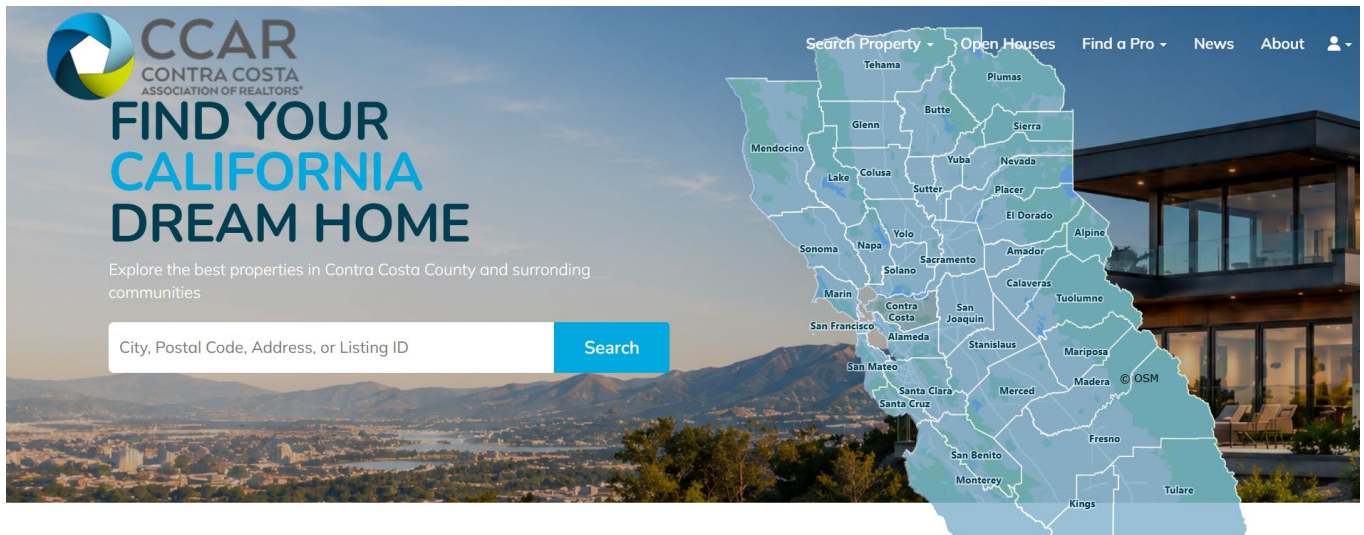




**Your listings. Your leads. Your brand.**

<https://ccar.mysalecore.com/>

**Contra Costa Property Search Portal**

**COMING AUGUST 11, 2026**

**TRAINING: WEDNESDAY, AUGUST 19 >**

This website portal is managed by SaleCore, Inc.

For tech assistance contact:

**(707) 399-8060** | [helpdesk@salecore.com](mailto:helpdesk@salecore.com)

## Frequently Asked Questions

### What is the Contra Costa Property Search Portal?

The Contra Costa Property Search Portal is a consumer-facing property search website designed to connect homebuyers and sellers with local CCAR REALTOR® members. It gives consumers access to current property listings while giving members additional ways to promote their listings, strengthen their online presence, and receive inquiries directly.

### What does this service include for CCAR members?

Every CCAR member receives access to:

- A complimentary branded IDX website
- A professional, searchable agent profile
- Exposure through the Contra Costa Property Search Portal
- Direct delivery of inquiries submitted through their listings
- Access to a SaleCore account for profile and lead management
- Consumer search tools such as saved properties, saved searches, and listing alerts

Optional upgrades are available for members who want more customization, advanced CRM tools, or marketing automation.

