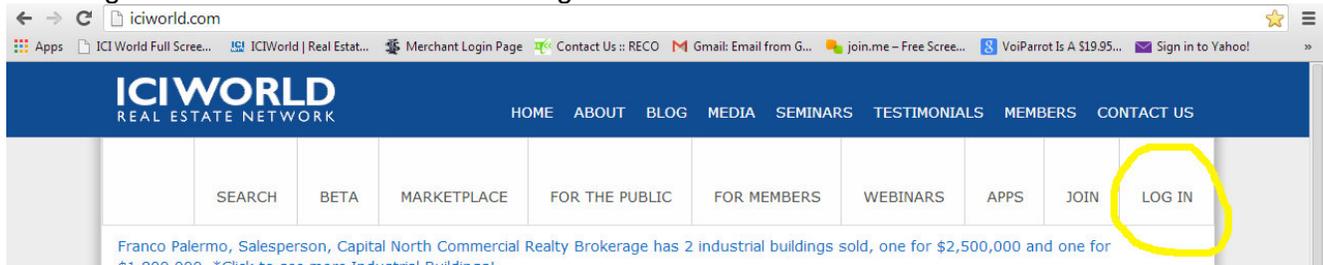


## Executive Membership Instructions

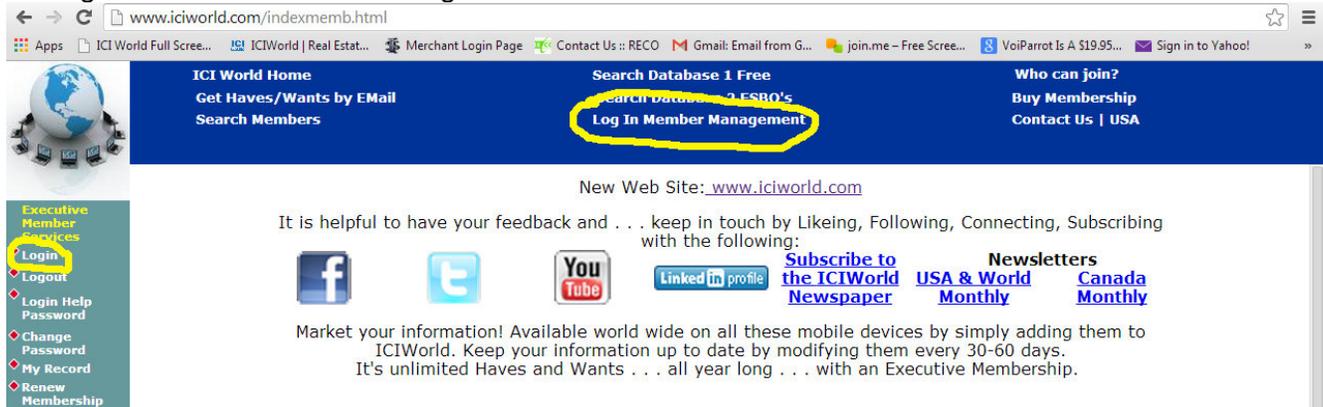
### Logging In to ICIWorld.com

If you do not have an ICIWorld Login name and Password you will shortly receive an email from ICIWorld which contains your Login name and password.

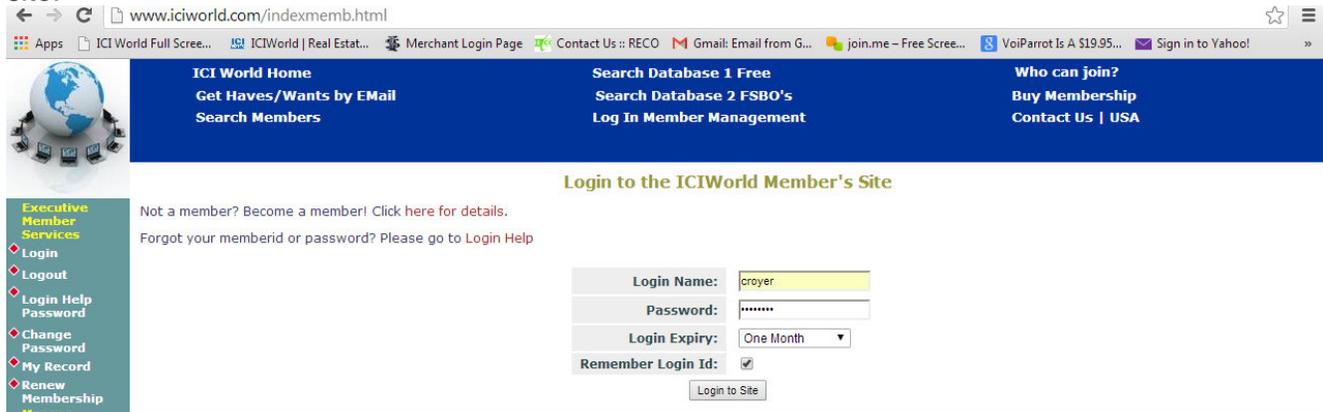
Please go to ICIWorld.com and click on Login



