



Paragon Affiliate Connect Getting Started Guide Affiliate

Getting Started - Paragon Affiliate Connect

Congratulations on acquiring Paragon Affiliate Connect! This is a unique opportunity for you to develop and strengthen real estate agent connections, build your brand, and secure high-valued prospects early in the real estate transaction process.

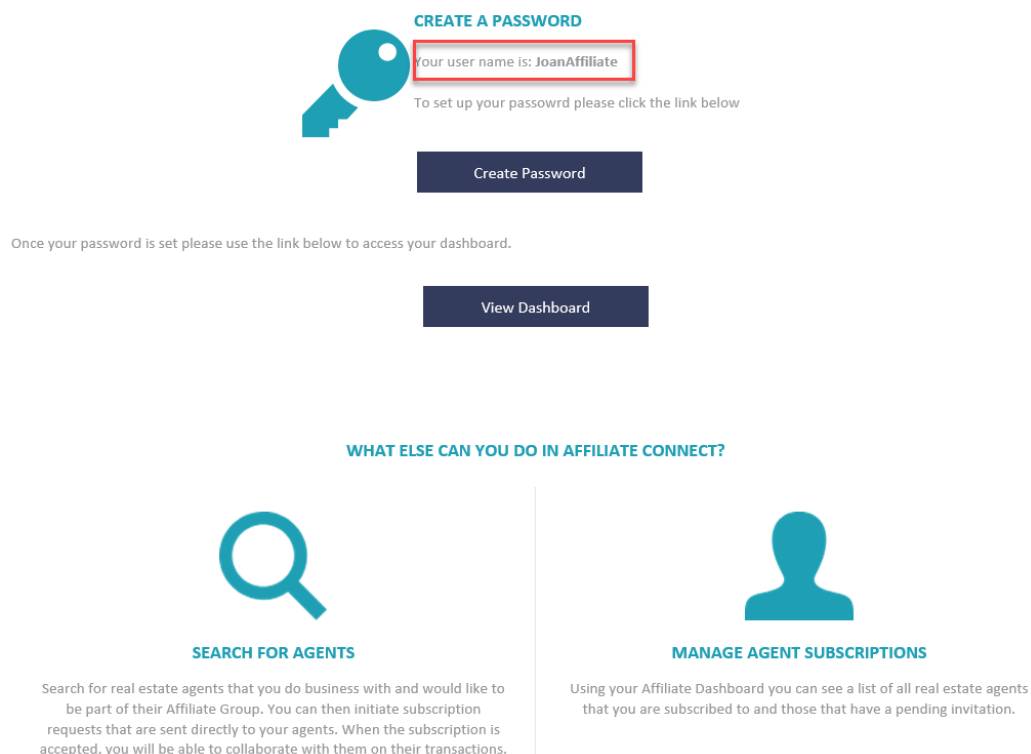
- You will be able to Connect and communicate with Brokers and Agents to strengthen your partnership.
- You will be able to receive key notifications on the listing and buyer activity of your connected agents (optional feature)
- You will have ad/branding to the consumers of your connected agents in the Collaboration Center.

So, let's get started.

Setting up your Account

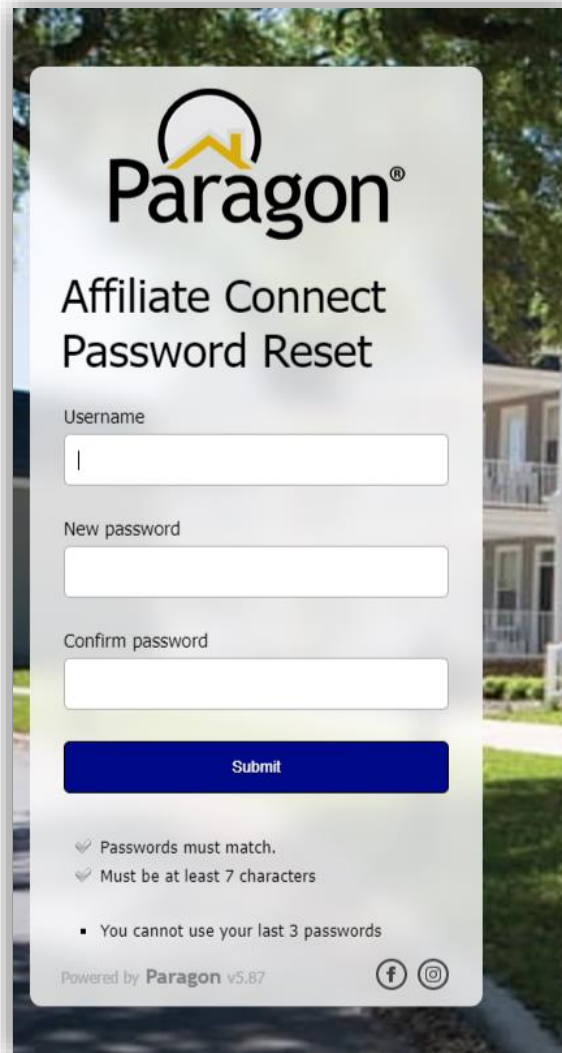
After signing up for Paragon Affiliate Connect, the MLS staff will add you to their MLS database and you will receive a Welcome email. Below is an example of the email you will receive:

Example Email:



Paragon Affiliate Connect

You will first Click on the create Password link, clicking on the link, you will be redirected to a page where you will need to Create your password. Note in the email your username. Enter your username and then create your new password. Please note, the password needs to be at least 7 characters and contain at least 1 number. Once you submit your password change you will receive another email welcoming you to the Paragon Affiliate Connect system.



The image shows a mobile device screen displaying the Paragon Affiliate Connect Password Reset form. The form is white with a blue header bar containing the Paragon logo. Below the header, the text "Affiliate Connect Password Reset" is displayed. The form includes three input fields: "Username", "New password", and "Confirm password". A blue "Submit" button is located below the input fields. Below the button, there are three error messages: "Passwords must match.", "Must be at least 7 characters", and "You cannot use your last 3 passwords". At the bottom of the form, it says "Powered by Paragon v5.87" and includes social media icons for Facebook and Instagram.

Paragon®

Affiliate Connect
Password Reset

Username

New password

Confirm password

Submit

✔ Passwords must match.
✔ Must be at least 7 characters

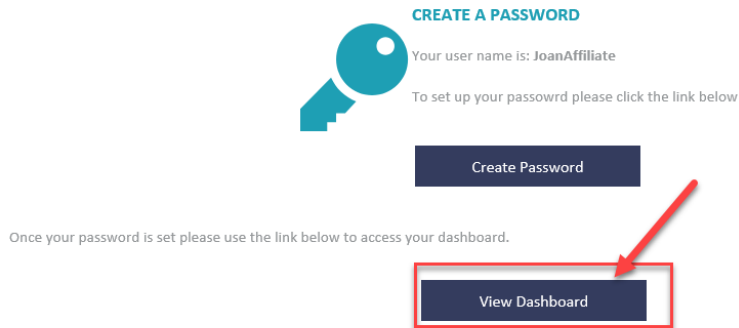
▪ You cannot use your last 3 passwords

Powered by Paragon v5.87

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After you create your password, go back to your welcome email and click on the view dashboard link.



WHAT ELSE CAN YOU DO IN AFFILIATE CONNECT?



SEARCH FOR AGENTS

Search for real estate agents that you do business with and would like to be part of their Affiliate Group. You can then initiate subscription requests that are sent directly to your agents. When the subscription is accepted, you will be able to collaborate with them on their transactions.



MANAGE AGENT SUBSCRIPTIONS

Using your Affiliate Dashboard you can see a list of all real estate agents that you are subscribed to and those that have a pending invitation.

