



PREMIUM LISTER OPTIMIZATION GUIDE

*Take full advantage of
your account to promote
your listings and
connect with prospects.*





PREMIUM LISTER OPTIMIZATION GUIDE

Maximize Your Marketing Efforts

Once you've added your Featured Listing(s) to LoopNet, take these simple steps to utilize powerful marketing tools and connect with potential buyers.

- Add your Featured Listing to LoopNet
- Verify your Listing is Complete
- Complete your LoopNet Profile
- Contact your ProspectList
- Create a Property Website
- Send Customized Property Flyers and Reports to Interested Prospects
- Send Email Blasts to your Contacts
- Measure your Marketing Efforts with a Listing Activity Report
- Share your Listings on Social Networks
- Monitor the Market with Saved Searches, Watch Lists and Trend Charts

Each Takes
LESS THAN
5 Minutes

View a complete **Feature List** on the back page

Updated: 2.28.2012

VERIFY YOUR LISTING IS COMPLETE

The more details you can add to your listings, the better. Complete and accurate information attracts serious prospects and helps close deals quickly.



Accurate and Detailed Descriptions

Property highlights, financial information and a thorough description will help your listing convert searchers into serious prospects. Plus, with more details, your listing will perform better on search engines like Google, Yahoo! and Bing.



Use Multiple Photos

LoopNet listings with photos receive five times more views than listings without photos. Make sure your photos show off your property's benefits and different features to entice searchers.



Attach Relevant Documents

Potential buyers and tenants are interested in as much detail about your property as possible. Add informative documents to your listing, such as:

- Floorplans
- Financial Statements
- Virtual Tours

HOW TO DO IT

Step 1 Log in to www.LoopNet.com. From "My LoopNet", click "My Listings".

Step 2 Click  [Edit Listing](#).

Step 3 From the Edit Listing page you can:

- Change the status of your listing (active, off market, in contract)
- Edit property information
- Add/edit main photo
- Add/edit other attachments
- View additional exposure options

BENEFITS


MORE TRAFFIC: Detailed listings with photos receive 5X the traffic

MORE EFFICIENCY: Let your listing work for you. More details equals more informed callers

Back to Search Results Previous Result 2 of 279 Next Result

Retail Property For Sale

Upper Polk Retail
1712 Polk Street, San Francisco, CA 94109



Price: **\$1,150,000**
Building Size: 2,052 SF
Price/SF: \$376.80
Property Type: Retail
Property Sub-type: Street Retail
Property Use Type: Vacant/Owner-User
Commission Split: 2.5%

Get Virtual Tour
Listing ID: 1628745

Request additional information
[Contact Listing Broker](#)

Open Show (415) 834-3555



Track changes to this property
[Watch This Property](#)

You previously saved this listing to [My Watch List](#)

Share this listing
[Send to Friend](#)
[Link to This Listing](#)
[Embed This on Your Web Site](#)
[Share on Facebook](#)
[Share on LinkedIn](#)
[Share on Twitter](#)

Additional options
[Print Listing](#)
[View Map](#)
[Download Photos](#)
[Research Price](#)

Is this listing inaccurate?
[Report Listing Error](#)


Attachments
 Floor (207 KB)
 Site Plan (100 KB)

Highlights
= Prime Location off I-75
= Great Visibility
= 60,000+ Car Count DAILY!
= 372 Total Parking Spaces (6 of which are Van accessible)
= Outparcel 1.770 Acres

Description
Fab new commercial condo on chic and busy upper Polk Street. Large space extends to rear open space. Seller purchased from original developer in shell condition and made substantial improvements. Condo fee is \$250/mo and PG&E is \$165/mo. avg. Can be delivered vacant. Check on NCD Polk St. zoning codes for use possibilities.
Busy and popular retail street with many restaurants, coffee shops, retail

Map of 1612 Polk Street, San Francisco, CA 94109 (San Francisco County) [Hide Map](#)

There are 7 recently sold commercial properties near this listing. [View Recent Sales](#)



[Contact Listing Broker](#) to find out more details.

Additional Information for 1612 Polk Street, San Francisco, CA 94109

- Active For Sale - 1 Listing
- Active For Lease - 0 Listing
- Previously Listed - 0 Historic Listing
- Sales Comparables Available - 0 RecentSales Record

[View additional information for the property](#) - View other currently active listings, previous listings, sales comparables, public records, and county records data for this address.