On the left hand side of the screen under Executive Member Services in yellow click on Login, or click on Log In Member Member Management



and input your Login Name and password on the next screen and press login to site.



You should see Welcome "Your Name", and **You are logged in the ICI World private member area. Congratulations!!! This means you have successfully logged in to the ICIWorld.com Executive Member Area.**

www.iciworld.com/indexmemb.html

ICI World Home  
Get Haves/Wants by EMail  
Search Members

Search Database 1 Free  
Search Database 2 FSBO's  
Log In Member Management

Who can join?  
Buy Membership  
Contact Us | USA

Welcome, Cecil Royer

You are logged in the ICI World private member area.  
Your renewal date is September 20 2014, your login id is croyer

Executive Member Services  
Login

You can also **manage your membership** and **change** and get **help** for your **passwords** from this area, please update your password immediately after logging in for the first time.

www.iciworld.com/indexmemb.html

ICI World Home  
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Welcome, Cecil Royer

You are logged in the ICI World private member area.  
Your renewal date is September 20 2014, your login id is croyer

Executive Member Services  
Login  
Logout  
**Login Help Password**  
Change Password  
My Record  
Renew Membership  
Manage

1. All Executive Members should review videos 2-7 in the Training Videos on the left. It includes the How To Place a Want properly, How to Place a Have properly. Your information is instantly on the Internet and reaches up to 50,000+/- over this next month. Renew your listings every 30-60 days and never let them go more than 90 days old. See Video #17 Domain Names, Videos #15 How To Promote Your Website.
2. We recommend all members have a minimum of fifteen Have and Want opportunities to generate leads and showings. How to do it? See YouTube Video number 2 in the Training Videos, The Three Questions, 12 minutes long. It has helped some members make \$50,000 within three months of learning them.
3. Search and Log In from www.iciworld.com
4. See For Members for a List of Executive Member Services.
5. Make sure you have the ICIWorld Real Estate Widgets operating on your website. Otherwise you are missing opportunities to generate revenue and do not realize it. We support all web sites.
6. Install the ICIWorld App to your mobile phone. Click on Apps. Let everyone in your office know about it. Industry wide Active Haves and Wants at your fingertips. Learn how to search anything and everything with the new age field ie: 30-90-180 days old.

## How To Search for Properties

There are 2 databases to search from, database 1 with full access to everyone, this is where your information will be placed, and database 2 our FSBO database, this is the widget that will be placed on your website.

To Search Database 1, from ICIWorld.com click on SEARCH,

iciworld.com

ICIWORLD  
REAL ESTATE NETWORK

HOME ABOUT BLOG MEDIA SEMINARS TESTIMONIALS MEMBERS CONTACT US

SEARCH BETA MARKETPLACE FOR THE PUBLIC FOR MEMBERS WEBINARS APPS JOIN LOG IN

Franco Palermo, Salesperson, Capital North Commercial Realty Brokerage has 2 Industrial buildings sold, one for \$2,500,000 and one for \$1,800,000. \*Click to see more Industrial Buildings!

