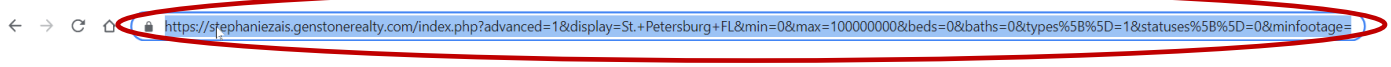
8. The search results display on the map, and the property details are to the right.



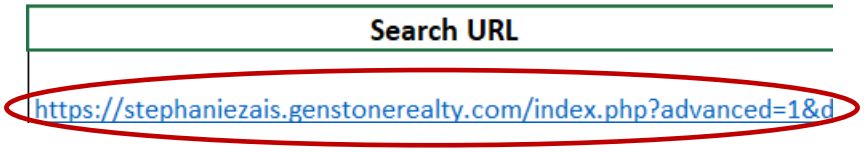
9. If there are too many results, adjust the filters.
10. When satisfied that the search results match the subject, select “Save Search.”



11. Then highlight and copy the URL at the top of the page.



12. Paste it in a newly-created Excel or Word *“Saved Landing Pages”* document as the “Search URL.”



13. Most importantly, paste it in the landing page you have created in kvCORE in the “URL After Login” box to complete the page and Save.

