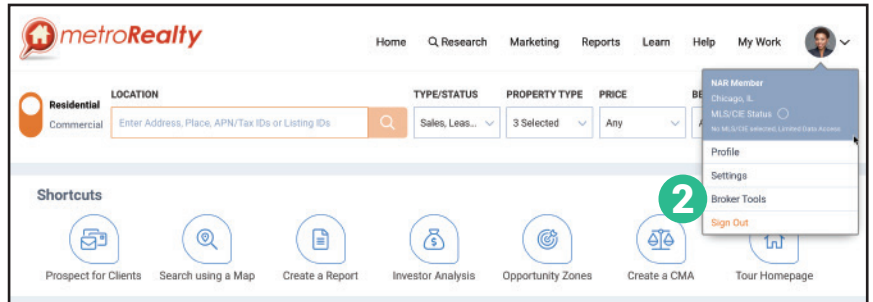# Printable: **Broker Deep Links**

The Deep Links tool is a quick way to create links efficiently and direct navigation to RPR from your brokerage's intranet. Deep Links allow your agents, for example, to move from a property page on your website to the same property in RPR to see public records data, listing data, create reports and research other data such as schools and neighborhoods. Follow the steps to set up your Deep Links.
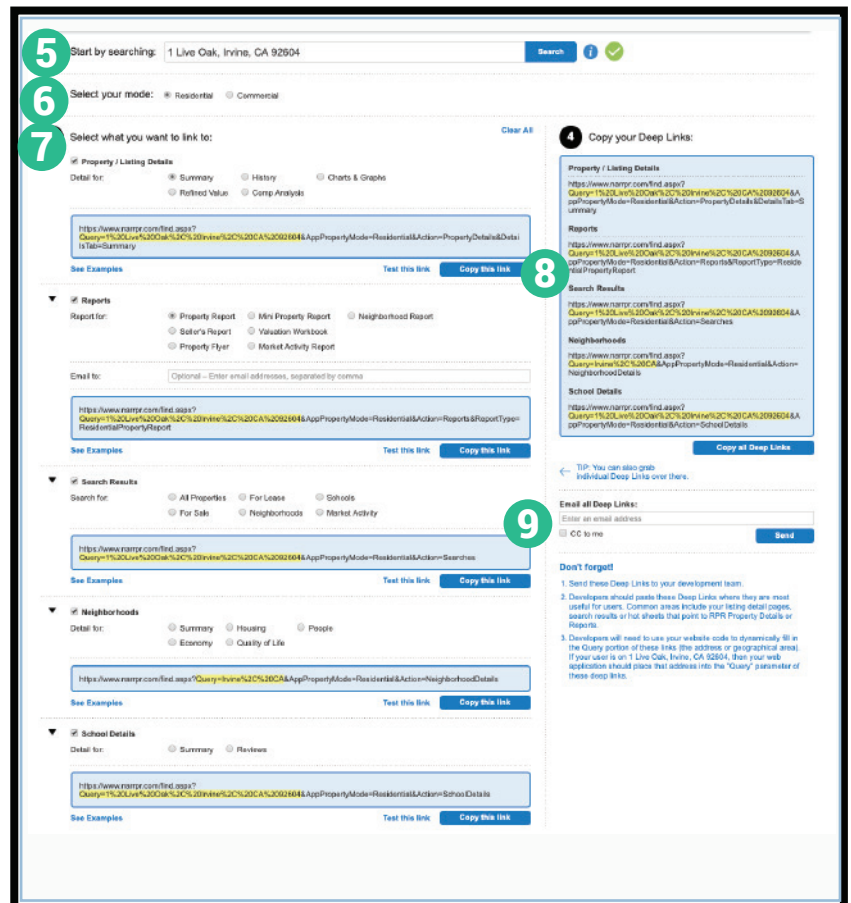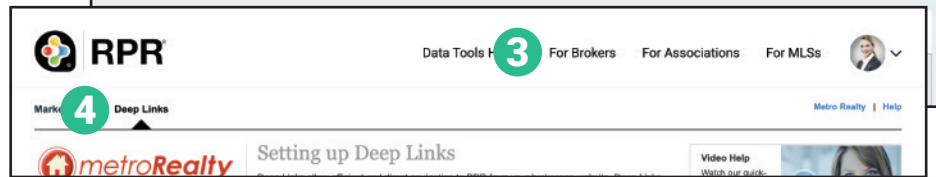
Where do I find the Deep Link Tool?

1 Visit narrpr.com.

2 Select *Broker Tools* at the top of the screen under your profile picture.

3 Select *For Brokers.*

4 Select *Deep Links* to create a link.

What are the steps to create a Deep Link?

5 Using the *Deep Links* tool, search an area or address.

6 Select your mode: *Residential* or *Commercial*.

7 Select what you want to link to:
- Property / Listing Details
- Reports
- Search Results
- Neighborhoods
- School Details

8 Generate and copy the *Deep Links*.

9 Now send the *Deep Links* to your development team.

● Your Developer will use your website code to dynamically fill in the query portion of these links (address or geographical area).

(Example: If your user is on 1 Live Oak, Irvine, CA 92604, then your web application should place that address into the "Query" parameter of these deep links).

What is Deep Linking? Deep linking allows the user to click on a link in the Broker's Intranet (or any other system such as the MLS) and pull up a page "deep" in the RPR site. For instance, you could include an RPR logo adjacent to a listing in your Intranet. When your agents click that logo, it will pull up the property in RPR. We have several different pages to link to and access data deep within RPR, including Property Summary, Neighborhood and different reports.

Does Deep Linking require us to provide Single sign on (SSO)? No, SSO is not a requirement for Deep Linking. While the two may seem to go hand in hand, SSO requires your Brokerage to be SAML 2.0 compliant, which majority of brokerages are not. Without the SSO, users will simply be prompted to enter login credentials when they click on a Deep Link If they have not accessed RPR in the previous 2 weeks. If RPR is accessed at least once every 2 weeks, the Remember Me feature will allow the login without entering ID and Password.

How do my agents benefit from Deep Links? Deep Links create greater efficiencies for your agents by linking them directly to the right data inside RPR. Deep Links bypass searching inside RPR, thus eliminating multiple steps. You are also rest assured they are using the best, most accurate data, too.

Is there any programming required to implement Deep Links? The Deep Link builder is turnkey. You simply select which page (or data set, or report, etc) you want to link to, and the Deep Link builder generates the link. The only requirement on your part is to provide or give your web vendor access to the links. They will need to write a piece of code to pass the appropriate variable (property address, geography, school, etc) to the Deep Link to make it fully functional.

What are the costs associated with Deep Links? The only costs associated with Deep Links would be costs incurred on your end to implement. RPR does not charge Brokerages for this feature, or any feature. Costs that might be associated could be development or programming costs if you outsource to a web vendor. Your brokerage may have the IT expertise in house, however, we find that a majority of brokerages outsource implementation to third parties.

PRO TIP: Residential and Commercial Deep Links

Deep Links can be used in both *Commercial* and *Residential* mode, with branding (an RPR feature that lets Brokers customize RPR with their own logo).