**You will then see many options such as Canada, USA and World Regions, click on any of these that may interest you or that you or your client have a need for**

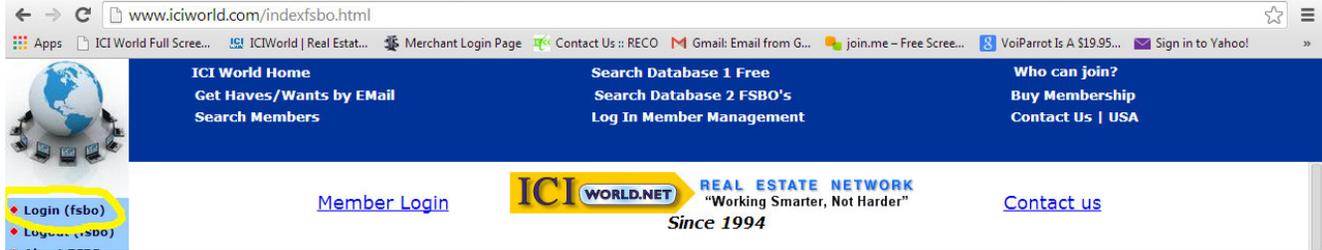
**For more Specialized Searches Click on Number 2, Advanced World Search. Here you can fill as much or as little of the search parameters as you feel, be careful and follow all instructions.**

## Search Database 2 FSBO

**To Search Database 2 and See all the details you must be an ICIWorld Executive member, non-members will see a version with no contact info.**

**After Logging IN at ICIWorld.com as indicated previously Click on Search Database 2**

**Now on the Left hand side in the light blue background click on Login(fsbo)**



**Now input your logins a second time to give you full access with contact info of all FSBO.**



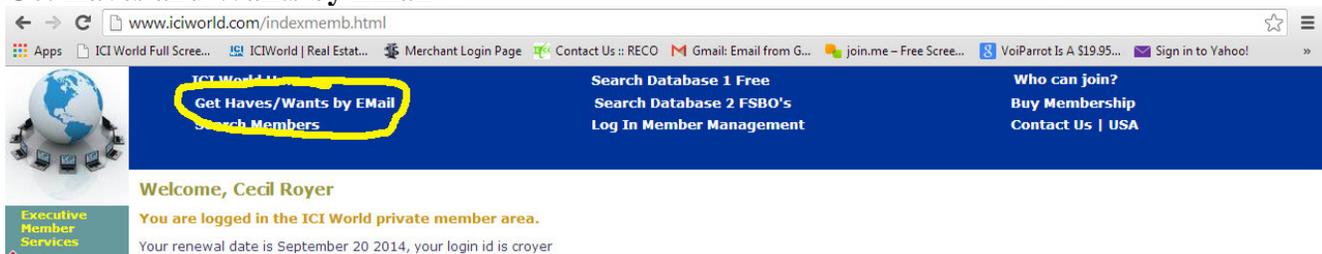
**From here there are various ways to search FSBOs, by latest listings, region, message number, or advanced.**



- 1. information is instantly on the Internet and reaches up to 50,000+/- over the next month. Renew your listings every 30-60 days and never let them go more than 90 days old. See Video #17 Domain Names, Videos #15 How To Promote Your Website.
- 2. We recommend all members have a minimum of fifteen Have and Want opportunities to generate leads and showings. How to do it? See YouTube Video number 2 in the Training Videos, The Three Questions, 12 minutes long. It has helped some members make \$50,000 within three months of learning them.
- 3. Search and Log In from [www.iciworld.com](http://www.iciworld.com)
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- 5. Make sure you have the ICIWorld Real Estate Widgets operating on your website. Otherwise you are missing opportunities to generate revenue and do not realize it. We support all web sites.
- 6. Install the ICIWorld App to your mobile phone. Click on Apps. Let everyone in your office know about it. Industry wide Active Haves and Wants at your fingertips. Learn how to search anything and everything with the new age field ie: 30-90-180 days old.
- 7. Assistance provided world wide by way of a 30 minute one on one Webinar Workshops. See Webinars. Daily 7am-3pm Toronto New York Miami time. USA 954-317-2327 Canada 416-840-6227
- 8. Register every month for How To Promote Your Web Site until you are generating leads regularly from your web site.
- 9. Make sure you know Our Pledge and Solutions. Every single member should be generating leads every 90 days and doing business otherwise YOU must call us.

## Subscribing to Receive listings by email

We have a special service where you can receive all the latest listings for a certain criteria. To Subscribe to an email list go to ICIWorld.com and login, and click on **Get Haves and Wants by Email**



Now you want to enter your name and email address and select the areas you want to receive listings from, also for more detailed email list click on subscribe on the left hand side.

