Marketing Center User Guide

TAKE CONTROL OF YOUR LISTINGS

Marketing Center User Guide

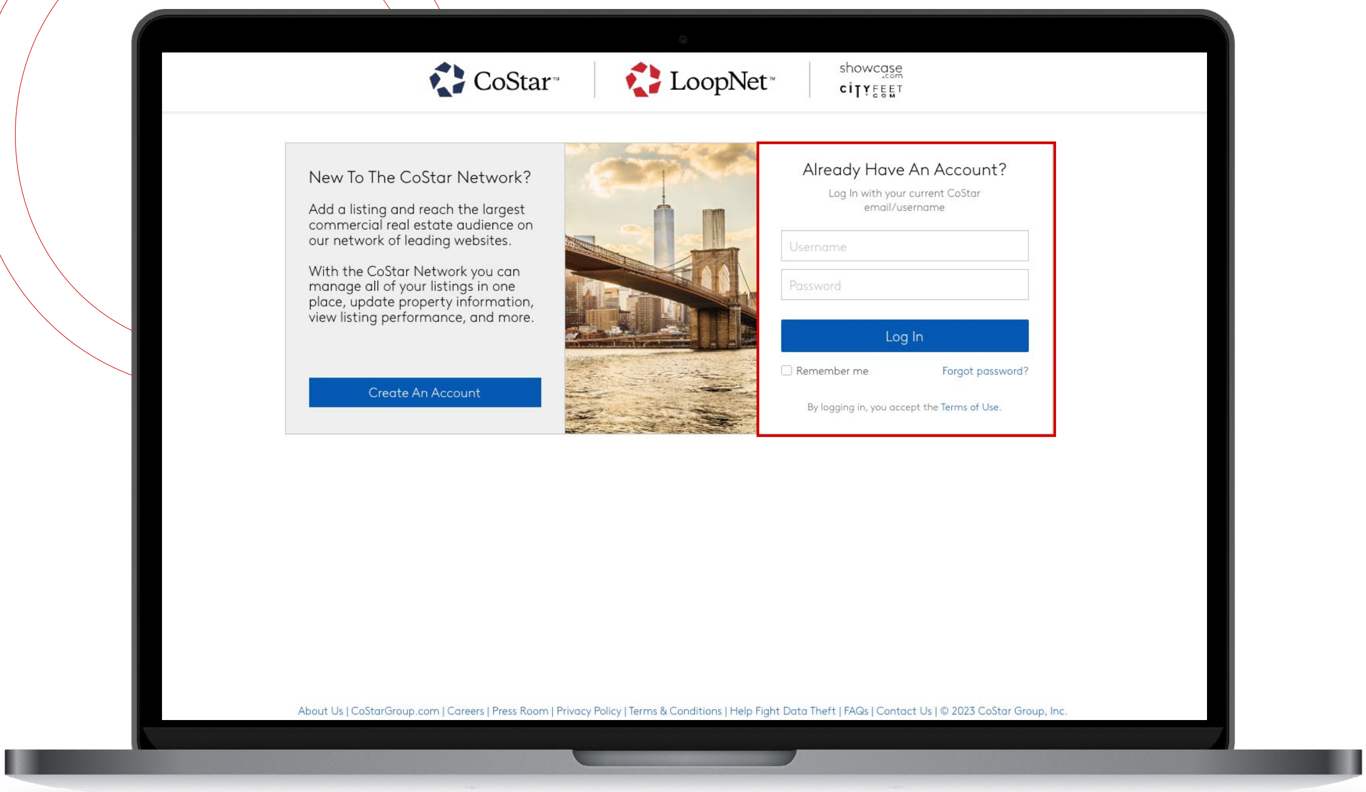
GETTING STARTED

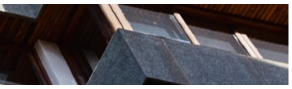
This guide will show you how to utilize key features within Marketing Center, maximize your marketing efforts and increase your listing exposure.

GETTING STARTED

Log In To Your Account

1. **Access your account** through CoStar.com, LoopNet.com, or ListingManager.CoStar.com
2. On CoStar.com or LoopNet.com, click **Log In** in the top-right corner
3. ListingManager.CoStar.com will take you directly to a **Log In** window
4. You can always select the **Menu** dropdown on the left-hand side to find your **Marketing Center** dashboard and account **Shortcuts**





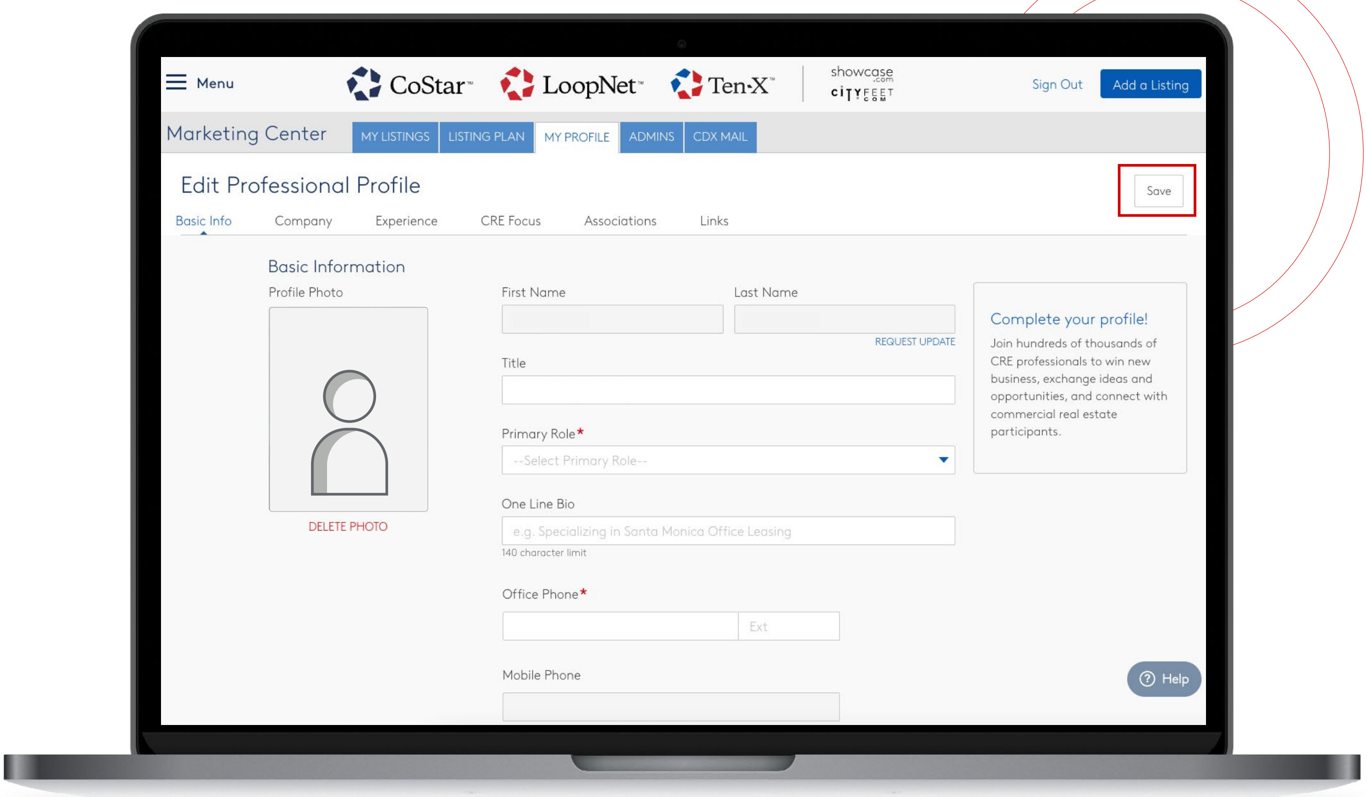
GETTING STARTED

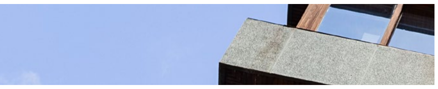
Create Your Profile

Build your professional brand with your broker profile page. Your profile is accessible via the LoopNet Broker Directory and features all of your active listings.

Your profile includes your industry focus, professional accomplishments and accreditations. Once updated, it requires zero maintenance, and your expertise will be exposed to millions of visitors each month.

1. Click on **My Profile** from **Menu** on the left hand side of the page or navigate to the **My Profile** tab from **Marketing Center**
2. To make any desired updates to your **Profile**, including your professional biography, education, the market or property type in which you focus, your industry associations & honors:
   a. Make your **edits**
   b. Be sure to click **Save** on the top right corner



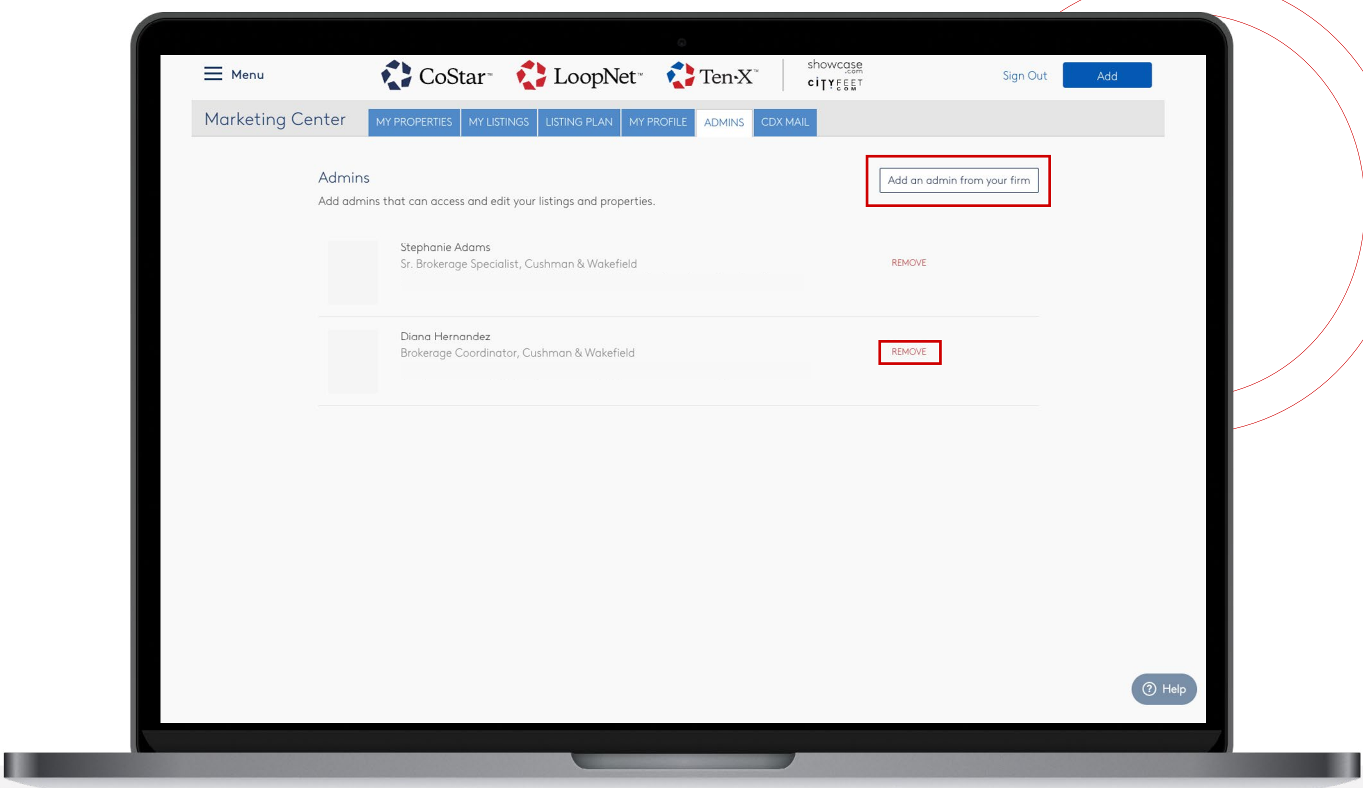


GETTING STARTED

Assign a Listing Admin

Assign a listing admin to update/edit your listings and access marketing tools to send out email campaigns, create flyers and reports on your behalf, and more.

1. In the menu on the left corner, select the **Admins** tab
2. Click on **Add an Admin from Your Firm**
3. **Enter** the name of your admin
4. **Select** your admin's name if it populates
5. If you don't find the person you are looking for:
    a. Type his or her name in the **Admin from Your Firm box**
    b. Click **Create New Listing Admin**
    c. Complete the fields with the new admin information
6. Click **Done**
7. To remove an admin, click the **Remove** button next to the admin's name and contact details



Assign a Company Admin

A company admin is assigned to manage all the listings at a specific office location. They will be able to update/edit all the listings, use all the marketing tools for any broker at that location, and view activity for all listings at the company.

If you want to assign a company admin for your company, please contact your CoStar researcher.

ADD/EDIT LISTINGS

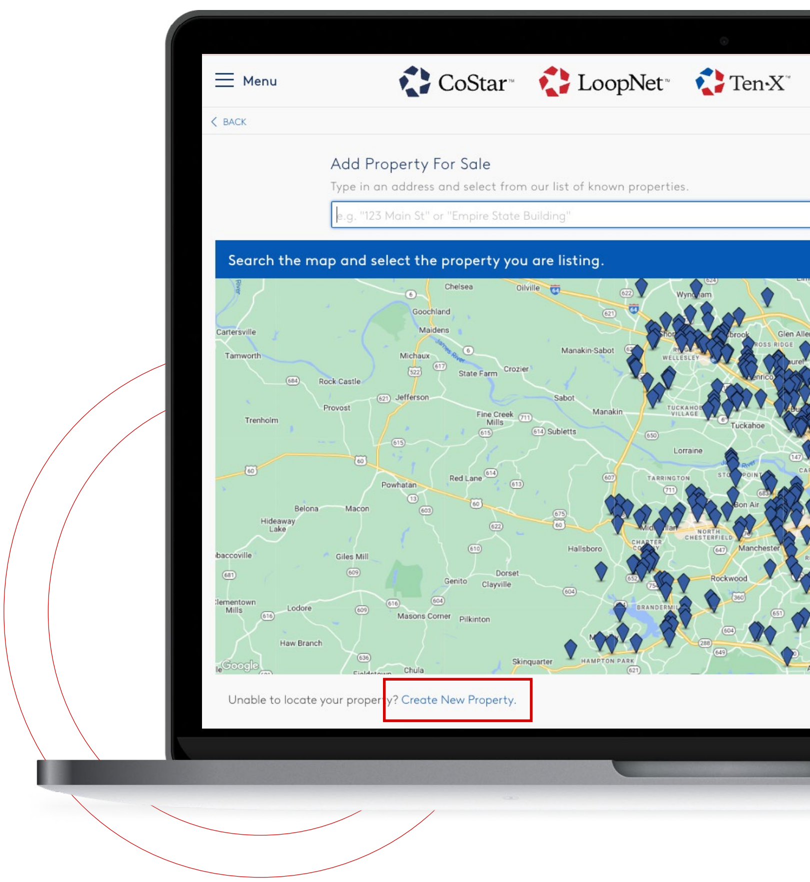
Listing on LoopNet gives you access to the most powerful commercial real estate audience online. Marketing Center puts you in control of your listing, letting you manage your information and exposure across our network of sites including CoStar, LoopNet, CityFeet and Showcase.

