

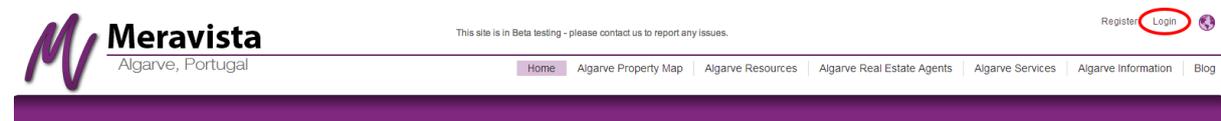
MERAVISTA ACCOUNT USER GUIDE

We are proud to welcome you as a member of Meravista – the world’s largest property portal devoted exclusively to the Algarve, Portugal.

This User Guide is written to help familiarize you with the many functions of the Meravista account area.

1. Login

Access your account by selecting Login



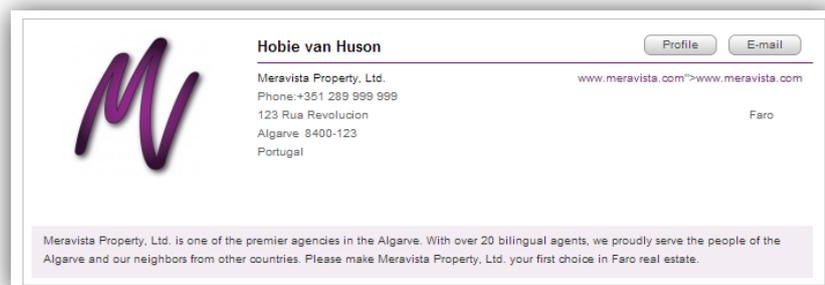
2. Profile

Whether you are registering for the first time or already have an account, your first task is to fill out your personal profile and your agency’s profile.

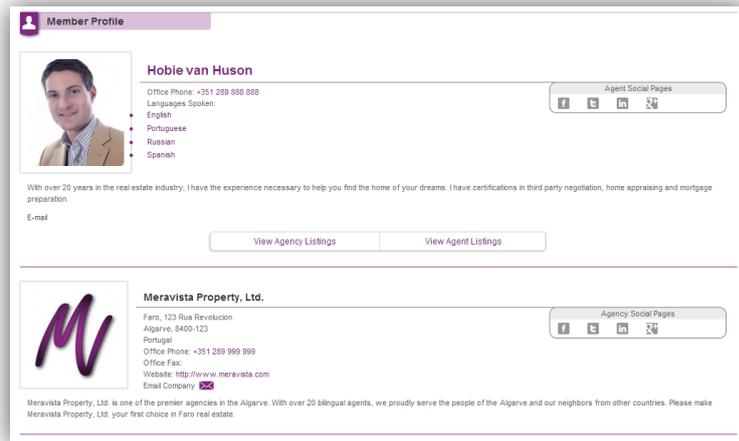
Meravista supports the estate agents of the Algarve. Your success is our highest concern. We therefore publish your and your agency’s information, logos and photos in several places across the website to increase buyer awareness of your agency and strengthen your brand both on our site and throughout the internet.

Places where buyers can find your information include:

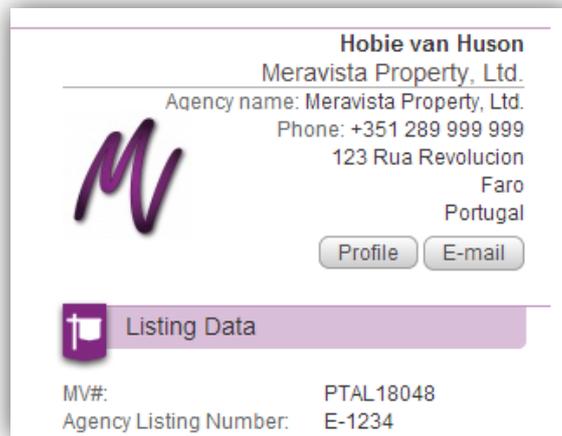
1. The Meravista Algarve Estate Agent Directory. Exclusively for members only. Buyers look here to find an agent in the area of the Algarve they are interested in buying.



