



# **Consumer Cheat Sheet**

## **VOLUME I**

**Your Guide to Using the Consumer applet within Command**

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## Consumer

With Consumer, you can edit anything consumer facing such as your agent website and the Consumer App.

You can click on your URL at the top center to view your website live.

On the dashboard, you will see the list of Agent Site Pages you have created, the date of creation, the blue eyeball to view the page live, and the three dot menu to edit or delete the page respectively.

## Agent Site Pages Tab

To create an Agent Site Page:

1. Click on (+) Create a new Page > On My Agent Site
2. Name the page at the top left
3. From here, you can drag and drop in the following widgets:
  - a. **Team:** Headshots, titles, names, numbers and emails of team members will be displayed, if applicable
  - b. **Agent Profile:** This will display your biography, headshot and contact information
  - c. **Contact Form:** This is a form that consumers will enter their information into the fields and submit
  - d. **Testimonials Carousel:** This will scroll through a few testimonials selected
  - e. **Testimonials List:** This will show 5 testimonials, have a button to Show More, and show up to 5 more testimonials in a list
  - f. **Company Profile:** This can be used for your Market Center or personal team/group information
  - g. **Testimonial Capture Form:** This is a form that anyone can fill in, including the agent, with testimonials so they can be used in the list or carousel widgets
  - h. **Download My App:** This displays a link so the person can click to download the app
4. Once you add in the widgets you can click on "Configure Widget". This will allow you to make edits. A URL for the Agent Site Page will then be generated.

## iFraming Basics

1. For iFraming, you can use this site: <https://www.iframe-generator.com/>
2. These are the settings you will want to update:
  - a. Width: **100%**
  - b. Height: **100%**
  - c. Scrollbar: **yes**
3. Paste the URL from the site or landing page.
4. Then you will want to click on **Generate**





5. You can then copy the code and paste it into a regular text box and paste it onto an agent site page.
6. Since the Agent Site Pages require a widget, we recommend adding the **Download My App** widget. This will make it easier to update the sites if contact information needs to be updated (since the widget does not show any of the information).
7. If you need to center the iFrame or an image, use this in front of the code: **<div align="center">**

### Centering An Image Using the Paintbrush Tool

1. Create a new agent site page in Command.
2. Using the **Image Content Block**, drag to page.
3. Upload your image.
4. Click on the image and then select the **Paintbrush** tool on the right hand site.
5. Select **Dimension**
6. Change the following boxes:
  - a. Width: 40%
  - b. Right Margin: 30%
  - c. Left Margin: 30%

(You can experiment with different percentages as long as they all add up to 100%. Some others include W: 50%, RM: 25%, LM25% or W: 60%, RM: 20%, LM 20%)

### Centering Text Using the Paintbrush Tool

1. Drag text box onto page.
2. Click on the body of the text box then select the **Paintbrush** tool.
3. For text boxes you will want to edit the following boxes under the **Dimensions** section:
  - a. For best results, make sure that **Width** is in **Pixels**.
  - b. For centering, **Margin Left** and **Margin Right** should be changed to **auto**.
    - i. For example:
    - ii. Width: 800p
    - iii. Right Margin: auto
    - iv. Left Margin: auto
  - c. Once the alignment is completed, select the **Typography** dropdown below to edit **Font Size** and **Text Alignment**.

### ADDITIONAL NOTES:

You can add space around the images or text boxes by changing the **Top Margin** and **Bottom Margin** sections. You will want to adjust these using **Pixels**.





## Landing Pages

To create a Landing Page:

1. Click on (+) Create a new Page > As A Landing Page
2. From here, you can add the following widgets:
  - a. **Agent Branding:** This widget will pull contact information from your Marketing Profile.
  - b. **Branded Header:** A smaller version of Agent Branding. A headline can be added to this page when the widget is configured. The information is also pulled from the Marketing Profile.
  - c. **Lead Form:** Lead Capture Form where leads will be directed into the contact section. The header of this widget can be edited.
  - d. **Legal Footer:** Shows social media links, and Market Center information. Pulls from Marketing Profile.
  - e. **Listing:** This widget will pull from the KWLS 2.0. You can search for Active listings and choose 'Select'. This will auto-fill the widget.
  - f. **Market Snap:** You can search for a neighborhood. It will show local market stats.
  - g. **Your Local Expert:** Can put CRS, SRES, etc. if you have those designations
  - h. **Video:** You can use this video to paste in a video URL or upload a video. The size of the video preview can be changed by using the Paintbrush tool
3. Once you add in the widgets you can click on "Configure Widget". This will allow you to make the edits mentioned above. A URL for the Landing Page will then be generated.

## Guide Builder Tab

Make edits to the guides clients have access to via app by clicking the three dot menu on right hand side

## Collections Tab

Create Collections of listings for people to view on app, e.g. celebrity houses, most expensive houses, office listings, your listings, etc.

## Site & App Settings Tab

### General

Agent Site Hero Text - Type in the text that you wish to have appear over your hero image on your Agent Site.

Agent Site Hero Image - Give your Agent Site a personalized look that reflects your business. Files supported: .jpg or .png. Recommended size: 1200 x 1200 pixels. You can upload up to 5 images.





Registration - Control how many properties visitors to your site can view before being prompted to register or sign in.

Download App Landing Page - A pre-created landing page that allows your clients to download your branded mobile app.

Virtual Tours - Link a virtual tour to your active listings, which will then be displayed on KW.com, the KW app, and your Agent Site

Preferences - Display Keller Mortgage, Keller Covered or neighborhoods on my agent site

Don't forget to Save Changes at the bottom!

## URLs

Domain Settings - Select a unique subdomain for your Agent Site. Please be advised that it can take up to 15 minutes for your new subdomain to be reflected on your site.

App URL Settings - Select a unique URL and add a text code for your App.

Don't forget to click Save Changes at the bottom!

## Featured Listings

Featured Listings Header Text - Enter the text that you would like to appear above your featured listings carousel.

Selected Listings - Select listings you would like to highlight in your Featured Listings. You may select up to 12 listings.

Don't forget to click Save Changes at the bottom!

## Theme

Select a KW theme color so your brand presence looks clean and consistent across the site.

Please be advised that it can take up to 15 minutes for your new theme to be reflected on your site. Don't forget to click Update Theme at the bottom!

## Agent Site Pages

You can find the KW default navigation here, but you can add or remove pages to customize your Agent Site experience. Can click Add Page on the left to add a created page to the page menu. URL Slugs must be unique, should not be used twice, but you will see a red error if you type in the same URL Slug. Don't forget to click Save once entering the three fields to add a page to the menu!





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## Cheat Sheets By Topic

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[myKW Cheat Sheet](#)

[Referrals Cheat Sheet](#)

[KW Connect Cheat Sheet](#)

[Opportunities Cheat Sheet](#)

[Consumer App Cheat Sheet](#)

[DocuSign Cheat Sheet](#)

[Command App Cheat Sheet](#)

[Campaigns Cheat Sheet](#)

[Command Settings Cheat Sheet](#)

[Reports Cheat Sheet](#)

[Contacts Cheat Sheet](#)

[Designs Cheat Sheet](#)

[Tasks Cheat Sheet](#)

[Listings Cheat Sheet](#)

[SmartPlans Cheat Sheet](#)

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