Overview

Create a Virtual Office Website using OREB active listings and sold data. Visitors to Team Realty (or participating agent sites) will be required to register and log in before accessing any real estate information. The VOW will allow users to access, save, compare and customize the property data for both active listings and sold proeprties.

The VOW system will be completely seperate for the WEBKITS listings platform and will be eclusive to Team Realty.

OUTLINE

- OREB Data: Listings data will be downloaded from OREB (not CREA)
- Listings Server: A new dedicated listings server will need to be set up and customized.
- Listings database will be built to download, read, and compile the listings data from OREB
- Client database will be built to store login, preferences and customization options.
- Brokerage VOW Master Dashboard with listings, user and analytics access. Options to run reports.
- VOW user interface (UI) will be built including Register / login, VOW interface and screens and general
   pages for clients to access the information
- Programming for Search Features including Mapping, Filters, Layout and Design
- Programming additional features such as reports, advertising, analytics etc.
- Backup System for both listings and user data.

Agent Database

We will use the WEBKITS Agetns Database and integrate the agent profiles into the VOW.

Emails

All emails will be sent using SENDGRID - I will provide the API. Team Realty will set up a new acocunt for the VOW system. SENDGRID will deliver, track all emails. Email marketing campaigns can also be run through the SENDGRID website.

Registration / Login

Users must register and verify their account
before access to the VOW.

STEP 1. Register and Agree to the Terms or use
and privacy policy.
Registering with Social media is an optional
feature which can be added later, only IF
they can still agree to the terms and receive the
verification email. Otherwise please ignore.

STEP 2. Email Verification.

note: all emails will go through
our SendGrid account to ensure delivery
and provide delivery tracking.

STEP 3. Verification.

Verification will be emailed to
the address provided.
*if the user doesn't follow up,
the verifiction should expire
(time to be deteremined,
suggestion 60 minutes)

STEP 4. Password

Email confirmation sent to the
specified email address, link to
set up a password or a
generated password that they
can change once logged in.

NOTES:

Users can manage their email, user name
phot, and password from their profile tab.

Brokerage will have access to user profiles
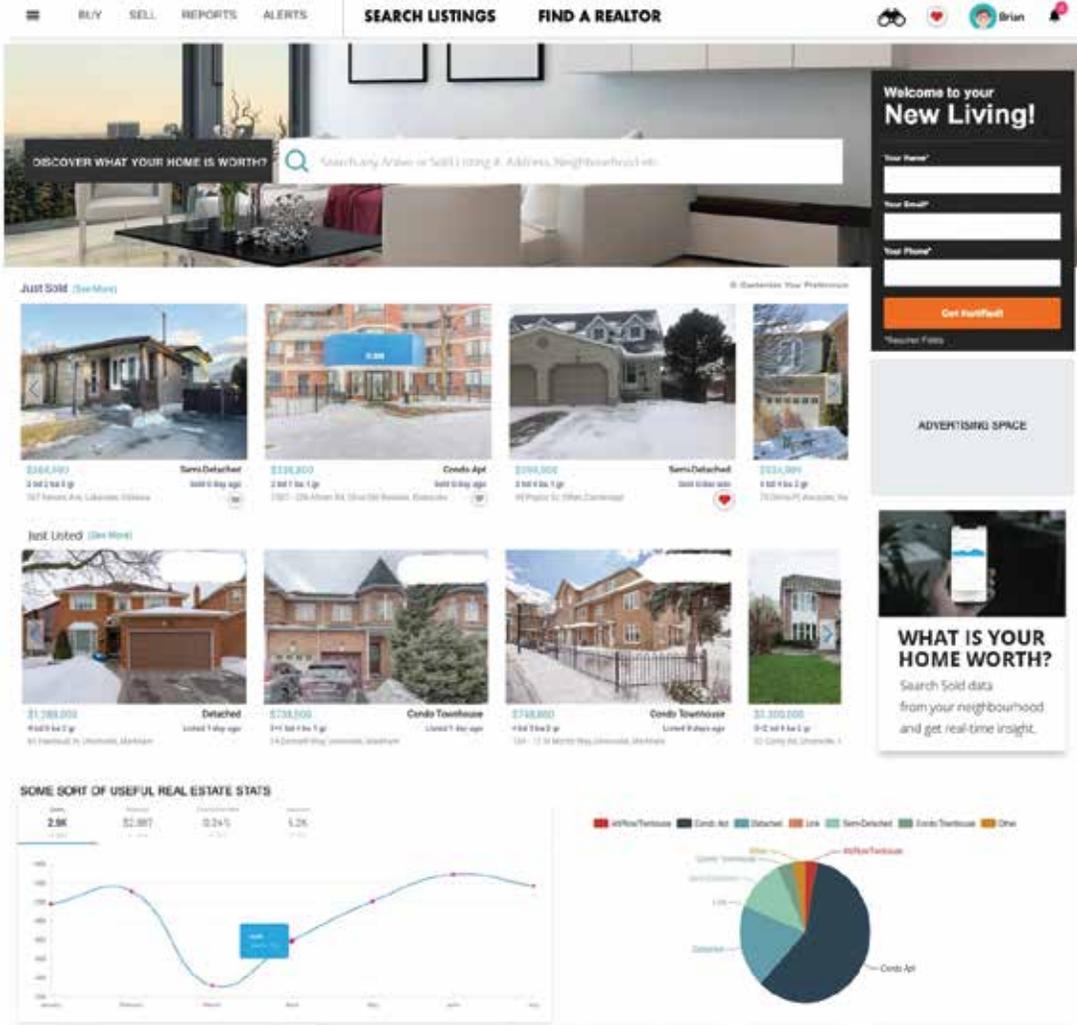and email for their use.