- Agent/Agency Profile. Accessible throughout the site, buyers can learn more about you and your agency. This is your chance to promote your business and yourself.

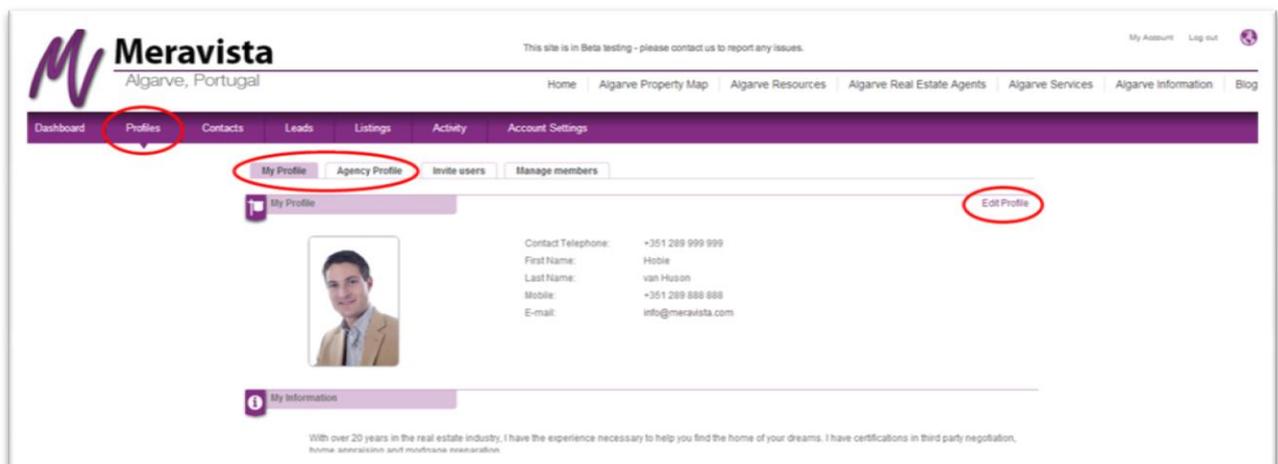


- In every one of your listings.



As you can see, it is important to complete as much of your profiles as possible.

To Access your profiles select **Profile** in the purple navigation bar in your account. Navigate between your personal **My Profile** and **Agency Profile** using the tabs. Select **Edit Profile** to make changes.



