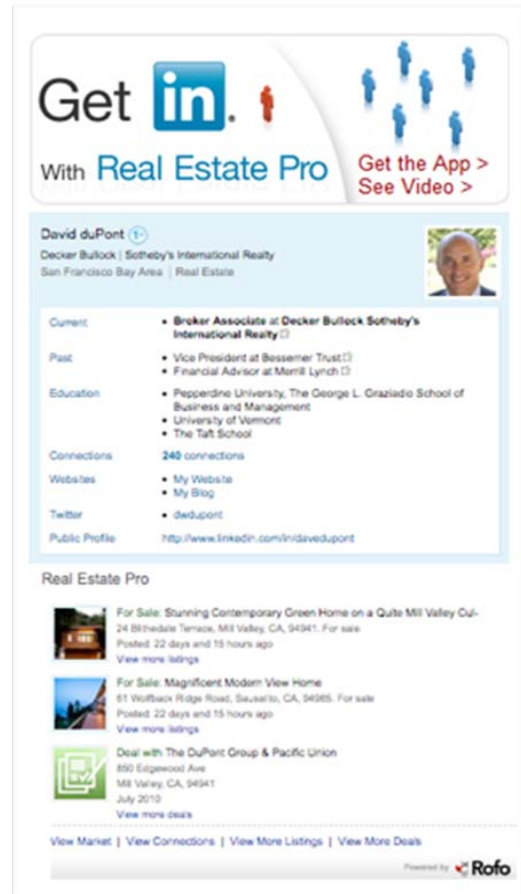


Rofo Real Estate Pro - Start Guide

Rofo's Real Estate Pro application lets you market your real estate transactions and listings to LinkedIn's community of 100 MM+ professionals.

Feature select listings and recent deals directly on your LinkedIn profile. The Real Estate Pro gives you the tools to expand your listings reach, connect you with potential clients and enhance your professional profile.

This guide was designed to help you get the most out of the Real Estate Pro application.



The screenshot shows a LinkedIn profile for David duPont, a Broker Associate at Decker Bullock Sotheby's International Realty. The profile is enhanced with the Real Estate Pro application, which is visible in the header and main content area. The header includes a 'Get in.' logo and a 'With Real Estate Pro' banner. The main content area features a 'Real Estate Pro' section with three listings: 'For Sale: Stunning Contemporary Green Home on a Quiet Mill Valley Cul-de-sac', 'For Sale: Magnificent Modern View Home', and 'Deal with The DuPont Group & Pacific Union'. The Real Estate Pro logo is visible in the bottom right corner of the profile.

The Real Estate Pro guide will walk you through 4 key steps to installing the application and making it visible on your LinkedIn profile. This guide also includes step by step instructions for basic features of the application.

Getting Started Step 1 of 4: Install the Real Estate Pro application on LinkedIn

- Sign in to your LinkedIn account <http://www.linkedin.com/>
- From the top navigation bar on your LinkedIn homepage select “More” and select the “Application Directory” (If you already have applications click the “Get More Applications” link)
- Find and click on the “Real Estate Pro” to launch the Application Preview