## Quick Answers

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- |                                                                                                                                                                           |                                                                                                                                                |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"><li>• <b>Included with membership?</b><br/>Yes.</li></ul>                                                                               | <ul style="list-style-type: none"><li>• <b>Consumer alerts available?</b><br/>Yes.</li></ul>                                                   |
| <ul style="list-style-type: none"><li>• <b>Upgrade required?</b><br/>No.</li></ul>                                                                                        | <ul style="list-style-type: none"><li>• <b>NorCal MLS Alliance inventory?</b><br/>Yes.</li></ul>                                               |
| <ul style="list-style-type: none"><li>• <b>Branded website included?</b><br/>Yes.</li></ul>                                                                               | <ul style="list-style-type: none"><li>• <b>Leads guaranteed?</b><br/>No.</li></ul>                                                             |
| <ul style="list-style-type: none"><li>• <b>Professional profile included?</b><br/>Yes.</li></ul>                                                                          | <ul style="list-style-type: none"><li>• <b>Training available?</b><br/>Yes. Starting Wed, Aug 19   <a href="#">REGISTER NOW &gt;</a></li></ul> |
| <ul style="list-style-type: none"><li>• <b>Are listing inquiries sent to the listing agent?</b><br/>Yes, when submitted through the listing on the CCAR portal.</li></ul> | <ul style="list-style-type: none"><li>• <b>Optional upgrades available?</b><br/>Yes.</li></ul>                                                 |
- 

### Is this included with my CCAR membership?

Yes. The core service is included with your CCAR membership. You do not need to purchase an upgrade to receive your branded IDX website, professional profile, listing inquiry routing, or access to the member tools included in the CCAR program.

### Is there an additional monthly fee?

There is no additional monthly fee for the core member benefits included through CCAR. Optional SaleCore products and upgrades may involve separate fees.

### Do I have to use the service?

No. Participation is optional. However, members are encouraged to complete their profiles and review their websites so they can receive the full value of the service and ensure their information is accurate.

### Branded IDX Website

#### What is a branded IDX website?

A branded IDX website is a professional property search website connected to your name and business identity. Consumers can search current listings through your site while seeing your contact information and professional branding.

### **What listings appear on my website?**

Your website displays live NorCal MLS Alliance inventory, giving consumers access to listings across 27 counties. This can be especially useful for buyers whose searches extend beyond Contra Costa County.

### **How often are listings updated?**

Listing information is updated automatically through the MLS data feed. Members do not need to manually add or update listings that are supplied through the MLS.

### **Will my own listings appear on my website?**

Yes. Your active listings should appear as part of the MLS inventory displayed on your website. Your profile may also feature your active listings.

### **Can consumers search listings through my website?**

Yes. Consumers can search by location and other available property criteria. Depending on the search experience, they may also be able to view results on a map, save properties, save searches, and receive listing alerts.

### **Can buyers save properties and searches?**

Yes. Registered consumers can save favorite properties and saved searches. They may also receive automated alerts when new properties match their criteria.

### **Can I send my website to clients?**

Yes. Members are encouraged to share their branded website with:

- Buyer clients
- Prospects
- Open-house visitors
- Past clients
- Relocation clients
- Social media followers

- Email subscribers

You can also add the link to your email signature, social media profiles, digital business card, buyer guides, and marketing materials.

### **Can I customize my website?**

The complimentary website provides a professional branded starting point. The amount of customization available through the included website may be limited. Members who want expanded design, content, branding, CRM, or automation features can explore optional SaleCore upgrades.

### **Can I use my own domain name?**

Domain options may depend on the included website configuration and any optional upgrade selected. Members should confirm domain setup options with SaleCore before transferring, purchasing, or redirecting an existing domain.

### **Does this replace my current website?**

It may replace some members' current websites, but not every website. The included IDX website may be sufficient for members who need a professional search site with current listings and basic branding. Members who rely on custom content, advanced lead funnels, blogging, team pages, or extensive automation may choose to retain their existing website or compare it with SaleCore's optional upgrades.

Do not cancel an existing website or domain service until you have reviewed the new site and confirmed that it meets your needs.

## **Professional Agent Profile**

### **What is included in my professional profile?**

Your profile may include:

- Professional photo
- Biography
- Contact information
- Brokerage information
- Service areas
- Specialties
- Languages spoken
- Designations and certifications

- Website link
- Social media links
- Active listings

### **Why should I complete my profile?**

Consumers often research an agent before making contact. A complete profile helps them understand:

- Who you are
- Where you work
- What types of clients or properties you serve
- What experience and qualifications you bring
- How to contact you

An incomplete profile may make it harder for consumers to evaluate your expertise or find you through directory searches.