User Tips

- Ensure greater exposure by entering multiple property types if appropriate.
- Add relevant terms in your description that might be used in a keyword search i.e., 1031, gas station, LEED.
- Flag your listing as an auction or distressed property if appropriate.

LOOPNET PROFILE

WHAT IT IS

Your LoopNet Profile is a personal website where you can feature all of your listings as well as your professional accomplishments, accreditations, peer recommendations and industry insights. Links to your LoopNet Profile appear on your listings and in our broker directory (for brokers only).

HOW TO DO IT

Step 1 Log in to www.LoopNet.com. From "My LoopNet", click "My Profile".

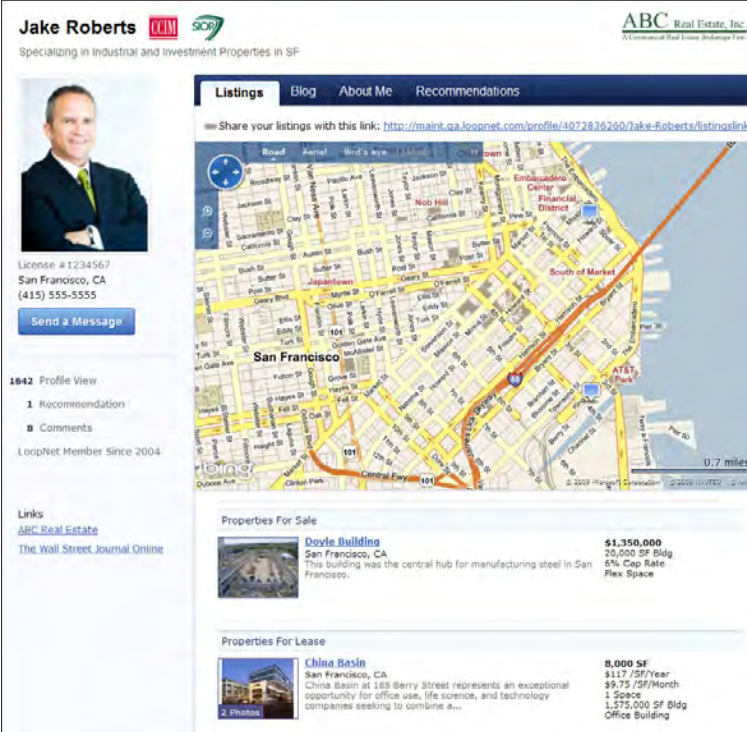
Step 2  "Share your profile with this link", copy the link and paste it into your desired location.

BENEFITS

MAXIMIZE YOUR EXPOSURE: Your content, including your listings, is available for the LoopNet community, popular search engines and your network

ZERO MAINTENANCE: Listing updates are instant and automatic

DIRECT CLIENTS TO YOUR LISTINGS: Your listings are easily accessible through your LoopNet Profile



The screenshot displays a LoopNet profile for Jake Roberts, a real estate professional. The profile includes a photo, license number 1234567, and contact information for San Francisco, CA. A map of San Francisco is shown, highlighting the area around the Embarcadero Center. Below the map, there are two property listings: the Doyle Building for sale at \$1,350,000 and the China Basin for lease at \$117/SF Year. The profile also features a 'Send a Message' button and a 'Share your listings with this link' section.

User Tips

- Increase your exposure by placing a link to your profile on your email signature, business card and any other printed media.
- A completed profile creates a powerful and professional brand, and presents clients and colleagues with an engaging narrative.

PROSPECTLIST

WHAT IT IS

ProspectList delivers leads for your Featured Listings. The list is comprised of LoopNet members who have searched for listings similar to yours, saved their search and have indicated they would like to be contacted for further information.

Call your prospects, or with just 2 clicks, send them an email highlighting your listing.