How To Add Your Listing

1. On the upper right-hand corner click **Add a Listing**
2. Select **For Sale** or **For Lease**
3. Select the type of listing you would like to list
4. In the text box, type the address of your building. Any known properties will automatically populate. You can also search for your listing on the map, by clicking on **Search by Map**
5. Once you've found your property, click **Yes, This is My Property**
6. Complete the required fields, and click **Continue**
7. Select an address, using either **Change Entered Address** or **Use Suggested Address**
8. You will now be redirected to the listing editor where you can complete the entry of your listing details
9. Click **Submit** to publish your listing

NOTE

To help ensure accuracy in the CoStar database, listings that are not updated or verified at least once every 75 days will be removed.
Basic listings are only exposed to the professional audience using CoStar.
Allow up to an hour for your new listing or changes to an existing listing to appear on our network.

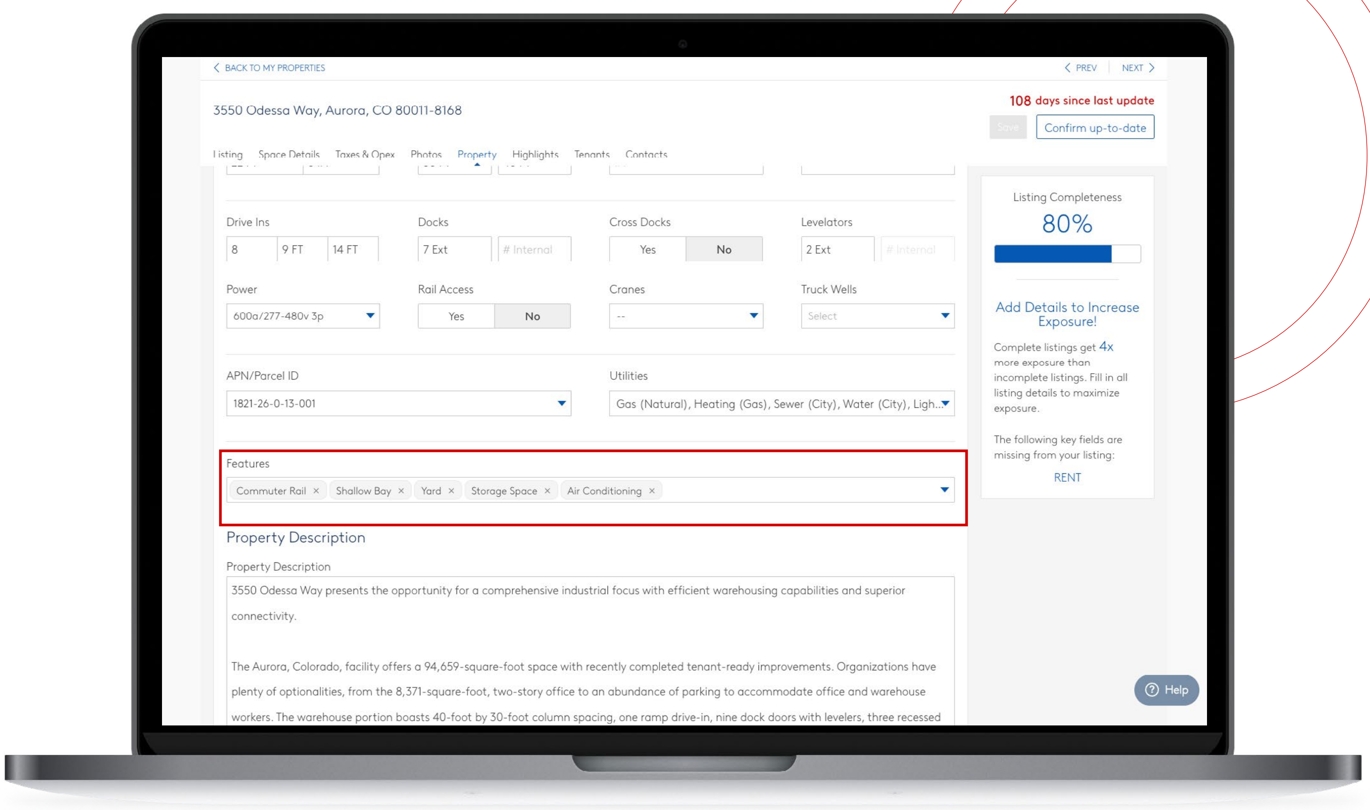


TIP Ensuring your listings are accurate and up-to-date guarantees the most relevant information is in front of the right dealmakers and helps your deals close more quickly.

ADD/EDIT LISTINGS

Features & Amenities

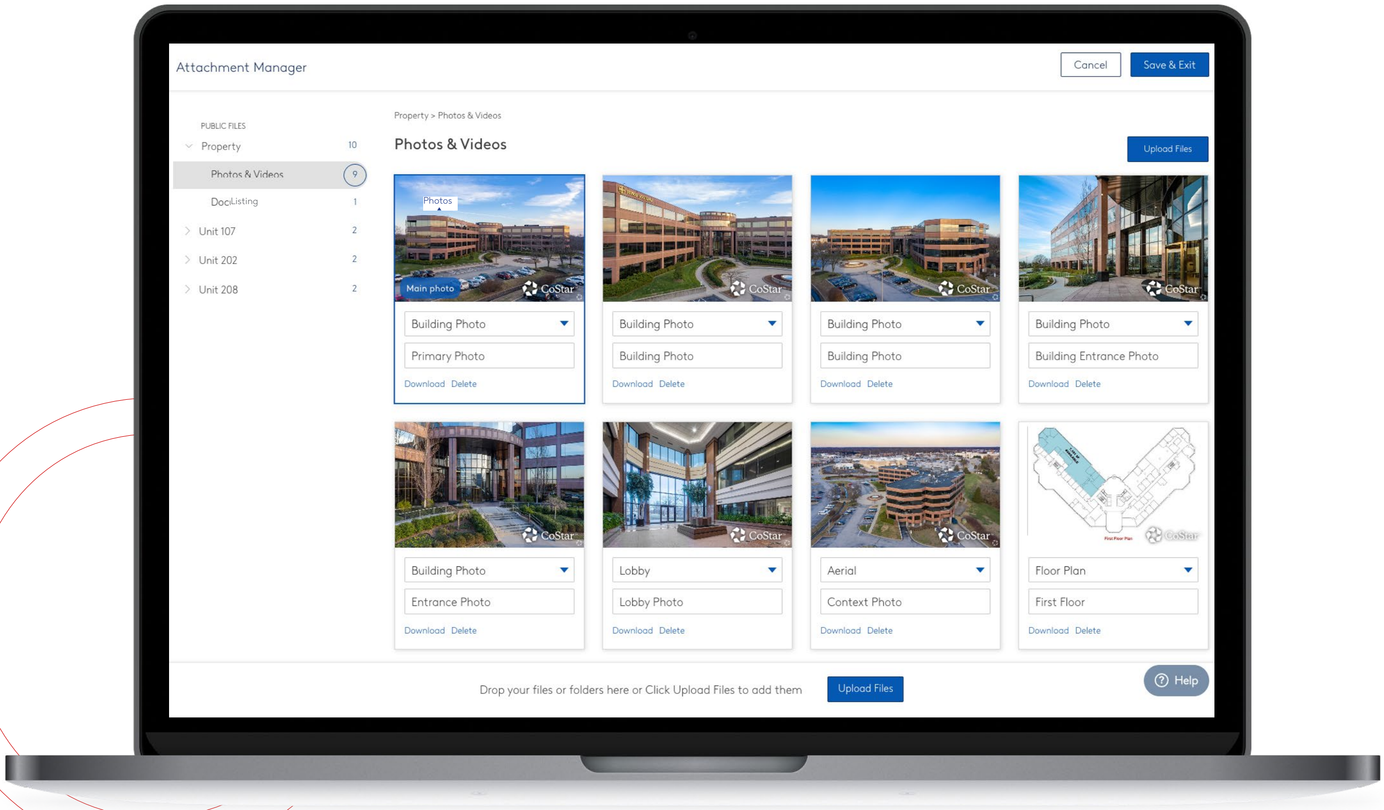
1. In the menu on the left corner, select **Marketing Center**
2. **Click the listing** you would like to edit
3. Scroll down until you see **Property**
4. For a property: Click **Features**, click on the toggle and select your amenities, click **Save**
5. For a space: Select the space you want to edit, click **Amenities**, click on the toggle and select your amenities, click **Save**



ADD/EDIT LISTINGS

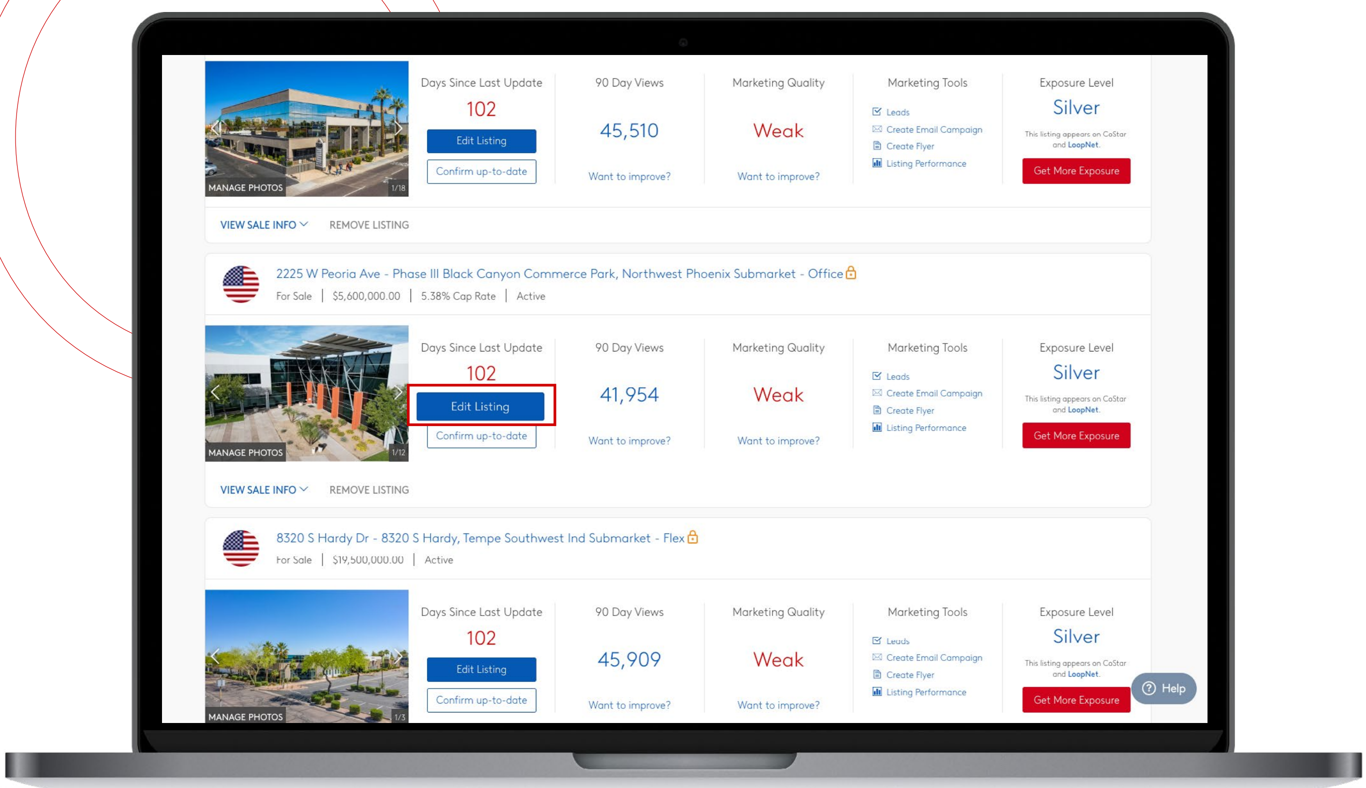
How To Select A Main Photo

1. In the menu on the left corner, select **Marketing Center**
2. **Click the listing** you would like to edit
3. Scroll down until you see **Property Photos, Floor Plans, & Videos**
4. Click **Manage Attachments**
5. Select the photo you want as the **Main Photo**
6. **Drag and drop** this photo to the first position (the far left, in front of all the other photos)
7. Make sure, the **Main Photo** blue text box appears on the photo you selected
8. Click **Save** & Exit



