

# SureClose Advantage<sup>®</sup> Branding

Reference Guide 3.6

February 2013

# Table of Contents

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<b>Introduction .....</b>	<b>1</b>
What is Branding? .....	1
How This Works .....	1
Do I have to set up a branded site? .....	1
Admin .....	2
General Tab .....	4
Invitation Tab.....	7
Welcome Tab .....	8
My Transactions Tab.....	9
About Page Tab .....	10
Listing Search Tab .....	11
Contact Us Tab .....	12
<b>Additional Information.....</b>	<b>13</b>
Training.....	13
Technical Support.....	13

# Introduction

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The purpose of this document is to provide you with information necessary to create custom SureClose sites using the new Branding feature.

## What is Branding?

With Branding, you have the option to set up a custom SureClose Advantage site that looks very similar to your company website. With custom branding, you can now control background colors and the colors of your menus and title bars. You can add your company logo, various images, as well as, your marketing copy and descriptions to the Welcome, About Us, Contact Us and My Transactions pages. In addition, using custom hyperlinks, you can now easily take your customers where you want them to go.

When your customers log in, they will feel as though they are logging directly into your company website, rather than a separate system. Not only is this good for business but makes things easier for your customers since they only have to log in once.



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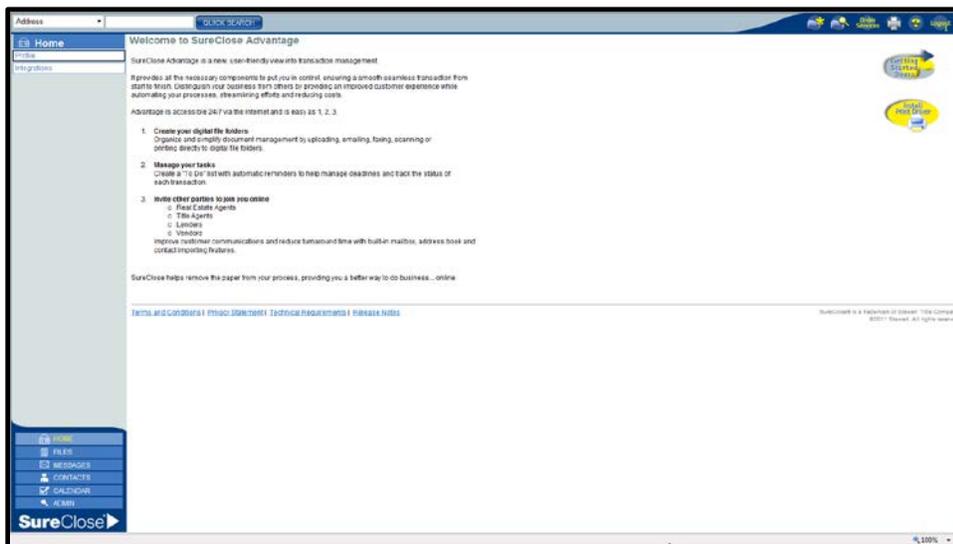
It is recommended that custom branding be used by Independent Title Agents, Real Estate Brokers, and MLS members. Stewart Affiliate offices should continue to use Stewart Online. For more information about Stewart Online, please contact the Customer Care Center at 1.877.800.3132 or [customercare@propertyinfo.com](mailto:customercare@propertyinfo.com).

## How This Works

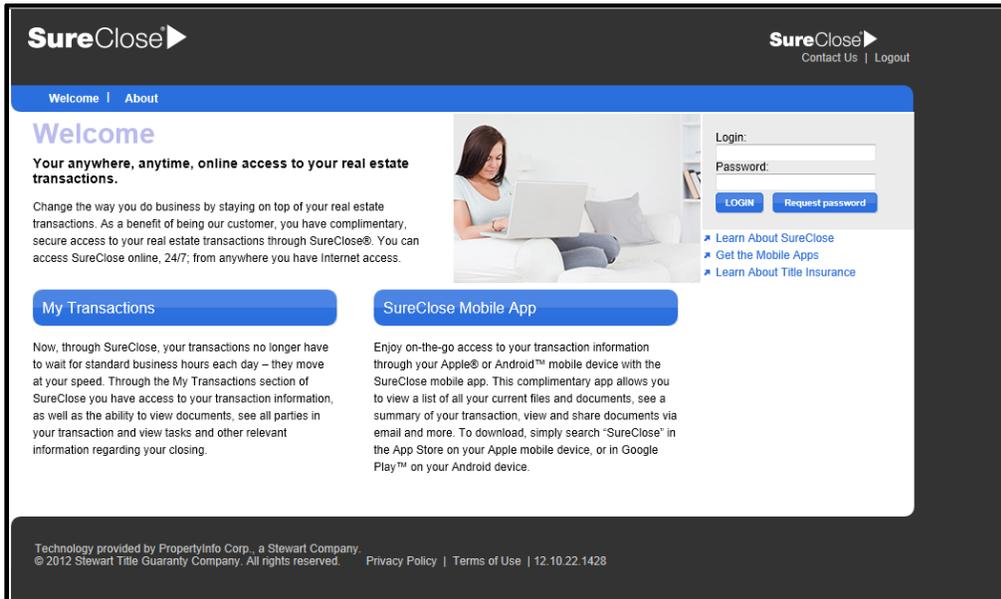
When branding is set up and a custom site is created, SureClose generates a unique URL. Using this URL a customer can log directly into your branded site. You can also place this URL on your existing website for customers to access. Any new user invitations sent from SureClose can also be set up to include this URL for users to log in.