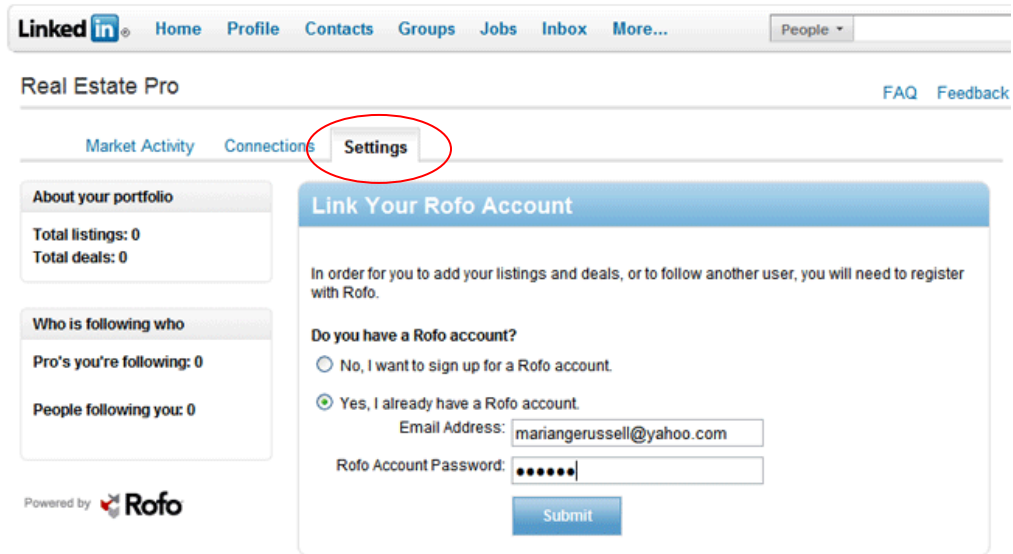
The screenshot shows the LinkedIn Applications page. At the top, there's a navigation bar with 'Home', 'Profile', 'Contacts', 'Groups', 'Jobs', 'Inbox', and 'More...'. Below that, the 'Applications' section is titled, with links for 'FAQ', 'Feedback', and 'Browse More Applications'. A paragraph explains that LinkedIn Applications enable users to enrich their profiles and collaborate. Below this, several application cards are displayed. The 'Real Estate Pro' card is highlighted with a red border. It features the 'Rofo' logo and text: 'Real Estate Pro by Rofo. Access your local real estate and office space market. Follow active brokers, agents and professionals. Track new property listings and available spaces and stay informed of completed deals in your area.'

- Click “Add application” on the Application Preview page (shortcut: <http://is.gd/dtYMG>)

The screenshot shows the 'Real Estate Pro' application preview page. The top navigation bar is the same as in the previous screenshot. The main content area is titled 'Real Estate Pro' and includes an 'Application Preview' window. This window shows a 'Market Activity' card with a listing for '2431-A Durant Avenue, Berkeley, CA, 94704' and a 'My Connections' card for 'Alan Bernier'. Below the preview, there's a paragraph describing the app: 'Real Estate Pro is the easiest way to stay informed about your local real estate and office space marketplace. Use it to find office space listings for lease and property for sale. Follow and connect with active brokers and professionals, track new property listings and see the latest deals in your market.' Another paragraph explains how real estate professionals can use the app to feature listings and promote deals. At the bottom left, there are links for 'Terms of Use' and 'Privacy Policy'. On the right, the 'Application Info' section shows the 'Rofo' logo, 'Developed By: Rofo', and 'Category: Utility'. A paragraph explains that adding the application grants access to profile information. Below this, there are two checked checkboxes: 'Display on my profile' and 'Display on LinkedIn homepage'. At the bottom right, there is a blue 'Add application' button highlighted with a red border.

Getting Started Step 2 of 4: Link your Rofo account to display your listings

- Once the application is launched click the Settings tab (or select Link Rofo Account from the Manage Menu)



The screenshot shows the LinkedIn Real Estate Pro interface. The top navigation bar includes 'Home', 'Profile', 'Contacts', 'Groups', 'Jobs', 'Inbox', and 'More...'. The user is logged in as 'Real Estate Pro'. The 'Settings' tab is highlighted with a red circle. The main content area is titled 'Link Your Rofo Account' and contains the following text: 'In order for you to add your listings and deals, or to follow another user, you will need to register with Rofo.' Below this, there are two radio button options: 'No, I want to sign up for a Rofo account.' and 'Yes, I already have a Rofo account.' The 'Yes' option is selected. Below the radio buttons are two input fields: 'Email Address:' with the value 'mariangerussell@yahoo.com' and 'Rofo Account Password:' with a masked password '*****'. A 'Submit' button is located at the bottom of the form. On the left side of the interface, there are sections for 'About your portfolio' (Total listings: 0, Total deals: 0) and 'Who is following who' (Pro's you're following: 0, People following you: 0). The bottom left corner features the 'Powered by Rofo' logo.