### **Can consumers search for agents?**

Yes. The professional directory is designed to help consumers search for local REALTOR® members. Search options may include criteria such as location, specialty, and language.

### **Can I edit my profile?**

Yes. Members should be able to update information that is not automatically supplied through the MLS or membership data feed. This may include your:

- Photo
- Biography
- Specialties
- Service areas
- Languages
- Website
- Social media links
- Additional professional information

### **What information is pulled automatically?**

Some information may come from MLS or CCAR membership records, including your name, brokerage, contact information, and active listings. Members should review all automatically supplied information for accuracy.

### **What should I do if my brokerage or contact information is incorrect?**

First, determine whether the incorrect information is coming from your MLS record, CCAR membership record, or SaleCore profile. Updating the source record may be necessary before the corrected information appears on the portal. Contact CCAR or SaleCore support if you are unsure where the information originates.

### **Can I upload my own headshot?**

Yes. Members should use a current, professional photo that clearly represents them. Use the same photo across your website, profile, email signature, and social accounts when possible to improve recognition.

### **What should I include in my biography?**

A useful biography should briefly explain:

- The clients or markets you serve
- Your local experience
- Your specialties
- What makes your approach different
- Relevant designations or experience
- The value clients can expect from working with you

Focus on how you help clients rather than listing every career detail.

## **Listing Inquiries and Lead Delivery**

### **What happens when a consumer asks about my listing?**

When a consumer submits an inquiry through your listing on the Contra Costa Property Search Portal, the inquiry is routed directly to you. It should be delivered to your designated email and appear in your SaleCore account.

### **Will another agent receive the inquiry from my listing?**

The portal is designed so that inquiries submitted through your listing are routed to you as the listing agent. This is one of the service's primary differences from some popular property portals, where an inquiry may be connected to an advertising or participating agent.

**Does CCAR sell or resell my listing inquiries?**

No. CCAR does not resell listing inquiries generated through the portal.

**Does receiving a listing inquiry mean the consumer is my client?**

No. An inquiry is a business opportunity, not an established agency relationship. You are still responsible for discussing representation, confirming whether the consumer is already working with another agent, and following all applicable laws, MLS rules, brokerage policies, and agency disclosure requirements.

**What if the consumer already has an agent?**

Respond professionally and determine whether the consumer is currently represented. Do not interfere with an existing agency relationship. Follow your broker's policies and all applicable rules regarding representation and cooperation.

**Where will I see my leads?**

Portal inquiries should be delivered to:

- Your designated email address
- Your SaleCore account or lead-management area

Confirm that your email address and notification settings are correct.

**Will I receive a text notification?**

Text alerts may depend on your account settings or optional service level. Confirm available notification options in your SaleCore account or during training.

**How quickly should I respond?**

Respond as quickly as reasonably possible. Consumers often submit inquiries to multiple sources, and prompt, useful responses improve the likelihood of starting a conversation.

A strong first response should:

- Acknowledge the inquiry
- Reference the property or question
- Offer a helpful answer
- Ask what the consumer needs next
- Provide a clear way to continue the conversation

### **Can I test whether my inquiries are working?**

Members should confirm their notification settings and may be able to submit a test inquiry, provided the test is clearly identified and does not interfere with actual consumer activity. Follow the instructions provided during training or by SaleCore support.

### **Are leads guaranteed?**

No. The service provides listing exposure, consumer contact tools, and lead-routing capabilities. It does not guarantee a specific number of inquiries, clients, listings, or transactions. Results will depend on consumer traffic, listing activity, profile quality, response time, and how actively you use and promote your website.

### **How This Differs from Popular Portals**

#### **How is this different from Zillow, Realtor.com, Redfin, or other large portals?**

Popular national portals offer broad consumer reach and many useful search features. The CCAR portal provides a different combination of benefits for local members:

- Listing inquiries are routed directly to the listing agent.
- Every member receives a branded IDX website.
- Every member can maintain a professional profile.
- Members are not required to purchase advertising to receive the included profile and website.
- The search experience is designed to support local listings and local professionals.
- Core tools are included with CCAR membership.