## Do I have to set up a branded site?

No, you do not have to set up a branded site. You will still have the option to use SureClose Advantage as it exists today, which looks similar to this:



Or, you can use **Branding** to create a branded site similar to your company website, or you can select to use the default brand to have your site look similar to this:

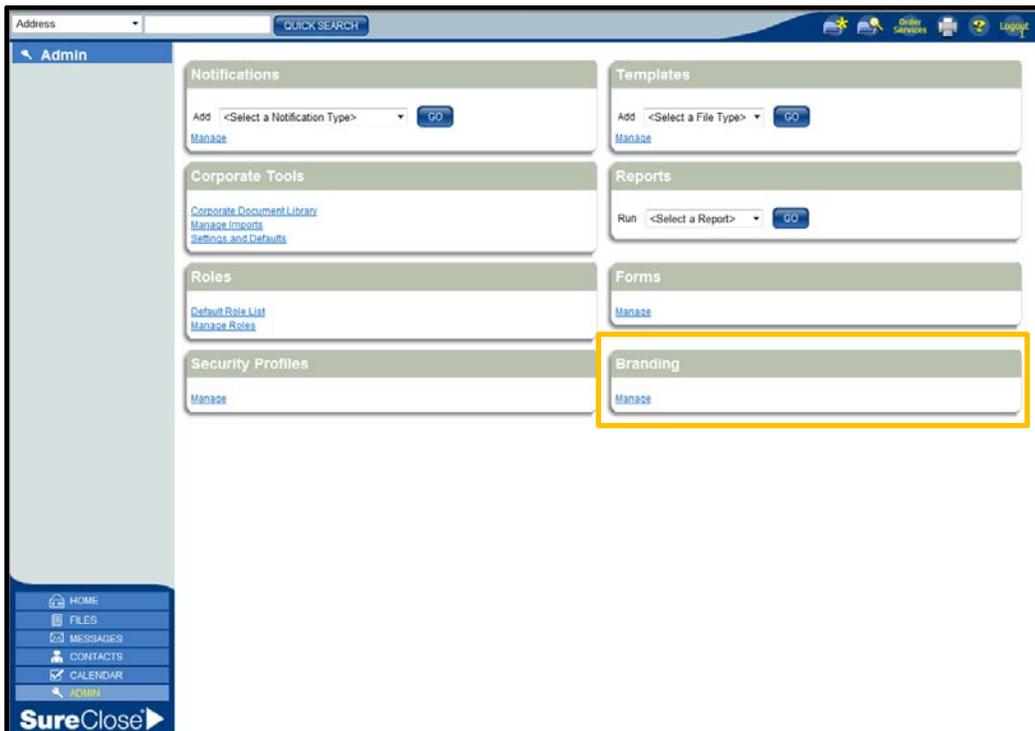


## REQUIRED SECURITY

In order to see the **Branding** section under the Admin menu, you must have permission to create or edit branding profiles. You must also belong to a company that is linked to a corporation.

## Admin

With these requirements met, a new **Branding** option displays under the Admin menu. Use this option to create one or many custom brands.



Selecting **Manage** displays the Branding page with several tabs. Each tab has several options used to customize the brand look and feel.

SAVE | CANCEL | PREVIEW | DELETE

Brands: <Add New Brand>

General | Invitation | Welcome Page | My Transactions Page | About Page | Listings Search Page | Contact Us Page

Brand Description:  \*

Brand Code:  \*  Default  Active

\* Required Fields

### Images and Colors

**Site Logo**

Select an image from the Corporate Image Library   
(max size: 400 x 60 pixels)

Image URL:

Characters used: 0 of 500

**Colors**

	Pick a color	Color Code	Display
Header/Footer Background:	<input type="color" value="#333333"/>	#333333 *	
Header/Footer Text:	<input type="color" value="#CCCCCC"/>	#CCCCCC *	<input type="text" value="TEXT"/>
Menu Bar Background:	<input type="color" value="#2B6FDE"/>	#2B6FDE *	
Menu Bar Text:	<input type="color" value="#FFFFFF"/>	#FFFFFF *	<input type="text" value="TEXT"/>
Headline Text:	<input type="color" value="#BBBBEE"/>	#BBBBEE *	<input type="text" value="TEXT"/>

## General Tab

From the General tab, you can:

- Create and delete brands
- Define which brand to use as the default
- Activate/Deactivate a brand
- Upload images
- Customize brand colors
- Define what information or images display

As a requirement, each brand must have a unique description and code. Saving the brand creates the branded URL and it displays under the Brand Description and Brand Code. You can create one or many brands. If you decide to delete a brand or brands, you can easily do so by selecting **Delete**.