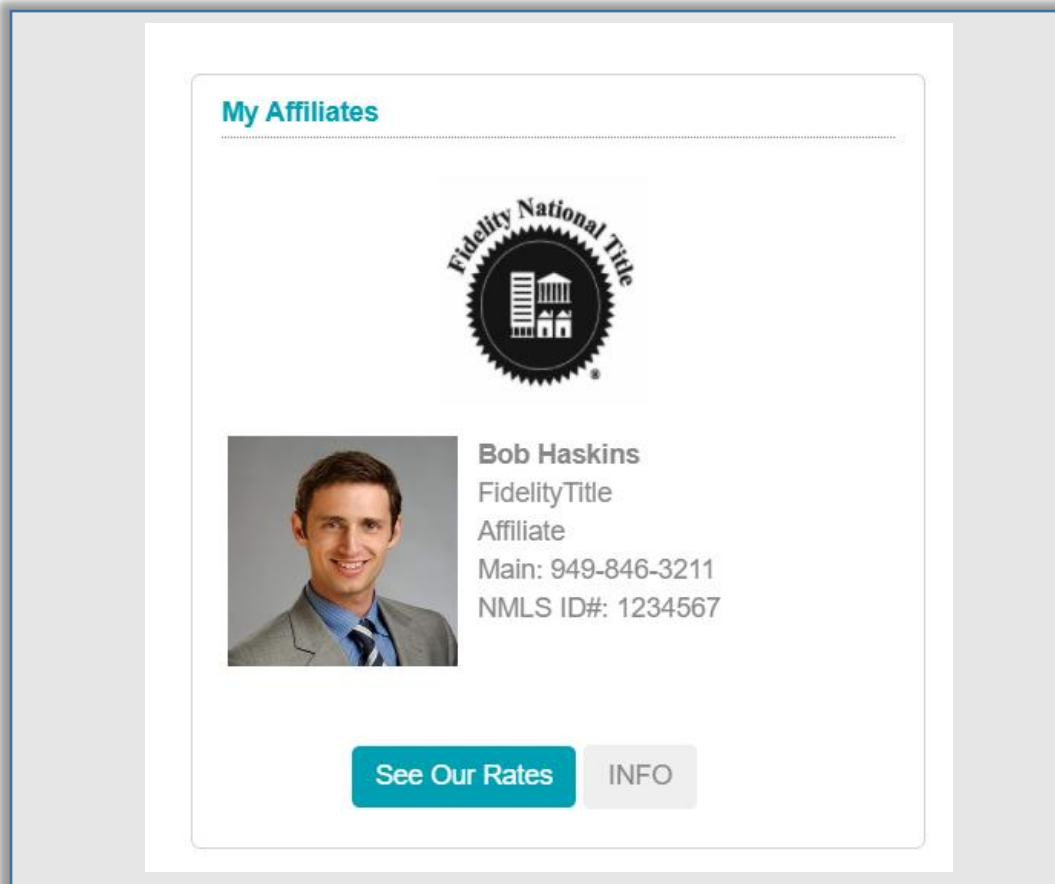
You will be logging into your unique dashboard.

Setting up your Affiliate Connect Dashboard

Now that you've logged in, you are viewing a blank dashboard, what's next?

Your first step is to set up your Ad/Branding Block! Your branding block is what the client/buyer of the agents you are connected to will see when they are viewing listings. For a video on how to do this [Click here](#) or follow the steps below:

1. Click on the gear in the upper right-hand corner of the screen.
2. Customize your photo and office logo. Select **Edit Photo** – then click on **Upload Photo**. Note that the photo upload must be below 2MBs in size. Find your photo on your PC and select, click open and then click save.
3. Follow the same steps same for uploading an office logo.
4. Add your Marketing text. This is what will be displayed under info in the advertisement. You can update this text as often as you like. It is a great place to introduce yourself to the buyer/client.
5. The Call to Action link is where you can place a link on your ad/block that the buyer/client can click on and be redirected to either your homepage, a rate page, etc.
6. Click the Save button and you will then be able to preview what your ad/branding box will look like to the buyer/client.



This ad/branding box will display in the buyer/client's collaboration center when viewing listings.