HOW TO DO IT

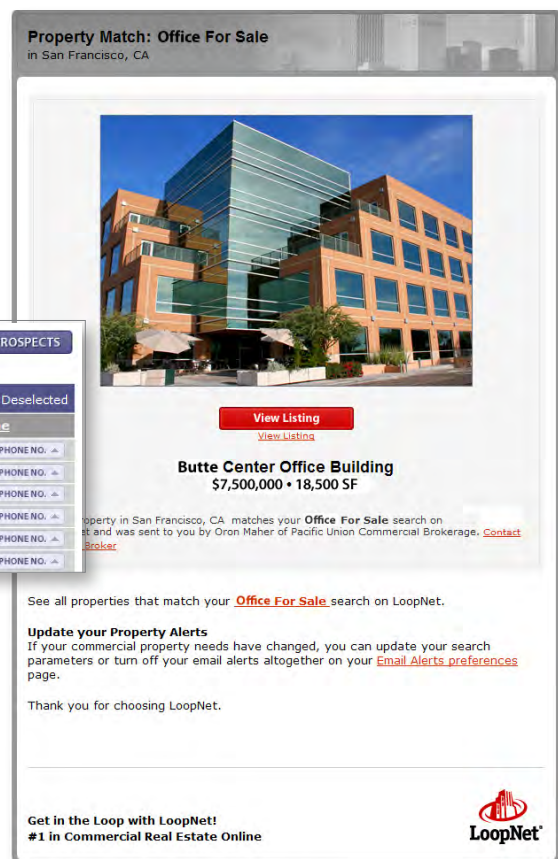
- Step 1** Log in to www.LoopNet.com. From "My LoopNet," click "My Listings".
- Step 2** Locate the listing for which you would like to view your prospects and click "View ProspectList".
- Step 3** Click "Email Prospects".



EMAIL PROSPECTS

119 Principals Selected | 142 Brokers & Other Members | 0 Emails Sent

<input checked="" type="checkbox"/>	Name	Company	City/State	Role	Phone
<input checked="" type="checkbox"/>	Jay Gangwal	Legg Mason Real Estate	Los Angeles, CA	Owner/Investor	VIEW PHONE NO.
<input checked="" type="checkbox"/>	C Giacometti		San Pedro, CA	Owner/Investor	VIEW PHONE NO.
<input checked="" type="checkbox"/>	Byron Ahlzadeh		Beverly Hills, CA	Owner/Investor	VIEW PHONE NO.
<input checked="" type="checkbox"/>	John Aivaz		Long Beach, CA	Owner/Investor	VIEW PHONE NO.
<input checked="" type="checkbox"/>	Joe amouna		Beverly Hills, CA	Corporate Investor	VIEW PHONE NO.
<input checked="" type="checkbox"/>	Bryan Anderson		Chicago, IL	Owner/Investor	VIEW PHONE NO.



Property Match: Office For Sale
in San Francisco, CA

View Listing
[View Listing](#)

Butte Center Office Building
\$7,500,000 • 18,500 SF


Property in San Francisco, CA matches your **Office For Sale** search on LoopNet and was sent to you by Oron Maher of Pacific Union Commercial Brokerage. [Contact Broker](#)

See all properties that match your **Office For Sale** search on LoopNet.

Update your Property Alerts
If your commercial property needs have changed, you can update your search parameters or turn off your email alerts altogether on your [Email Alerts preferences](#) page.

Thank you for choosing LoopNet.

Get in the Loop with LoopNet!
#1 in Commercial Real Estate Online



User Tips

- For maximum exposure, send your listings to both principals and brokers. These groups are split into two tabs within your ProspectList.
- If you have a price reduction, contact your ProspectList again.
- Create a Saved Search to be alerted of competing listings in your market.

PROPERTY WEBSITE: PRO TOOLS

WHAT IT IS

In just a few clicks, you can create a professional, maintenance-free website dedicated to your listing, and featuring your brand.

Any changes you make to your listing details are automatically updated on your listing website.

All members listing properties on LoopNet can create a property website with Pro Tools LITE. Individuals with full access to Pro Tools, have additional templates with extra customization options.

HOW TO DO IT

Step 1 Log in to www.loopnet.com. From "My LoopNet", click "My Listings".

Step 2 Locate the listing for which you would like to create a web site.

Note: A website is automatically created when you add a listing. To edit or customize it, follow the steps below.

Step 3 Click "Edit Website" and select a template.

Step 4 Click "Options". Choose links and set registration requirements.

Step 5 Click "Create Website". If prompted, click "Yes" to change your template.

Step 6 "Save" your website and "Get Link to Site" to share the URL.

