

What's Happening in your Neighbourhood?





User Manual For Salespersons



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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:

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. . . .

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



User Manual For Salespersons



Here's how to get started!

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search ← Suite			
Marketing	My Website	Tools	=
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Web Setting	IS		
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Personal Sales Web	Custom Domain		
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RealtyWatch	1		
VIP	-		
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Step 1

Head over to

SALES+ > Suite > My Website > Realty Watch



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



Click on **QR Code**





Quick Guide: Accessing RealtyWatch from SALES+ App



Step 3

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





You have a new RealtyWatch VIP! Tap to view details

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

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Date 3 Sep 202

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



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



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.

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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 able too see the option to contact the client (via Call, WhatsApp, Chat or Email)



Step-By-Step Instructions

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luyer/Seller Netails IDB 35 TAMPINESE AVE 3 535303		0
lame Navid Leong	Date 3 Sep 2022, 12:20PM	0
rofile	Source	8
GOC TIAN TIAN ROAD 119 SM	GAPORE 16319	

erall View Count

Export

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.



Email Notifications



ndominium/Apartment

VIEW BAYSHORE PARK >

2

0 NEW

12 0 NEW

41

0 NEW

51

0 NEW

PAST RENTALS

50 BAYSHORE ROAD BAYSHORE PARK SINGAPORE 469977

Transactions in 50

Transactions in BAYSHORE PARK

own this property

IOTIFY ME WHEN THERE ARE NEW

Transactions in 50 BAYSHORE ROAD

actions in BAYSHORE ROAD

Delete this property

SAVE

Transactions in BAYSHORE PARK

Transactions within 0.5 km radius

Rentals in BAYSHORE ROAD

Rentals within 0.5 km radius

BAYSHORE ROAD

Transactior ROAD

Transaction: radius

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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