

Real Estate Platform ("REP") Overview

Managing Property Listings

Manage Property Listing - Landing Page

The screenshot shows the 'Listings' management interface. On the left is a navigation sidebar with icons for Agent Dashboard, Listings, National Search, Contacts, Calendar & Tasks, Marketing, Cooperation Manager, Reports, Profile, and Market Place. The main content area is titled 'Listings Manage your listings' and includes a search bar with 'Listing Status' set to 'DRAFT', a 'Listing Keyword Search' field, and a 'Search for a Listing ID' field. Below the search bar are filters for 'Contract Type' (set to 'NOT SELECTED'), 'Transaction Type' (radio buttons for 'For Sale', 'For Rent', 'Commercial', 'Land'), and 'Market Segment'. There are also input fields for 'Min Listing Price' and 'Max Listing Price'. A blue box highlights the search and filter area, with a red arrow pointing to a dropdown menu that is open, showing options: ACTIVE, Not Selected, Active, Sold, Rented, Expired, Cancelled, Sale Agreed, and Draft. A green box highlights the 'Create New Listing' button in the top right. Below the filters is a grid of listing cards in 'GALLERY VIEW' and 'LIST VIEW' tabs. Each card shows the exp logo, 'Residential For Sale', the agent name 'Kingly Choi', and a listing ID. A green box highlights the 'Create New Listing' modal window, which has fields for 'Transaction Type' (radio buttons for 'For Sale', 'For Rent') and 'Market Segment' (radio buttons for 'Residential', 'Commercial', 'Land'), along with 'CANCEL' and 'SAVE' buttons. A large green number '2' is overlaid on the listing cards.

1. Search Listings Option

- Listings Status - select dropdown list
- Keyword OR Listings ID
- Advanced Filters: Contract Type, Transaction Type, Market Segment, and/or listing prices

2. Create New Listing*

- Pop-up window to start create New Listing
- Edit Transaction Type and Market Segment

*Create Listing procedure will be explained in the rest of this section.

1. Listing Views

- Gallery View & List View are available
- Selection of number of Items Per Page

2. Export Listing

- One click export to PDF based on search result

Manage Property Listing-Overview

1. Statistics

- Days: on Market / Region Average
- Impression: reach
- Views: actual click to view
- Leads
- Conversion Rate

2. Basic Information of the Listing

- Cover Photo
- Price
- Type / Status

3. Action Key/Tools

- Virtual Open House: Schedule an online open house
- Virtual Property Viewing: Schedule an online property viewing
- Open House: Schedule an Open House for this Listing
- Property Viewing: Schedule a property showing for a Contact
- Follow up: Add a Follow Up Activity for this Listing
- Listing Task: Create a new Task for this Listing

The screenshot displays the 'Edit Listings' interface for a residential property. The dashboard includes a sidebar with navigation options: Agent Dashboard, Listings, National Search, Contacts, Calendar & Tasks, Marketing, Cooperation Manager, Reports, Profile, and Market Place. The main content area shows the following details:

- Overview:** Listing Details, Media, Activities, Leads & Contacts, Property Match, Documents.
- Statistics:** DAYS ON MARKET 0 (REGIONAL AVERAGE 0), IMPRESSIONS 0, VIEWS 0, LEADS 0, CONVERSION RATE 0%.
- Property Information:** HKS 0, Residential - - For Sale, null.
- Upcoming Events:** Virtual Open House, Virtual Property Viewing, Open House, Property Viewing, Follow up, Listing Task.

Large blue numbers 1, 2, and 3 are overlaid on the dashboard to highlight the statistics, property information, and action tools sections, respectively. At the bottom, there are buttons for 'GENERATE LISTING PDF', 'CANCEL', 'SAVE DRAFT', and 'SAVE AND MAKE ACTIVE'.

Manage Property Listing - Listing Details #1-5

1. Basic Information

- Can not re-edit for SALES or RENT, because this info measure how long the property is listed in the market on your website
- Click 'Copy Listing', if change is required and set inactive for the current one
- Tick 'Hide on Website, if the client is not ready yet

2. Price & Additional Cost & Fee

- set the listing price, type, and any service charges as well as their timeframe. *(Do NOT recommend to hide price.)*
- Set Additional Fees for visitors to view

3. Commission Details

- Strictly for agents viewing the listing on the REP site
- And other agents can use this information when creating co-operation requests to share with the listing agent.