#### **Do other portals also have profiles and saved searches?**

Yes. Many popular portals provide agent profiles, property alerts, saved searches, and other consumer tools. The distinction is not that CCAR is the only platform offering those features. The distinction is that CCAR combines them with:

- Direct listing-agent inquiry routing
- A member-branded IDX website
- A local professional directory
- Member lead access
- Inclusion as a membership benefit

#### **Does the portal have more listings than national portals?**

The service should not be promoted as having more listings than every national portal. Its value is access to current NorCal MLS Alliance inventory through a local, member-focused search experience.

### **Will consumers automatically use this portal instead of national sites?**

Not necessarily. Members and CCAR will need to promote the portal and individual branded websites. You can increase use by sharing your website consistently with clients, prospects, open-house visitors, and social media audiences.

### **SaleCore Account and Lead Management**

**About:** SaleCore is the technology provider powering the CCAR property search portal, branded IDX websites, professional profiles, and related member account tools.

### **What can I do in my SaleCore account?**

Depending on the included service level, members may be able to:

- Review and update profile information
- Access portal leads
- Review contact details
- Manage account settings
- Confirm notification preferences
- Access website information
- Review available upgrades

### **Is the SaleCore account a full CRM?**

The included account may provide basic lead-management capabilities. Advanced CRM functions, automated campaigns, text messaging, email marketing, and expanded workflow tools may require an optional upgrade.

Members should review exactly what is included before replacing an existing CRM.

### **Can I import my existing contacts?**

Contact import options may depend on the service level and the type of SaleCore account you use.

Confirm import capabilities, data requirements, and privacy considerations with SaleCore before uploading a contact database.

### **Can I use the service with my existing CRM?**

Possibly. Integration options will depend on your current CRM and the features included in your SaleCore account. Members should confirm compatibility before changing any existing system.

### **Can my team or brokerage use one shared account?**

The included benefit is generally structured around individual member profiles and websites. Team and brokerage configurations may require separate setup or optional products. Brokers and team leaders should consult SaleCore for available options.

## **Training and Support**

### **Is training available?**

Yes. Live training and supporting resources will be available to help members get started.

### **What will training cover?**

Training may include:

- Accessing your SaleCore account
- Reviewing your branded IDX website
- Updating your professional profile
- Understanding listing inquiry delivery
- Reviewing and managing leads
- Sharing your website with clients
- Using saved searches and alerts
- Reviewing optional upgrades

### **Do I need technical experience?**

No. The training is designed for members with varying levels of technical experience.

### **What should I do before training?**

Before training:

- Confirm you can access your email account.
- Have your professional headshot available.
- Draft a short biography.
- Identify your service areas and specialties.
- Make a list of your website and social media links.
- Bring questions about your current website or CRM.

### **Who do I contact for technical support?**

Technical support for website, account, lead, and profile functions may be provided by SaleCore. CCAR may assist with membership-related information, program questions, and directing you to the correct support resource. Use the approved support email or help link once provided.

### **Who do I contact if my MLS information is wrong?**

Contact the appropriate MLS or CCAR support team if the incorrect information originates in your MLS or membership record. SaleCore may not be able to edit data that is controlled by the MLS feed.

### **Optional Upgrades**

#### **Are upgrades required?**

No. You can use the included core benefits without purchasing an upgrade.

#### **What optional upgrades may be available?**

Optional services may include:

- Expanded website customization
- Custom domain options
- Additional website pages
- Advanced CRM tools
- Email marketing
- Text messaging
- Automated follow-up
- Marketing campaigns
- Blogging or content tools
- Team or brokerage websites
- Advanced lead-management features

Availability and pricing should be confirmed directly with SaleCore.

#### **Will CCAR recommend a specific upgrade?**

CCAR may explain what is included and make members aware of optional services, but each member should evaluate whether an upgrade fits their business needs and budget.

#### **Should I cancel my existing website, CRM, or marketing tools?**

Not until you have:

- Reviewed the included service

- Confirmed what features you need
- Tested the website and lead delivery
- Compared data export and import options
- Confirmed domain ownership
- Checked contract cancellation terms
- Consulted your broker if required

### **Who handles billing for optional upgrades?**

Optional upgrades are expected to be contracted and billed directly through SaleCore, not through CCAR dues. Confirm all terms, pricing, renewal conditions, and cancellation policies before purchasing.