**ICI World Home**  
Get Haves/Wants by EMail  
Search Members

**Search Database 1 Free**  
Search Database 2 FSBO's  
Log In Member Management

**Who can join?**  
Buy Membership  
Contact Us | USA

**ICI World** REAL ESTATE NETWORK  
INDUSTRIAL - COMMERCIAL - INVESTMENT

Contact us.  
1-877-272-1721

### Explanation

Full Name  Email Address

- **90% of people select the DIGEST; which is only one EMail per day with any new listings in it.**
- **You can unsubscribe from any email any time. You are dealing with a computer.**
- **Call anytime for assistance. 1-877-272-1721.**

E-Mail Digest	Description	Business Area	Business Category
<input type="checkbox"/>	Asia, All	Asia	All Categories
<input type="checkbox"/>	Africa, All	Africa	All Categories
<input type="checkbox"/>	Australia, All	Australia New Zealand	All Categories
	Canada (click here more choices)		
<input type="checkbox"/>	Caribbean Basin and Central America, All	Carib. Basin & Ctrl. America	All Categories

From here you can narrow down the emails that you want to receive, you can sort by type, area, category and price range to name a few.

**ICI World Home**  
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Search Members

**Search Database 1 Free**  
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### Search for Mailing Lists

May we suggest you start by selecting the DIGEST method for your State or Province, All Categories. No need to select anything else since you will receive new listings in only one email at the most per day, if and only when they are added.

Many people make the mistake of subscribing to many lists thereby receiving duplicates. If you subscribe to a State or Province, All Categories, you will get everything for that State or Province.

Searching for mailing lists is similar to searching for haves and wants.

This page enables you to search for mailing lists on the ICI World mail server that maybe of interest to you. You may search for area, category, price range etc. or you may just click Search Database to retrieve all lists. This is not your final selection, so do not restrict your search too much. On the next page you get a list of choices where you can make your final selection by clicking the appropriate check boxes.

Property Type (select)

Business area (select)

Business category (select)

Price Range (select)

List Description (contains)

Sort On Field

Sort Direction

Num of Results

Press button to search database

## Social Media, Newsletter and Blogs

We suggest that all our members integrate social media in to their online presence. We also strongly recommend that you join all of our social media outlets such as LinkedIn, Facebook, Twitter and Google Plus and subscribe to our Youtube channel, newsletter and join our blog, so that you remain up to date on all of the new and exciting news surrounding ICIWorld.com.

Just go to ICIWorld.com, scroll to the bottom of the page and click on each link to subscribe, join, like and/or tweet us!



## Adding a Have(for sale) or Want(to buy) to ICIWorld.com

Adding your listings to ICIWorld.com should be the main reason you joined, we send out all new listings to over 60,000 individuals that have requested such emails, and your listing will not only appear on our site with monthly unique viewership of over 40,000 individuals, but it will also appear on all our members websites as well, the value of that many eyeballs on your listing is much more than the low cost of your membership. **To add a new listing login at ICIWorld.com**

**Then on the left hand side click on add a have or want**

www.iceworld.com/indexmemb.html

ICI World Home | Get Haves/Wants by Email | Search Members | Search Database 1 Free | Search Database 2 FSBO's | Log In Member Management | Who can join? | Buy Membership | Contact Us | USA

Welcome, Cecil Royer

You are logged in the ICI World private member area.

Your renewal date is September 20 2014, your login id is croyer

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9. Make sure you know [Our Pledge and Solutions](#). Every single member should be generating leads every 90 days and doing business otherwise YOU must call us.

Executive Member Services

- Login
- Logout
- Login Help
- Password
- Change Password
- My Record
- Renew Membership
- Manage Listings
- Add Have/Want**
- My Solds
- My Solds
- Latest World Commercial
- Latest World Residential
- Search Haves and Wants

## Now you want to fill in the information about the property for sale

Please remember the **4 ingredients** to be included in the **subject line**: **(1) Location (2) Type (3) Price and/or Size (4) Sizzle**(what makes this property special) and generally in the same order. E.g. **RARE TORONTO, 12 STORY APARTMENT, \$789,000, 36 UNITS 1 AND 2 BDRM, MOSTLY RENTED INCOME PROPERTY IN PREMIUM LOCATION ADJACENT TO MALL & STEPS TO UNIVERSITY**. For Wants, you must type the word **Wanted** at the beginning of the subject line. Fill in as much or as little information as needed, We recommend that you **DO NOT** put in the address, give city and general area only.

The screenshot shows the ICI World website interface. At the top, there is a navigation bar with the following links: **ICI World Home**, **Get Haves/Wants by Email**, **Search Members**, **Search Database 1 Free**, **Search Database 2 FSBO's**, **Log In Member Management**, **Who can join?**, **Buy Membership**, and **Contact Us | USA**.