4. Property Details

- Setting of Property Type, Marketing Status, Date available, Property Status, Classification, and Year/Month Built.
- Set Sizes and Floors
- Set total Rooms and distribution of rooms

Agent Dashboard

exp GLOBAL

← exp GLOBAL

Agent Dashboard

Listings

National Search

Contacts

Calendar & Tasks

Marketing

Cooperation Manager

Reports

Profile

Market Place

Edit Listings Residential - For Sale - 7017001-8

VIEW ON WEBSITE SHARE LISTING

Overview Listing Details Media Activities Leads & Contacts Property Match Documents

For Sale For Rent Residential Commercial Land

STR # RCRA Permit - Digital RCRA Permit - Print

Listing Status Contract Type Original Listing Date Expiry Date

DRAFT NOT SELECTED May 3, 2021 Aug 1, 2021

Price and Additional Costs

Listing Price Price Type *Tax Included Hide Price

0.00 HK\$ NOT SELECTED 6%

Service Charges Service Charges Timeframe

0.00 HK\$ NOT SELECTED

Additional Fees

ADD ADDITIONAL FEE

Commission Details

Listing Commission Selling Commission

0 % Percentage Amount 0 % Percentage Amount

Property Details

Property Type Market Status Date Available

NOT SELECTED NOT SELECTED

Property Status Property Classification Month/year Built

NOT SELECTED NOT SELECTED

Parking Spaces Floors

Living Area Cubic Volume

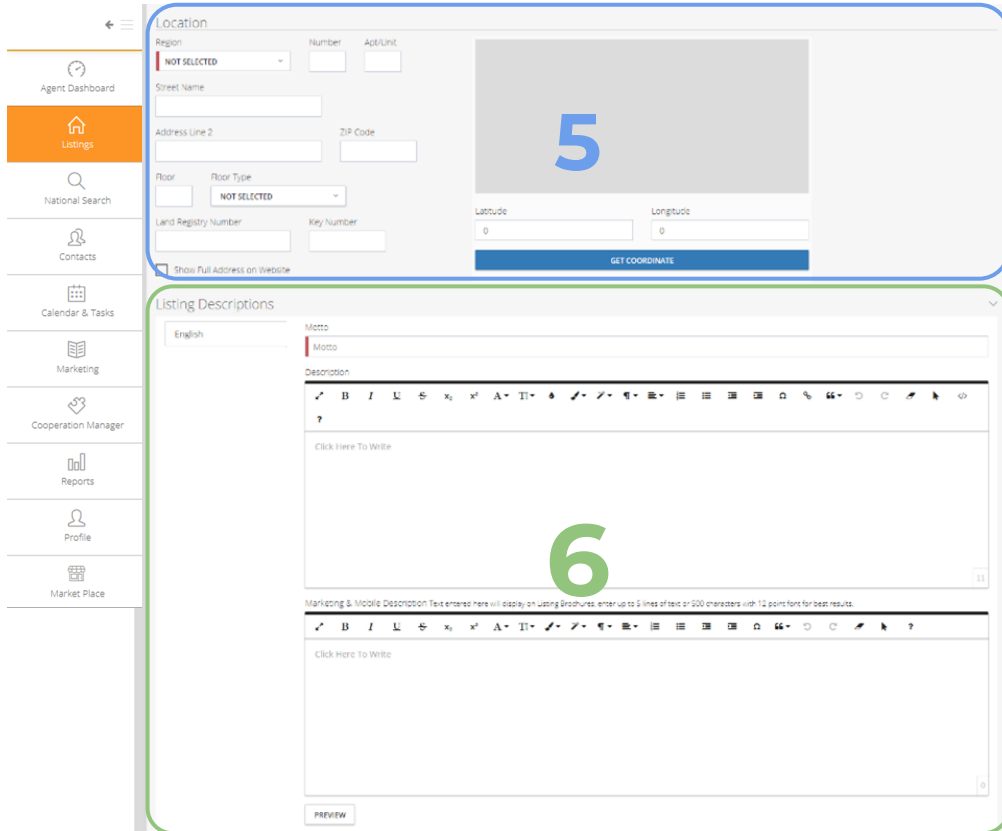
Plot Size Lot Dimensions

BUA

Rooms

Total Rooms Living Rooms Bedrooms Bathrooms Toilets Suites

0 0 0 0 0 0



5.Location

- a.Option to 'Show Full Address on Website" checkbox
- b.Option to 'GET COORDINATE' show the area instead
- c.While you may want to do this in most cases, it may not be a good idea to show the full address for an open listing