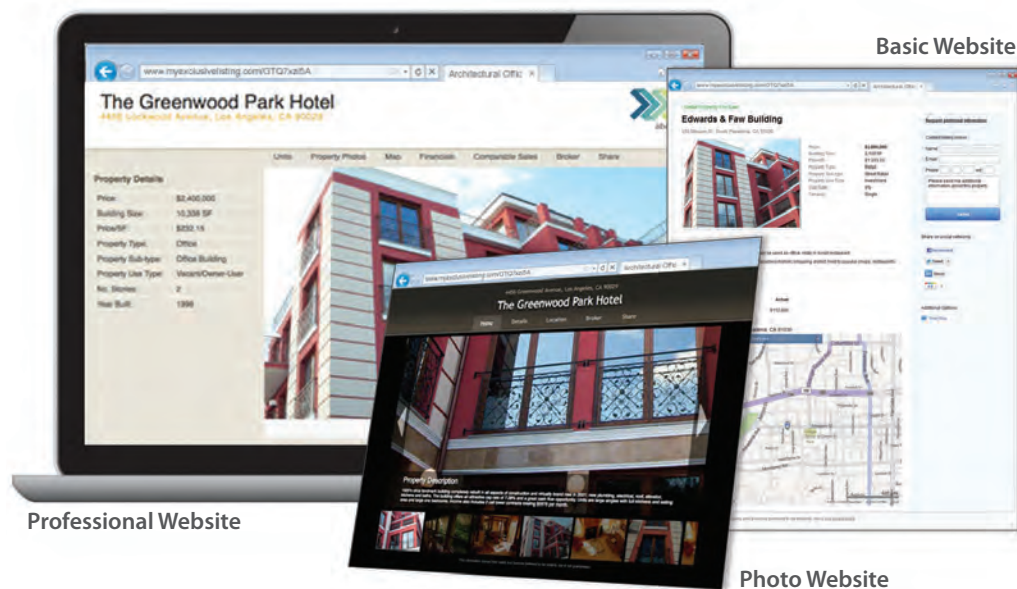
BENEFITS

QUICK AND EASY: Automatically populates from your LoopNet listing

YOUR BRAND:

Features your logo – not LoopNet's

OPEN ACCESS: Anyone can view your website



User Tips

- Add the URL to your newsletter, email signature or property signage. To find the URL, go to "My Listings" and click "View" next to "Edit Website (view)".
- Add more information and photos for a professional appearance.

CUSTOM PROPERTY FLYERS & REPORTS

WHAT IT IS

Easily produce professional quality flyers/reports for your own listings and for other properties that interest you. Simply choose the report template that meets your needs. Customize it and send it off to your prospective clients or print for your own use.

NEW Pro Tools customers can access new flyer templates like Offering Memorandums and Postcards.

HOW TO DO IT

- Step 1** Log in to www.LoopNet.com. From "My LoopNet", click "My Listings".
- Step 2** Click the checkbox to the left of each listing you want to include in the report.
- Step 3** Select "Create Flyer" from the navigation bar on the top of the listings.
- Step 4** Click "Reports" in the left column to reveal all of the available templates.
Note: All Reports are available to Premium Subscribers. To access all Flyers, you must have a Pro Tools subscription.
- Step 5** Select a template.
- Step 6** Click "Create Flyer" or "Create Report".

BENEFITS

EASILY SHARE LISTINGS: Email or print reports for clients and colleagues

SAVE TIME AND MONEY: User-friendly templates allow you to instantly produce quality reports



Listing Map Report

- ① Plots several different property locations on one map



Listing Comparison Report

- ① Compare similar properties in your target market



Listing Summary Report

- ① Organize your market research



1 Photo Basic Flyer

- ① Create property flyers for your clients

① User Tips

- Use reports to send listings of interest to clients and colleagues that are not members.
- Use "Report Options" to add photos, maps, demographics and more.
- Click to edit text and type notes directly in the report.

EMAIL BLASTS & ANALYTICS: PRO TOOLS

WHAT IT IS

LoopNet's email marketing tools help you connect with your customers. With a few clicks, you can create and send your own branded emails to your contacts and track the results! All of your listing details automatically populate in a professional template. Customize colors, add links, manage your contacts, and schedule your email sends.

Identify the most engaged prospects by tracking who opened your emails, clicked on links, and more with email campaign reports.

