

What Can HOT™ do for you?

What HOT™ does - This is the first in a series of primers on how to get the most out of HOT™. To [link to the second primer click here](#).



HOT™ or www.HomesOpenToday.com is a free service for CCAR members to allow you to take back the power to publish. CCAR believes that Open Houses can be brought into the 21st century by committing to a service like HOT™.

In March CCAR approved and funded an ongoing advertising campaign via radio, newspaper and online ads. And it is working! www.HomesOpenToday.com has experienced a strong surge in usage, both by members and the home buying public. Now you need to know how to maximize your HOT™ benefit.

So what can HOT™ do for you?

First, understanding how HOT™ works is important. HOT™ pulls all active residential listing information from the MLS every 60 minutes. This means that your listing information is conveniently waiting for you when you login to the HOT™ system with your NRDS# and your member website password (use the ccartoday.com password, not the Paragon password). HOT™ or www.HomesOpenToday.com does not publish open houses for you! HOT™ simply preps the information for you so that **it takes less than 30 seconds from login to posting to create an open house entry.**

It is incumbent on the member to login to HOT™ and enter the date and time of the open house for your active residential properties. If you change the details of a planned open house, please remember to log back into HomesOpenToday.com and update the online entry. Since this new tool is very lightweight and platform independent, you can access HOT™ very quickly from virtually any internet connected device. This includes your internet enabled cell phone (see below).

Email notifications (don't opt out!)

HOT™ has been designed to notify members with a courtesy ♦remember to put it on HOT™♦ email when a new listing is entered into the Paragon MLS system. Members will be notified at the email address of record in the CCAR member database. Now that HOT™ is in full swing we will be turning this notification system on. To comply with Federal law CCAR is required to give members the option to opt out of these notifications. It is very important that members consider carefully before choosing to 'opt out' of these notifications. Please expect more information on the email notification reminders and remember to look for emails from the @HomesOpenToday.com domain.

Important Note: Have you updated your ccartoday.com member profile recently? This profile is the basis for the information that we display about you on HOT™, and most importantly contains the email address of record on file for you. [Login to your member website](#) for additional login and password information.

[Click here to update your profile](#)

Listing Strategies

To use HOT™ effectively you should enter your open homes as early in the week as possible. Every Sunday at midnight HOT™ clears out all of last week's open houses, which means that the system is

somewhat bare on Mondays and Tuesdays. This makes the site seem less useful than it is for public visitors on those days, and could eventually hinder adoption of the website - so please try to make open house entries as early as possible. Doing so maximizes your listings' visibility as it has fewer houses to compete with for visitors, it is in the system longer and so inherently draws more visits, and you have the availability of support (see below). Entering a listing on Saturday or even Sunday limits both the value to HOT™ and to the open house, as there are only so many hours of visibility if you enter an open house on Sunday at 1pm.

[Link to the site!](#)

HOT™ has shown marked improvement in its searchability (the ability to find the website using a search engine and key words like 'open house'), [especially on Yahoo!](#). Every member can do something to improve this searchability much further - by linking to HOT™. Put this valuable tool on your website to increase its appeal and value, and in turn improve the value of HOT™. The number and quality of websites linking to HOT™ strongly influences how relevant search engines view the website, and how high up in the rankings it is when the public tries to find open homes. Encouraging linking to HOT is a critical part of SEO (Search Engine Optimization), and CCAR encourages members to consider taking this simple step to improve both the web presence of HOT™ and of their own websites.

[Click here to link to HOT™](#)

[Deep link to your profile!](#)

Did you know that you have a HOT™ profile? Every CCAR member does. You can see your profile as a member of the public would by viewing one of your properties on HOT™, clicking details, and then clicking on 'view my other properties.' This profile page can be viewed directly by completing the following URL with your NRDS# and pasting it into the address field of your web browser:

<http://www.homesopentoday.com/profile/realtor/YOUR-NRDS#-GOES-HERE>

Your active residential MLS properties can be viewed from this page regardless of whether they are scheduled for an open house. This makes your member profile page a valuable online reference for your marketing efforts; it is like a free web page for you and your active listings. You can 'deep link' from your website or newsletter/blog to this profile page by logging into ccartoday.com here and simply copying and pasting the code for the link of your choice into your website. If you need assistance with linking to HOT™ or deep linking to your HOT™ profile, please [send an email to alerts@ccartoday.com](mailto:send_an_email_to_alerts@ccartoday.com).

Use it from anywhere!

HOT™ is convenient because it is fast and simple. By pulling the information from the MLS every 60 minutes and prepping it for your use we make the process of publishing your [HOT™ entries as simple as 1,2,3](#). Because it is so lightweight and simple, HOT™ can be accessed from virtually any internet enabled system, including your cell phone or pda. Simply point your internet enabled phone or pda to wap.homesopentoday.com. This subdomain of HOT™ has been optimized for your cell or PDA browsing experience. Login as you normally would with your ccartoday.com member website username and password, and search open homes for your clients, or add an open house for their listing right from their front lawn. **Now that's HOT™!**

Login to search

Members are encouraged to [login to www.HomesOpenToday.com](http://www.HomesOpenToday.com) when they search the system. When logged in to HOT™, a member can bypass the email registration prompt for viewing details on a property, and can also view the property's private remarks. Private remarks are only visible to members under the details of a property, not to the home buying public. Please understand that the public experience is necessarily quite different from that of a member searching the system while logged in. Feel free to not login and search the site and view details on properties to simulate the current public experience.

Support

To date HOT™ has been largely self-supporting, in large part because it was designed to keep it simple. Your login information comes from the ccartoday.com member database, and the MLS information is pulled from the MLS every 60 minutes. Of the few problems we have encountered, the vast majority have been login related. To be clear, the HOT™ website requires members to login to perform Open Home entry/modification. We are currently working to synchronize your member website and MLS passwords, but at the moment they are separate.

You can modify your ccartoday.com member website password (and thereby the password that logs you into HOT™) by editing your [ccartoday.com member profile here](#). If you need assistance, please dial 925-295-1270 for assistance from Monday-Friday 8:30am-5pm. Assistance is NOT available over the weekend. For this reason and to improve the quality of HOT™ and the exposure for your listings it is highly recommended that you enter your listings into HOT™ during the business week. If necessary, please test your HOT™ login, and modify your member profile if necessary during the business week while you have access to support during normal business hours.