Main Page Notes

Navigation Bar

Background image
(plugin Option)

Side Bar

Call To Action

Just Sold - list of last 50 properties sold in the system.

Advertising Space

Dynamic Content

Just listed - list of last 50 properties ~~sold~~ in the system.

Should be Listed (not sold)

The data information will be manually added by Team Realty and Entered into the VOW Dashboard. This data can be iframed into the VOW pages.
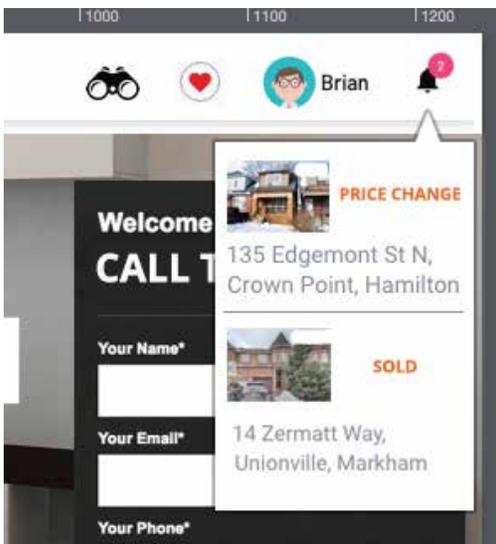
Direct Link to Tracking Page

Direct Link to Favourits Page

Brian   Direct Link to Profile Page

Alert Notification: On the listings people can "Watch" a listing. If there is a change in price or the status changes to SOLD they will be alerted.
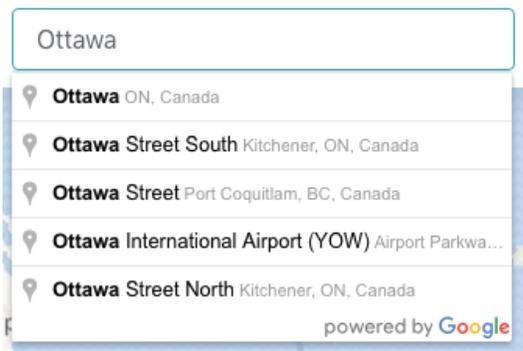ALL Alerts will also be emailed to the user.