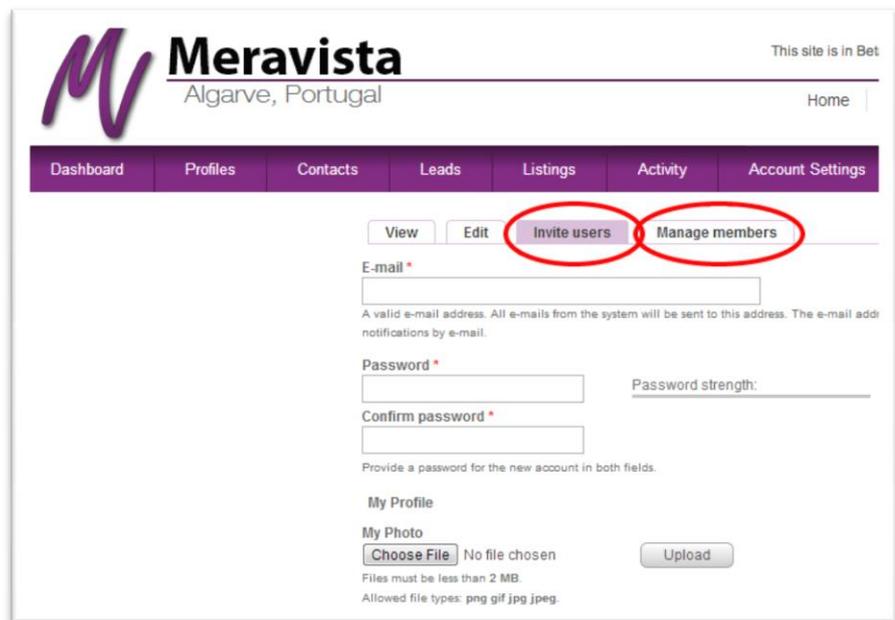
3. Super Agent and Agents

Meravista has been designed to accommodate agencies with multiple agents. As the creator/broker of your account, you are automatically assigned the role of Super Agent. You have the ability to create individual accounts for each of your agents, if you wish.

Your agents can fill their own accounts with listings and design their own profiles to be viewed publicly with their listings. As the Super Agent, you have administrative control over all accounts and listings.

To create individual accounts for your agents, select **Profile** from the purple navigation bar then select the **Invite users** tab.

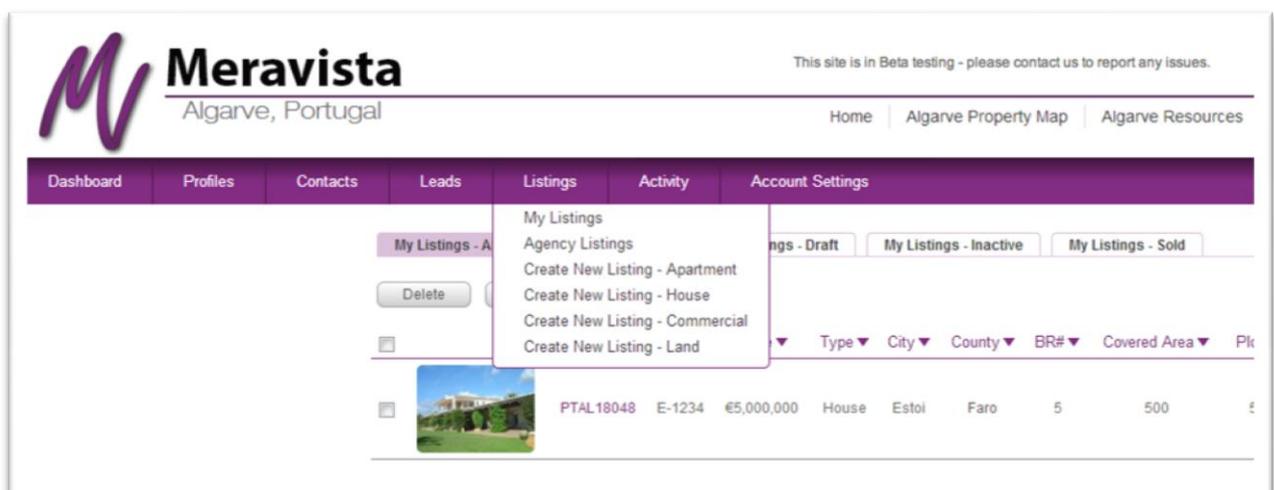
To manage the accounts of your agents and assign them special quotas select the **Manage Members** tab



4. Listings

4.1 CREATE NEW LISTINGS

To create a new listing hover your cursor over **Listings** in the purple navigation bar and select one of the four available Create New Listing types: Apartment; House; Commercial; or Land



4.1.1 PROPERTY INFORMATION

In order to provide buyers with the experience and information they expect, and in order to better provide our agency members the targeted and qualified buyers they deserve, Meravista requires certain mandatory information.

To be able to activate a listing, please fill out the required mandatory (*) fields below in the **Mandatory Listing Information**.

Besides the mandatory fields, we have provided many more fields and data that you can add to your listing if you choose, and we strongly urge you to use them. Today's property buyers expect more data. An agency that provides a richer, more detailed listing will appear more professional, their listings will appear in more search results, and they will get more leads.