If multiple brands are created, then select the **Default** check box to indicate which should be considered the default and included when sending new user invitations from SureClose. Once saved, the branded site name displays in the **Brands** selection list and displays with the word (*Default*) to the right of the brand name.

QUICK SEARCH

SAVE CANCEL PREVIEW DELETE

Brands: Stewart National Title Services (Default) ▾

- <Add New Brand>
- ABC Title Company
- Andrea's Brand
- Homebuilders Northwest
- Juneau Agency
- Our Title Company
- Realtor Southwest Texas
- Stewart National Title Services (Default)
- Testing
- Your Title Company

Gen... the Page My Transactions Page About Page Listings Search Page Contact Us Page

os \* Required Fields

Default Active

stewart.net:83/sites/brands/home?BrandCode=NTS

Expand All / Collapse All

### Images and Colors

Site Logo Colors

Select an image from the Corporate Image Library (max size: 400 x 60 pixels)

Remove

Image URL:

Characters used: 34 of 500

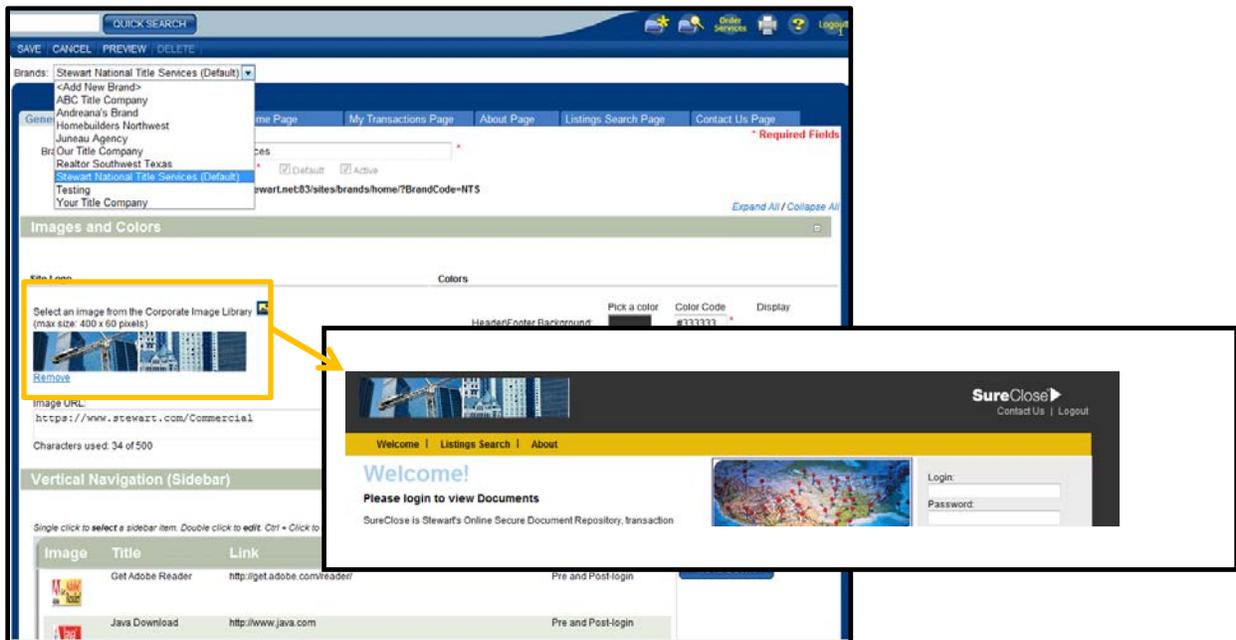
Pick a color	Color Code	Display
Header/Footer Background:	#333333 *	
Header/Footer Text:	#CCCCCC *	TEXT
Menu Bar Background:	#E6BA0B *	
Menu Bar Text:	#050505 *	TEXT
Headline Text:	#ABD1EE *	TEXT

ADD DELETE

Single click to select a sidebar item. Double click to edit. Ctrl + Click to select sidebar items individually. Shift + Click to select consecutively.