6.Listing Descriptions

- a.This is the most **'IMPORTANT PART OF LISTINGS'**
More information = Better listing = View longevity
- b.Start with **Motto**, headline to grab the visitor's attention
- c.**Description:** e.g. Parks, schools, restaurants, transit, attractions, neighbourhoods, and even historical background
- d.**Marketing & Mobile Description:** Text entered will display on Listing Brochures

7. Listing Features

- a. Tick basic features
- b. Click 'show more' for more features

8. Room Details Option

- a. Allow to add further description on each room
- b. **The added 'room(s)' can be associated with the 'Media/Images'

9. Notes

- a. Agent Notes: view by other agent when visiting the listing
- b. Private Notes: view by yourself only

10. Owner(s)

- a. Attach the Owner of the listing
- b. Option to 'CREATE NEW OWNER CONTACT' on a fly

11. Generate List, SAVE & Publish

- a. Click and generate a PDF
- b. 'Save Draft' for further edit later
- c. 'Save and make active' where the portal will notify if there are fields missing before making the listing active

The screenshot shows a sidebar on the left with navigation options: Agent Dashboard, Listings (highlighted), National Search, Contacts, Calendar & Tasks, Marketing, Cooperation Manager, Reports, Profile, and Market Place. The main content area is divided into several sections, each with a numbered callout:

- 7**: Listing Features section with checkboxes for Swimming Pool, Garden, Garage, Storage Room, Lift-elevator, Furnished, Country Side, and Air Conditioning. A 'show more' link is present.
- 8**: Room Details Option section with an 'ADD ROOMS' button.
- 9**: Notes section with 'Agent Notes' and 'Private Notes' text areas.
- 10**: Owner(s) section with a search bar and a 'CREATE NEW OWNER CONTACT' button.
- 11**: Bottom section with 'GENERATE LISTING PDF', 'CANCEL', 'SAVE DRAFT', and 'SAVE AND MAKE ACTIVE' buttons.

5. Adding Photos

- Image size: recommend 1280x600 as a minimum, large files will increase the time it takes to load
- Browse your Computer or simply drag and drop photo
- Add 360° Images
- Add Pano Images
- Order of Photos: simply Drag photo into different order

6. Resizing Photos/Cropping

- Guideline is available to crop the image in right size

7. Associate Rooms

- Select the rooms you have added on the 'Listing Details' > 'Room Details Option' section

8. Rotate Images

- Simply click and rotate images to your liking

9. Star Image

- Set cover photo by click the 'star' icon

10. Add Links

- YouTube Link
- Virtual Tour Link
- External Link

Manage Property Listing - Activities

An option to record any activities completed for a property.

- ❖ Show clients all activities selling a property in case of a dispute
- ❖ Track activities to determine the most effective in getting leads

Based on activities completed, and decide next actions to take:

- ❖ Reach out to client on adjusting the prices
- ❖ Taking it off the market temporarily or other option

1. Export Activities

a. Download all your activities in a single PDF

2. Add Activities

a. Add a record of an upcoming activity
b. Option to select type of activity

The screenshot displays the 'Edit Listings' interface for a residential property. The 'Activities' tab is selected, showing a table with columns for SUBJECT, TYPE, DATE, TIME, and CONTACTS. The table is currently empty, with a message stating 'There are no activities for this listing.' A blue 'ADD ACTIVITY' button is visible. Below this, the 'Other Activities' section is also empty. A modal window titled 'Add Event' is open, allowing the user to create a new activity. The modal includes a dropdown menu for selecting an activity type, a text field for the event title, and a text area for the event description. The 'Add Event' modal also includes fields for 'Start Date', 'Time', and 'Listings(s)'. The 'ADD ACTIVITY' button is highlighted with a blue box and a green arrow. A green box highlights the 'Add Event' modal, and a green arrow points from the 'ADD ACTIVITY' button to the modal.

Manage Property Listing - Leads & Contacts

1. Add individual contacts.

- Input Name of Owner
- Click 'Add Owner'
- Alternatively, Add or create new Owner in 'Listing details' > 'Owner(s)' section

2. Owner information

- Photo
- Name of Owner
- Contact information
- Address

3. Leads

- List of leads will be automatically populate here

Manage Property Listing - Property Match

Property matches occur when a property you have listed matches a buyer match profile created by another agent.