- If you have a Rofo account select “Yes, I already have a Rofo account” and sign in
- If you do not have a Rofo account, select “No, I want to sign up for a Rofo account”

Getting Started Step 3 of 4:

Add listing content to be featured on your LinkedIn profile

- Once you have linked your Rofo account, you will see several new tabs appear including the My Listings tab

The screenshot shows a LinkedIn profile for 'Real Estate Pro'. The navigation bar includes 'Home', 'Profile', 'Contacts', 'Groups', 'Jobs', 'Inbox' (with 70 notifications), 'Companies', 'News', and 'More'. Below the navigation bar, the profile name 'Real Estate Pro' is displayed with 'FAQ', 'Feedback', and 'Brow' links. The 'My Listings' tab is selected, showing a 'Manage' sidebar with options like 'Add a new listing', 'Add a new deal', 'Share my listings and deals', 'Go to my listings', 'Go to my deals', and 'Contact Rofo'. The main content area features a large heading 'Start Promoting Your Listings On LinkedIn!' followed by a paragraph: 'Begin adding your property listings to LinkedIn. Feature your listings on your profile page and promote them to business professionals on LinkedIn. Your listings will also appear in your local market activity page.' Below this is another paragraph: 'To get started sign in to Rofo.com to add your listings. They will be imported to LinkedIn automatically.' and a red 'Add My Listings' button.

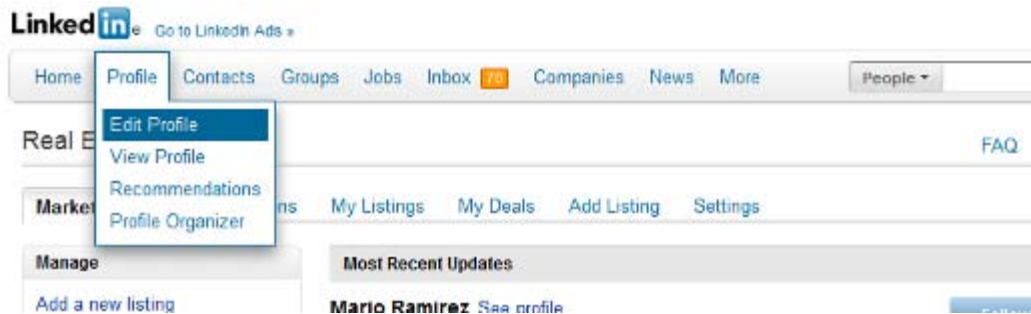
- If you have listings on Rofo.com they will automatically be displayed, if you do not have listings on Rofo.com, you will be prompted to start adding your listings
- Once you have listings in you're My Listing tab, choose the listing(s) you would like to feature on your LinkedIn profile by selecting the "Feature on profile" link
- You can feature up to 2 listings and 2 deals on your LinkedIn profile page
- Feature Highlight:** Each time you feature a new listing or deal, it will generate a LinkedIn network update, letting all your connections know you featured a new listing on your profile


The screenshot shows the same LinkedIn profile for 'Real Estate Pro', but now with a list of featured listings. The 'My Listings' tab is still selected. The 'Manage' sidebar is on the left. The 'Listings' section on the right displays three listings, each with a thumbnail, address, details, and posting time. The first listing is '1530 Fulton Avenue, Sacramento, CA, 95864' with details '• For lease • 100 square feet available' and 'Posted: 42 days and 3 hours ago'. The second listing is '1050 Northgate Dr, San Rafael, CA, 94903' with details '• For lease • 2145 square feet available' and 'Posted: 42 days and 22 hours ago'. The third listing is '1050 Northgate Dr, San Rafael, CA, 94903' with details '• For lease • 1176 square feet available' and 'Posted: 42 days and 22 hours ago'. Each listing has a 'Feature on profile page' link highlighted in red, along with 'Edit listing', 'Delete listing', and 'Share listing' links. The 'About your portfolio' section on the left shows 'Total listings: 85' and 'Total deals: 0'.