HOW TO DO IT

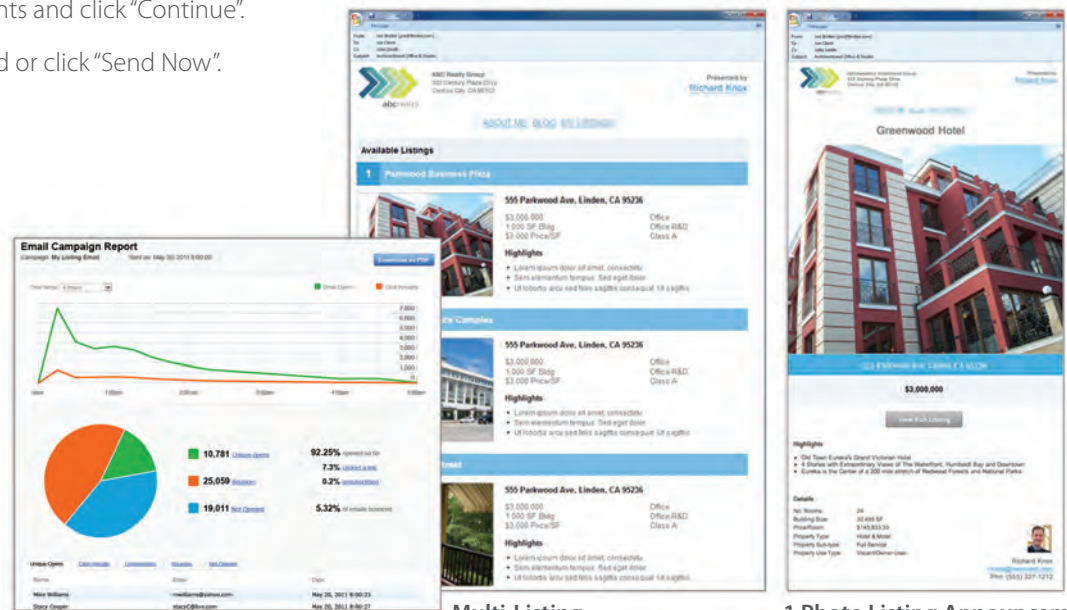
- Step 1** Log in to www.LoopNet.com. From "My LoopNet", click "My Listings".
- Step 2** Locate the listing for which you would like to send an email blast and click "Create Email Campaign".
- Step 3** Select a template and click "Create Email Campaign".
Note: Pro Tools subscribers have access to additional templates.
- Step 4** Enter your campaign details and click "Continue".
- Step 5** Click "Display Options" to select colors and add links. Click "Continue".
- Step 6** Select your email recipients and click "Continue".
- Step 7** Schedule your email send or click "Send Now".

BENEFITS

QUICK & EASY: Automatically populates from your LoopNet listing

YOUR BRAND:
Features your logo – not LoopNet's

TRACK RESULTS: Reports opens, click-throughs, unsubscribes and more



Multi-Listing

1 Photo Listing Announcement

User Tips

- View click-throughs on your analytics to identify the most engaged clients.
- Upload a great looking photo to capture attention.
- Organize your contacts in folders by geography, property type or other ways that make managing your email sends easy.

LISTING ACTIVITY REPORT

WHAT IT IS

Listing Activity Reports give you an in-depth look at how your marketing efforts are impacting your Featured Listing's exposure to prospective buyers and tenants. This dynamic listing analysis tool allows you to easily view, print and share a variety of powerful exposure reports with your clients and associates.

With these reports you can:

- Featured Listing's see exposure results over the last 30, 90 or 180 days
- Compare your Featured Listings exposure to similar listings on LoopNet
- Analyze the profiles of prospects that viewed your listing
- Measure activity from all LoopNet marketing efforts from ProspectList to Email Campaigns and more

HOW TO DO IT

Step 1 Log in to www.LoopNet.com. From "My LoopNet", click "My Listings".

Step 2 Click on  Listing Activity Report next to the property listing.

