

## LiveBy Frequently Asked Questions (FAQ)

- **What is LiveBy?**

LiveBy is the vendor we have partnered with that empowers you with the tools to showcase your **local** expertise. LiveBy makes it fast and simple to display hyper-local content online and positions us as the go-to-resource for neighborhood and community information.

LIV SIR has launched over 200 new community pages with LiveBy, available on our website that the public can access and share. This new content lives under “Communities” in the main navigation on the [website](#).

- **LiveBy tools**

1. **Community pages:** accessible on LIV SIR’s website as public facing content.
  - <https://www.livsothebysrealty.com/eng/communities>
2. **Insights tool:** designed specifically for brokers to access and share reports with current and/or prospective clients.
  - <https://insights.livsothebysrealty.com/>
  - **Community Guide report:** provides a high-level overview of the selected community, aggregating the same data and information from the community page on the website, and creating a more formal report that can be shared via email, social media or printed.
  - **Market report:** provides a high-level market summary for the selected community. This can be shared via email, social media or printed.
  - Brokers can create an account by completing the profile section in the Insights tool. Please be sure to use your @livsothebysrealty.com email address.
  - The Insights link will also be accessible through LIV Suite through SSO (Single Sign-on) when that launches.
3. **ActivePipe integration:** An overview and training will be held in the near future to review this functionality.

- **Where does the data come from?**

- All of the dynamic data on the Community pages are defined by the map boundary on the page. The map boundaries were provided by either the LiveBy team (using county and state records), our MMR’s community records in the MLS’s, or internal Managing Brokers.
- All of the market trend data comes directly from the MLS’s and US Census bureau (currently using 2016 census and 2018 will be available very soon).
- Demographic data come from the most recent US Census data that is available (2016).

- The individual listing come directly from the local MLS feeds. We integrate with 7 MLS's and each individual MLS provides different access to listings status (active, pending, etc.)
  - LiveBy is able to display 1) Active, 2) Active Under Contract, and 3) Pending listing statuses from the various MLS's (depending on MLS availability).
  - By default, the maps **only** display active & pending residential, single-family, and condo listings. This DOES NOT include commercial listings, land listings, or any other listing type (Crested Butte & Telluride display land listings).
  - LiveBy refreshes MLS listings every 3-4 hours and updates market trends in real-time.
  - School information is provided by a 3<sup>rd</sup> party, SchoolDigger. LiveBy displays schools with school attendance boundaries that are within the neighborhood boundary defined on a page.
  - Dining, Shopping, Beauty, etc. locations are all brought in through a dynamic Yelp feed based on the map boundary on the page.
- **Where do the leads go?**
    - Community pages: All leads submitted through the new LiveBy Community pages on the website will be routed to the Relocation and Referral Services team (email directed to Kim Taylor & Michell Voll) who will complete the following:
      - Contact the client as soon as possible to conduct a discovery/needs assessment conversation
      - Based on the call/email and if the lead is viable, work with the appropriate Managing Broker on a recommendation to assign the lead (the assigned agent does not need to be on any relocation team to receive a referral from LiveBy)
      - A file will be created in eRelocation and regular updates will be collected from the assigned agent
      - The Relocation and Referral Services team will contact the assigned broker to confirm acceptance and to make sure they understand the process and how to manage the lead accordingly
    - Insights tool: Leads submitted through Insights tool will get routed directly back to the individual broker who created and shared the link.
- **Reviews**
    - On each page, there is a reviews section that encourages the public to leave reviews about their community. These reviews are moderated by the LiveBy team and are published if the review is deemed acceptable.

- **Can you request introductory copy or map revisions?**
  - Yes, please reach out to your Marketing Lead/Marketing Manager with any critical errors/revisions you find in either the introductory copy on the page or to a map boundary. Please provide specifics of any map boundary revisions.
- **Can we add new communities?**
  - Yes, we can add new communities post-launch. Any new communities must reside in an area where we have an active MLS integration.
  - You have the option to include any new communities on both the website and Insights tool or you can select either platform individually.
  - You can submit new community requests through the Source and your local Marketing Lead/Manager will manage this process:  
<https://source.livsothebysrealty.com/enhanced-property-exposure/liveby-community-request-form/>