4.1.2 PROPERTY MAPPING

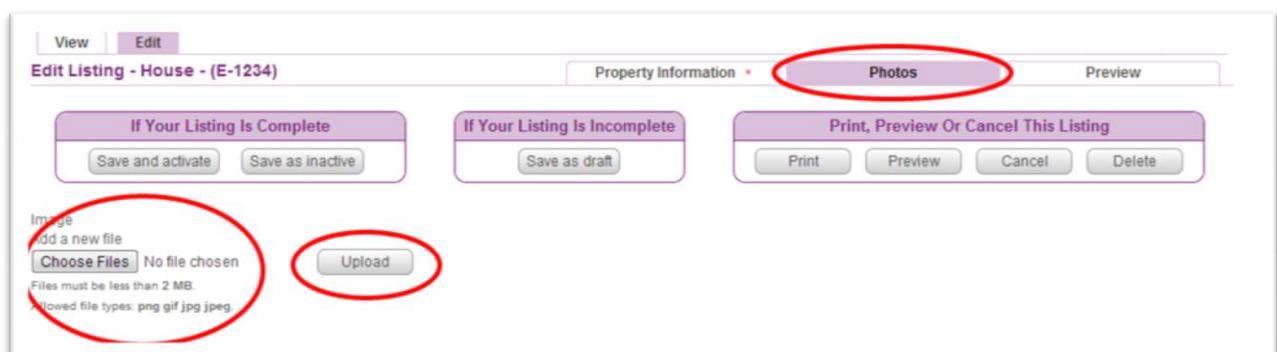
Meravista is the first property portal in Portugal to offer true mapping of all properties. The large property portals and MLS systems of the Western Hemisphere, Southeast Asia and Europe have now adopted map-based search as their primary search option. This is because buyers overwhelmingly prefer to look for properties using a map.

Meravista has a database of the latitude and longitude coordinates for almost every city, town, area, street, building, landmark or urbinização in the Algarve. When you make a selection in the Town field, whether it be Guia, Alvor or even Hospital de Faro, your listing will receive a map marker randomly placed around that area.

This helps buyers find property in the area they are most interested in and generates more qualified leads for you.

4.1.4 ADDING PHOTOS

To add photos to your listing, select the Photos tab then select the **Choose File** button. You can then browse your computer for the location of your image files. When you have found your image files, you can either select one at a time or multiple files to upload (Hint: to select multiple files either drag your mouse over the multiple files, or hold the Ctrl button and select multiple files by clicking them with your mouse). After choosing your files, select the **Upload** button.



After uploading your photos, you can change the order they will appear in. The numbers called **Weight** determine the order. A number of '0' is given to the primary image.