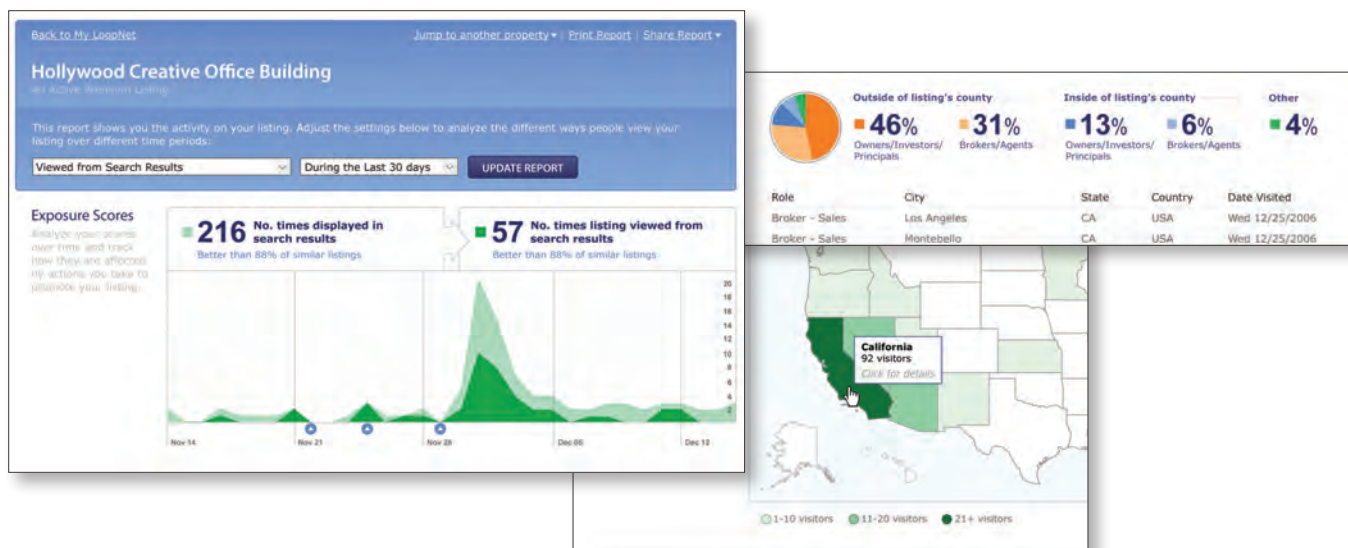
BENEFITS

QUANTIFY AND COMMUNICATE

MARKETING EXPOSURE: Produce professional and customizable reports for clients and colleagues in minutes

EVALUATE YOUR MARKETING EFFORTS:

Test different marketing strategies to determine effectiveness



User Tip

- Share your report with clients and associates. Simply click "Share Report." Copy the link and paste it into your email.

SOCIAL NETWORKS

WHAT IT IS

Reach colleagues, friends and professional groups with this feature, and build credibility online. Increasingly, social networks can serve as the best front line for your marketing efforts.

BENEFITS


REACH A LARGER AUDIENCE

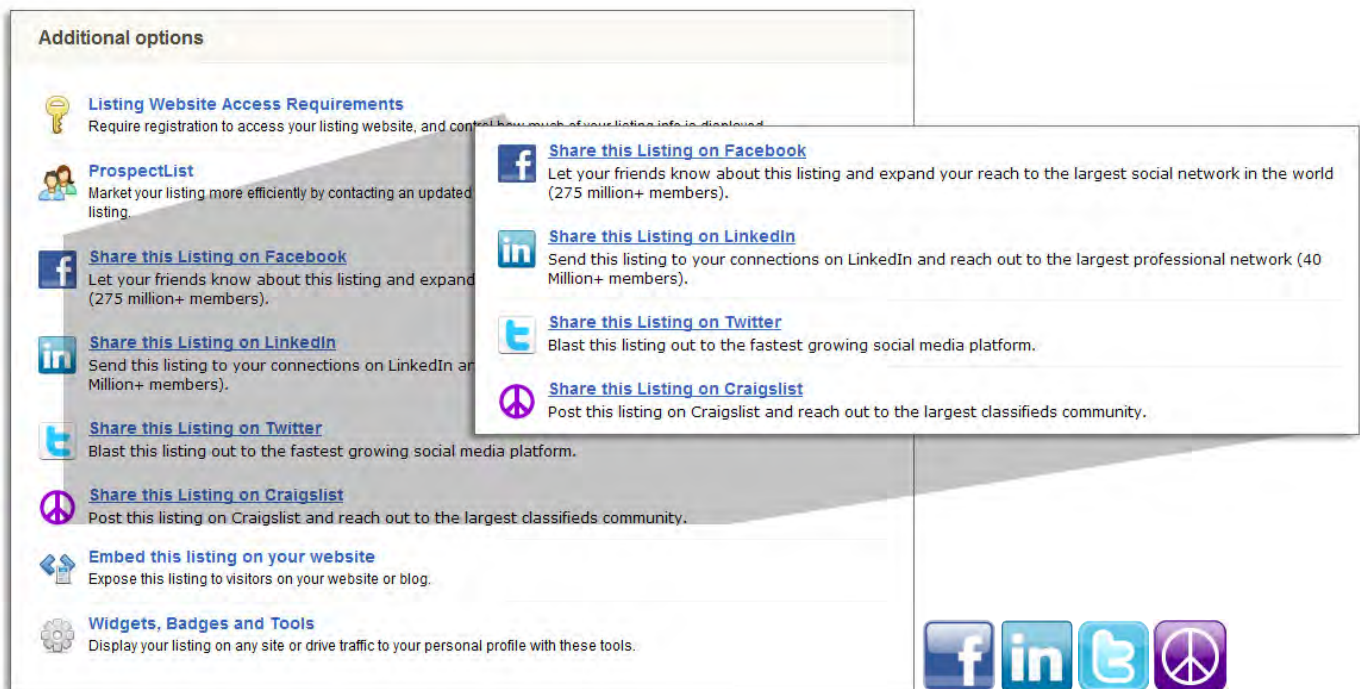
Utilize social networks to share available listings