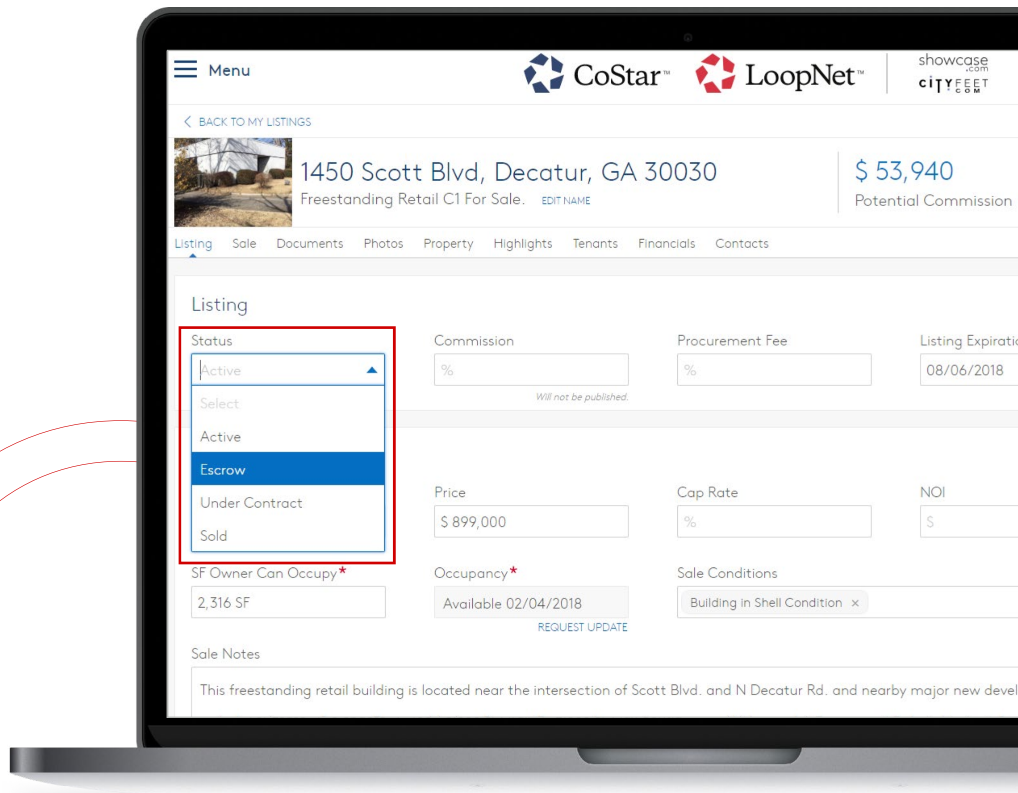
How To Edit An Existing Listing

1. In the menu on the left corner select **Marketing Center**
2. From the **My Listings** tab, click on **Edit Listing** for the listing you would like to edit
3. Make your desired edits and click **Save**



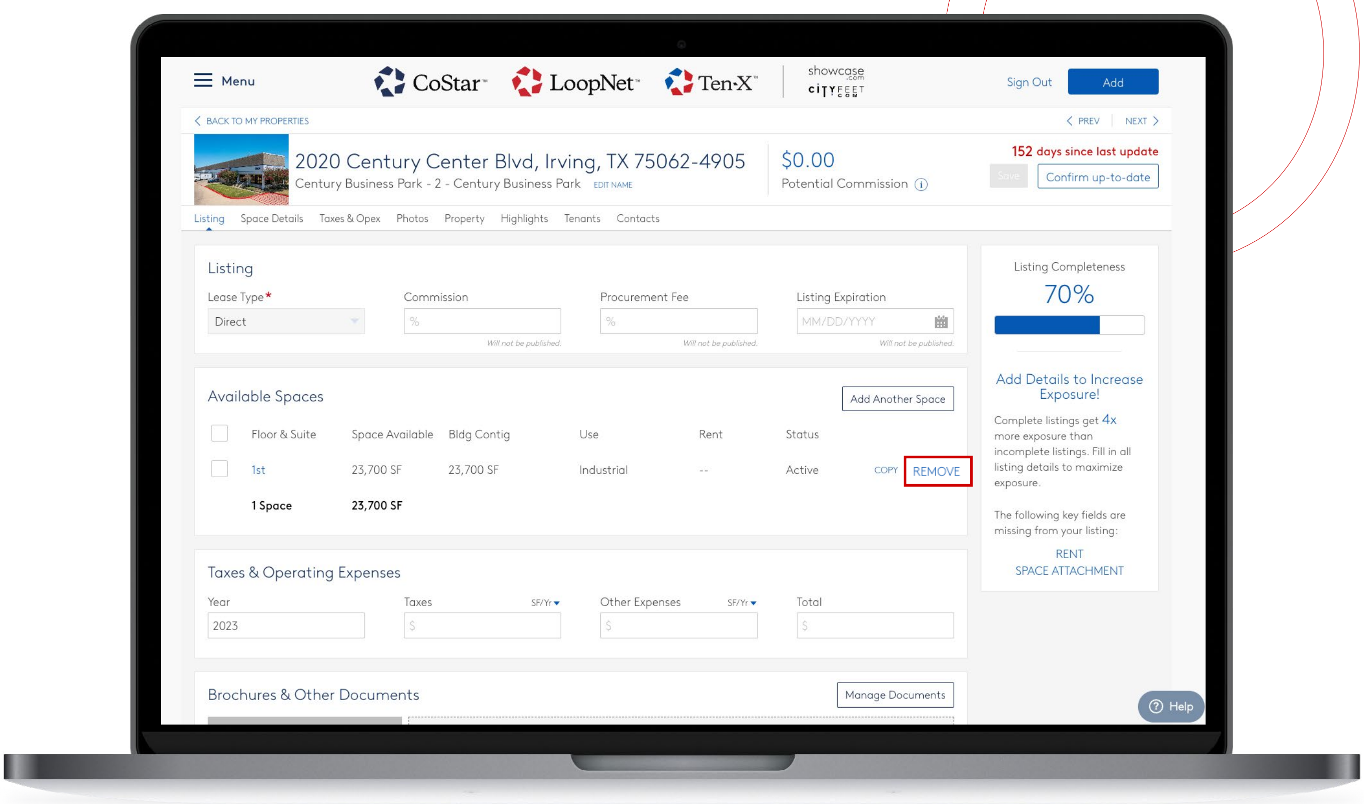
How To Change A Sale Listing Status

1. In the menu on the left corner select **Marketing Center**
2. From the **My Listings** tab, click on **Edit Listing** for the listing you would like to edit
3. In the first section of your listing detail, click on the drop down under **Status**
4. Choose your listing status: select either **Active, Escrow, Under Contract, or Sold**
5. Complete the series of fields required
6. Click **Save**



How To Change An Available Space Status

1. In the menu on the left corner select **Marketing Center**
2. From the **My Listings** tab, click on **Edit Listing** for the listing you would like to edit
3. Click on **Remove** for the space you would like to update
4. Choose the applicable space status: **Leased** or **Withdrawn**
5. If Leased has been selected, complete the required fields
6. Click **Done**

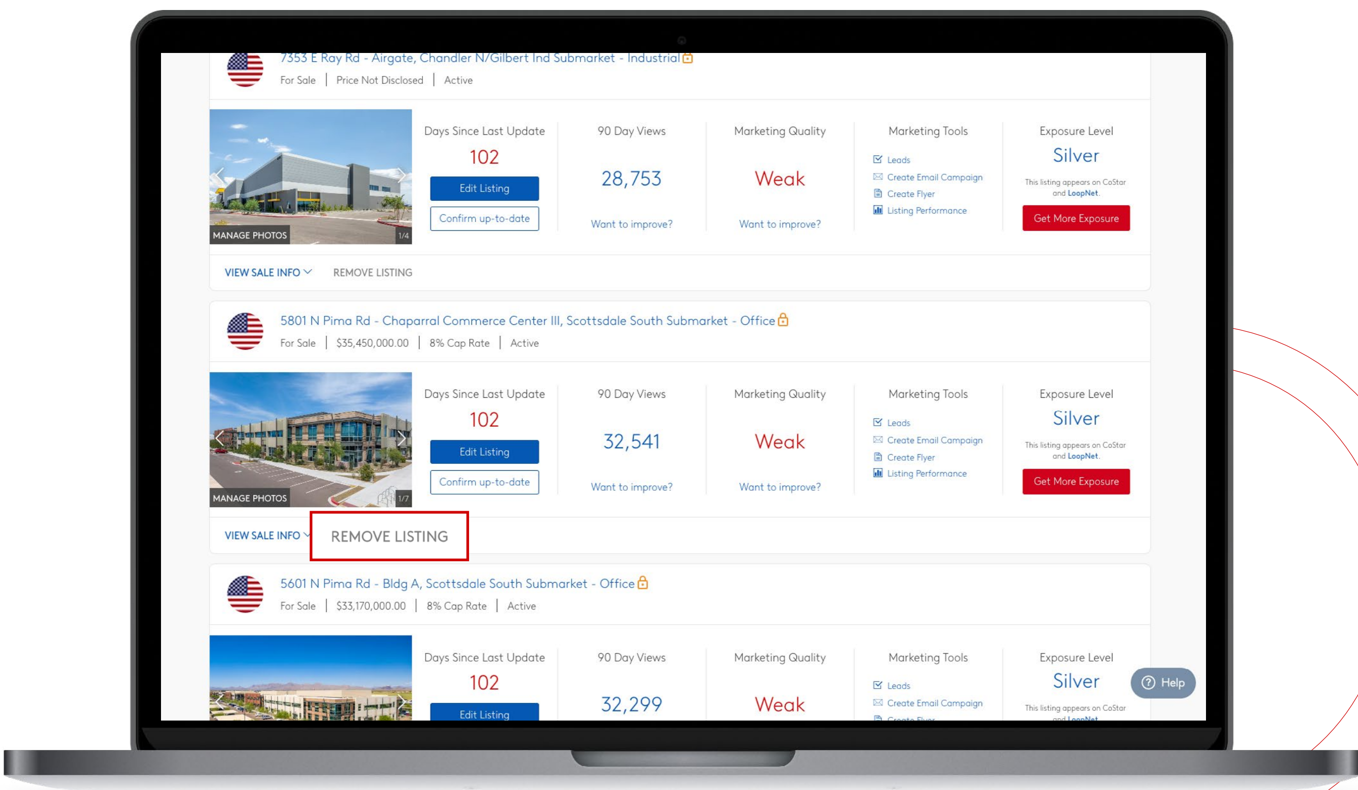


ADD/EDIT LISTINGS

How To Remove A Listing

1. In the menu on the left corner select **Marketing Center**
2. From the **My Listings** tab, click on **Remove Listing** beneath the listing you would like to remove
3. Select the reason the listing is being removed
4. Follow the prompts to provide details regarding the sale or lease transaction if applicable
5. Click **Done**

> **TIP** You can also remove listings and update space/unit statuses directly from the My Listings tab by clicking on Remove Listing or expanding the sale information (View Sale Info) or lease information (View Lease Info)



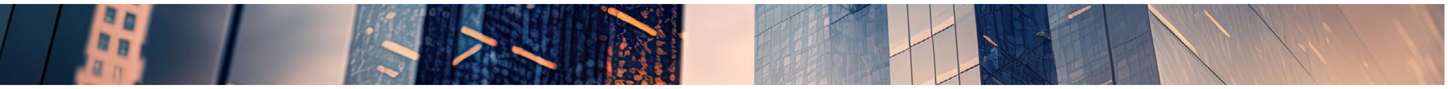
MANAGE LISTING EXPOSURE

Manage your listing's exposure across our entire network. Basic listings are shown only on CoStar, to **188K** professionals. Silver, Gold, Platinum and Diamond listings are displayed on CoStar, LoopNet, CityFeet and Showcase and on our exclusive partner websites.

Exposure Levels At A Glance

LoopNet exposure + listing features	DIAMOND	PLATINUM	GOLD	SILVER	BASIC
Exposure	Up to 1,150x	Up to 300x	Up to 56x	Up to 12x	1x
Placement in search results	1st	2nd	3rd	4th	–
Property retargeting ads	●	●			
Prospect match targeting ads	●	●			
Contact upload targeting ads	●	●			
Broker logo in search results	●	●			
Exposure on CityFeet and Showcase	●	●	●	●	
Exposure on newspaper partner sites	●	●	●	●	
CoStar exposure to professional network					
Listed in CoStar search results	●	●	●	●	●
Priority sorting in search results	●	●			
CoStar home page and banner ads	●	●			
CoStar banner ads in additional submarkets	●				
Placement in CoStar's newsletters	●	●			
Media packages					
Professional photo shoot	●	●	●		
Aerial drone photography	●	●	●		
3D virtual tours	Up to 4	Up to 2			
HD video tours	●				
Custom content					
Custom curated content	●	●	●		
Broker branding and bios	●	●			
About the owner, owner logo *	●	●			
Neighborhood description	●	●			

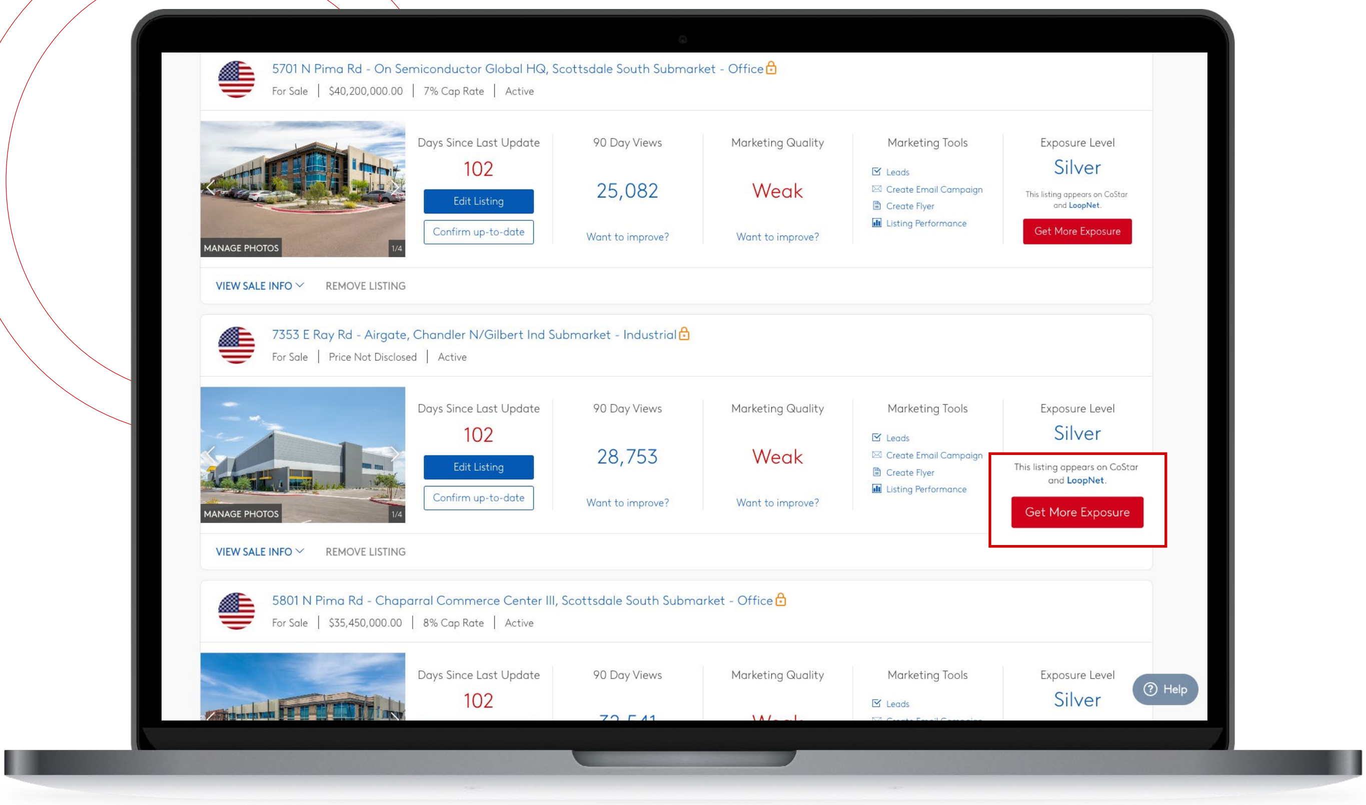
* Diamond and Platinum also offer the owner the ability to display other properties in their portfolio.