In the drop down the change and property address will show.
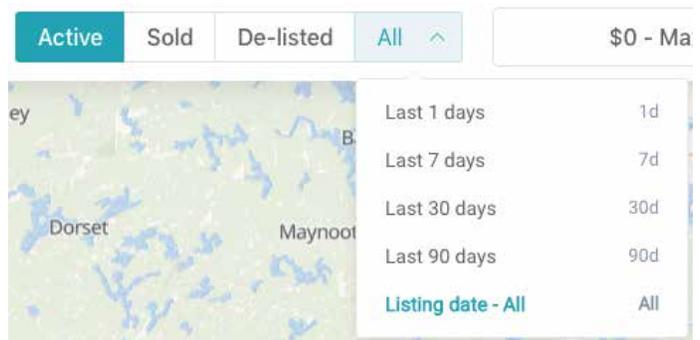Make this link directly to the property.

Listings Search

By Default, the map will be the main search option. The map will be set to full height with a search options bar running along the top.
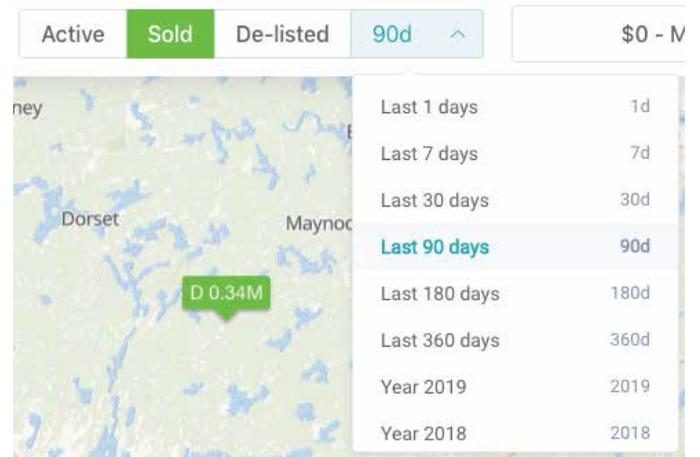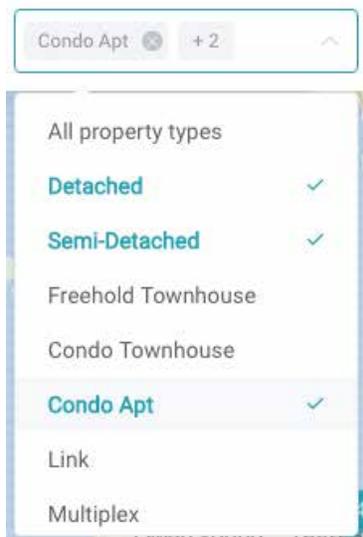

Text search will allow people to search any part of the address, and will include the Google auto fill feature.

Poperty Type Filer will allow for more than one options to be selected, with the results updating in real-time on the map.

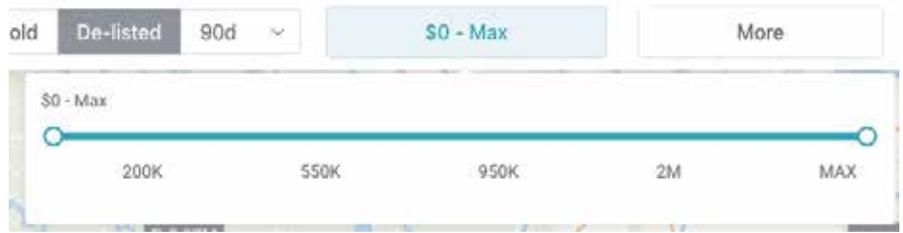Three options will be available to update the listings on the map with a click.