GET REFERRALS & ENHANCE EXISTING RELATIONSHIPS:









Establish yourself as the expert for your market





HOW TO DO IT

- Step 1** Log in to www.LoopNet.com and select "My Listings" from the My LoopNet page.
- Step 2** Click  [Exposure Options](#) next to the listing you would like to share.
- Step 3** Select the option you are interested in and follow the steps provided.



Additional options

-  **Listing Website Access Requirements**
Require registration to access your listing website, and control how much of your listing info is displayed.
-  **ProspectList**
Market your listing more efficiently by contacting an updated listing.
-  **Share this Listing on Facebook**
Let your friends know about this listing and expand your reach to the largest social network in the world (275 million+ members).
-  **Share this Listing on LinkedIn**
Send this listing to your connections on LinkedIn and reach out to the largest professional network (40 Million+ members).
-  **Share this Listing on Twitter**
Blast this listing out to the fastest growing social media platform.
-  **Share this Listing on Craigslist**
Post this listing on Craigslist and reach out to the largest classifieds community.
-  **Embed this listing on your website**
Expose this listing to visitors on your website or blog.
-  **Widgets, Badges and Tools**
Display your listing on any site or drive traffic to your personal profile with these tools.

User Tips

- Customize your post with unique titles and descriptions.
- Utilize local market data to add value to your posts.
- Keep content appropriate for the user base. Post regularly but not excessively.

MONITOR THE MARKET

Keep your listing competitive with convenient market monitoring tools.



Saved Searches & Email Alerts

Monitor the market for competing listings and observe trends in your market. Once you have completed a Saved Search, LoopNet will keep you updated on newly added listings that meet your search criteria.



My Watch List Alerts

Track key changes made to any properties listed on LoopNet. Through convenient email alerts, stay updated on important changes made to a property including: price adjustments, new availabilities, new documents, listing status updates and more.



Asking Price & Asking Rent Trends

Identify asking price and asking rent trends for properties in your market. Organized by property type and county, these charts track trends by city, metro area and state. Graphs are included on every property profile with sufficient data to produce an accurate trend, so you can easily see how your listing compares to local trends.

HOW TO DO IT: SAVED SEARCHES

- Step 1** Log in to www.LoopNet.com.
- Step 2** Select "Search for Sale" or "Search For Lease" in the drop down menu. Enter criteria. Click "Search."
- Step 3** Click "Email me when new listings match this search."
- Step 4** Name your search. Select alert frequency. Click "Save Search."

New Listing Alert

LoopNet
www.LoopNet.com

New listings for your search: **Office Search for Mr. Jones**

	1077-81 Mission Street San Francisco, CA Property Type: Retail Property Size: N/ASF	\$995,000
View Listing	Contact	
	1964 Pa San Fran Property Property	
View Listing	Contact	
	580 Pac San Fran Property	
View Listing	Contact	

Get Email Alerts: Save this Search

Be the first to know of new listings that match your criteria.

