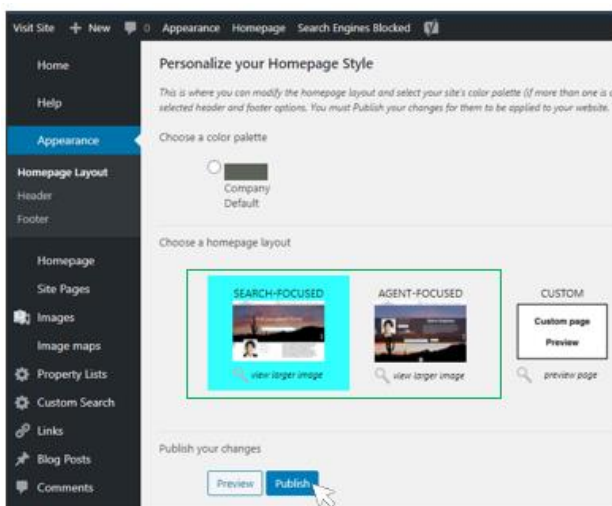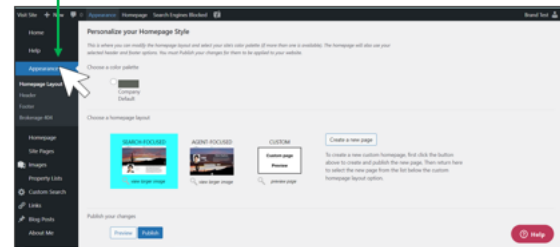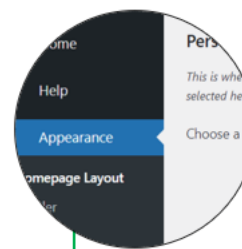Your website homepage helps you to make a great first impression and turn your site visitors into new leads.

To personalize your homepage, follow these steps:

1. Personalize Site's Style

We'll start with the basic layout of your homepage.

From **Admin Tools**, Select **Appearance** in the Admin Navigation.

Two options are offered for your homepage layout: Search Focused layout and Agent-Focused layout.

Search-Focused: This is the default layout. It shows the background image at the top, a property search in the middle and your agent information on the lower left.
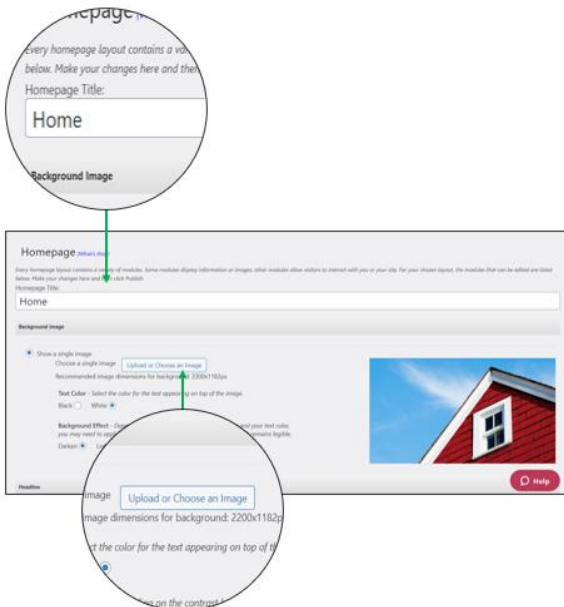
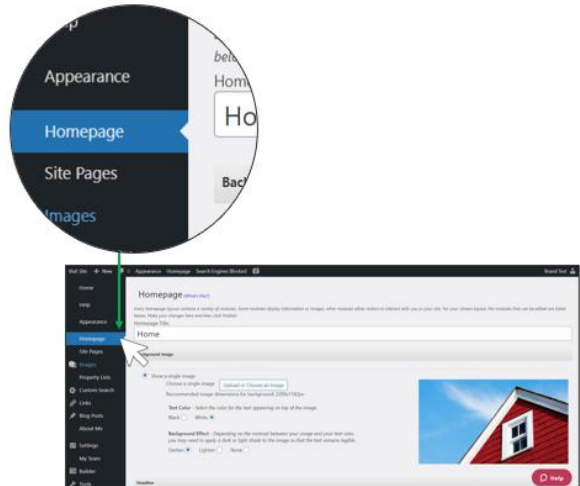**Agent-Focused:** This layout makes your background full screen. It also centers your Agent information in the middle and a property search below.