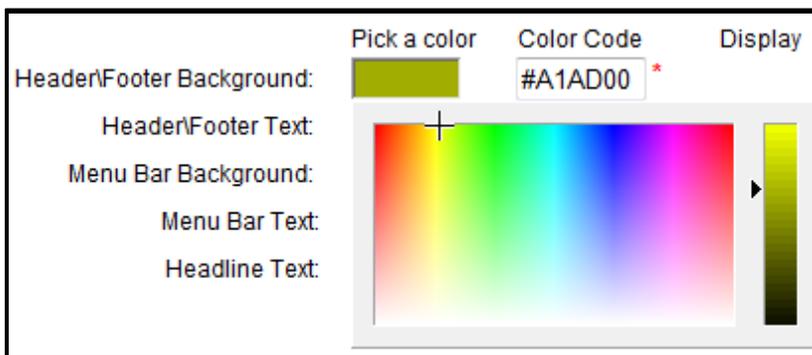
Image	Title	Link	Scope	MOVE UP	MOVE DOWN
	Get Adobe Reader	http://get.adobe.com/reader/	Pre and Post-login		
	Java Download	http://www.java.com	Pre and Post-login		

Under **Images and Colors**, you can upload images that represent your company or business to display in the header section. Notice the image uploaded in this section displays in the header of the website below.



Using the color palette, you can control the following:

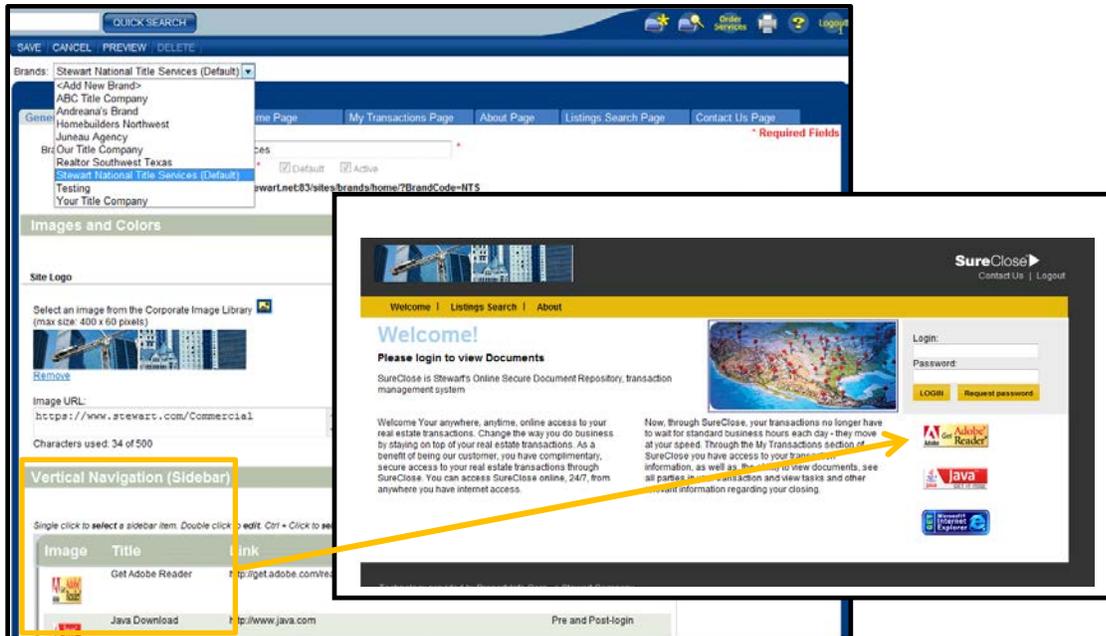
- Header and footer background color
- Header and footer text color
- Menu bar background color
- Menu bar text color
- Headline text color



**Note**

The *Menu bar background color* also sets the *button background color*.

Under **Vertical Navigation (Sidebar)**, you can select various items to display vertically down the right side of page. For example, you may want to include links to other websites to further assist your customers making it easier and faster to do business with you. Notice the sidebar items added to the website below.