Listings Status options with listings date options. Defaults highlighted in drop down.
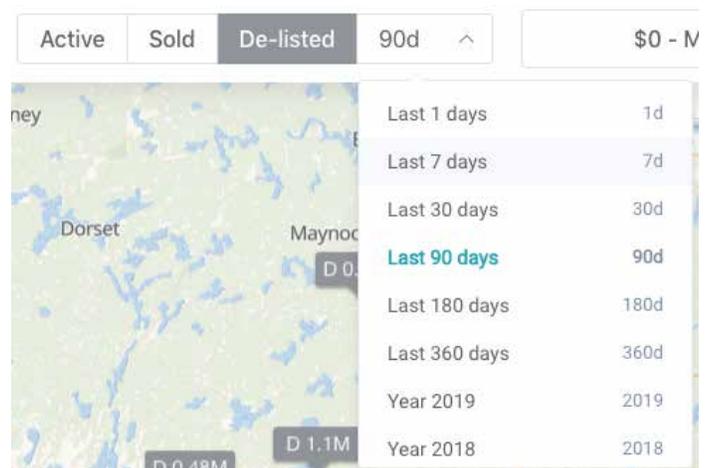
Listings Search

Price range slider will open and alow for real-time updating on the map.

The more buton will open and allow for additional options to be select for filtering.

This is just an example and I will provide an exact list of all options
at a later date.
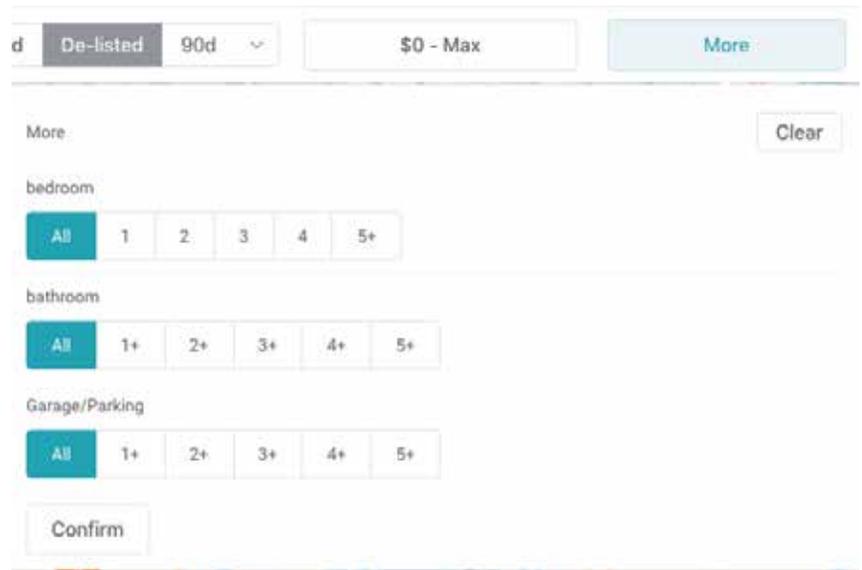
Additional Listings Search Features

Because not all users prefer to view the listings results on a map, I would like to also inslude
buttons to switch to Grid View and List View - just like we have on the current WEBKITS listings results.

FAVOURITE Feature ♥

All listings views will have a little heart that users can click to add that listing to their Favourites tab. This will allow them to quickly reference their favourite listings by clicking the heart in the top right of the main menu tab at any time.

