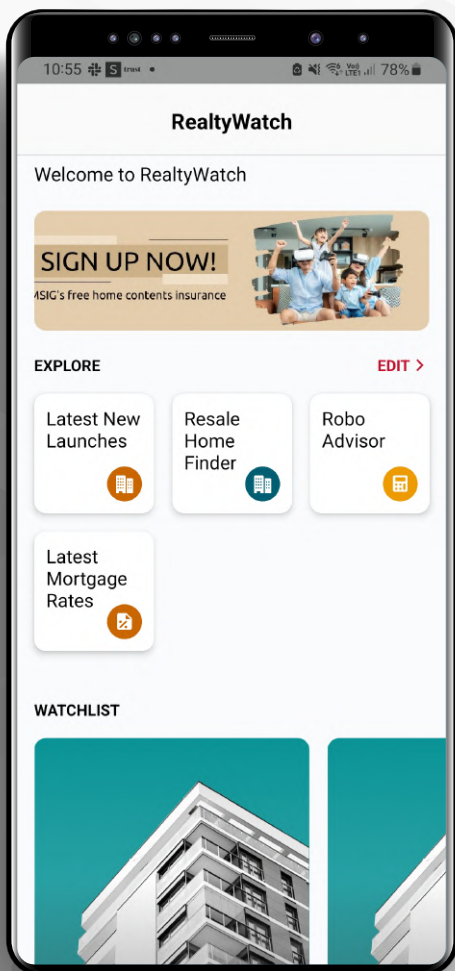




What's Happening  
in your Neighbourhood?



# User Manual For Salespersons



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- 1** What is RealtyWatch
- 2** Quick Guide:  
Accessing RealtyWatch from SALES+ App
- 3** Step-By-Step Instructions
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# 1

## What is RealtyWatch?

### Objectives

The RealtyWatch by ERA is currently the first and only client-agent-enabling CRM tool in the real estate industry offering 24/7 updates on the latest neighbourhood property transactions.

#### To help ERA Teammates to:



Engage with your VIPs instantly



Connect continuously with prospects with an automated consumer relations management



Convert prospects to clients / leads to sales

### Benefits

#### For VIPs:



Be Aware of Data Transparency on the latest neighbourhood transaction prices and notifications



Be Connected as they can reach ERA Trusted Advisors anytime and anywhere



Be Educated on the latest property market info and updates

#### For ERA Teammates:

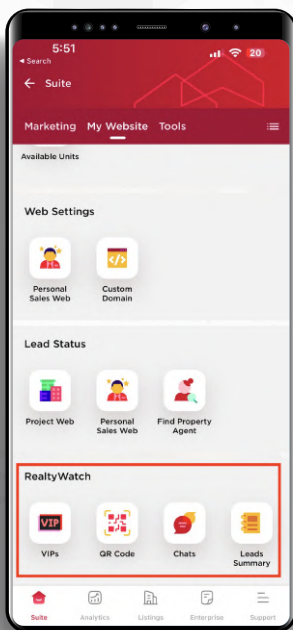


Efficient Lead Follow Up – Save time in communicating and show their presence

2

## Quick Guide: Accessing RealtyWatch from SALES+ App

Here's how to get started!

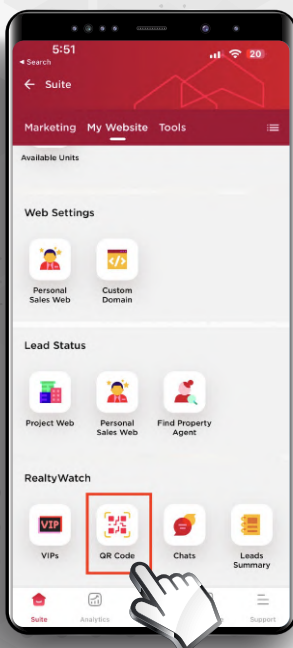


### Step 1

Head over to  
**SALES+ > Suite > My Website > Realty Watch**



Ensure your **SALES+ App** is updated to  
the latest version



### Step 2

Click on **QR Code**



2

## Quick Guide: Accessing RealtyWatch from SALES+ App



### Step 3

Share your **UNIQUE Link**  
or **QR Code** to grow your VIP list



### Step 4



You have a new RealtyWatch VIP!  
Tap to view details

now

You will be notified when  
there is a successful sign-up with  
your **UNIQUE Link** or **QR Code**.

The lead details will appear  
under **"VIPs"**

**2**

## Quick Guide: Accessing RealtyWatch from SALES+ App

Leads that come in without any Unique Link or QR Code will appear under "VIPs > Public VIPs". This is a public database where all ERA Teammates are entitled to "grab" 1 VIP for themselves every 24 hours.

