glide

Launch Roadmap

Welcome to Glide!

We are thrilled to partner with you to bring Glide, the best way to prepare disclosures, to your members.

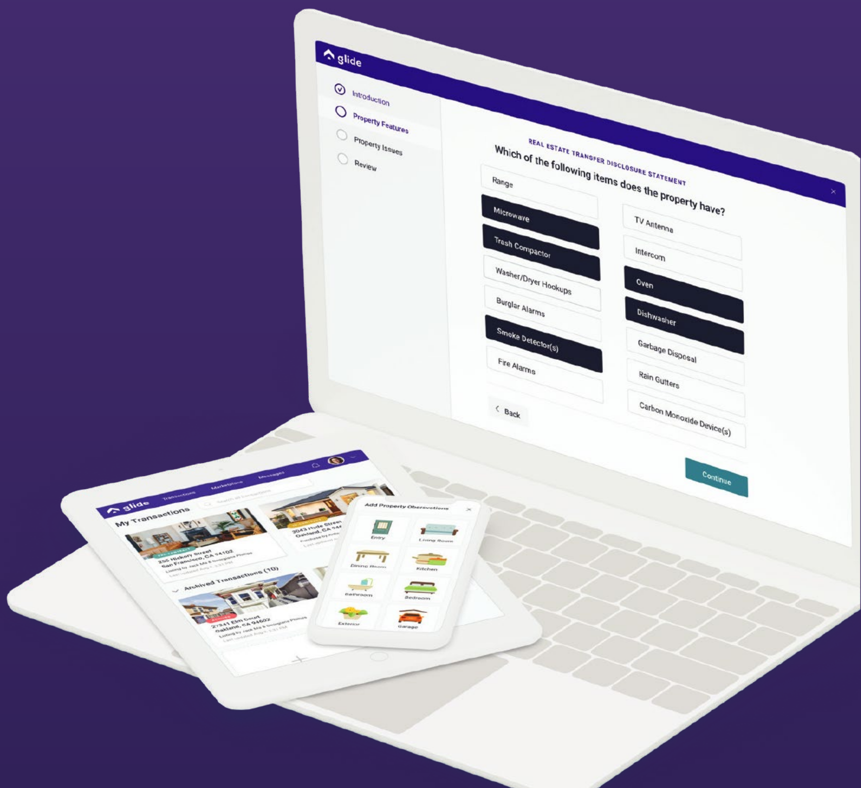
We want to make sure that everyone in your association has everything they need to get up and running on Glide as soon as possible so we've created this handy roadmap for roll-out. Based on our experience working with associations like yours, completing these tasks, on this timeline, will ensure maximum return for the association and its members.

Launch Day!

1. Add Glide to the member benefit of your website.

2. Add Glide to any featured area on your website - if you have a news, or featured items section, please add the Glide announcement! We're happy to provide an image file if you let us know the needed dimensions.

3. Send the launch announcement to your members.



Week 1

1. Issue a press release talking about the partnership and its benefits to your members - and their clients.

2. Follow Glide on social media with your official association accounts (Don't worry; we follow back!), and announce the partnership there.

3. Make sure your training & education team has everything they need to help agents understand the system and its benefits. All training materials are available online.

4. Post to your association's closed Facebook (or other private social media group about the new member benefit.

Week 2

1. Submit a list of top brokerages in your association so we can reach out and offer personal training.

2. Send out message on TC/administrative professional training that your members can forward.

3. Nominate at least two members of your association to participate in Glide's Customer Advisory Panel.

Week 3

1. Send a reminder email to your members to activate their free member benefit account and sign up for a free online training session.

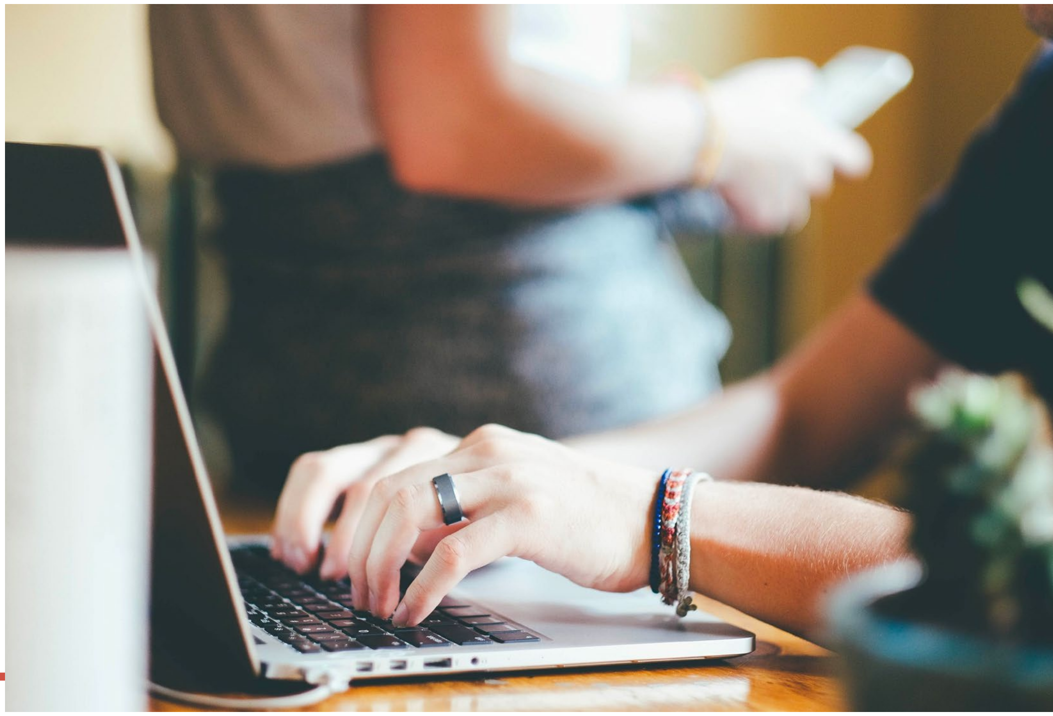
Week 4

1. Share a reminder post to your closed Facebook (or other social media) group.

Months 2 & 3

1. Highlight Glide in your member newsletter or send an email on Glide to your membership, reminding them of the value of complete disclosures in avoiding legal action (This will be the first Glide monthly update for your members).

2. Post to your closed Facebook (or other social media) group with fun facts & disclosure tips.



> Whether you sit with your clients in the same room or send the forms across the country, the process is so simple and streamlined we’ve found that virtually any seller can use Glide.

Chris Hasvold, Broker/Owner

Coldwell Banker Village Properties

Month 4

1. Schedule your first Executive Business Review - a meeting where we review usage numbers, take any product feedback, and make sure the association and its members are getting everything they need from the partnership.

2. Post to your closed Facebook (or other social media) group with fun facts & disclosure tips.

Month 5

1. Deploy the regular Glide feature review & update email (will be sent to you on an ongoing basis).

2. Deploy the regular Glide social media posts to your member groups (will be sent to you on an ongoing basis).

3. Schedule time for the Glide team to meet with your MLS or Forms committee to get product feedback and check in on how the benefit is being received.

Months 6-12

1. Deploy the regular Glide feature review & update email (will be sent to you on an ongoing basis).

2. Deploy the regular Glide social media posts to your member groups (will be sent to you on an ongoing basis).

Visit **Glide.com/Launch** to download all the materials you need for a successful launch!

GET STARTED TODAY