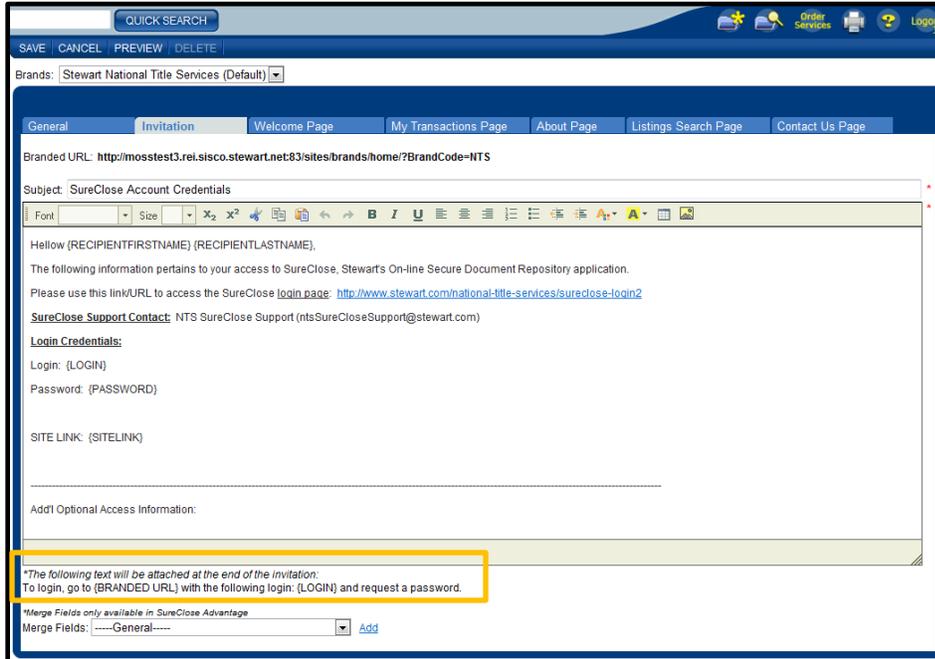


You can add titles with or without images:

- If adding titles with no image, then the title displays as a hyperlink to the external website.
- If adding titles and images, then the image is linked and the title can be hovered over to display additional text.

## Invitation Tab

Use the Invitation tab to create the invitation to send to parties whom you want to log into your branded site. You can create a custom Subject line and message body, however, keep in mind that the following line will be added to the end of your invitation, *To log in, go to {BRANDED URL} with the following {LOGIN} and request a password.* Notice this displays at the end of the body text field below.



The screenshot shows the 'Invitation' tab in the SureClose Advantage interface. The 'Brands' dropdown is set to 'Stewart National Title Services (Default)'. The 'Branded URL' is 'http://mosstest3.rei.sisco.stewart.net83/sites/brands/home?BrandCode=NTS'. The 'Subject' is 'SureClose Account Credentials'. The email body text is as follows:

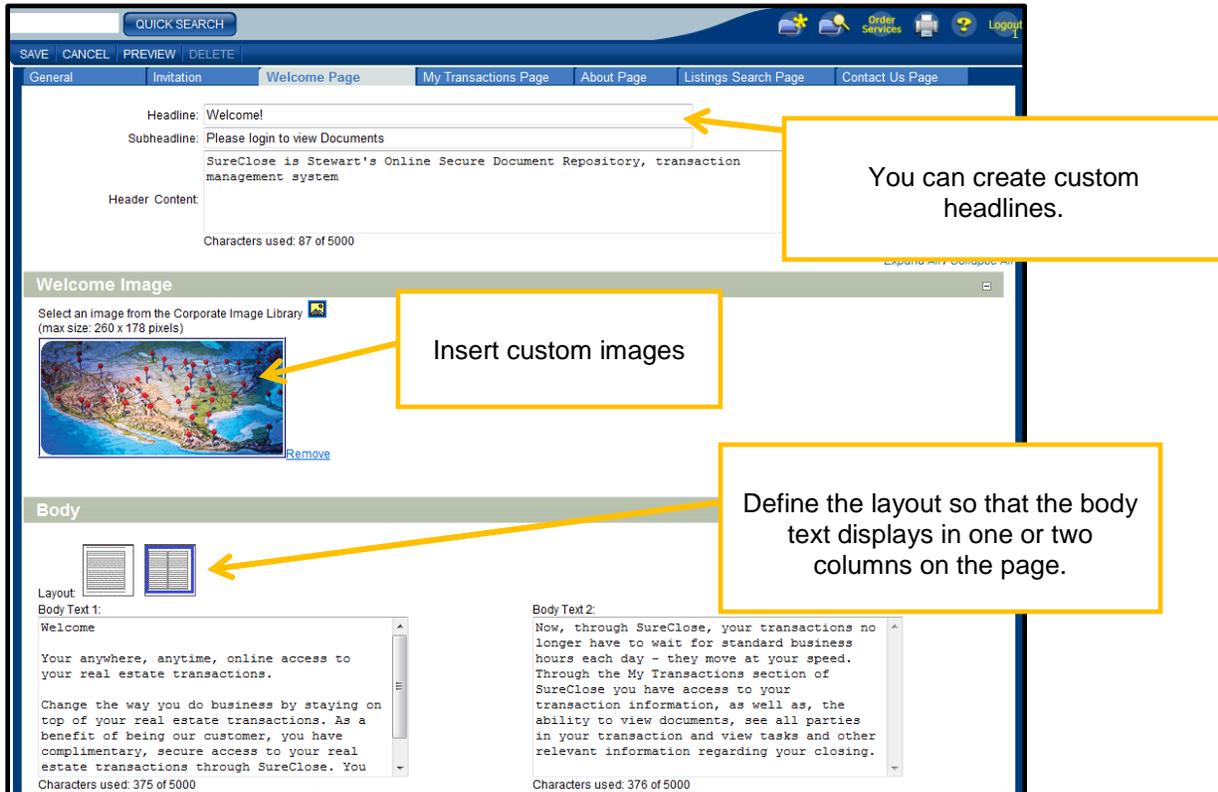
Hellow (RECIPIENTFIRSTNAME) (RECIPIENTLASTNAME),  
The following information pertains to your access to SureClose, Stewart's On-line Secure Document Repository application.  
Please use this link/URL to access the SureClose login page: <http://www.stewart.com/national-title-services/sureclose-login2>  
**SureClose Support Contact:** NTS SureClose Support (ntsSureCloseSupport@stewart.com)  
**Login Credentials:**  
Login: (LOGIN)  
Password: (PASSWORD)  
  