### Summary of RealtyWatch Menu:

#### VIPs > My VIPs

The number of VIPs who have either

1. signed up using your unique link/QR code
2. been grabbed by you from the "Public VIP"

#### VIPs > Public VIPs

Shows you the available public leads up for grabs. These leads are consumers from the mass public that have signed up via the generic link (i.e. RealtyWatch.sg) and are NOT tagged to any ERA teammate yet.

- a. All ERA Teammates are entitled to 1 free grab every 24 hours.
- b. VIPs grabbed are added to your "My VIPs" list.

#### QR Code

Find your UNIQUE Link & QR Code to grow your VIP list

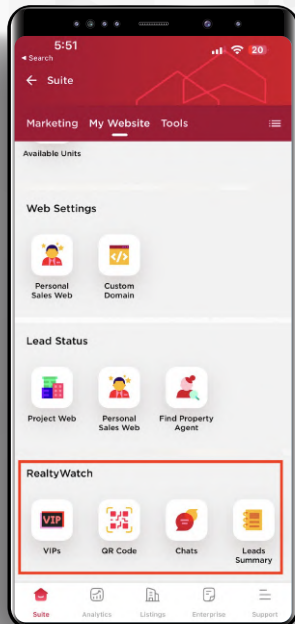
#### Chats

Chat with your clients

#### Lead Summary

Show the user activity of your VIPs in your list

# 3 Step-By-Step Instructions

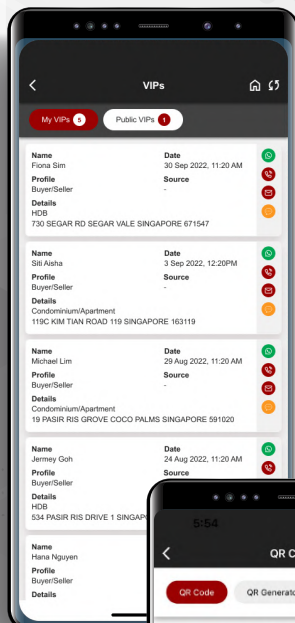


## Step 1



Activate the **SALES+ App** on your Smartphone or Tablet. Ensure that you have updated the app to the latest version.

Head over to  
**Suite > My Website > Realty Watch**



## Step 2

You will be able to see the Realty Watch Menu

### 1. VIPS

1.1 My VIPs

1.2 Public VIPs

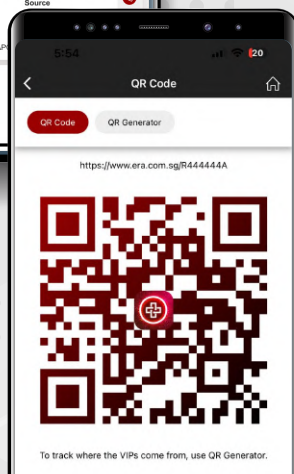
### 2. QR Code

2.1 QR Code

2.2 QR Generator

### 3. Chats

### 4. Leads Summary



## 3 Step-By-Step Instructions

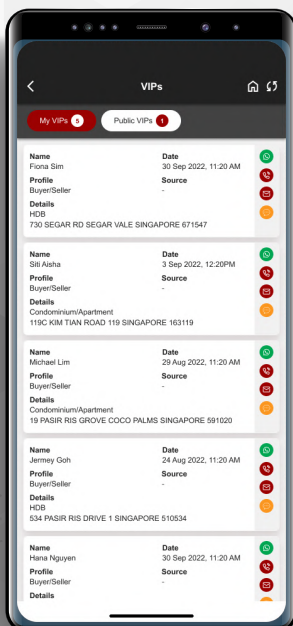


### Step 3

In **"QR Code"**, you can find your Unique Link & QR Code tagged to your account.

Share this link or QR code to build your RealtyWatch VIP List.

Registrants that come in via this unique link or QR code are automatically added into your **"My VIPs"** list.



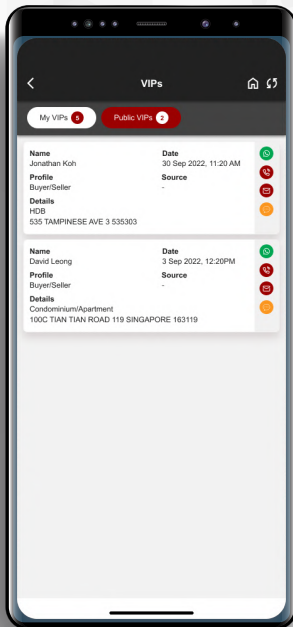
### Step 4

Under **"My VIPs"** you can see the details of your VIPs, as well as the properties that each VIP owns/is interested in. (This includes commercial, industrial and residential properties) This list comprises of the VIPs who have signed up using your unique link/QR Code, or that you have grabbed from the Public List.