MANAGING LISTING EXPOSURE

How To Upgrade A Listing

1. In the menu on the left corner, select **Marketing Center**
2. Locate the listing you want and select **Get More Exposure** to the right of the listing
3. Select the level of added exposure you want to give your listing and complete the purchase by following the prompts to complete your upgrade



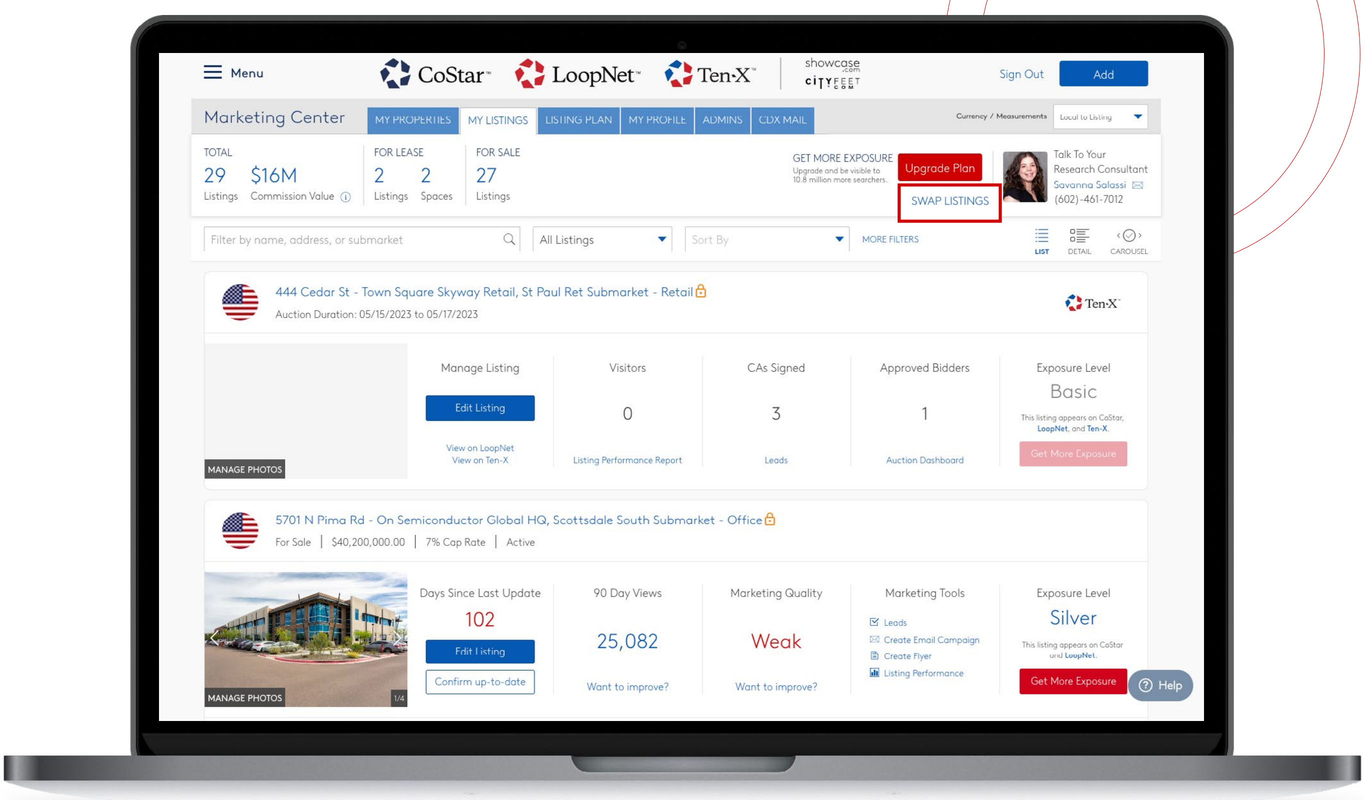
MANAGING LISTING EXPOSURE

How To Swap A Listing's Exposure

If you need to reallocate a Silver slot to a new listing you can use the **Swap** feature.

Available for Premium Plan Subscribers Only

1. In the menu on the left corner, select **Marketing Center**
2. On the top of the page, click on **Swap Listings**
3. Select the **Basic Listing** you would like to upgrade in the first box
4. Select the **Silver Listing** you would like to downgrade in the second box
5. Click **Swap Listings**



NOTE

When you downgrade a listing to Basic, it is no longer displayed on LoopNet, CityFeet, and Showcase. Any links previously created or shared for this listing will no longer be accessible to non-CoStar subscribers.

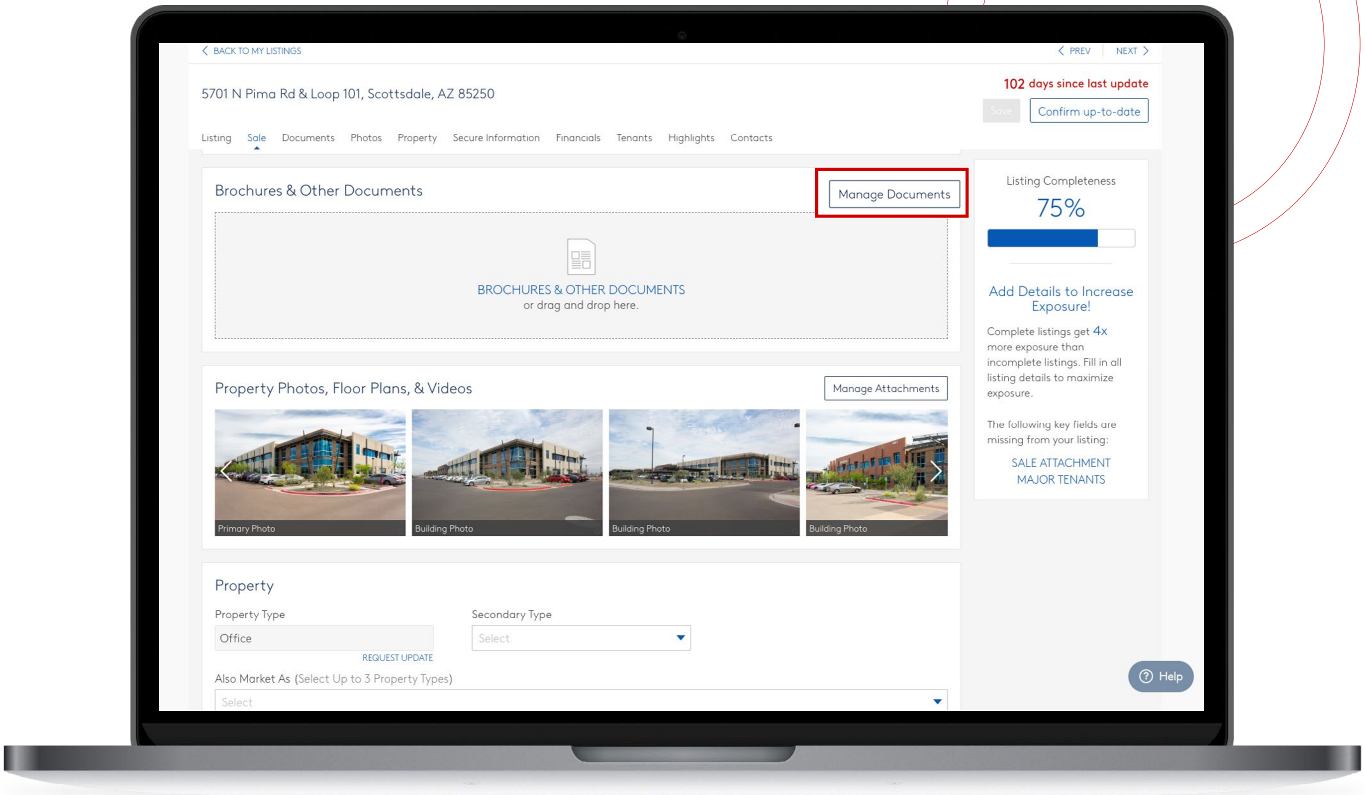
MANAGING YOUR MEDIA

Listing on LoopNet gives you access to the most powerful commercial real estate audience online. Marketing Center puts you in control of your listing, letting you manage your information and exposure across our network of sites including CoStar, LoopNet, CityFeet and Showcase.

How To Add & Edit Documents

1. In the menu on the left corner, select **Marketing Center**
2. **Click the listing** you would like to edit
3. To add new brochures and other documents:
    - a. Scroll down until you see **Brochures & Other Documents**
    - b. Click **Manage Documents**
    - c. Click **Add Brochures & Other Documents**
    - d. Select the document(s)
    - e. Click **Open**
    - f. Click **Done**

TIP You can select and upload more than one file at a time by dragging them into the Add Brochures & Other Documents space or by holding down Ctrl when selecting the files



NOTE

For property for lease: you can add brochures and attachments to either the space or the property level

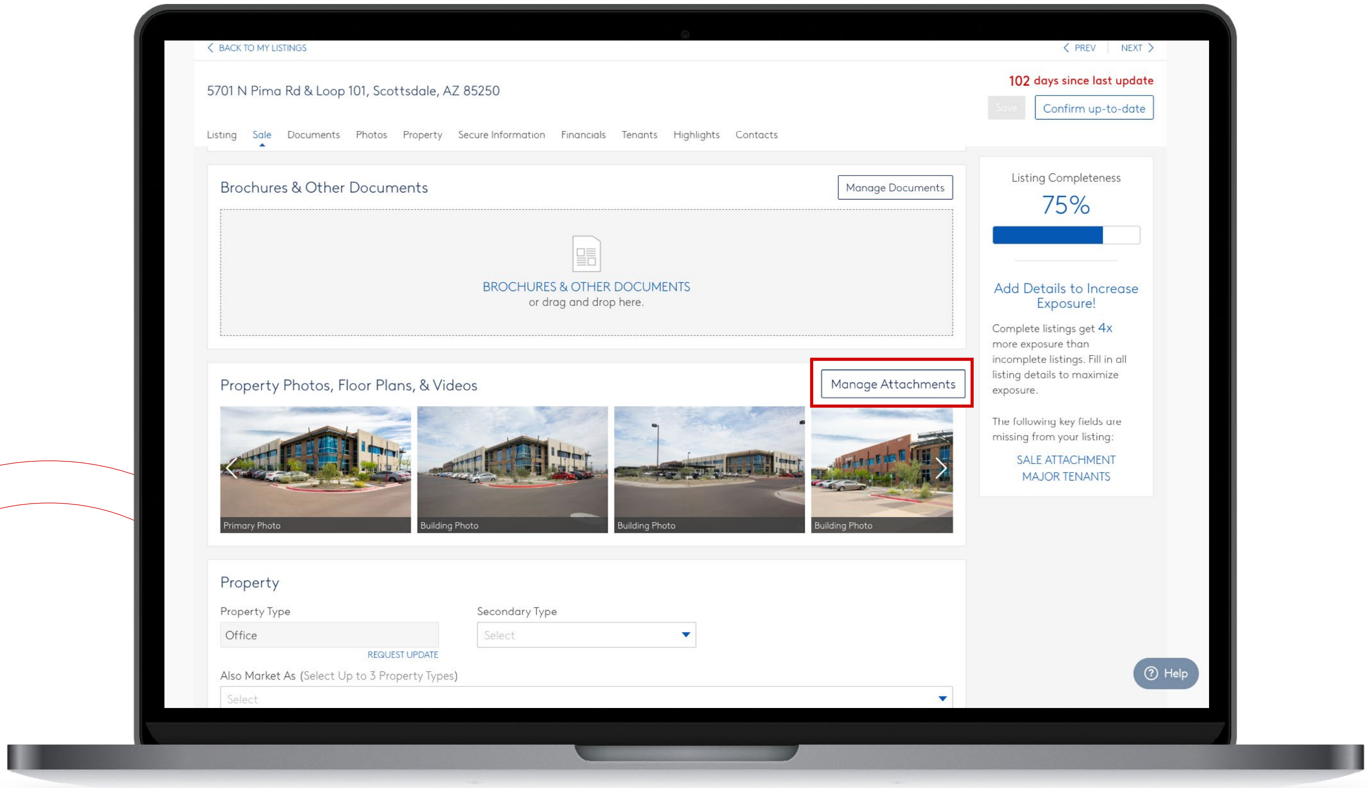
For condos: documents can only be added at the unit level

How To Add Photos, Floor Plans, & Videos

1. In the menu on the left corner, select **Marketing Center**
2. **Click the listing** you would like to edit
3. To add new property photos, floor plans, and videos:
    a. Scroll down until you see **Property Photos, Floor Plans, & Videos**
    b. Click **Manage Attachments**
    c. Click **Add Photos, Floor Plans, & Videos**
    d. Select the document(s)
    e. Click **Open**
    f. Click **Done**