SITE LINK: (SITELINK)

At the bottom of the text field, a yellow box highlights the following text: *\*The following text will be attached at the end of the invitation:  
To login, go to (BRANDED URL) with the following login: (LOGIN) and request a password.*

Use the Contacts tab from within SureClose Advantage to select which parties should receive the invitation to the branded site. Any parties selected will receive the email notification in their designated Inbox.

## Welcome Tab

Using the Welcome tab, you can customize the appearance of the Welcome page where your customers log in.



**Headline:** Welcome!

**Subheadline:** Please login to view Documents

SureClose is Stewart's Online Secure Document Repository, transaction management system

**Header Content:**

Characters used: 87 of 5000

**Welcome Image**

Select an image from the Corporate Image Library (max size: 260 x 178 pixels)

**Body**

Layout: [One Column] [Two Columns]

**Body Text 1:**

Welcome

Your anywhere, anytime, online access to your real estate transactions.

Change the way you do business by staying on top of your real estate transactions. As a benefit of being our customer, you have complimentary, secure access to your real estate transactions through SureClose. You

Characters used: 375 of 5000

**Body Text 2:**

Now, through SureClose, your transactions no longer have to wait for standard business hours each day - they move at your speed. Through the My Transactions section of SureClose you have access to your transaction information, as well as, the ability to view documents, see all parties in your transaction and view tasks and other relevant information regarding your closing.

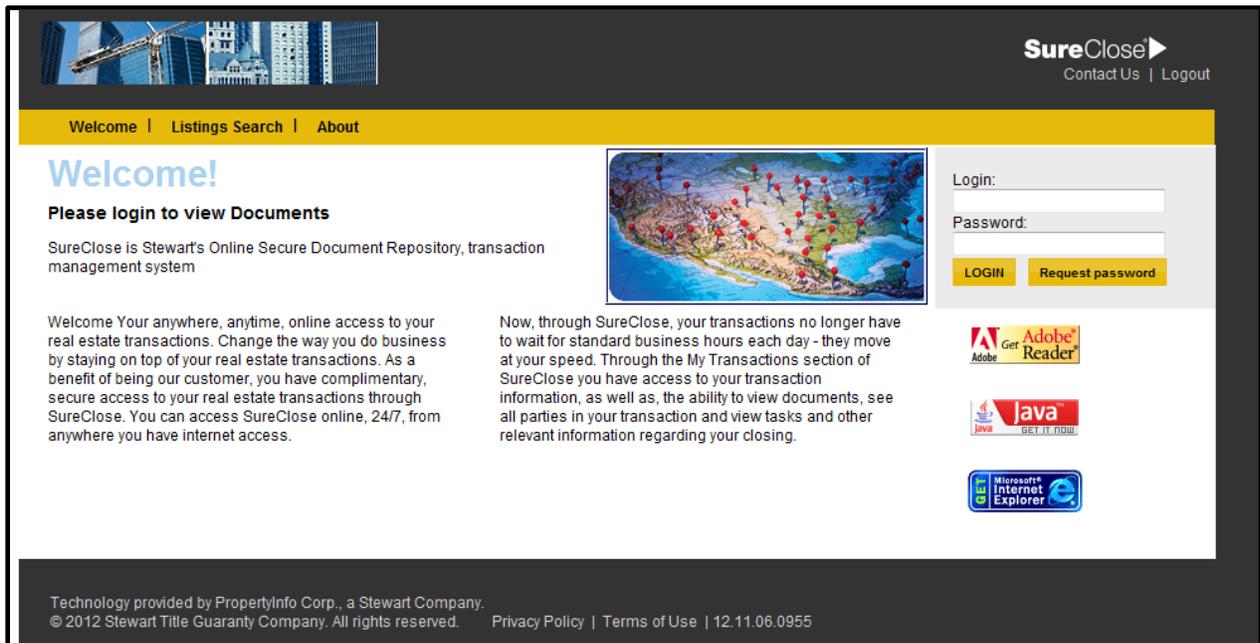
Characters used: 376 of 5000

**Callout 1:** You can create custom headlines.

**Callout 2:** Insert custom images

**Callout 3:** Define the layout so that the body text displays in one or two columns on the page.

## Sample Preview



**SureClose**  
Contact Us | Logout

Welcome | Listings Search | About

## Welcome!

**Please login to view Documents**

SureClose is Stewart's Online Secure Document Repository, transaction management system

Login:

Password:

**LOGIN** **Request password**

Welcome Your anywhere, anytime, online access to your real estate transactions. Change the way you do business by staying on top of your real estate transactions. As a benefit of being our customer, you have complimentary, secure access to your real estate transactions through SureClose. You can access SureClose online, 24/7, from anywhere you have internet access.