The Favourites tab will store all of the listings (Active and Sold) and will allow the user to compare up-to 3 proerties at once. We will need to decided how to seperate the Active from the sold and what call to actions we can add in.
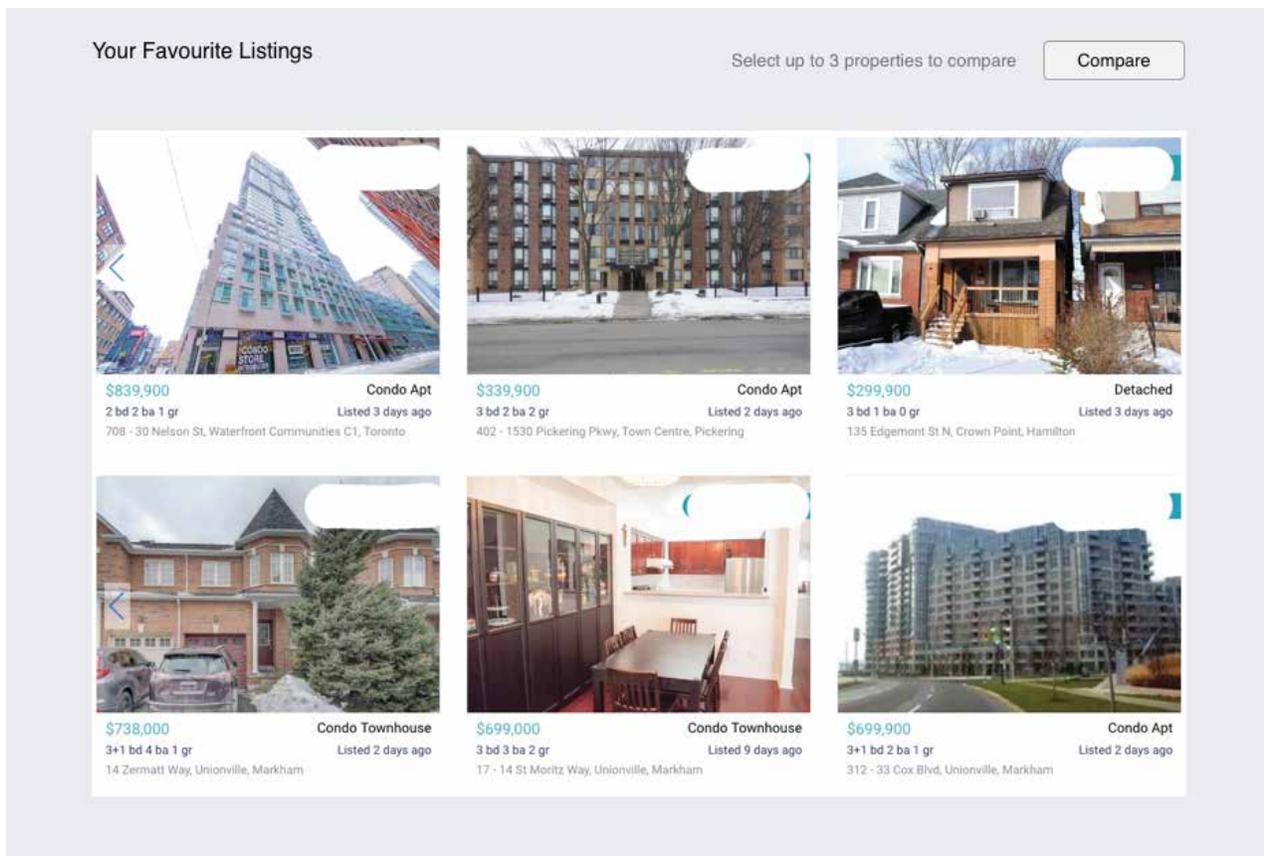
Required Features:
- Drag and Drop order
- Active and Sold clearly organized
- Delete or un Favorite (possible leave the heart on the listing and allow it to be deselected) pop up askign if you are sure you wish to unfavourite.

Compare

The compare system will allow users to see a side-by side comparison of their listings, they can also have the ability to save the details as a PDF.

USER Profile Page

This page will allow users to change login info and other details as well as see certain stats.

ADD INVITE A FRIEND?
ADD NOTES?
LIMIT WATCH TO 30 PROPERTIES

Watch List

The Watch List feature allows users to "Watch" an active or sold property.

When a user checks off a watch notification on a list it is added to their watch page as well as emails them.

> ☐ Watch this listing. Receive notification when it is sold
> ☐ Watch this community. Receive updates on Detached homes in this community

If the listing sells or has a price change the user is notified in the Alert and Email.