On the right side of your VIP's name, you will be able to see the option to contact the client (via Call, WhatsApp, Chat or Email)



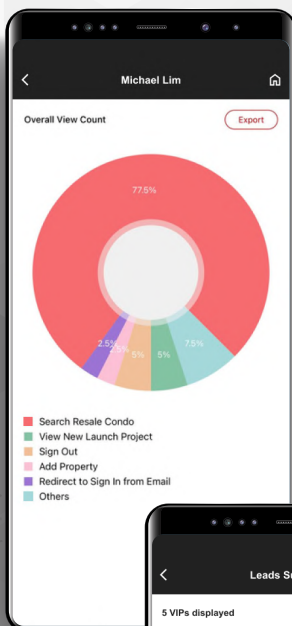
## 3 Step-By-Step Instructions



### Step 5

The **"Public VIPs"** are where mass-market prospects are stored. These leads are those that come in **WITHOUT** a unique link or QR code (i.e. those who directly registered at RealtyWatch.sg)

Teammates are allowed to **"grab"** one public VIP every 24 hours to add into their VIP Lists.

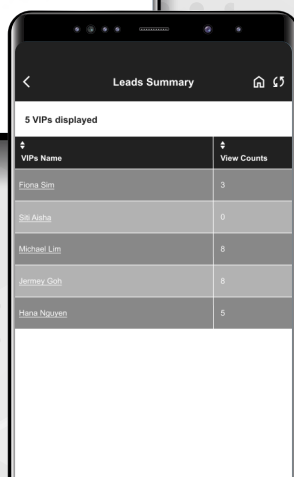


### Step 6

Click on **"Leads Summary"** to see the details of the properties your VIPs are interested to monitor.

Click on the name of the VIP to gain a better understanding the properties they own or are interested in. This equips you with overall data on search frequency and other activity-based statistics for each listed property.

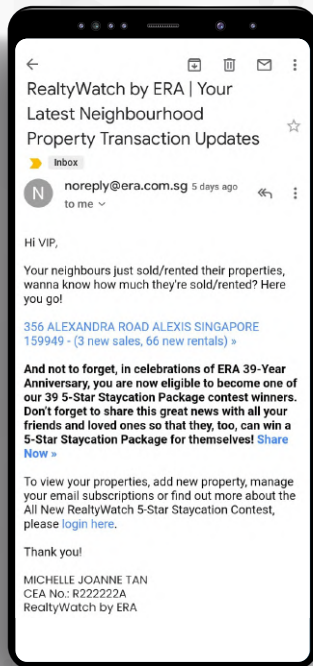
With this information, you can better cater to your VIPs interests and needs.



VIPs Name	View Counts
Fiona Sim	3
Siti Aisha	0
Michael Lim	8
Jeremy Goh	8
Hani Nguyen	5



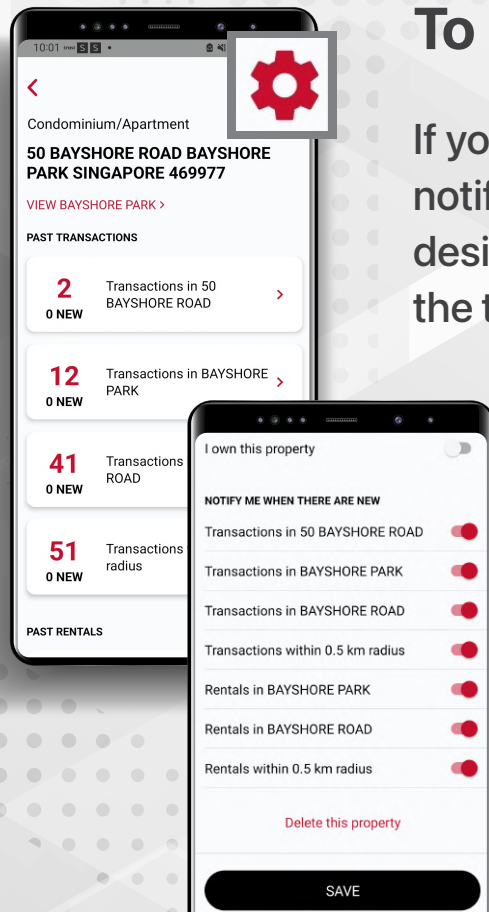
## 4 Email Notifications



### VIP's view Sample Email Notification

When a transaction takes place at any of the listed properties specified by the VIP, an email will be automatically generated and sent to the VIP.

The source of updates include HDB for HDB Properties or URA for Private Properties. In addition, VIPs will be informed of any Ultimate Consumer Seminars organised by ERA.



### To Edit Email Preferences

If your VIP would like to edit their email notification preferences, they can click on the desired listing, then click on the setting icon at the top right corner.

This opens the list of notification options, and they may toggle and untoggle as desired. Click on "Save" to apply changes.

Please note that this setting applies to individual property listings.

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