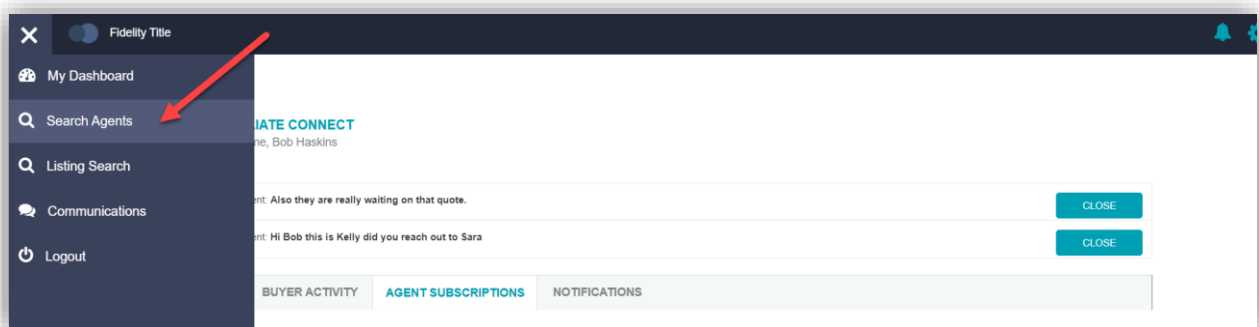
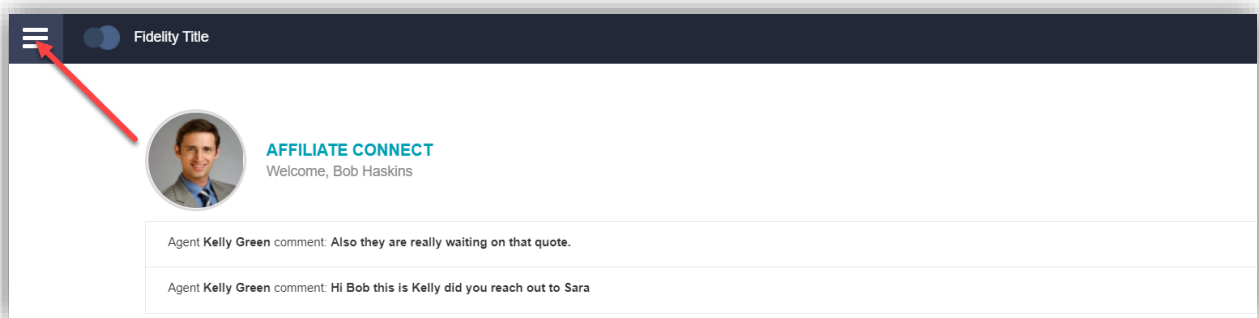
Connecting with Agents

Now that you have your ad/branding block ready to go, you will want to find some agents to connect to.

For a video on how to do this [Click here](#) or follow the steps below:

On your new dashboard you will be allowed to search for and send invitations to agents you would like to connect with. They may also connect directly with you.

1. Send invitations to agents to connect (the number of invitations sent is determined by the MLS).
 - a. If you reach your invitation limit, you can either disconnect from one of your agents or remove an unaccepted invitation to send an invite to another agent.
 - b. Agents will receive these connection requests via email. They can accept or decline the invitation. The invitation will automatically expire in 30 days.
 - c. You can resend an invitation to an agent only once.
2. To invite agents to connect with you, you will go to the menu in the upper left click and select the Search Agents options (the number of invitations sent is determined by the MLS)



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Next you can either search by Starts with, Contains, or all Agents.

The screenshot shows the 'AGENT SEARCH' interface. At the top is a search bar with a magnifying glass icon and the text 'Search'. Below the search bar are two main sections: 'HOW TO SEARCH' and 'AGENT TYPE SEARCH'. Under 'HOW TO SEARCH', there are two buttons: 'START WITH' (with an 'S' icon) and 'CONTAINS' (with a 'C' icon). Under 'AGENT TYPE SEARCH', there are two buttons: 'MY AGENTS' (with a person icon) and 'ALL AGENTS' (with a group of people icon). At the bottom, there are two buttons: 'RESET' and 'SEARCH'.

Once you are connected to an agent/office and if they allow you to see listings you will start getting information on this.