Now, through SureClose, your transactions no longer have to wait for standard business hours each day - they move at your speed. Through the My Transactions section of SureClose you have access to your transaction information, as well as, the ability to view documents, see all parties in your transaction and view tasks and other relevant information regarding your closing.

Adobe Get Adobe Reader

Java GET IT NOW!

Microsoft Internet Explorer

Technology provided by PropertyInfo Corp., a Stewart Company.  
© 2012 Stewart Title Guaranty Company. All rights reserved. Privacy Policy | Terms of Use | 12.11.06.0955

## About HTML Formatted Content

You can enter HTML formatted content in the **Header Content** and **Body Text** fields on the Welcome Page tab; however, this input is not validated.

Improperly formatted HTML **will** have unpredictable results when displayed. Therefore, if you are unfamiliar with HTML, it is recommended that you first enter the data in an external HTML editor prior to copying and pasting to SureClose.

## My Transactions Tab

Using the My Transactions tab, you can change the content and image that displays when a user logs in or clicks the **My Transactions** link at the top of the page.

The image shows two screenshots of the SureClose application. The left screenshot is the configuration interface for the 'My Transactions' tab. It includes fields for 'Headline: My Transactions', 'Subheadline: MTP Subheadline', and 'Header Content: content for MTP'. Below these is a 'My Transactions Image' section with a placeholder image of a meeting. The right screenshot shows the live view of the 'My Transactions' tab. The header contains the 'My Transactions' link, which is highlighted with a yellow box. Below the header, the subheadline 'MTP Subheadline' and the header content 'content for MTP' are displayed. The main content area is divided into 'My Files (Page 1 of 1)' and 'Property Information'. The 'My Files' section lists files like '1115 Test Document Order Stories' and '612 Deep Link test File'. The 'Property Information' section shows details for '1115 Test Document Order Stories' in Houston, TX, including contract acceptance and closing dates. The right sidebar contains a 'Sponsor' section for 'Karen's Linked Theta Company' and various logos like Adobe Reader, Java, and Microsoft Internet Explorer. A 'Powered by SureClose' logo is at the bottom right.

## About HTML Formatted Content

You can enter HTML formatted content in the **Header Content** field on the My Transactions tab; however, this input is not validated.

Improperly formatted HTML **will** have unpredictable results when displayed. Therefore, if you are unfamiliar with HTML, it is recommended that you first enter the data in an external HTML editor prior to copying and pasting to SureClose.

## About Page Tab

Use the About Page tab, to share additional information about you or your company with your customers.

The image displays the SureClose Advantage branding editor interface. The top navigation bar includes a 'QUICK SEARCH' field and buttons for 'SAVE', 'CANCEL', 'PREVIEW', and 'DELETE'. Below this, the 'Brands' dropdown is set to 'Stewart National Title Services (Default)'. The main editing area is divided into tabs: 'General', 'Invitation', 'Welcome Page', 'My Transactions Page', 'About Page' (selected), 'Listings Search Page', and 'Contact Us Page'. The 'About Page' tab contains fields for 'Headline' (About Page), 'Subheadline' (Thank you for visiting Stewart National Title Services), and 'Header Content' (As always, it our pleasure to do business with you.). A character count shows 'Characters used: 51 of 5000'. Below the editing area, there is an 'About Image' section with a 'Remove' button and a 'Body' section with a 'Layout' dropdown and 'Body Text 1' field containing 'We look forward to working with you in the future.'.

The preview window on the right shows the final branding for the 'About Page'. It features a dark header with the 'SureClose' logo and navigation links: 'Welcome | My Transactions | Listings Search | About'. The main content area has a yellow background with the heading 'About Page' and the subheading 'Thank you for visiting Stewart National Title Services'. Below this is the text 'As always, it our pleasure to do business with you.' and a large image of three business professionals. To the right of the image are logos for 'Adobe Reader', 'Java', and 'Microsoft Internet Explorer'. A footer section contains the text: 'Technology provided by PropertyInfo Corp., a Stewart Company. © 2012 Stewart Title Guaranty Company. All rights reserved. Privacy Policy | Terms of Use | 12.11.06.0955'.