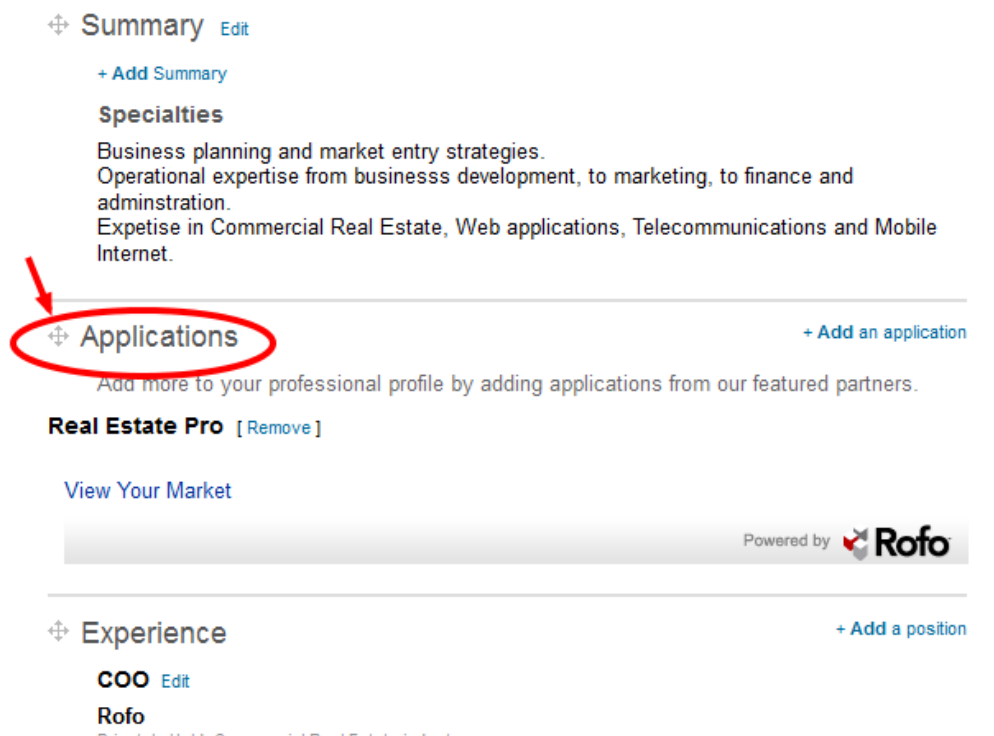
Getting Started Step 4 of 4:

Move the Real Estate Pro app to the top of your LinkedIn profile

- The Real Estate Pro app is automatically placed on your LinkedIn profile page, however if you want your listings to be easily seen, place the application at the top of your profile
- LinkedIn makes changes pretty easy; just go to the “Profile” menu and select “Edit Profile”



- **Note:** Your profile includes several sections, including: Summary, Education, and Experience as well as Applications
- You can move any section of your profile by clicking on the grey arrow symbol 
- To display your listing(s) right under your professional Summary, click on the grey arrow next to the word Applications and drag the Applications box to the desired location



Using Basic Features of the Real Estate Pro for LinkedIn

Add a new listing

- Select “Add a new listing” from the Manage menu on the left
- You can add your listings directly within the application

The screenshot shows the LinkedIn Real Estate Pro interface. The top navigation bar includes 'Home', 'Profiles', 'Contacts', 'Groups', 'Jobs', 'Inbox', 'Companies', 'News', and 'More'. The 'Add Listing' tab is selected in the main navigation. On the left, the 'Manage' menu is visible, with 'Add a new listing' highlighted by a red circle. The main content area is titled 'Add Listing' and contains the following form fields:

- Property Address:**
 - * Address
 - * City, State
 - Unit/Ste/Fir
 - * ZIP Code
- Listing Details:**
 - * Listing Title

Below the form, there is a small text snippet: "i.e. Nice open architectural space close to the Ball Park".

Add a recently completed deal

- Select “Add a new deal” from the Manage menu on the left and fill out the form
- Click on the My deals tab to see all your deals, select the deal(s) you would like to feature on your LinkedIn profile page

The screenshot shows the LinkedIn Real Estate Pro interface with the 'My Deals' tab selected. The 'Manage' menu on the left has 'Add a new deal' highlighted with a red box. The main content area is titled 'Add a Deal' and contains the following form fields:

- Company Name
- Transaction Date
- Property Address
- City, State
- Unit/Ste/Fir
- ZIP Code
- Deal Details

At the bottom of the form is a blue button labeled 'Add a Deal'.