## **Privacy, Data, and Compliance**

### **What consumer information will I receive?**

The information received will depend on what the consumer submits, such as: Name , Email address, Phone number, Property of interest, Message or question, Search activity associated with the inquiry.

### **Am I responsible for protecting consumer information?**

Yes. Members are responsible for handling consumer information in accordance with applicable laws, brokerage policies, privacy requirements, and professional standards. Do not share, sell, or misuse consumer contact information.

### **Can I add portal leads to marketing campaigns?**

Only when legally permitted and consistent with the consumer's consent, your brokerage policies, and applicable email, text-message, privacy, and solicitation laws. An inquiry does not automatically provide unlimited permission for future marketing.

### **Are text messages subject to additional rules?**

Yes. Text-message marketing may be subject to federal and state consent requirements, including rules governing automated messages. Members should consult their broker and legal guidance before enrolling consumers in text campaigns.

### **Does CCAR guarantee the accuracy of listing information?**

Listing information is supplied through MLS data feeds. Members remain responsible for reviewing their own listings and reporting inaccuracies through the appropriate MLS correction process. Consumers should be advised to verify material property information.

### **Does the portal create an agency relationship?**

No. Use of the portal or submission of an inquiry does not by itself create an agency relationship. Agency relationships must be established and documented according to applicable law and brokerage procedures.

### **Broker and Team Questions**

#### **Can brokers encourage all agents in the office to participate?**

Yes. Brokers can help agents receive more value by encouraging them to:

- Complete their profiles
- Review their websites
- Attend training
- Confirm notification settings
- Add website links to marketing materials
- Develop a consistent lead-response process

#### **Can this be used as a recruiting or retention benefit?**

Yes. Brokers may describe the service as a CCAR member benefit that provides agents with a branded IDX website, professional profile, and direct listing-inquiry routing. Avoid implying that the service guarantees leads, clients, or income.

#### **Can a broker see all office leads?**

Office-level visibility will depend on the account structure and any brokerage-level products or permissions. Brokers should confirm reporting and account-access options with SaleCore.

#### **Can teams brand the website under the team name?**

Team branding may require additional setup or an optional team product. Confirm options directly with SaleCore.

### **Getting Started**

#### **What are the first five things I should do?**

1. Access your SaleCore account.

2. Review your contact information.
3. Complete your professional profile.
4. Open and test your branded IDX website.
5. Confirm where listing inquiries will be delivered.

### **How can I get the most value from the service?**

Use it consistently.

Recommended actions include:

- Add your website to your email signature.
- Share it after buyer consultations.
- Add it to social media profiles.
- Include it in open-house materials.
- Use it in listing presentations.
- Encourage buyers to save searches and create alerts.
- Keep your profile current.
- Respond promptly to inquiries.
- Review your lead activity regularly.

### **What should I tell sellers about the portal?**

You can say:

"Your property will receive additional exposure through the Contra Costa Property Search Portal. When a consumer submits an inquiry through your listing, it is delivered directly to me so I can respond, answer questions, and follow up on the interest your property generates."

### **What should I tell buyers?**

You can say:

"I can give you access to a property search website connected directly to me. You can search current listings, save homes, create alerts, and contact me whenever you need more information or want to schedule a showing."

### **What if I do not have any active listings?**

You can still benefit from:

- Your branded IDX website
- Your professional directory profile

- Buyer search tools
- Saved searches and alerts
- Your SaleCore account
- Consumer inquiries generated through your profile or website

### **What if I only work with sellers?**

The platform can support sellers by giving you:

- Another source of listing exposure
- Direct listing-inquiry routing
- A professional online profile
- A branded property-search website
- Additional talking points for listing presentations
- A clear way to demonstrate how you respond to online interest

### **What if I primarily work with buyers?**

The website can help you:

- Give buyers access to current inventory
- Keep their search connected to your brand
- Encourage saved searches and listing alerts
- Support searches across 27 counties
- Stay involved throughout a longer search process