On the left side, there is a sidebar menu under **Executive Member Services** with the following items: **Login**, **Logout**, **Login Help**, **Password**, **Change Password**, **My Record**, **Renew Membership**, **Manage Listings**, **Add Have/Want**, **My Listings**, **My Solds**, **Latest World Commercial**, **Latest World Residential**, **Search Haves and Wants**, **Resources**, **Training Videos**, **Webinars**, **YouTube**, **Resource Center**, **SOLD!!!**, **Search by Member**, **Search for a Member**, and **Full Screen**.

The main content area is a form for adding a listing. It includes the following fields and options:

- Message Number**: Input field.
- Status**: Dropdown menu set to **Active**.
- Subject Line Help**: Please remember the 4 ingredients to be included in the subject line: (1) Location (2) Type (3) Price and/or Size (4) Sizzle and generally in the same order. For Wants, you must type the word **Wanted** at the beginning of the subject line. Maximum 160 characters.
- Subject Line**: Input field with a character count of 0.
- Business Area**: Dropdown menu with options: **Canada**, **U.S.A.**, **Mexico**, **Africa**.
- Business Area**: A list of instructions:
  - You may select multiple Areas by holding down the CTRL key.
  - Select area(s) and the next box will allow you to refine your location.
  - Continue to select until you get the desired location(s).
  - For more help [click here](#)
- Location, City (Optional)**: Input field.
- Have/Want**: Dropdown menu set to **Have**.
- Business category**: Dropdown menu with options: **Announcements, News (NOT Haves/Wants)**, **Apartment buildings/multi unit/condo townhouse projects/investments**, **Business Opportunities**, **Commercial Buildings/Hotels/Motels**, **Exchange/1031**.
- Date of Listing**: Input field with **February 3 2014** and a **CAL** button.
- Type Description**: Input field.
- Location**: Input field.
- Price (\$)**: Input field.

At the bottom of the page, there is a taskbar showing two open Excel files: **Cesscorp Invoice 80 f...xls** and **Cesscorp Invoice 80 f...xls**. The system tray shows the time as **3:56 PM** on **03/02/2014**.

# KEEP YOUR LISTINGS FRESH!



## UPDATE YOUR LISTINGS EVERY 30-90 DAYS.

Why? The reason? We have found that the majority of deals occur at the top half of the database. Your listings can get stale and out dated. They go down in the database after 30-60-90 days. People simply get so busy working the top half of the database that they do not get down to the bottom where your listings go after 30-60-90 days. Secondly any listing modified after 30 days, gets Emailed to the industry. There are over 10,000 Emails delivering information daily to the public. If you do not modify your listing, they do not get emailed out to the industry to all the new people subscribing. You actually can be missing doing deals and not even realize it.

Go to <http://www.iciworld.com> and Login. Click on My Listings. You will see an "age" column. Anything over 30 days you should be renewing. You can renew them from there by simply clicking on modify, your listing will come up, click on modify record at the bottom and you are done! Click Latest World on the left to see how the public actually sees your listing. Check that all your links work and spelling is correct, etc.

1. Search Database 1 Over 15,000 real estate Haves(Sellers) and Wants(Buyers) placed by member brokers.

One good use of this is to print out a list of buyers when you go on a listing presentation. It shows how well connected you are to the marketplace of buyers. It is a very powerful listing tool.

It is active information only that appears on other brokers web sites.

2. [Database 2](#) is over 13,000 Haves and Wants placed by the public free. There is a limited view to the public but only you the Executive Members of ICIWorld have full access to the contact information.

You can contact these people directly.

\$25M of a \$40M portfolio has been sold through this area. Members report doing double enders.

You can work referrals.

Members can subscribe to receive these listings from the public by EMail! Have you ever tried to do a referral? We suggest you try to do ten referrals this next year.