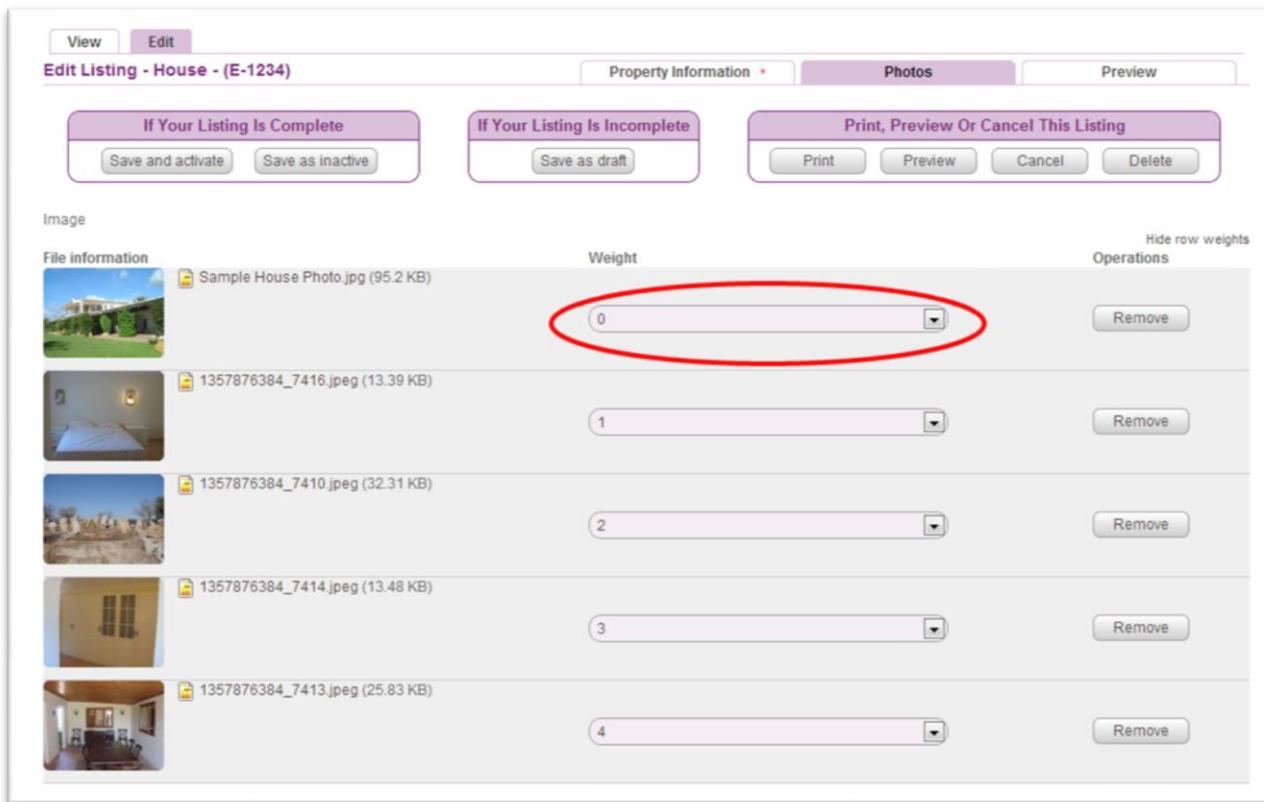
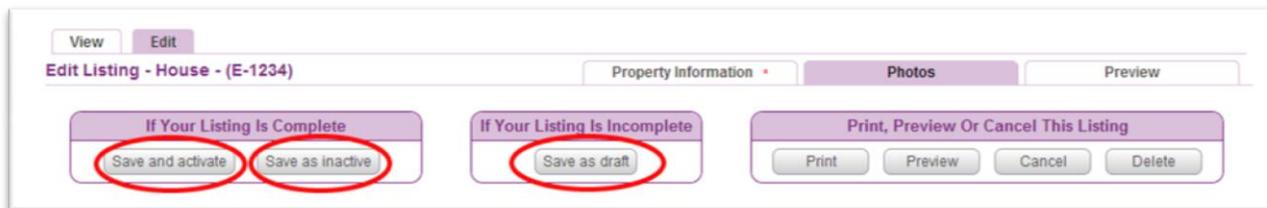


Image	File information	Weight	Operations
	Sample House Photo.jpg (95.2 KB)	0	Remove
	1357876384_7416.jpeg (13.39 KB)	1	Remove
	1357876384_7410.jpeg (32.31 KB)	2	Remove
	1357876384_7414.jpeg (13.48 KB)	3	Remove
	1357876384_7413.jpeg (25.83 KB)	4	Remove

4.1.5 SAVING A LISTING

When you have finished creating your listing you can save it in three different ways:

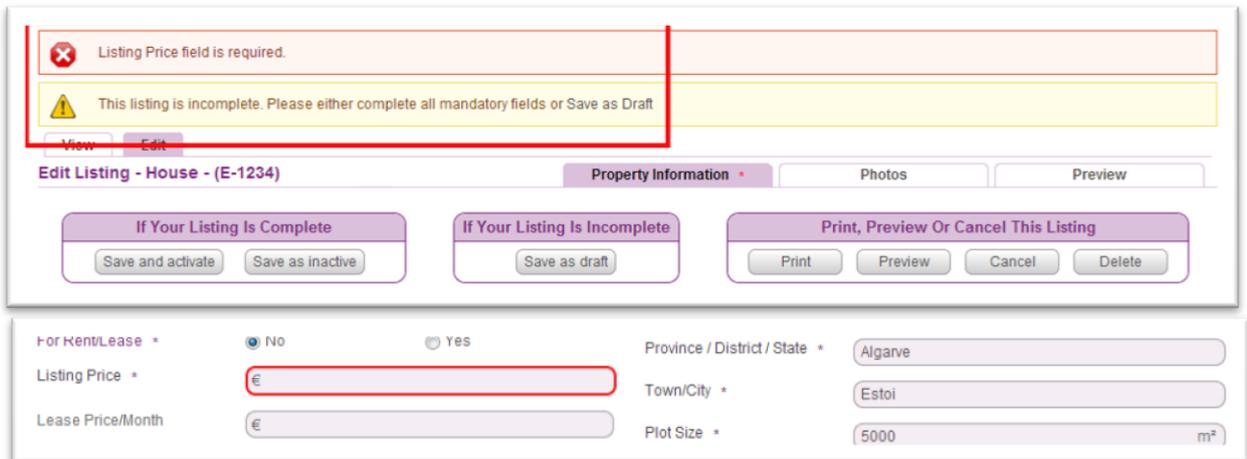


1. Save and Activate – If you have completed all mandatory fields in the **Mandatory Listing Information** and **Mandatory Property Mapping** areas, you can save the listing as active. Activating a listing does two things: 1) It places the listing live on Meravista for buyers to see; 2) It now counts against the quota of your membership plan that you purchased.

2. Save as Inactive – If you have completed all mandatory fields in the **Mandatory Listing Information** and **Mandatory Property Mapping** areas, you can save the listing as inactive. One reason to use the inactive status is for storing your surplus complete listings. Many agencies have hundreds, or even thousands, of listings. However, they do not always wish to advertise (pay for) them on the site. For example, an agency has paid for a membership level of 51-100 listings, yet the agency has 300 total listings. That agency can always keep 100 of their listings active, while the remaining 200 stays in storage as inactive. The agency can rotate their public listings by activating and deactivating listings as they see fit.

3. Save as Draft – If your listing is incomplete or if you do not have time to finish it, you can save it as a draft to complete it at another time.

If you attempt to save a listing as active or inactive and a mandatory field is missing, the system will display a warning and the empty field will be highlighted in red below:



The screenshot shows the 'Edit Listing - House - (E-1234)' form. At the top, there are two error messages: 'Listing Price field is required.' (with a red 'X' icon) and 'This listing is incomplete. Please either complete all mandatory fields or Save as Draft' (with a yellow warning icon). Below these, there are three main sections: 'If Your Listing Is Complete' with 'Save and activate' and 'Save as inactive' buttons; 'If Your Listing Is Incomplete' with a 'Save as draft' button; and 'Print, Preview Or Cancel This Listing' with 'Print', 'Preview', 'Cancel', and 'Delete' buttons. The form fields include 'For Rent/Lease' (radio buttons for No and Yes), 'Listing Price' (a text input field with a red border and a '€' symbol), 'Lease Price/Month' (a text input field with a '€' symbol), 'Province / District / State' (dropdown menu set to 'Algarve'), 'Town/City' (dropdown menu set to 'Estoi'), and 'Plot Size' (text input field set to '5000 m²').

4.2 VIEWING YOUR LISTINGS

You can view all your listings by hovering your cursor over **Listings** in the purple navigation bar and selecting **My Listings**.