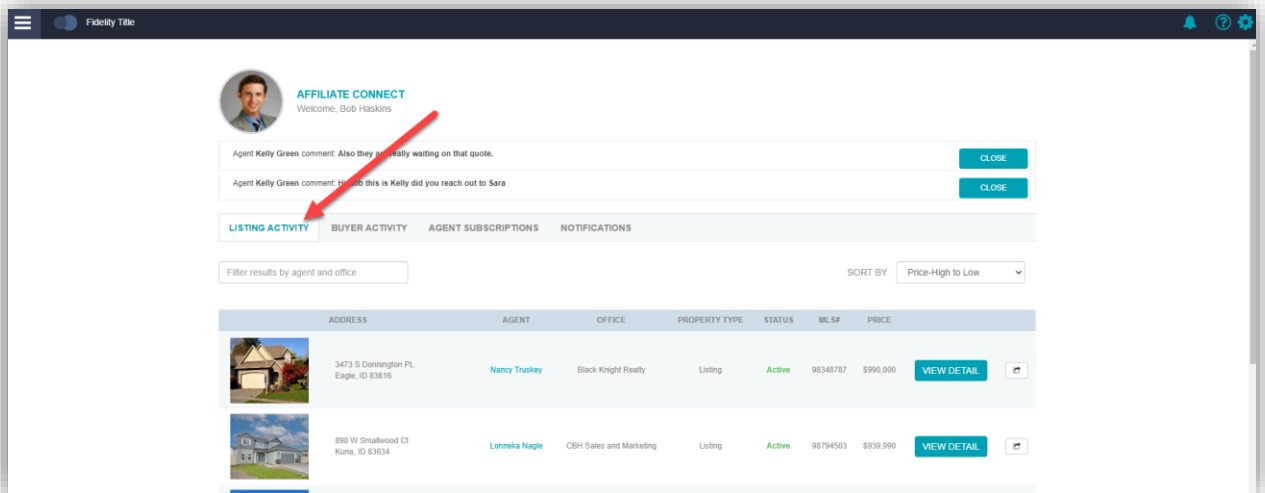
3. On the main dashboard you will be able to see who has already connected with you.
 - a. Click on Agent Subscriptions – if you have connections, you will see them here. There are three types of connections:
 - i. Agent Accepted – this is when you invite an agent to collaborate with you and they accept
 - ii. Connected by Office – this is when a broker connects their entire office to you
 - iii. Connected by Agent – this is when an agent connects directly with you.

The screenshot shows the 'AFFILIATE CONNECT' dashboard for Bob Haskins. At the top, there's a header with 'Fidelity Title' and a notification bell. Below the header, there's a section for 'AGENT SUBSCRIPTIONS' with a red arrow pointing to it. The table below shows the following data:

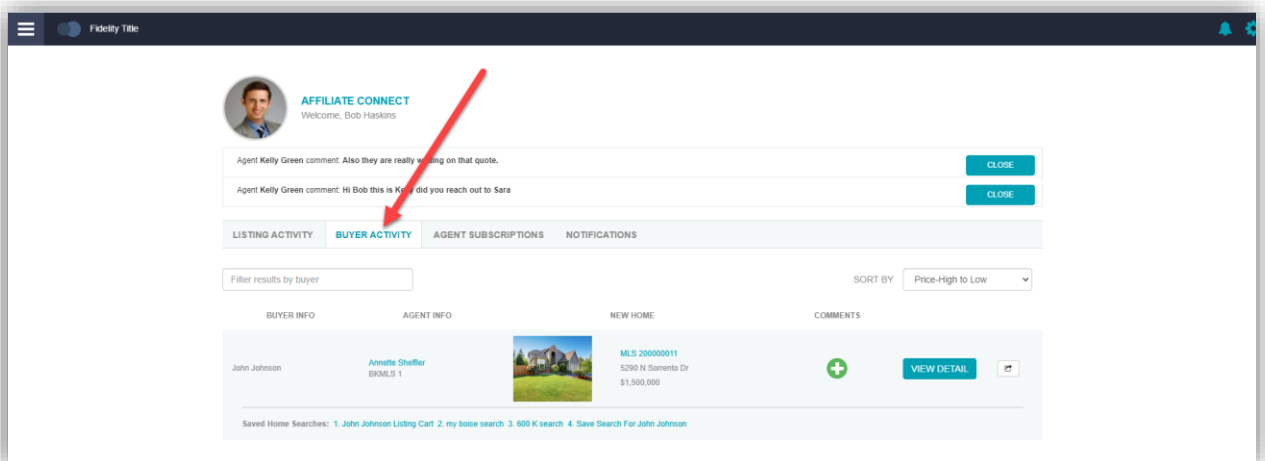
AGENT INFO	OFFICE NAME	STATUS	INVITE SENT	ACCEPTED
Bill Andrews	Intermountain Multiple Listing	AGENT ACCEPTED	04-06-2021	04-06-2021
Jody Baranco	CBH Sales and Marketing	CONNECTED BY OFFICE		
Serena Clark	CBH Sales and Marketing	CONNECTED BY OFFICE		
Annette Sheffler	BKMLS 1	CONNECTED BY AGENT	04-20-2021	04-20-2021