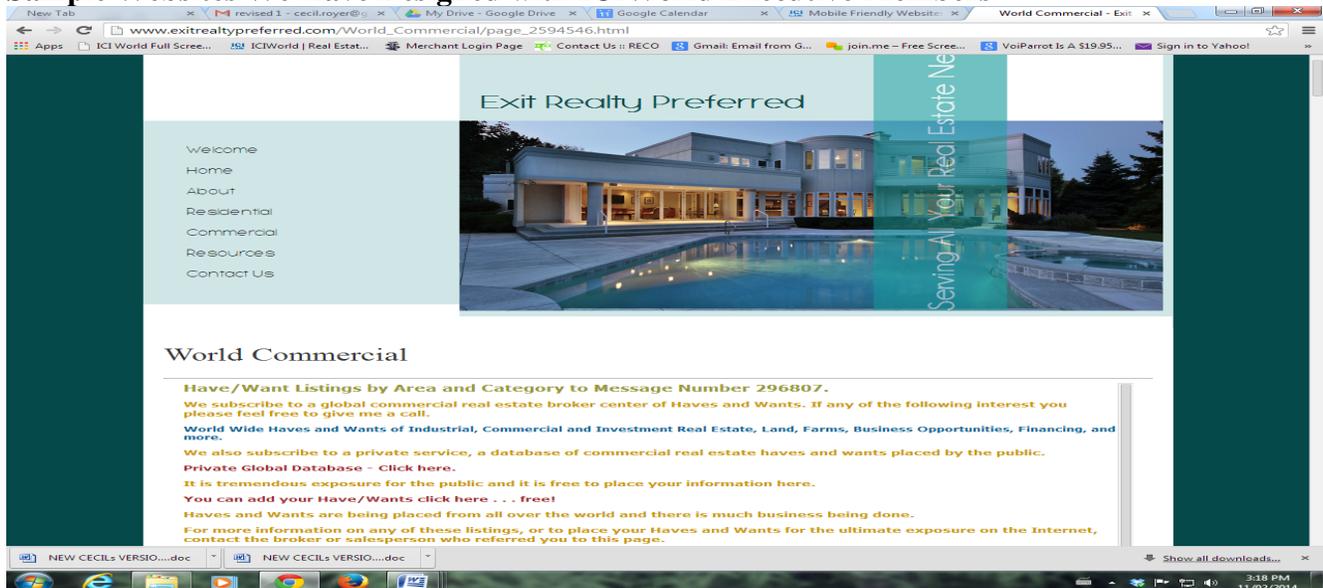
Referrals average 5 minutes to do and \$5,000 to \$10,000.



# Websites and Widgets

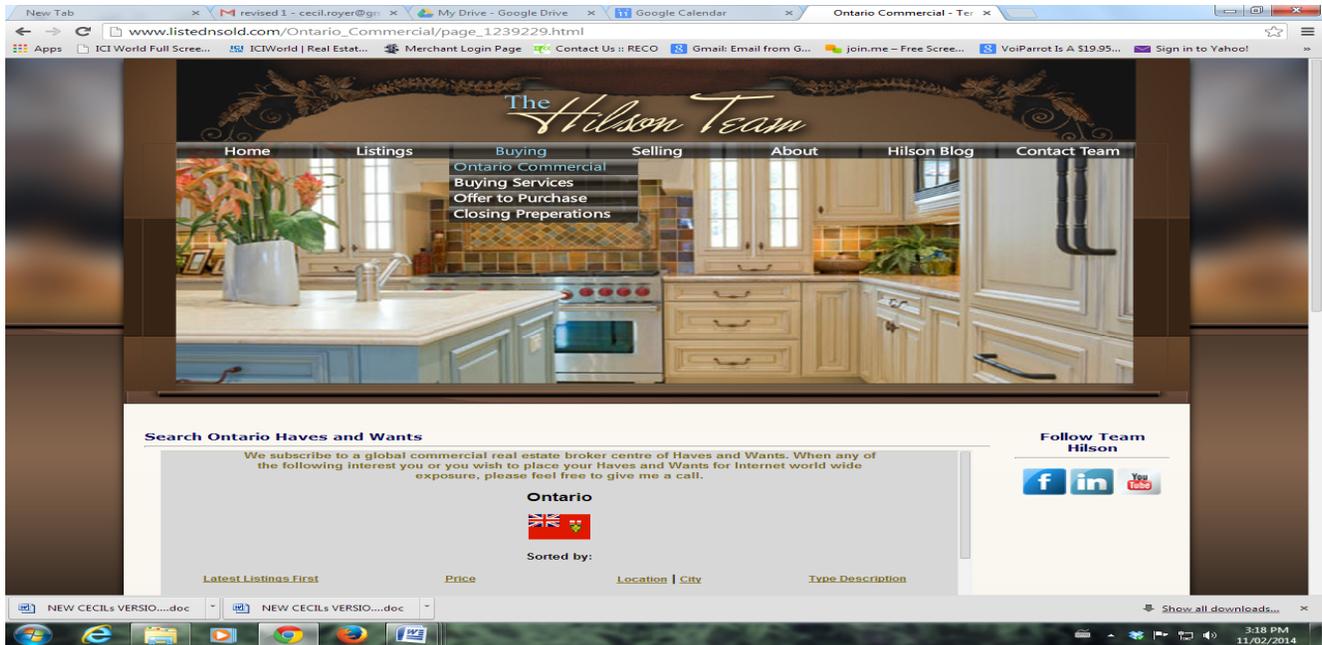
We will work with any existing website you own and place our revenue and lead producing widgets on your website. These Leads for a Lifetime add 15,000 listings to your home page so that you get the calls. We can also install a special link to display your personal listings. We will also add your IDX links as well so you will have MLS listings on your site as well. Whenever you add a listing to ICIWorld, it is automatically added to **your** homepage. **However if you do not have a website we recommend you: Request a P2Agent website from our office by calling the office at 416-840-6227.** They are free for 1 month, then \$199 per year, per the policies of the website host company, Point2 Agent. We are authorized distributors and trainers of their websites and we will design one of their websites for you, this is included in the cost of the Executive Membership you now own. If you have any problems getting started, **call the office at 416-840-6227 or afterhours at 416-214-4875** so we can book some training with you and get the website designed.