When completed, select the **Publish** button at the bottom of the page to save your changes.

2. Homepage Screen Editor

From **Admin Tools**, select on **Homepage** in the left Admin Navigation. This brings you to the homepage screen editor.

ⓘ *Different site layouts will make the editing options slightly different. Example below is using the Search Focused layout.*

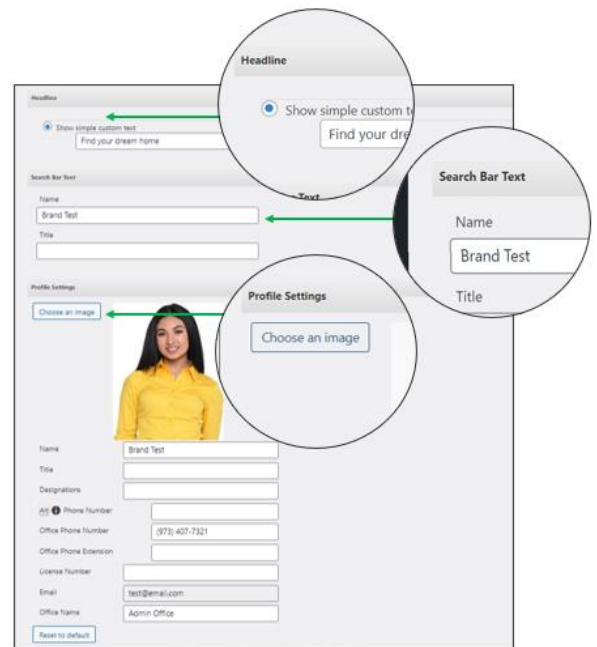From here, you can edit the following:

1. Homepage Name

2. Background Image: Use the **Upload or Choose an Image** button to select the homepage background image
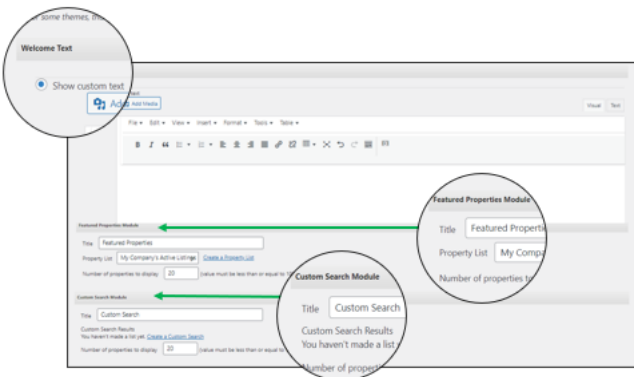
ⓘ *When uploading your image, you must confirm that you either own the copyright to the photo, or you have written permission from the copyright owner to use the photo for commercial purposes online, as required by Terms of Use.*

3. Search Bar Text: Add the two lines of text that will be visible as people scroll down your homepage

4.Headline: Write the statement that will be front and center on your homepage.

5.Profile Settings: You can select your profile image and edit your contact information here.

6. Welcome Text: Use the rich text editor to create welcome messages

7. Featured Property Module: Select the property list you would like display on the homepage.

8. Custom Search Module: Display Custom Search on your homepage.

9. Blog Module: Choose a category of blog posts to show on homepage.

10. Links Module: Create links to pages within your own website or to other websites.

11. Featured Video: As with the Welcome Text module above, you can use the rich text editor to create additional messaging for the public, including adding a video.

11. Mortgage Rate Setting: Select if you want to have this module be visible on your homepage.

Once you are done personalize your homepage, select the **Publish** button.