NOTE

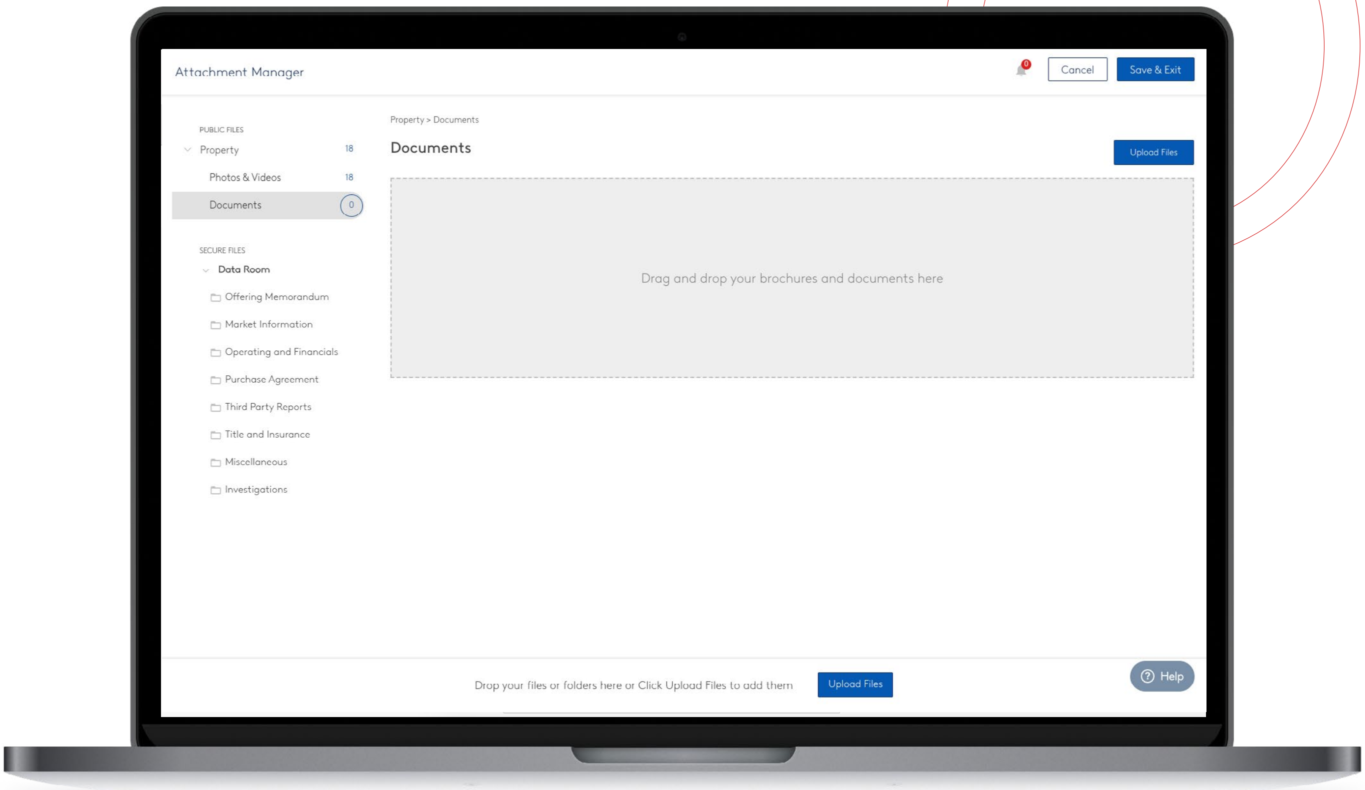
You have the option to either upload photos from your computer or images from the CoStar library



MANAGING YOUR MEDIA

How To Organize Documents

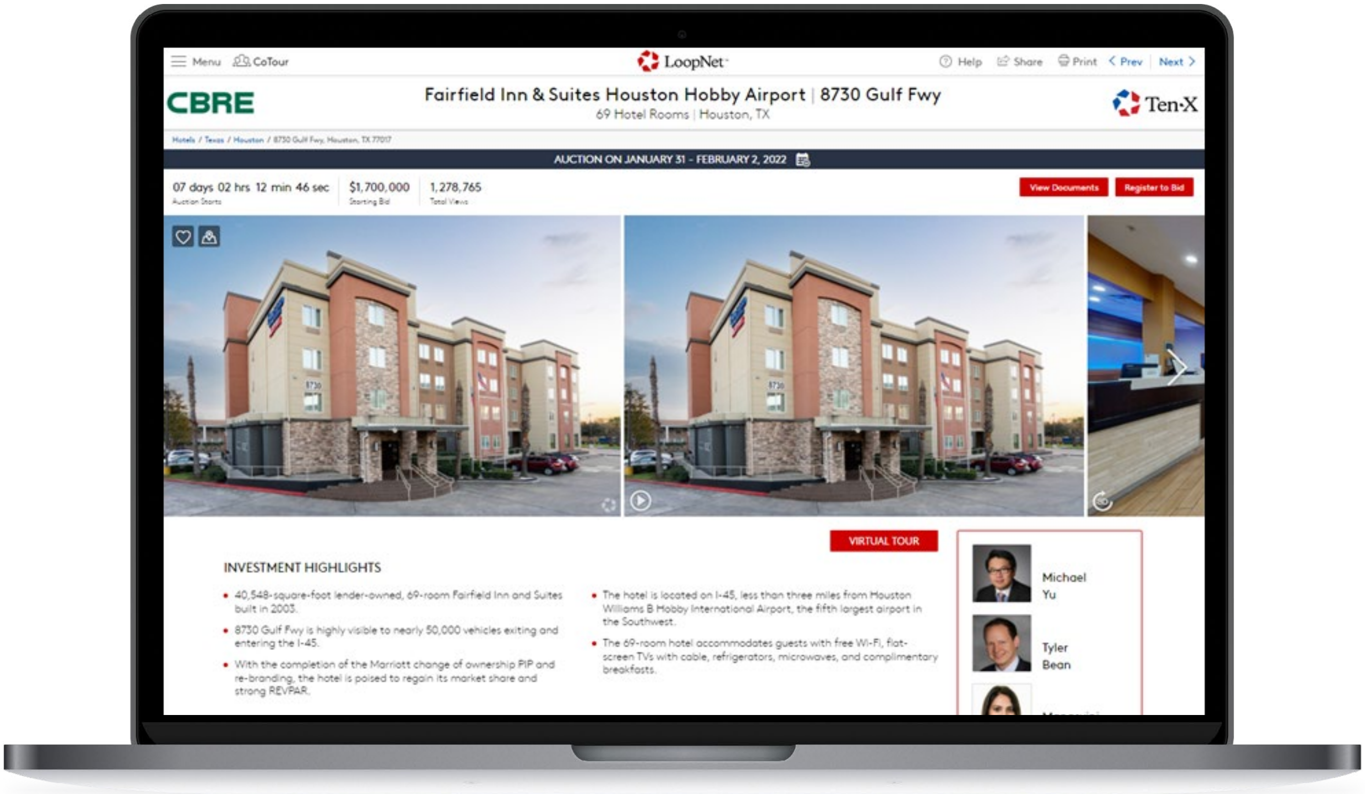
1. In the menu on the left corner, select **Marketing Center**
2. **Click the listing** you would like to edit
3. Scroll down until you see **Brochures & Other Documents**
4. Click **Manage Documents**
5. On the top section of the page select **All**
6. **Drag and drop** the documents to organize them in your preferred order
7. Click **Done**



Access Secured Documents Through Data Room

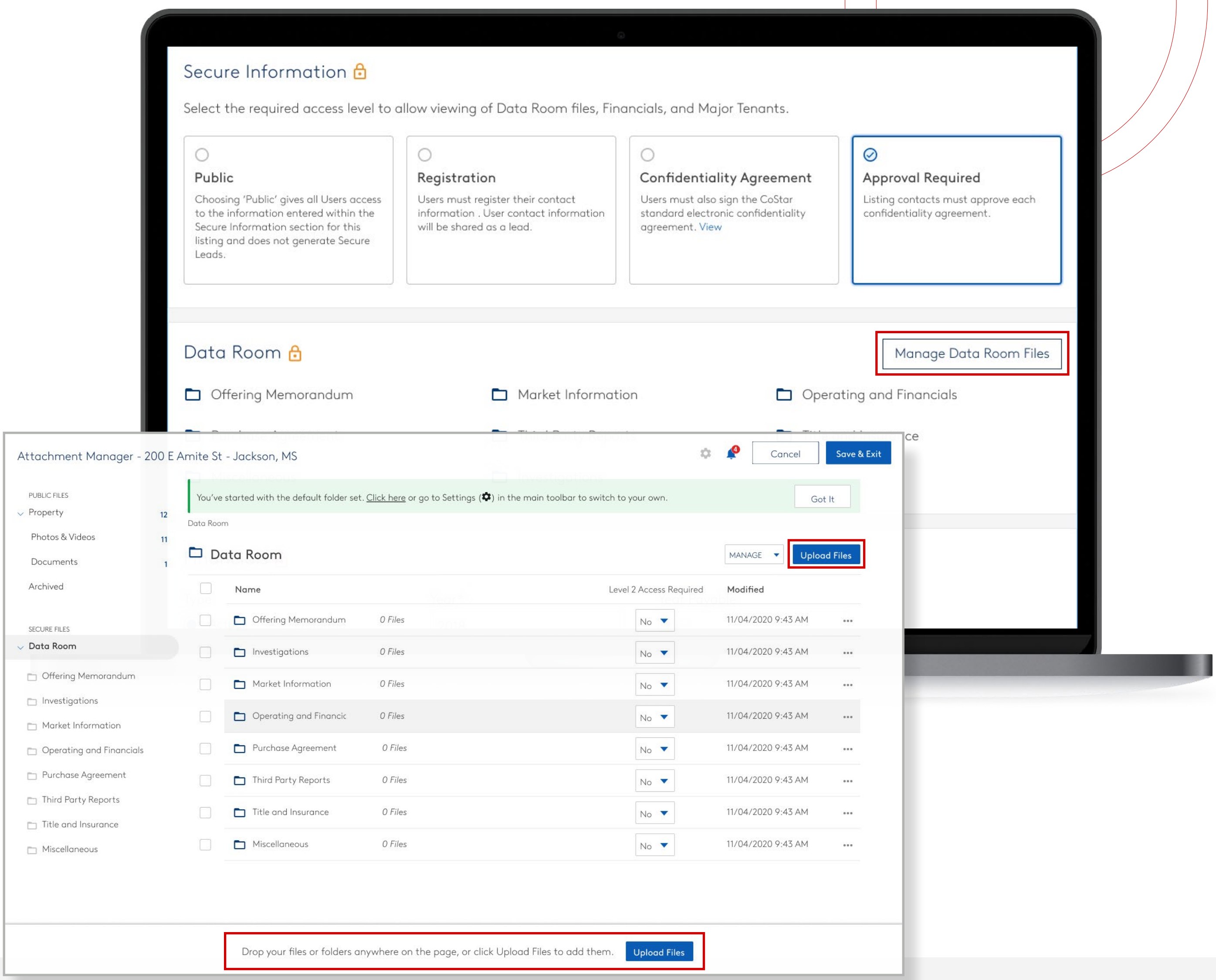
The **Data Room** is a powerful tool for investment sale brokers, providing comprehensive due diligence to prospective investors while ensuring confidentiality.

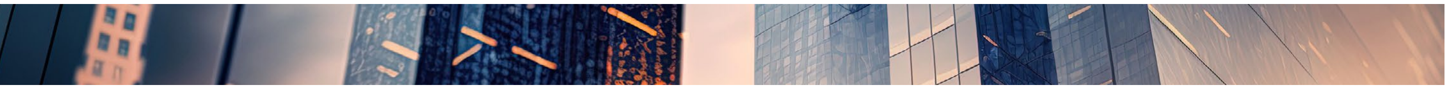
By enabling electronic signing of confidentiality agreements and immediate access to valuable information, it streamlines the process, expedites negotiations, and enhances the overall investment experience.



How To Upload Secure Documents

1. Go to your **Listing** in Marketing Center
2. Find the section titled **Data Room**
3. Click **Manage Data Room Files**
4. Click **Upload Files** or simply drag and drop your document into the corresponding folder
5. Use the default folder set, or go to **Settings** to create your own.
6. You can remove folders by clicking the ellipsis





Selecting Security Setting

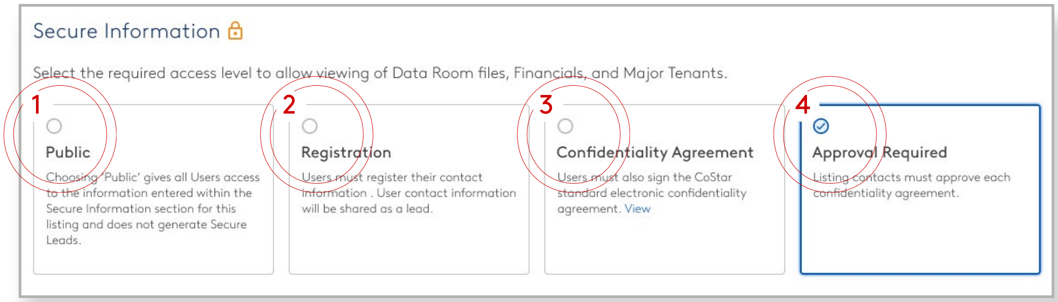
1. **PUBLIC:** Any documents or data you post within the Secure Information section will display for any users on CoStar or LoopNet. This security option does not restrict access to any information, and does not generate leads.

2. **REGISTRATION:** Potential investors reviewing your listing in CoStar and LoopNet would be required to provide their contact information to access any of the data posted in the secure information section. This contact information will be shared with you as a lead, specifically under the Secure Leads section.

3. **CONFIDENTIALITY AGREEMENT:** Interested investors must execute an electronic confidentiality agreement to access any of the secure information.

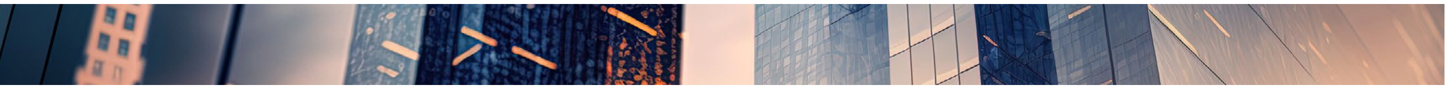
4. **APPROVAL REQUIRED:** This requires investors to share their contact information, execute a confidentiality agreement, and be approved by one of the listing contacts.

   There is an email workflow to handle the request/approval process, but approval can also be granted on the Secure Leads report.



MARKETING TOOLS

LoopNet is here to help you put your best foot forward with user-friendly marketing tools and performance reports.