Share a listing or deal with your LinkedIn connections

- Select the “Share listing” link under the listing or deal you would like to share
- Choose up to 50 LinkedIn connections you would like to share the listing or deal with

The screenshot shows the LinkedIn interface for a user named 'Real Estate Pro'. The main content is a dialog box titled 'Share This Property Listing'. It prompts the user to 'Select up to 50 of your connections to share the listings at 1050 Northgate Dr, San Rafael, CA'. Below this prompt, it states '(You have selected 0 out of 50 connections.)'. A grid of 12 connection profile pictures is displayed, with names listed next to them: Laura Bourret, Richard Boyle, Suzanne Brinkley, Charla Cameron, Jenny Carion, Melissa Cheney, John Clinton, Pat Conner, Chris Cox, Paul Cronin, Coy Davidson, and Miguel de Arcos. A 'Share' button is located at the bottom left of the dialog. To the right of the dialog is a vertical advertisement for 'Business Solutions Exchange' featuring the Dell logo and the text 'Your source for IT answers.' with a network diagram.

Change the featured listing(s) or deal(s) on your LinkedIn profile page

- Select the “Feature on profile” link below the new listing or deal you would like to feature
- You will be prompted to choose the listing you would like to replace

The screenshot shows the LinkedIn profile page for 'Real Estate Pro'. A 'Featured Listings' dialog box is open, prompting the user to 'Please select a featured listing to replace.' The dialog lists two listings:

- 1050 Northgate Dr, San Rafael, CA, 94903
• For lease • undefined square feet available
Posted: 42 days and 18 hours ago
[Replace this listing](#)
- 1 Harbor Dr, 103, Sausalito, CA, 94965
• For lease • undefined square feet available
Posted: 307 days and 2 hours ago
[Replace this listing](#)

Below the dialog, the profile page shows a list of listings, including '1530 Fulton Avenue, Sacramento, CA, 95864' and '1050 Northgate Dr, San Rafael, CA, 94903'. On the right side of the page, there are advertisements for 'IP PBX for Business' and 'Management Leadership'.

Follow Professionals using the Real Estate Pro app

- From the Market Activity tab you can see listings from other professionals in your market
- Select the Follow button next to the professional you would like to follow
- Once you choose to follow a professional, you can see their most recent property updates under the Connections tab in the application

The screenshot displays the LinkedIn Real Estate Pro interface. At the top, there is a navigation bar with the LinkedIn logo and links for Home, Profile, Contacts, Groups, Jobs, Inbox, and More... A search bar is also present. Below this, the 'Real Estate Pro' header includes links for FAQ, Feedback, and Browse More Applications. The main content area is divided into several sections:

- Market Activity:** This section is active and contains a 'Manage' sidebar with options like 'Add a new listing', 'Add a new deal', 'Share my listings and deals', 'Go to my listings', 'Go to my deals', and 'Contact Rofo'. Below this is 'About your portfolio' showing 'Total listings: 85' and 'Total deals: 0'. A 'Who is following who' section lists 'Pro's you're following: 3' (Ben Brenner, Coy Davidson, Tracey R. Johnson) and 'People following you: 0'. At the bottom left, it says 'Powered by Rofo'.
- Most Recent Updates:** This section lists three updates from professionals:
 - Meredith Martin:** 'Deal with Coldwell Banker' at 461 2nd St, 656, San Francisco, CA, 94107. A 'Follow Meredith' button is visible.
 - Walt Stephenson:** '732-734 Pastoria Avenue, Sunnyvale, CA, 94085' (4224 sq ft). A 'Follow Walt' button is highlighted with a red box.
 - Walt Stephenson:** '730-734 North Pastoria Avenue, Sunnyvale, CA, 94086' (4163 sq ft). A 'Follow Walt' button is visible.
 - Walt Stephenson:** '732-734 Pastoria Avenue, Sunnyvale, CA, 94085' (8387 sq ft). A 'Follow Walt' button is visible.
- Ads by LinkedIn Members:** This section on the right features three advertisements:
 - High Quality Publishers:** Looking for high quality publishers to help drive traffic and revenue? From: Eric Castelli.
 - CRM Web Based Software:** Discover Zoho CRM-Affordable Web Based Software - Free for First 3 Users! From: Jim Pappas.
 - Marketing Made Simple:** Six-pack of Best Selling Marketing Guides at the Unbelievable Price of \$59. From: Debra Ellis.