

Get the most out of HOT™?



This second in a series of primers will help you to maximize your HomesOpenToday.com experience. The first primer can be viewed [here](#).

[Click here to link to the HOT™ Headquarters](#) where you have access to these and other useful HOT™ related resources and information.

Click [here to go to HOT - HomesOpenToday.com](#).

So how can you get the most out of HOT™?

First, remember to read the [first HOT™ primer bulletin](#). This document is an extension of the strategies listed there.

Second, [link to HOT™](#) from your website, signature file, blog or newsletter. Doing so improves HOT™ and your communications presence.

You can access links to copy/paste into your communications [here](#) (opens in a new window, login required).

And now, on a first come first served basis, you can get a **free HOT™ subdomain!** A subdomain points to a specific part of a website; in this case your member profile. Your member profile is visible on HOT™ by clicking 'details' on a property on the HomesOpenToday.com website or by completing the url below with your NRDS# and pasting it into your web browsers address field:

<http://HomesOpenToday.com/profile/realtor/NRDS#GOESHERE>

This is a convenient feature of HOT™ but is difficult to communicate to the public. It is much easier to assign a subdomain like **hot.homesopentoday.com** or **my.homesopentoday.com** and point it to that location. That way you can tell your clients to go to *your very own private corner* of HOT™ which displays your active MLS listings whether they have published open homes or not. Think of it as your very own HOT™ website.

Remember that these subdomains will be assigned on a first come, first served basis. To receive a subdomain you must:

1. [link to HOT™](#) from your email signature, your website, blog, or newsletter
2. **demonstrate** that you have linked to HOT™ by sending an email to alerts@ccartoday.com
3. In that email list your **top 3 or more choices for subdomains** (these will be assigned first come, first served. If your first selection is already reserved by a member who linked to HOT™ we will try your alternates until we can assign a subdomain. Subdomains will resolve to member profiles in the near future, at the moment they all simply point to the main page of the website). Choices can be listed simply by saying "I would prefer the terms: great, michael, your" (e.g. great.homesopentoday.com, michael.homesopentoday.com, your.homesopentoday.com)

Subdomains will be reserved and assigned on a first come, first served basis in the order of receipt at the email address above. Take advantage of this great marketing opportunity and link to HOT™ today. If you need assistance please just email us at alerts@ccartoday.com.

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](#)

Third, cross reference your HOT™ published open homes or your member profile page in different media. Publish your property or open home on Craigslist and link to your HOT™ profile page. This is a great way to drive more traffic to both of those publications, and you reap the reward. Publishing to Craigslist is easy, [click here to publish to East Bay real estate services](#) (just complete the steps as instructed). If you need assistance with this please contact us at alerts@ccartoday.com.

Remember that you can [get links to HOT™ or to your HOT™ profile page here](#) (login required).

If you opt to continue to publish open homes listings in the Contra Costa Times or similar venues, please consider adding the tag line: "As seen on HOT - HomesOpenToday.com" or similar.

Finally, take advantage of the free advertising!

On Sunday April 15th CCAR will be running a FULL PAGE COLOR AD in the Contra Costa Times. Get your properties published as open homes in HOT™ early, and let your clients know just how hard you and your association work for their business. Make sure to get a copy of the ad this weekend and show it around!