Watch List					
123 Main Street, Ottawa	Status: **ACTIVE**	$499,000	ID# 38296075	On the market 12 days	X
99 Another Street, Ottawa	Status: **ACTIVE**	$599,000	ID# 38697054	On the market 2 days	X
8 Sample Street, Manotick	Status: **ACTIVE**	$699,000	ID# 38938333	On the market 122 days	X

When X is clicked remove from Watch List

Plugin Option

In order to make this available to the Agents, there are some options that will be required to be linked and editied in the Wordpress settings.

Background image - the stock image that appears on the main page

Email Address:
    Brokerage - For the Brokerage all forms that are not agent lisitngs will go to this addressess
    Agents - On the agent sites, ALL form entries will go to this address, including listings.

REALTORS - if it is the Brokerage site all agent info from current agent database can be displayed.
IF it is a Agent site use CREA ID

Agent CREA ID# - For the Agent sites they will need the CREA number in order to display their profile information on the listings.
All listings data can be pulled from current agent database

If it is a agent site please remove the REALTORS button in the navigation.

Dave Domeij
Sales Representative
e-Mail Dave
office: 250.860.1100
Visit Dave's Website

Agents will need a way to see and access some basic user data IF the user registered on their website.

- Export Email address (I'd love to see a LEAD options in Worpdress that agents can see in their dashboard.)
- View top viewed listings, favorites and watched listings

ROYAL LePAGE
Team Realty
Independently Owned and Operated, Brokerage

SIDE BAR

The side bar options like Call To Action, Advertising, dynamic content etc, will be displayed based on weather when the user registered if the choose "Intered in Buying, Selling or Both".

In the VOW Master Dashboard we will require:
- An advertising system with Tracking - Ads will have the optiosn to select Buying, Selling or Both

- Call To action Forms (3) that display depending on Buying, Selling or Both

- Post Type in Wordpress that allows Broekrage to add content and
then set the Category or Tag to Buyer, Seller or Both.

Welcome to your
CALL TO ACTION

Your Name*

Your Email*

Your Phone*

Get Notified!

*Required Fields

ADVERTISING SPACE

Customize sidebar depending on if a user chooses "interested in" buying, selling or just looking.

VOW Master Dashboard

The VOW Master Dashboard will be the central login for Team Realty to manage the VOW backend features.

I would like to build this using Wordpress framework so that we can utilize Wordpress plugins for certain features and Iframe them into the VOW pages.

The following features will be required:

- Easy Access to Manage / View / Edit and Export ALL or Select User Data (email, user name, options.)

- View TOP 100 Viewed Listings - Export MLS, Address, Price

- View Top 100 Favourited Listings - Export option

- View Top 100 Watched Listings - Export option

- Edit Static Page Content (Buyers, Sellers, Mortgages etc.)

- Manage Avertising system.

- Manage Edit Dynamic Side Bar Content

- Manage Listings Data - same as WEBKIT Admin

- Manage Listings Data and Reports (these features can be done using Wordpress plugins and iframed)

User Database Structure

Use creates an account.

- Email
- Password
- User name
- Buy, Sell, Both

RECORD what domain user is on.

Profile Page

Favourites

Watch List

LISTINGS History
Records what listing user is viewing (MLS# & Address) last 25

LISTINGS Favourites
Records when a user favourites a listing by clickign the heart

LISTINGS Watch / Alert
Records when a user click to watcha lisitng or neighbourhood.

Send email 30min after of related listings..

Send weekly email of related listings until unsubscribe.

Send Copy of Watched Property

Send Email IF Price or Status changes (i.e. sold)

VOW MASTER DASHBOARD

View / Edit all user Profiles / Export to CSV

View Top 100 viewed Properties

View Top 100 favourited properties

View Top 100 watched properties

Data for All registered users including users who register on Agent sites.

IF Agent's Domain Name Matches

AGENT VOW DASHBOARD

View / Edit all user Profiles / Export to CSV

View Top 100 viewed Properties

View Top 100 favourited properties

View Top 100 watched properties

Agents can ONLY see data IF the user registered on their personal sites.