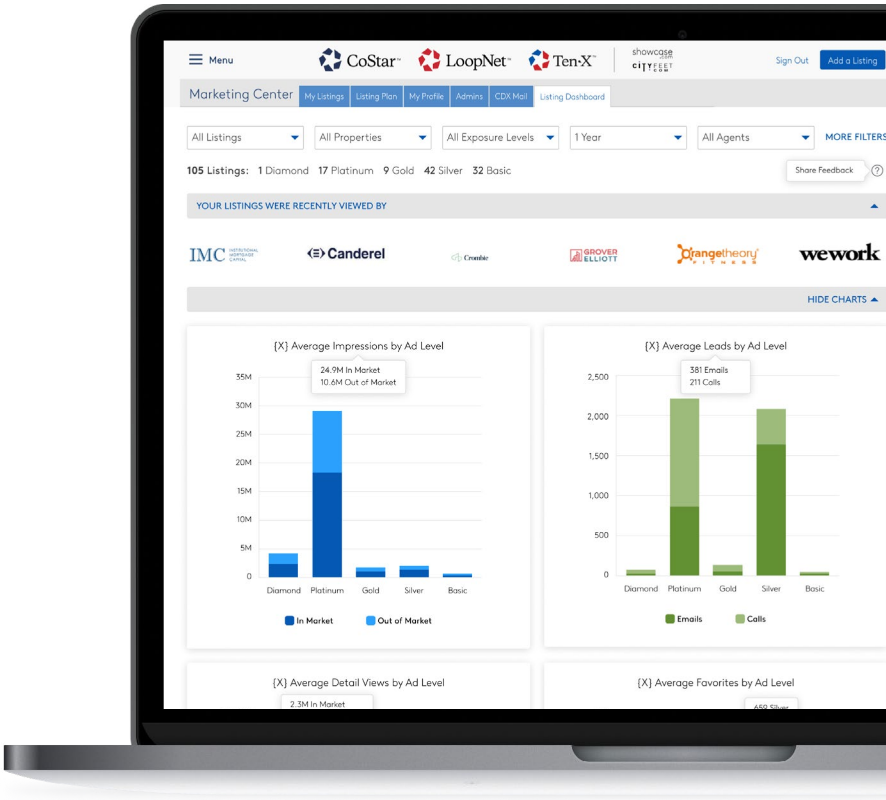
MARKETING TOOLS

Access the Listing Dashboard

The Listing Dashboard provides you with a comprehensive overview, allowing you effortlessly gauge the performance of your listings. With just a few clicks, you can export a detailed report of your portfolio, giving you valuable insights into your property's exposure.

1. In the menu of the left corner, select **Marketing Center**
2. Go to the **Listing Dashboard** tab
3. By clicking on the **More Filters** button, you can organize properties by address, city, and company. The Export button will allow you to download a detailed report of your listings, including leads, CoStar network views, total views, and more.

Whether you're looking to track views, leads, or overall engagement, the Listing Dashboard is your go-to resource for staying ahead in the competitive commercial real estate market.



NOTE

Exported files save as a .csv file.

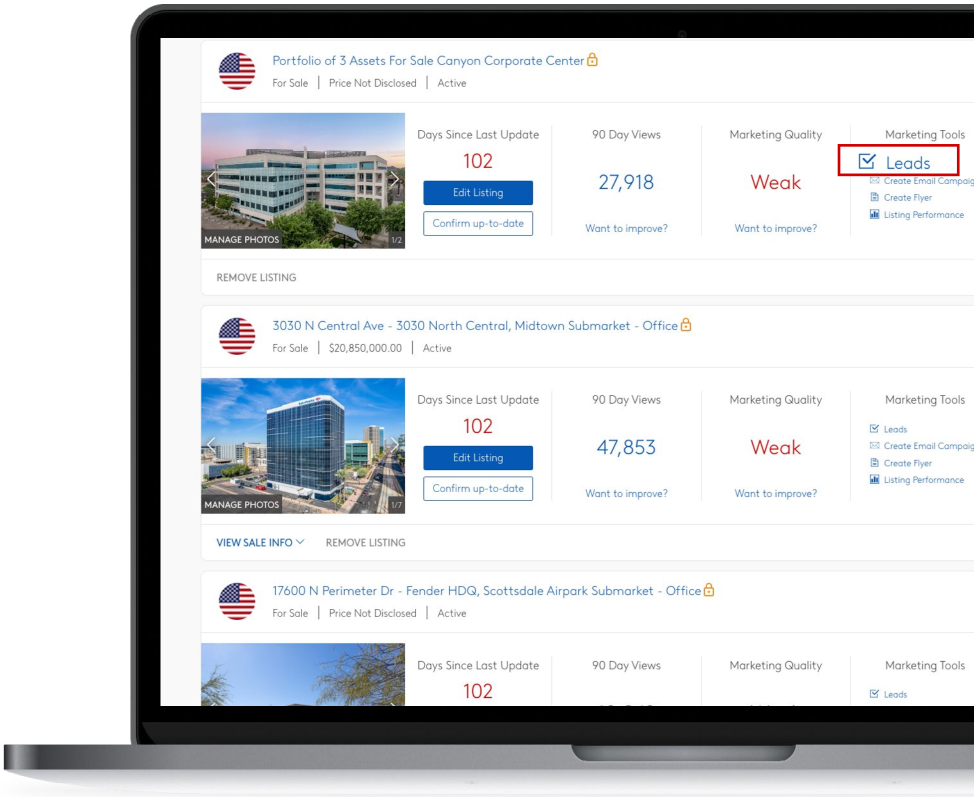
MARKETING TOOLS

Access Your Leads

When tenants and investors are interested in your property, they can reach out to you directly by sending you a message via LoopNet, CityFeet, or Showcase.

Available for Silver, Gold, Platinum, and Diamond Listings

1. In the menu on the left corner, select **Marketing Center**
2. From the **My Listings** tab, locate the listing for which you want to view a list of leads. Within the **Marketing Tools** section click on **Leads**
3. To see the full lead message, click on it
4. To reply to your lead, click **Reply**.
   Note: This will launch your default mail program
5. You can also export your leads by clicking on **Export** at the upper right corner



NOTE

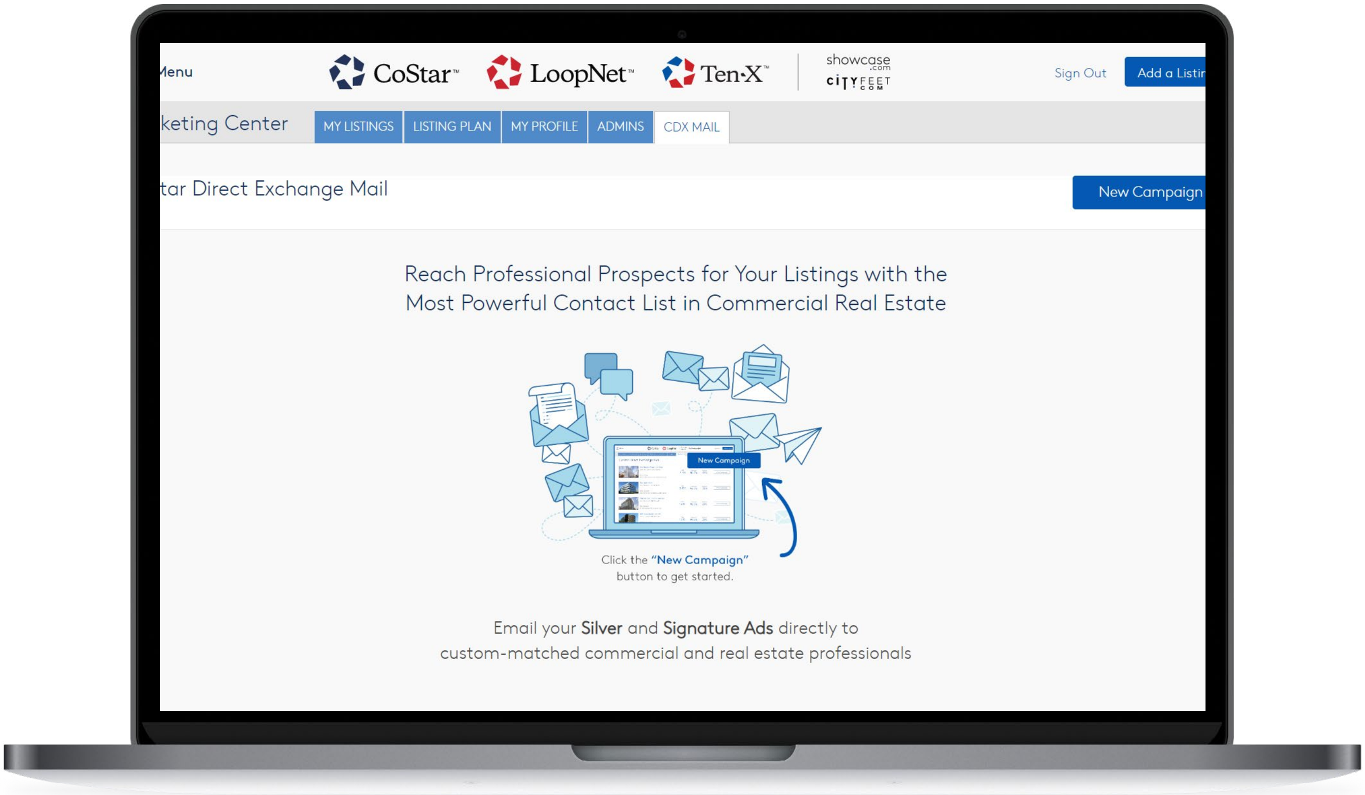
You will receive an email alert each time a lead is submitted on LoopNet, CityFeet, and Showcase.

MARKETING TOOLS

Create CDX Mail Campaign

CoStar Direct Exchange (CDX Mail) allows you to share your listings directly with commercial real estate professionals interested in properties like yours as well as contacts within your personal network.

1. In the menu on the left corner select **Marketing Center**
2. Go to the **CDX Mail** tab
3. Select **New Campaign** at the top right to create a new campaign
4. Choose the listing for which you would like to send a new campaign
5. Enter a **campaign name**
6. Use the **From Contact** drop down to select the email address from which the campaign will be sent. The campaign can be sent by any brokers or owners listed as contacts
7. Enter a subject line for your campaign
8. Once finished click **Continue**



9. Select a **template** for your campaign

10. **Customize your email**
    a. To change the color theme of the email
        1. Select the color dropper at the top right
        2. Once selected click on the x at the top right
    b. To select a new photo
        1. Click the image icon at the top right of your photo
        2. Select from the photos available

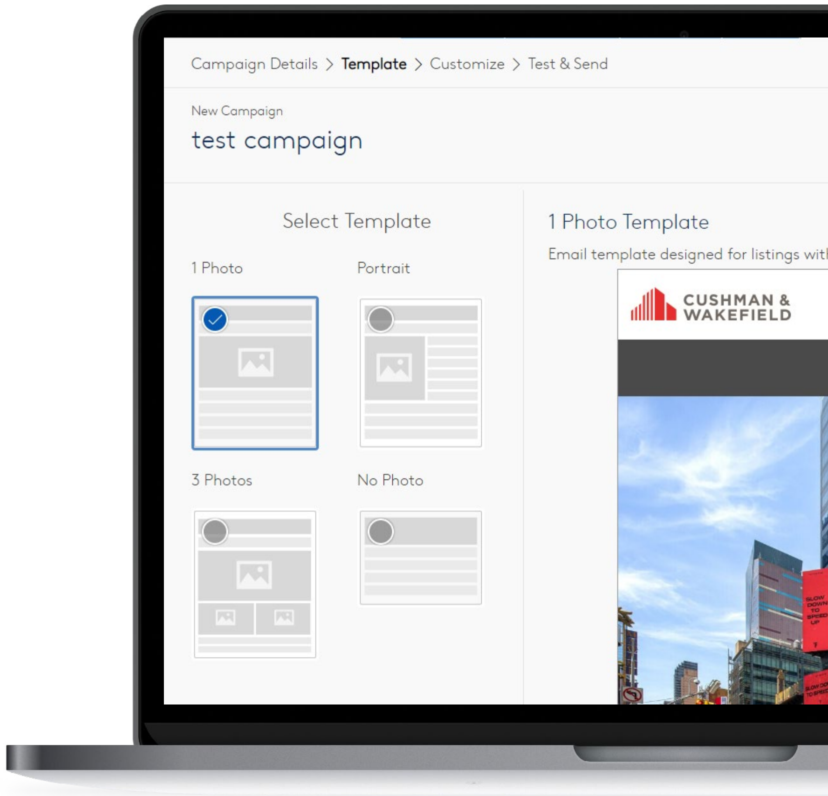
11. To preview your email campaign, click on the **Preview** toggle at the top right of the screen

12. Click **Continue** at the top right

13. To send yourself a test email
    a. Enter your email in the **Email** field under the send email subject header
    b. Click **Send Test**

14. When satisfied with your email click on **Send Now** at the bottom right
    Above the **Send Now** button, you can see a preview of the number of recipients for your email

15. To track your CDX Mail campaign results
    a. Go back to the **CDX Mail** tab
    b. You will see your email campaign performance (sent, delivered, opened)
    c. Click on the campaign to access more details
        1. View the delivery, open and click rates of your campaign
        2. Track your listing exposure from the moment you send your email over time via a comprehensive chart



TIP You can also access CDX Mail from the My Listings tab by clicking on Create Email Campaign from the Marketing Tools section of the listing summary.