### About HTML Formatted Content

You can enter HTML formatted content in the **Header Content** and **Body Text** field on the About Page tab; however, this input is not validated.

Improperly formatted HTML **will** have unpredictable results when displayed. Therefore, if you are unfamiliar with HTML, it is recommended that you first enter the data in an external HTML editor prior to copying and pasting to SureClose.

## Listing Search Tab

Use the Listing Search Page tab to display individual and company listings as well as additional information for your customers or company.

The image shows two screenshots related to the Listing Search Page configuration. The left screenshot is a configuration window with a 'QUICK SEARCH' header and buttons for 'SAVE', 'CANCEL', 'PREVIEW', and 'DELETE'. It shows a 'Brands' dropdown set to 'Stewart National Title Services (Default)'. Below are tabs for 'General', 'Invitation', 'Welcome Page', 'My Transactions Page', 'About Page', 'Listings Search Page', and 'Contact Us Page'. The 'Listings Search Page' tab is active, showing fields for 'Headline' (Listings Search Page), 'Subheadline' (Compliments of this Test Site), and 'Header Content' (Please search by the address or the file number.). A character count shows 48 of 5000 characters used. The right screenshot is a live preview of the Listing Search Page. It features the 'LATTER & BLUM' logo and a search form with a 'Search for Listings' button. The search form includes a 'Search By' dropdown set to 'MLS Number' and a 'Go' button. The page also includes a 'Login' section with 'Login' and 'Request password' buttons, and various utility icons like Adobe Reader, Java, and Microsoft Internet Explorer. The footer contains copyright information for Stewart Title Guaranty Company.

To feature listing on your company's branded site, select the following check boxes:

- Under Listing Search Settings on the Listing Search Page tab, select the **Display Listings Search Page** check box.
- In the File Detail section of a listing file, check the Include **Property in Public Search** check box.

Under the Include Listings by these Contacts on the Listing Search Page tab, select which individual or company files you would like to display on your company's listing search.

## About HTML Formatted Content

You can enter HTML formatted content in the **Header Content** fields on the Listing Search tab; however, this input is not validated.

Improperly formatted HTML *will* have unpredictable results when displayed. Therefore, if you are unfamiliar with HTML, it is recommended that you first enter the data in an external HTML editor prior to copying and pasting to SureClose.

## Contact Us Tab

Use the Contact Us tab to share additional contact information with your customers for you or company.

The image displays two parts of the SureClose system. On the left is the configuration interface for the 'Contact Us Page' tab. It includes a 'QUICK SEARCH' bar, navigation buttons (SAVE, CANCEL, PREVIEW, DELETE), and a 'Brands' dropdown set to 'Stewart National Title Services (Default)'. The 'Contact Us Page' tab is selected, showing fields for 'Headline' (Support), 'Subheadline' (Support Contact), and 'Header Content' (Please contact us 24/7 at 800.355.2800.). A character count shows 40 of 5000 characters used. Below these fields is the 'Contact Us Image' section, which allows selecting an image from a library (max size 250 x 178 pixels) and includes a 'Remove' button. The 'Body' section shows a layout preview and a 'Body Text 1' field containing the text: 'Contact Customer Care at 800.355.2800 anytime, day or night. We are here to serve you.'

On the right is a preview of the live 'Contact Us Page'. The page features a blue header with the 'SureClose' logo and navigation links (My Setup, Contact Us, Logout). A yellow navigation bar contains links for Welcome, My Transactions, Listings Search, and About. The main content area has a blue 'Support' heading, followed by 'Support Contact' and the contact information: 'Please contact us 24/7 at 800.355.2800.' A large image of a smiling customer service representative is displayed. Below the image, it says 'Contact Customer Care at 800.355.2800 anytime, day or night. We are here to serve you.' The footer contains copyright information: 'Technology provided by PropertyInfo Corp., a Stewart Company. © 2012 Stewart Title Guaranty Company. All rights reserved. Privacy Policy | Terms of Use | 12.11.06.0955'. Utility icons for Adobe Reader, Java, and Microsoft Internet Explorer are also visible.

### About HTML Formatted Content

You can enter HTML formatted content in the **Header Content** and **Body Text** fields on the Contact Us Page tab; however, this input is not validated.

Improperly formatted HTML *will* have unpredictable results when displayed. Therefore, if you are unfamiliar with HTML, it is recommended that you first enter the data in an external HTML editor prior to copying and pasting to SureClose.

# Additional Information

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## Training

Through SureClose Advantage Online Help, you can access an online library of interactive tutorials and quick reference cards by clicking the **Additional Learning Resources** link or navigate to: <http://portal.propertyinfo.com/sureclose-advantage1>.

## Technical Support

For technical support, contact PropertyInfo Customer Care at 1.877.800.3132 or [customercare@propertyinfo.com](mailto:customercare@propertyinfo.com).