It is a POWERFUL tool to be used in every opportunity or listing in order to get property SOLD more quickly and allow the region to profit.

1. Agent Dashboard

- a. Number of Property match available

2. Property Match

- a. Click and search for closest matching

3. View Matches

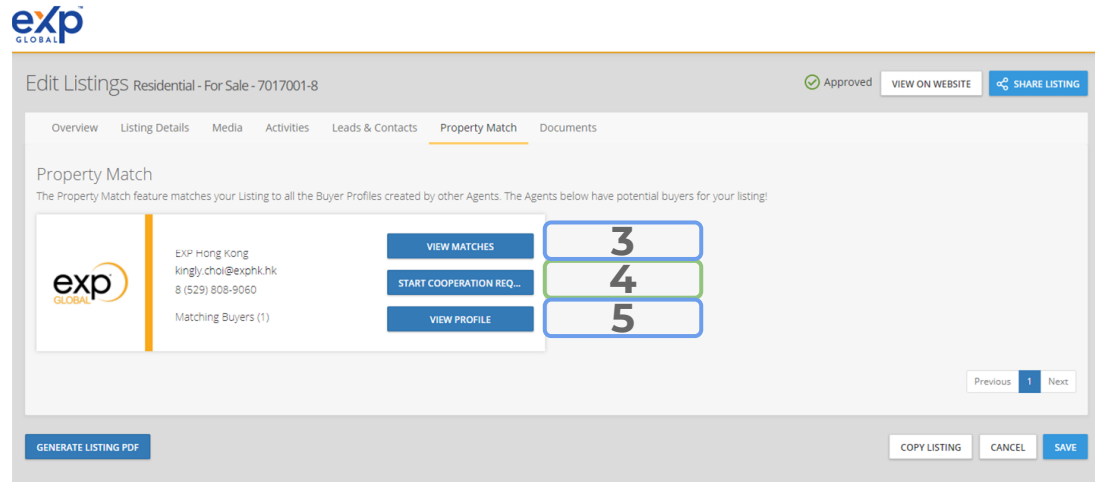
- a. allow the user to see the names of the contacts who have buyer matches that include this property

4. Start Cooperation Request


- a. able to contact the potential buyer of the property

5. View Profile

- a. view the agent's profile and properties



The screenshot shows the 'Edit Listings' interface for a residential property. The 'Property Match' tab is active, displaying a list of matching agents. The interface includes a navigation menu, a status bar, and a list of agents with their profiles and match counts.

Agent Profile	Match Count
 EXP Hong Kong kingly.choi@exp.hk 8 (529) 808-9060 Matching Buyers (1)	3
	4
	5

Buttons: VIEW MATCHES, START COOPERATION REQ..., VIEW PROFILE, GENERATE LISTING PDF, COPY LISTING, CANCEL, SAVE, VIEW ON WEBSITE, SHARE LISTING.

Manage Property Listing - Documents

The screenshot displays the 'Edit Listings' interface for a residential property. The 'Documents' tab is active, showing two sections: 'Private' and 'Public'. The 'Private' section is highlighted with a blue border and a blue '1' indicating it is the first section. It features an 'Upload Documents' area with a 'BROWSE' button, a progress indicator at 0%, and an 'Upload Queue' table. The 'Public' section is highlighted with a green border and a green '2' indicating it is the second section. It also features an 'Upload Documents' area with a 'BROWSE' button, a progress indicator at 0%, and an 'Upload Queue' table. At the bottom of the interface, there are buttons for 'GENERATE LISTING PDF', 'CANCEL', 'SAVE DRAFT', and 'SAVE AND MAKE ACTIVE'.

File Name	Document Type	Description	Permission
2021 eCommerce Strategy Handbook	OTHER	Handbook	PRIVATE

File Name	Document Type	Description	Permission
SSSB_CoverP18	PROPERTY BROCHURE	售楼册 PDF	PUBLIC

1. Private section

- a. Not be visible to other agents in REP who are viewing the listing.
- b. These would include any documentation on commission or sales agreements.

2. Public section

- a. allows the user to upload documentation that can be seen by all agents.
- b. This can include floor plans, area descriptions or any other information that agents would like buyers to know.