



Scope of Services - WordPress Premier

With Premier Conversion

Legacy Premier Service customers may be eligible for a free or low-cost conversion to WordPress Premier service.

If you opt for a Premier Conversion, you'll select your design kit, and we'll move all content from your existing website to WordPress and faithfully reproduce it on the new platform at our discretion. The layout and organization of this content may be adapted to better suit the platform.

With Premier Design

Premier Design service includes a paid design consultation with one of our success coaches. You'll select your design kit, and outline your specific design needs and preferences during your consultation.

Agents & Teams

Site Setup

A Premier Service enhanced website is fully customized and unique to you and your business. The setup process typically involves the following:

- **Site Design** - You choose a design kit from our gallery, and we customize it to suit your particular needs and preferences.
- **Professional Identity** - Each design kit incorporates a header that showcases your personal brand. We will adapt a distinct professional identity for you that complements your site design choices. This identity will often consist of a logotype (stylized word graphic of your name) together with a graphical element (a franchise brand logo or other imagery that you have the rights to use).

- **Agent Roster** - For a team site, we will enable the built-in roster page or create and maintain a custom team member roster.
- **A Custom Domain** is essential to successfully marketing your website. We will help you set up a custom domain with a third party registrar, and complete the procedure required to direct visitors to your website.
- The **Home Page Layout** is the front door to your website and the most important component of the design. You can choose to populate it with a mix of the following:
 - Local media (imagery or video) that you create or license from third parties. If you do not have your own media, you can select images from our gallery.
 - Copy that you compose, that introduces and describes your business and services you provide. This is very important for SEO success, and should be well thought out and unique to you within the local area you serve.
 - A mix of functional widgets and plugins from our extensive collection that includes listing slideshows, video players, listing carousels, blog headlines, Google maps, and social media. We can also incorporate most widgets produced by third parties that you furnish.
- **Editorial Content Pages** should populate the interior of your website. Often, these will include a personal profile, customer testimonials, local area information, a directory of trusted suppliers, etc. WordPress Premier subscribers with paid design consultations are eligible for the creation of up to 10 new custom content pages, or the reformatting of 10 existing content pages, at the time of site setup. Customers converting from a legacy Premier service will have all content moved over to their new WordPress websites. Converted content that requires large-scale reformatting and/or organization will be handled on a case-by-case basis and may require an additional fee.

All WordPress Premier websites include an automatically maintained feed of the Homeowner's Advice Blog. (see *Blog Presto!* section below)

- A **Searchable Content Collection** is integral to SEO success in a crowded real estate marketplace. WordPress Premier subscribers have access to tools that optimize your website to search engines such as Google and Bing. The result will be a website that establishes you as an authority on topics relevant to your local market. For maximum SEO effectiveness, the Searchable Content Collection should be constantly changing and growing over time.

Your local knowledge and expertise is vital to determining the most locally relevant searches, and to establish the priority for their inclusion on your website. WordPress Premier subscribers with paid design consultations are eligible for the creation of up to

12 searches that you specify during or after your design consultation. In addition, you can create an unlimited number of searches yourself with the help of *SEO Presto!*

- **WordPress Analytics** can be used to monitor your website. Upon request, we will help you sign up for Google Analytics, and then do the necessary work to install it on your site.

Ongoing Website Updates & Maintenance

Once your initial site setup is complete and your WordPress Premier website is active, it should be maintained and updated to maximize its impact and value. With WordPress Premier service, this is easily and reliably accomplished with a mix of managed services and self-service:

- **Home Page Updates:** WordPress Premier subscribers have access to make home page edits using the WordPress Site Builder, as well as the option to request updates from our staff. Routine homepage updates are included as part of our service.
- **Revised Editorial Content** - Routine adds and edits to your content are important for consumers and search engines alike. Utilize the full service features of your WordPress Premier subscription to stay on top of new client testimonials or updates to your profile with the new accreditations you've earned. Keep your provider directory up to date as your network expands. WordPress Premier service makes you eligible for the creation of up to 5 new content pages per month, at your request. In addition, as many as 20 media items (photos, videos, PDFs, etc.) will be updated or added each month.
- **SEO Presto!** - WordPress Premier subscribers have exclusive access to this tool, which allows you to create an unlimited number of searches.
- **Blog Presto!** - This exclusive editorial service is available only to WordPress Premier subscribers. Each month, you'll see a new addition to your Homeowner's Advice Blog which you can customize to meet your needs.
- **Plugin Addition** - If you feel you would benefit from a third-party plugin on your WordPress website, we will install and activate it for you, provided that it is acceptable for use on our platform.

Any Home Page or Content Page updates needed due to errors by us, invalid links, or incorrect information that may discredit your website to consumers do not count against the limits above.

Offices & Office Groups

Services for offices and office groups include those outlined above along with the following additions and exceptions:

- **Join RE/MAX Content:** A professional, brand-specific recruiting section is available upon request, and can be customized per office with such features as RE/MAX benefits, commission calculator and a “Request more info” form. Adding this content does not count towards the 10 page limit described above.
- **Agent Roster** - For office site, we do not offer to create or maintain a custom agent roster - only the built-in roster function.
- **Revised Editorial Content:** WordPress Premier service makes you eligible for the creation of up to 7 new content pages per month, at your request. In addition, as many as 30 media items (photos, videos, PDFs, etc.) will be updated or added each month.

Specific Items Outside of our Scope of Services

There are a few things that are not included in your WordPress Premier subscription:

- We will not transfer content from third parties that you do not own or specifically have rights to. This means that we will not add copyrighted stock content (words or images) to your website that belongs to another party.
- Except during initial site setup, significant design changes are not performed as routine updates.
- We are not authorized to work on your behalf in any area of the engageRE Agent Portal/LeadStreet besides SiteBuilder, so we cannot assist you with leads, reports or listing management.
- We do not offer manual management of listings. This includes the addition and maintenance of branded tours, sold listings, and listings coming soon. There are a number of widgets and plugins that you can utilize to accomplish such needs on a self-serve basis.

The self-service WordPress backend is available to you for management of your site content, should you require updates that are not offered through the WordPress Premier service.

Cancellations

The services outlined above are offered on a subscription basis, for which you pay a recurring subscription fee. This subscription includes the services described in this document, and is provided under our [General Terms of Service](#), which you must agree to when subscribing to the service.

To clarify what happens should you cancel your subscription:

- Your WordPress Premier website will be deactivated and your basic engageRE website will be reactivated. Your domain will be rehomed from WordPress to your basic site, making your WordPress Premier site inaccessible by you or your visitors.
- A WordPress Express or Premier subscription includes the month-to-month rental of one of our design kits. If you cancel, your site will return to its basic engageRE design state. The WordPress design that was used for your site remains our property, and will not be provided to you upon termination.
- For a period up to 14 days following cancellation, you may request copies of any custom graphics or copy elements we created for you. If any such elements were our original work, we retain right and title to them, but grant you a perpetual license to them so that you can continue using them going forward.

During that period, you can request WordPress export files from us of all custom post and pages from your site. It should be noted that search posts created by *SEO Presto!* require the engageRE Search plugin, and therefore would not function on another, third-party hosted WordPress site.

- WordPress Premier service also includes website maintenance, consultation, domain setup, SEO, and general support of your questions and needs. Upon cancellation you lose access to these services but we do not delete any content or settings accessible to you through your engageRE Agent Portal/LeadStreet.