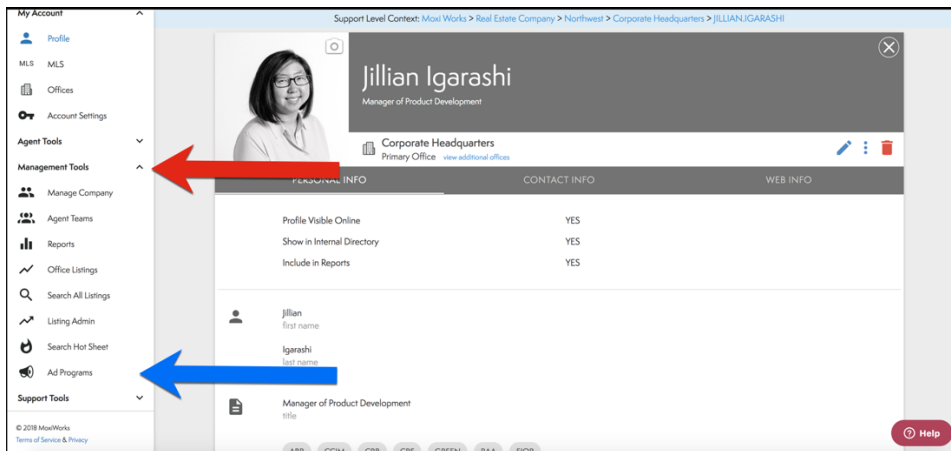


Creating a Subsidy for your Agents Social Media Advertisements

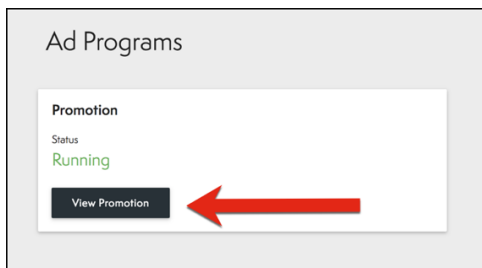
Social media advertisements are a must in today's market. The largest group of homebuyers are Millennials, which means much of the attention for listings can be drawn to social media! However, we can incentivize our agents to use social media ads with a brokerage subsidization! This will let the brokerage pay for part of the advertisement, so agents will be more likely to use it!

Setting up a Subsidy

1. From your Roster, select **Management Tools** (See red arrow below).
2. Then select **Ad Programs** (See blue arrow below).



3. You can either start a new Ad Program or see current Ad Program.



4. From your **Promotion screen**, you can see stats about your Ad Program! Such as your Monthly Budget, Price Points, or the restrictions!
5. To change or update your promotion, select **Manage Promotion**.

Promotion

Current Month

Status Running	Monthly Budget \$2,000 (\$0.00 spent)	Ad Price Points \$49, \$79, \$99, \$399	Subsidization Brokerage: 15% Agent: 85%
Restrictions 10 per month	Payment Method Visa ending in 1111		

[Manage Promotion](#)

Past Promotions

[October 2018.xlsx](#)

6. From here we can determine the details of our Ad Program.
 - a. The Budget Calculator: This is how much your brokerage is willing to spend on subsidies for the month!
 - b. Purchase Power: This is what percentage of each advertisement the brokerage will cover! You can pick from 10-50%.
 - c. Price Points: These are the price points your agents can choose from. Here you can select which price points the Ad Program will affect.
 - d. Restrictions: The restrictions will let you determine how many ads individuals can purchase per month! You can set a restriction of 1-10 ads!

Budget Calculator A

My Monthly Budget
\$2,000.00

Allow these price points for promotions:

\$49
 \$79
 \$99
 \$199
 \$399

Your purchase power:
Up to 272 ads per month

Adjust Subsidization

15% You 85% Agent

Restrictions D

Restrict the number of ads each agent can buy

10 per month

7. The last step is payment! Here you can add a card which will be responsible for paying for the monthly budget!

Payment

Paying with Card [Edit](#)

Ending in 1111

Visa

Choose another way to pay

[Save Payment Method](#)