

MY MATRIX: Personal Marketing Info

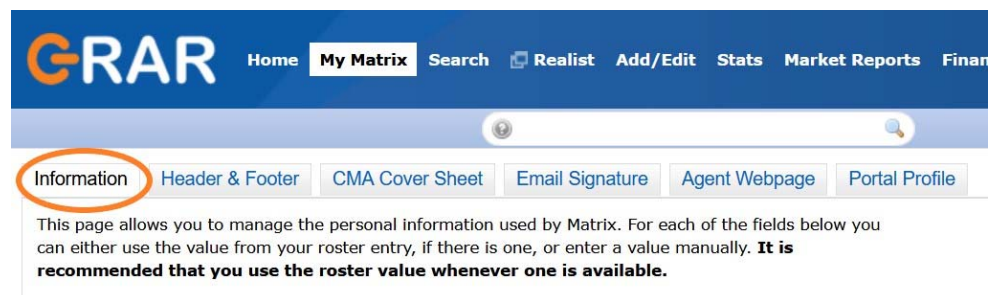
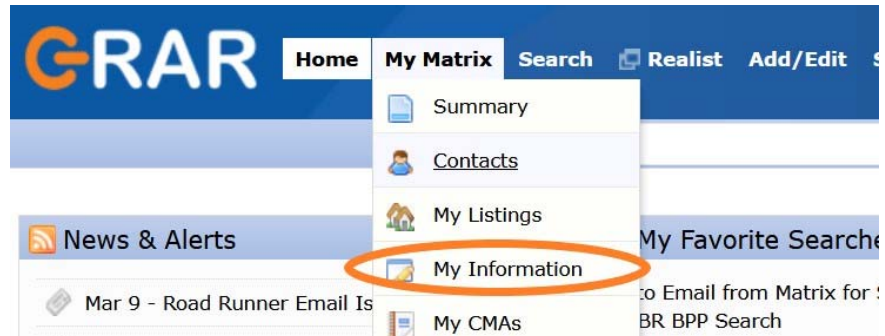
The details that appear on listings for you come from the GRAR Memberships system. The settings in this document will not change how information about you appears in listings. If you want to make changes to that information, contact GRAR or you may make most changes in your GRAR member portal in the **My Profile** section. These changes affect reports including CMAs, your Matrix email signature and in your client portal.

TO DO #1: INFORMATION

This section is for information used on the Portal, in header and footers, and some other areas of Matrix. You can override what is in your membership system for your first name, last name, and several other fields. However, it is highly recommended that you contact

GRAR to change your membership information at the source (or visit the in your GRAR member portal in the **My Profile** section). To proceed with My Matrix...

- Click on **My Matrix, My Information**.
- You will be on the **Information** tab.
- Edit the pieces of information you'd like to change and **Save**.



TO DO #2: HEADER & FOOTER

This is the header/footer that can appear when printing reports as well as the header of your Client Portal.

- Change to the **Header & Footer** tab in **My Matrix**.
- Choose one of the templates provided by clicking on the radio button next to the one you'd like.
- Click **Preview**.
- Upload a photo of yourself, if desired.
- Toggle through any of the branding you would like to show in the Header and then, click **Save**.
- If you also want a print footer on your reports, scroll all the way to the bottom and select that option.
- **Optional** – If you want to create a Custom Header/Footer and import it:
 - Click the radio button next to **Upload a custom banner image**.
 - Browse for the image and then click **Upload images**. Click **Save**.

Technology Tips

GRAR | Education. Information. The tools and support you need.

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GRAR Member Services | M-Th 8:30am-4:30pm, Fri 9:30am-4:30pm | 585.292.5000 | GrarHelpDesk@grar.net

Matrix MLS Support | Contact AnswerLink M-F 8:30am-8:30pm, Sat-Sun 8:30am-3:30pm | 888.825.5472

Last update: 11-Mar-20

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Note: For best results, the optimum image size for an **agent photo is 66 x 79 pixels** and the **header/footer banner is 1600 x 120 pixels**. When viewed on smaller screens or printed, the right side of the header will be hidden. Please be sure that any text or important imagery is within the left 800 pixels of the image.

TO DO #3: CMA COVER SHEET

This is used with CMA (available in your search results) and allows you to adjust your contact info on the front page.

- Go to the **CMA Cover Sheet** tab in **My Matrix**.
- Modify information as needed.
- Click **Save**.

TO DO #4: EMAIL SIGNATURE

Set this up so you can turn on Auto-emails and use other email functions.

- Go to the **Email Signature** tab in **My Matrix**.
- Add your photo, text and any links you would like. Click on the **Save** button to include this signature on all outgoing messages sent by you, or on your behalf, from Matrix.