Working and Communicating within Paragon Affiliate Connect

1. See listing activity updates of agents you that you have a connected with. *

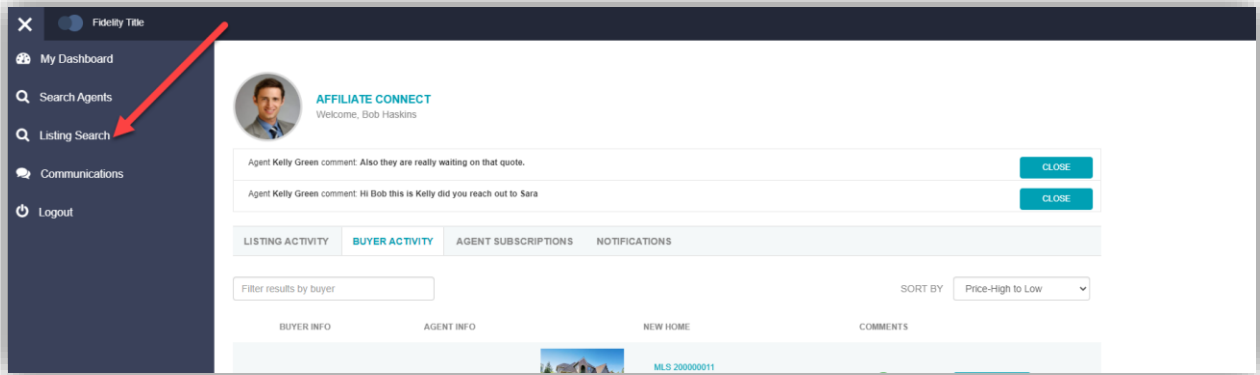


2. See buyer activity updates of agents you that you have a connected with. *

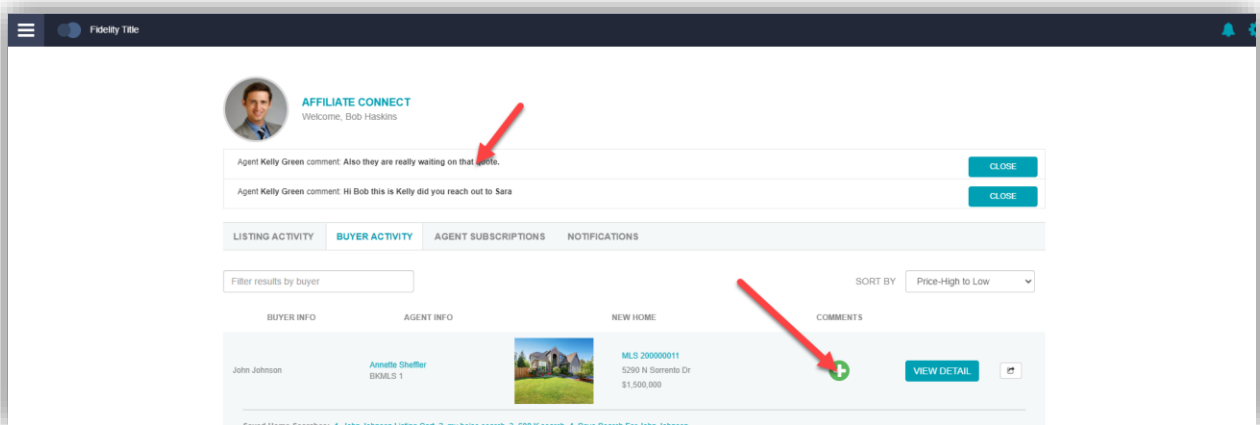


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3. Search for Listings (Optional Feature) - if the MLS has provided a search URL.



4. Communicate directly with your connected agents via the dashboard.



As an affiliate, you can be connected by agents or brokers. Once your affiliate access has been set up, you will become searchable by agents and brokers within the MLS. Agents can connect directly to you without impacting the number of invitations you can send out. Brokers/Office managers can also connect with you at an office level affiliate that will connect you to the office(s) that they manage. If you are connected as an office level affiliate, all agents within the office become connected to you.

*Provided the agent has chosen to share the information with you.

For additional support please contact us at AffiliateConnectSupport@bkfs.com