NOTE

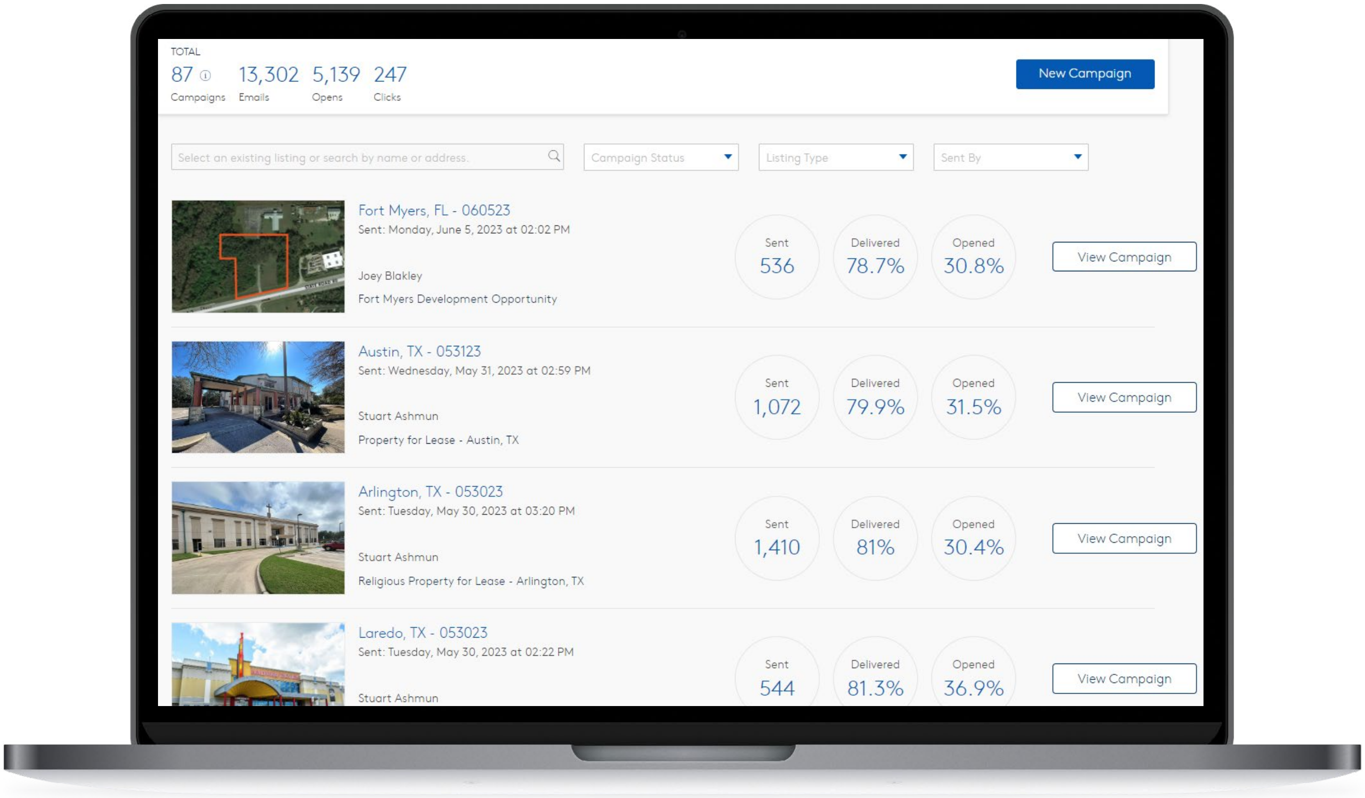
Once an email campaign is sent, it cannot be modified. A previously sent campaign for any listing can be recreated, modified, and resent after 30 days. If this listing is held jointly with another firm, they can also send a campaign afterward but they will only be able to send the campaign to their own contact list since the firm who sent the first email used the CoStar Audience List already. Both firms will have their own separate 30-day restrictions.

Responses to your email campaign will not appear within your leads dashboard, so be sure to save contact information from direct responses.

MARKETING TOOLS

View Existing CDX Mail Campaigns

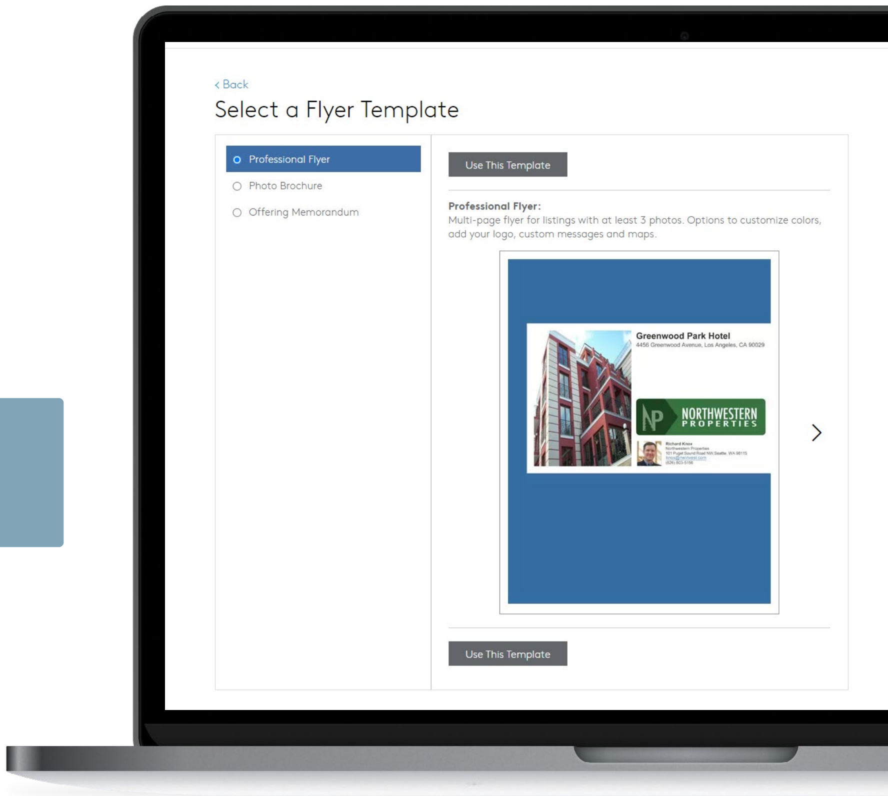
1. In the menu on the left corner select **Marketing Center**
2. Navigate to the **CDX Mail** tab
3. From the Campaign Summary you can view a high-level summary of each of your existing campaigns
4. By clicking on View Campaign you can get more in depth insight into the performance of your campaign including Delivery Rate, Open Rate, Click Rate, Audience Summary and a report of Listing Performance prior to and since the campaign was sent



MARKETING TOOLS

Create A Flyer/Brochure

1. In the menu on the left corner, select **Marketing Center**
2. Locate the listing for which you want to create a flyer/brochure, and select **Create Flyer** to the right of the listing
3. Choose from the customizable templates to create a property flyer/brochure for your listing and click Use This Template
4. To adjust the content of your flyer/brochure, scroll down to the paragraph or text you would like to edit
5. Click on the paragraph or the text and make your adjustments
6. Once you've made your edits, click **Print, Download as PDF or Get a Link to Flyer** to share with your clients.



TIP All flyers and brochures created are available via the My Reports link located within the main menu in the top left corner

NOTE

Online links are valid for six months.

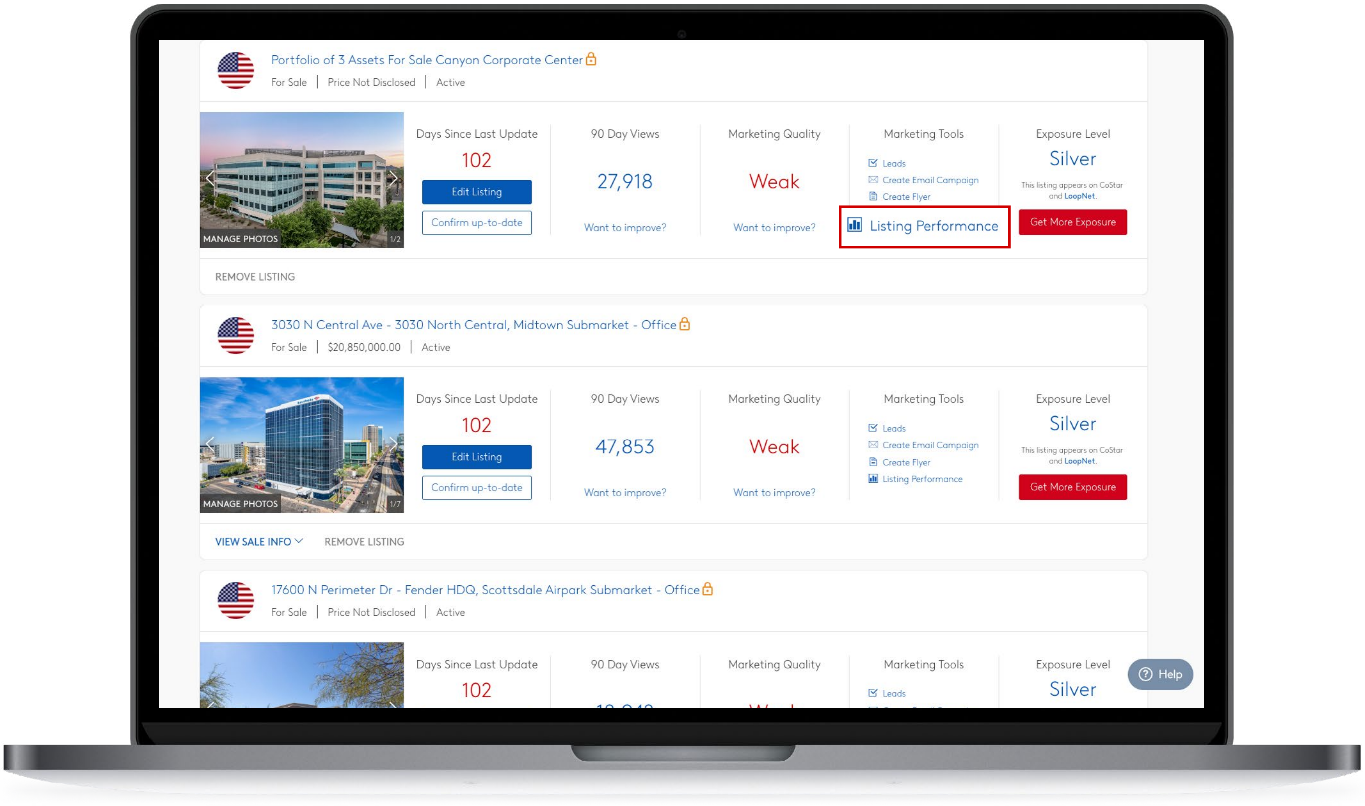
Every report created is a static snapshot of the content of your listing at the time of creation. Edits made to the listing will not reflect in existing reports and flyers.

MARKETING TOOLS

View Listing Performance Reports

Our detailed reports give you an in depth look at how your marketing efforts are impacting your listing exposure and driving interest.

1. In the menu on the left corner, select **Marketing Center**
2. From the **My Listings** tab locate the listing for which you want to view a performance report.
3. Within the Marketing Tools section click on **Listing Performance**
4. You can share or print your report by clicking on S**hare Report** or **Print Report** at the top of the page



TIP Use the toggles to switch between Impressions and Detail Views and change the timeframe from weekly to monthly.

MARKETING TOOLS

Listing Performance Report
Key Features

1 | Listing KPIs

Gain insight into key performance indicators for your listing - everything from views to engagement to what share of impressions you are receiving in your market.

3 | Customizable Report Timeframe

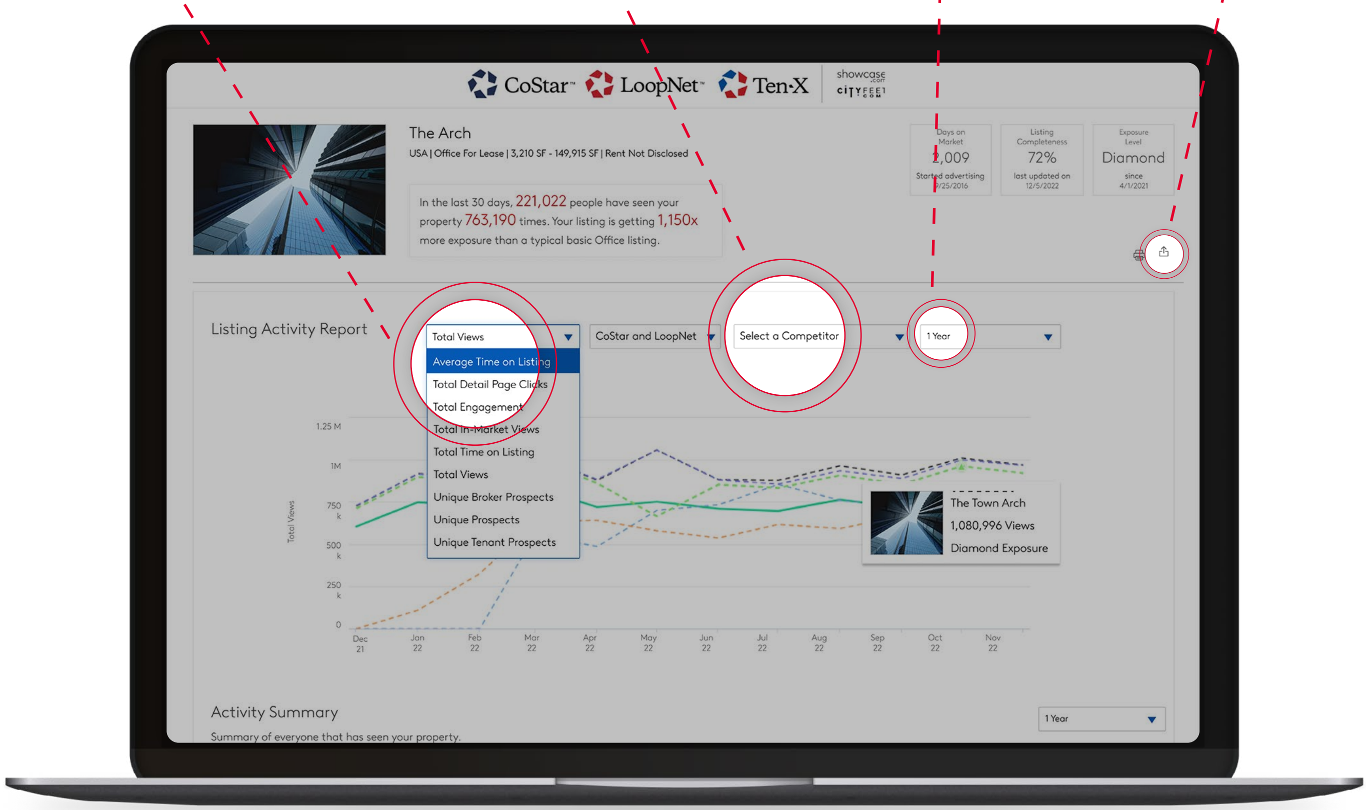
Use multiple timeframe windows to understand precisely how increased exposure will impact your performance.

2 | Competitor Comparison

Measure your listing's performance and compare with others in your market at various ad levels.

4 | Share Reporting

Easily download and share your results with stakeholders in a clearly presented format.