TO DO #5: AGENT WEB PAGE

If you do not have a webpage, the MATRIX Agent Web Page gives you the functionality of your own website without having to develop one. If you have your own domain name (URL – sometimes called a vanity web address), you can redirect your domain name to the MATRIX Agent Web Page. You do not need a vanity web address to use the Agent Web Page. A URL will be provided that you can give your clients.

- Go to the **Agent Webpage** tab in **My Matrix**.
- **Activation**
 - Select the **Enable Agent Web Page** radio button to activate your webpage and allow visitor access or you may click the **Disable Agent Web Page** option to prevent visitors from accessing your site.
 - The Web Page URL is the address where visitors will find your site. You may update your name in the textbox provided (alpha numeric characters only. No spaces.). Note – this is the URL you will share with others (if you prefer to use your own domain, see “Additional Domains” below).
- **Homepage Content**
 - **Title:** Add a **Title** that will appear above the content on your website’s “Welcome Page”.
 - **Content:** Click inside this area and use the associated “Rich Text Box” buttons to add content to your webpage.
 - **Additional Sections:** Select which profile info you’d like to include from the Portal Profile tab.

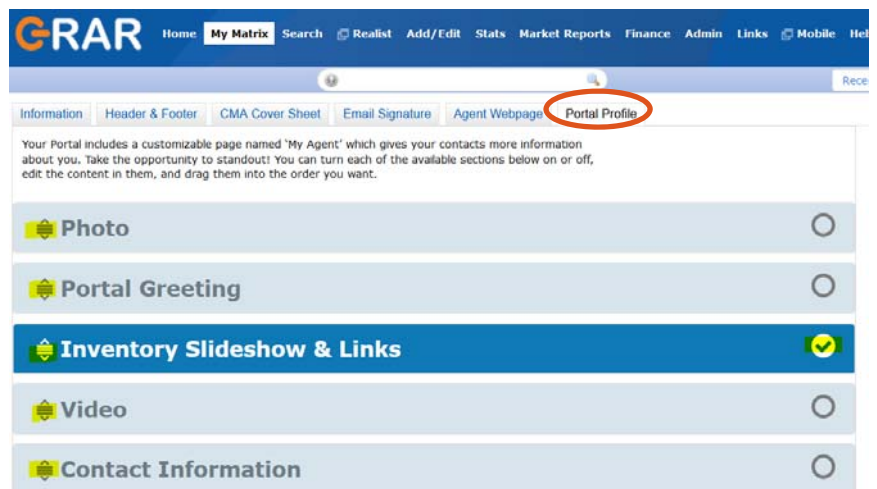
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- **Map Area**
 - Configure how the map should be used on your website.
- **Other Options**
 - Select this checkbox if you would like to include a “Sign-up” form for your website visitors. If so, then add an optional “Sign-up Message” (welcome or perhaps informational).
Note – visitors who submit this form will appear in the “Contact Requests” widget on the Matrix Homepage (See “Contact Requests” under “Home Widgets” in the Home section of Matrix).
- **Additional Domains**
 - If you currently own a domain name and would like to use it to replace the default “Web Page URL” (see above) in the Address bar, simply add your domain in the textbox provided and then click the **Add** link.
Note – You must **notify your domain registrar** to redirect visitors from your domain to your Agent Web Page (your domain registrar is the company that sold you your domain name). If you administer your own domain, you must set up the redirection yourself. Simply forward your domain to your website at the “Web Page URL” (see above).
- Click **Preview**, make changes, as needed.
- Click **Save**.

TO DO #5: PORTAL PROFILE

Your Client Portal includes a customizable page named ‘My Agent’ which gives your contacts more information about you. Take the opportunity to stand out! You can turn each of the available sections below on or off, edit the content in them, and drag them into the order you want. The information available for the Client Portal includes the items you edited above on the **Information tab**. If you do not see many items to choose from, you may need to first edit them on the Information tab.

- Go to the **Portal Profile** tab in **My Matrix**.
- Click on closed Panel Bar to show the contents of that panel. Modify information, as needed.
- On the right, check any panel to **make its content visible** in the “My Agent” section of the Client Portal.
- **Click the Photo panel to add a photo and then click Save.**



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- Click the **About Me** panel to add a bio or perhaps a short message to share with your customers.
- Click the **Inventory Slideshow & Links** panel to choose whether to share selected listings with your customers.

Note – Listings will appear in the My Agent section of the Client Portal as an automated slideshow.

Adding Your Photo to Matrix so it Shows in the Matrix Roster (when searching for agents):

To change your photo in the Matrix:

1. Go to **Add/Edit**.
2. Click on **Edit Existing** in the **Roster** category.
3. Search for your ID.
4. Click on **Photo** (the only thing you can edit).
5. Checkmark the photo you want to get rid of (if applicable) and click on Delete Checked.
6. Import your new photo and **Save**.