## Sample Websites We Have Designed with ICIWorld Executive Members



The screenshot displays a web browser window with the URL [www.exitrealtypreferred.com/World\\_Commercial/page\\_2594546.html](http://www.exitrealtypreferred.com/World_Commercial/page_2594546.html). The website has a dark teal header and sidebar. The main content area features a large image of a modern building with a swimming pool at night. The text on the page includes:

- Exit Realty Preferred**
- Navigation menu: Welcome, Home, About, Residential, Commercial, Resources, Contact Us
- World Commercial**
- Have/Want Listings by Area and Category to Message Number 296807.**
- Text: "We subscribe to a global commercial real estate broker center of Haves and Wants. If any of the following interest you please feel free to give me a call."
- Text: "World Wide Haves and Wants of Industrial, Commercial and Investment Real Estate, Land, Farms, Business Opportunities, Financing, and more."
- Text: "We also subscribe to a private service, a database of commercial real estate haves and wants placed by the public."
- Text: "Private Global Database - Click here."
- Text: "It is tremendous exposure for the public and it is free to place your information here."
- Text: "You can add your Have/Wants click here . . . free!"
- Text: "Haves and Wants are being placed from all over the world and there is much business being done."
- Text: "For more information on any of these listings, or to place your Haves and Wants for the ultimate exposure on the Internet, contact the broker or salesperson who referred you to this page."



## Mobile Apps

We all know the importance of having mobilized websites and of having your information accessible to the over 7 billion mobile devices now on the planet. The Point2agent websites we design are fully mobilized and we now have ICIWorld for the Android, Apple and most other mobile devices (Windows, Blackberry, etc.).

Please go to the Google play store and search for ICIWorld and download the app to your favorite mobile device.

Or

Go to your Apple App Store and search for ICIWorld and download the app to your favorite apple mobile device.

Or

From any other mobile device, go to the address bar from your browser, type in **iciworld.mobi** and save this as a favorite.

Today's consumers are more aware of the use of Smart Phone Technology and the ability to view and research properties, find the right real estate agent, and close the deal using our smart phones just gets easier every day. Real Estate professionals need the best tools available to market their services, and yes, that includes Mobile Apps and Mobilized Websites. We provide both.

## Webinars and Training Videos

Rather than personally repeat the same material over and over again for every single member we have recorded our training sessions with other members so that you can view all the training and assistance at your own convenience. These videos are Private and Confidential for the exclusive use of Executive Members.

To find all the training videos simply go to **ICIWorld.com** and click on **For Members** and click on option **17 training videos**. You will have to login to view these videos as they are for members only.

There may be times when you are stuck on something or need a bit of help, this is where we can assist you in a one on one webinar workshop, in the comfort of your home or office online, anywhere in the world. To book your workshop simply call us at 416-840-6227 and let the staff know you are interested in booking a workshop.