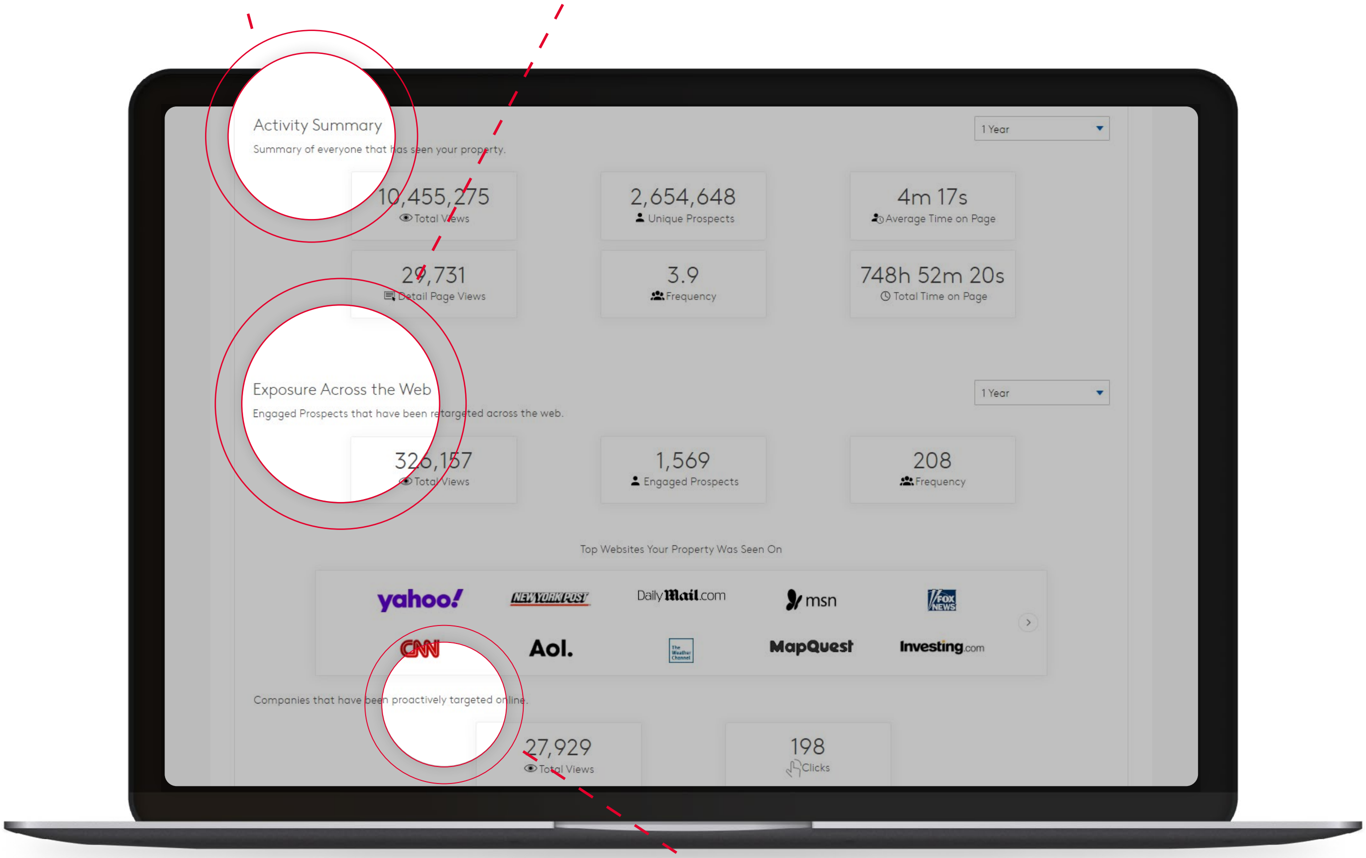


5 | Activity Summary

View a clear, comprehensive summary of your listing's key performance indicators in real time.

6 | Exposure Across the Web

LoopNet retargets your prospects across the web. Our ads reach potential clients on over two million websites, reconnecting with them no matter where they are online and bringing them back to your listing for another look, increasing frequency of views.



7 | Proactive Targeting

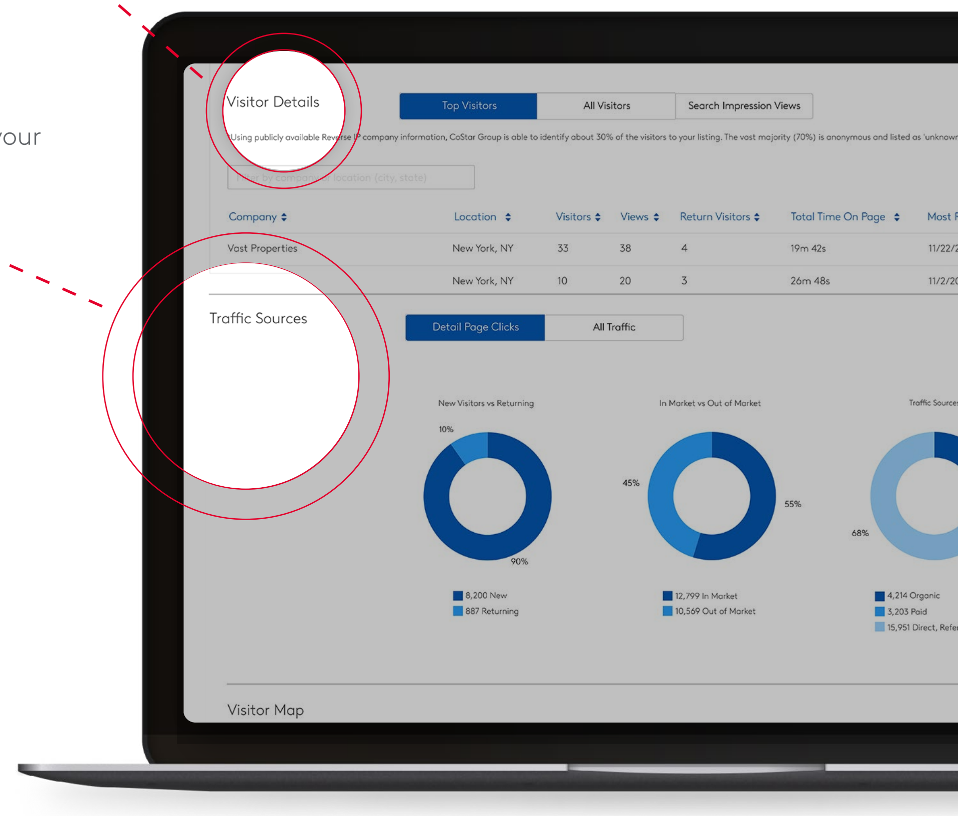
Here you can view the top companies we have targeted on your behalf using our proprietary algorithms and industry-leading database, ensure your property is matched to relevant prospects and proactively targeted across the web.

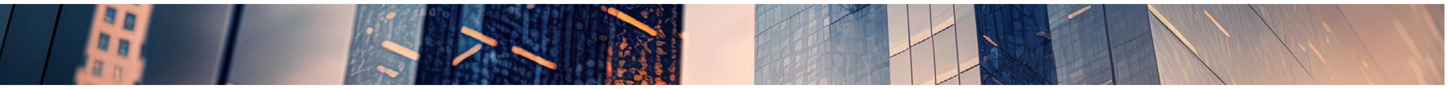
8 | Detailed Prospect Engagement

Receive detailed prospect information to identify who has engaged with your listing and discover other properties they have viewed.

9 | Traffic Sources

Gain insights about the prospects who visit your listing. See a cross-channel report featuring frequency, geographical and other details.





MARKETING TOOLS

A Closer Look At Display Advertising

Intelligent Match Targeting

LoopNet's intelligent prospect match technology puts your property in front of the most relevant audience using CoStar's proprietary transaction data.

This enables LoopNet to proactively display your listing to propsects with a high probability of leasing or purchasing your property.

Contact Upload Targeting

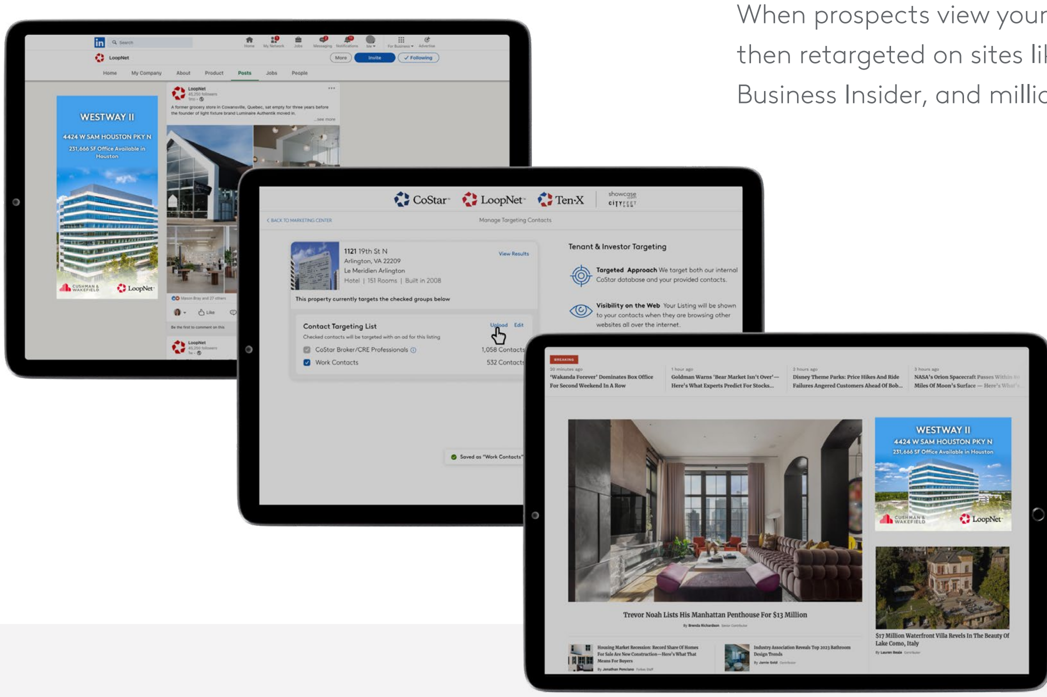
Using our targeting platform, you can upload your valuable network of contacts and maximize the number of quality prospects that are shown your property digitally.

Make sure your highly curated list of prospects sees your listing on numerous sites.

Retargeting

This robust feature delivers repeat exposure across the web to the most engaged tenants and investors searching LoopNet.

When prospects view your listing on LoopNet they are then retargeted on sites like the New York Post, CNN, Business Insider, and millions more.



MARKETING TOOLS

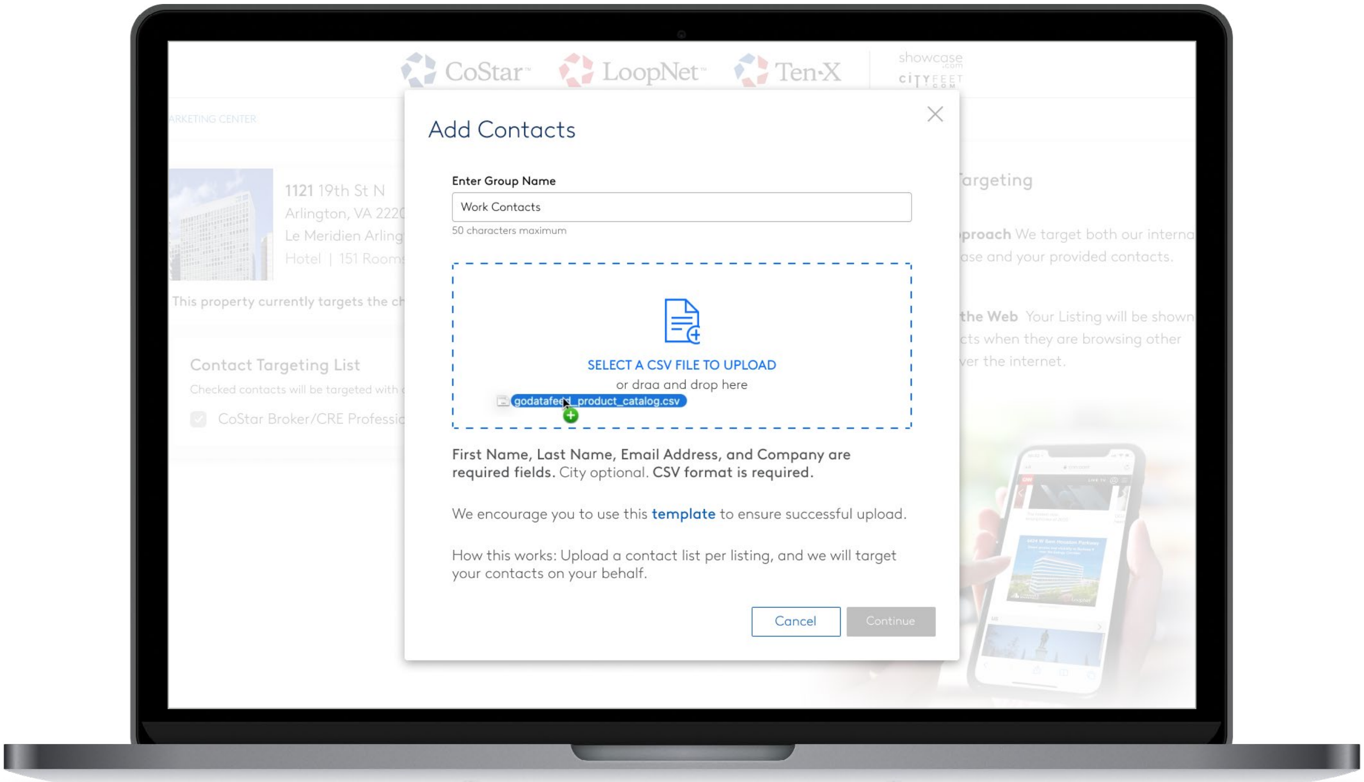
Upload Contact Targeting

Contact targeting is an option we have added to our proactive targeting features. This feature allows listing contacts to upload lists and opted them into our display advertising efforts, alongside the list of highly qualified prospects that our database has identified.

Available for Platinum and Diamond Listings

1. In the menu on the left corner, select **Marketing Center**
2. Click **Manage Targeting**
3. Click **Upload**
4. Type in your list name
5. Drag and drop or upload your **CSV file**
6. Click **Continue**

TIP If you are having trouble with uploading your file, try uploading your list using our template. Simply click the Template button to download.



FOR QUESTIONS OR MORE INFO:

Contact your Account Executive or call 1-833-399-6604

CoStar | LoopNet | Ten-X

showcase.com | cityfeet.com