Name Search:

Email Alert Setting: Weekly Daily None

Release my contact info to brokers with matching listings

[Cancel](#) [Save Search](#)

User Tips

- Add your listings to "My Watch List" to see sales comparables and protect exclusive listing rights.
- Organize folders for saved properties by client name, property type or geographic region.

LISTING WORKSHEET

Property ID: _____

Date Posted: _____

CHECKLIST

Last Updated

- | | |
|---|-------|
| <input type="checkbox"/> Add your Featured Listing to LoopNet | _____ |
| <input type="checkbox"/> Verify your Listing is Complete | _____ |
| <input type="checkbox"/> Complete your LoopNet Profile | _____ |
| <input type="checkbox"/> Contact your ProspectList | _____ |
| <input type="checkbox"/> Create a Property Website | _____ |
| <input type="checkbox"/> Send Customized Property Flyers and Reports to Interested Prospects | _____ |
| <input type="checkbox"/> Send Email Blasts to your Contacts | _____ |
| <input type="checkbox"/> Measure your Marketing Efforts with a Listing Activity Report | _____ |
| <input type="checkbox"/> Share your Listings on Social Networks | _____ |
| <input type="checkbox"/> Monitor the Market with Saved Searches, WatchLists and Trends Charts | _____ |

Important Notes:

PREMIUM LISTER TOOLS

LISTING FEATURES for Premium Listers

Viewable by all LoopNet Searchers*

Priority Placement in Search Results*

Featured Listings appear before Standard Listings in search results

Listing Placement on The Wall Street Journal Online*

Listing Placement on Cityfeet*

Listing Placement on Land And Farm* (*Land Listings Only*)

Exposure on Google, Yahoo! and Bing*

Your Featured Listing with direct contact information made available to popular search engines

ProspectList*

Contact a targeted list of prospects who have indicated interest in listings like yours

Custom Property Websites

Professional, maintenance-free website dedicated to your listing

Listing Activity Report*

Track your Featured Listing's exposure on LoopNet

Email Campaigns

Send professionally formatted emails to market your listings

Custom Reporting & Mapping for Your Listings

Produce and customize full-color professional reports for your listings with easy-to-use templates

Convenient Access to ALL Leads*

View ALL leads through My LoopNet and receive email notifications

Featured Listing Swap*

Control which listings receive featured exposure

Confidential Listings (Controlled Access Marketing)*

Password protect your Featured Listing

Property Change History Controls*

Option to hide the "Property Change History" displayed on your listing profile page

Link to Your Listing

Unique URL linking directly to a web page featuring your active LoopNet listings

Embed Your Listing

Access code to add your listing to your website

Unlimited Standard Listings

Add unlimited Standard Listings for exposure to all of LoopNet's paid subscribers

SEARCHING FEATURES for Premium Listers

Unlimited Marketplace Searching Access

Access to all listings on LoopNet

Daily Email Alerts for New Listings

Receive daily or weekly email alerts for new listings that meet your specific search criteria

Polygon & Map Based Searching

Find availabilities within a certain region using our dynamic search interface *3D Bird's Eye imagery in select markets*

Reporting from Search Results

Select properties from search results and create customized pdf reports using professional templates

Reporting from Watch List Folders

Create full-color pdf reports containing all (or select) properties in a folder and share them with colleagues or clients

Mapping from Search Results

Plot selected properties from your search results on a map using our dynamic interface powered by Microsoft®

Mapping from Watch List Folders

Plot properties in your Watch List Folder and map the listings using our dynamic interface powered by Microsoft®

Property Change History

View a history of changes made to a listing on LoopNet

Watch Properties

Get notified of key changes to specific properties with convenient email alerts

Watch List Folder Management

Select properties of interest and add them to customizable folders. Create as many folders as you need to manage your clients, property types and more

Asking Price & Asking Rent Trends

View key metrics in your market with coverage in office, retail, industrial and multifamily properties

Share Listings

Broadcast listings on LinkedIn, Facebook, Craigslist, and Twitter

ADDITIONAL LOOPNET BENEFITS

LoopNet Profile

Professional website to display listings, career accomplishments, peer recommendations and industry insights.

Product Discounts

Premium Listers receive 10% off additional LoopNet subscription-based products

*Requires Featured Listing

Updated: 2.28.2012