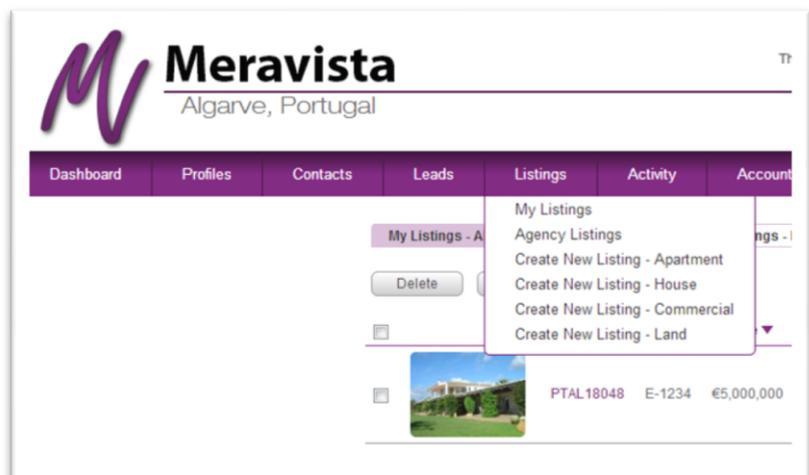
There are actually two areas that you can view all your listings in: **My Listings**; and **Agency Listings**.

Because Meravista is designed to accommodate both single account and multiple account agencies, these two areas were created.

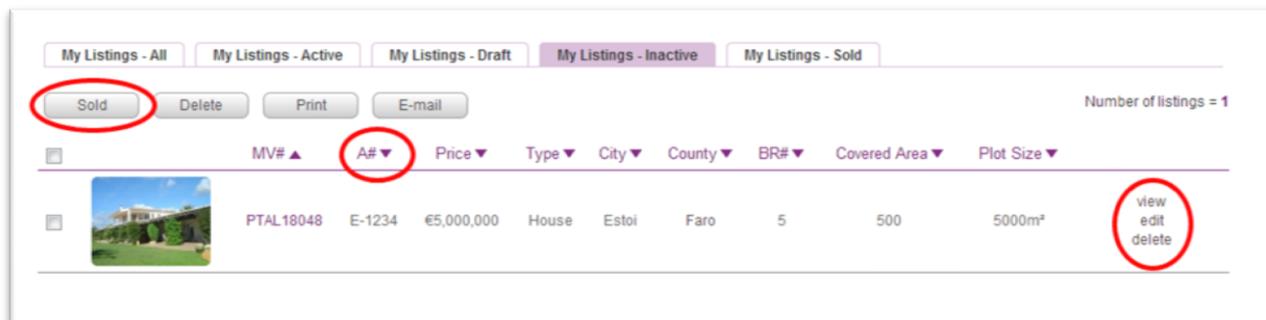
If you are an agent in a multi-agent office, the listings that are exclusively yours for selling and editing can be found in **My listings**.

The entire collection of all agency listings (for viewing only except for the Super Agent/Broker) can be seen in **Agency Listings**.

If you are a single account agency or a homeowner, there is no real difference between the **My Listings** and **Agency Listings** areas, and we suggest you continue to use **My Listings** if you wish.



The screenshot shows the Meravista dashboard for 'Algarve, Portugal'. The navigation bar includes 'Dashboard', 'Profiles', 'Contacts', 'Leads', 'Listings', 'Activity', and 'Account'. The 'Listings' menu is open, showing options: 'My Listings', 'Agency Listings', 'Create New Listing - Apartment', 'Create New Listing - House', 'Create New Listing - Commercial', and 'Create New Listing - Land'. Below the menu, a listing card is visible with a photo of a house, the ID 'PTAL18048', the reference 'E-1234', and the price '€5,000,000'.



In any of the listings tabs you can sort any of the columns by clicking the column heading with the small purple arrow.

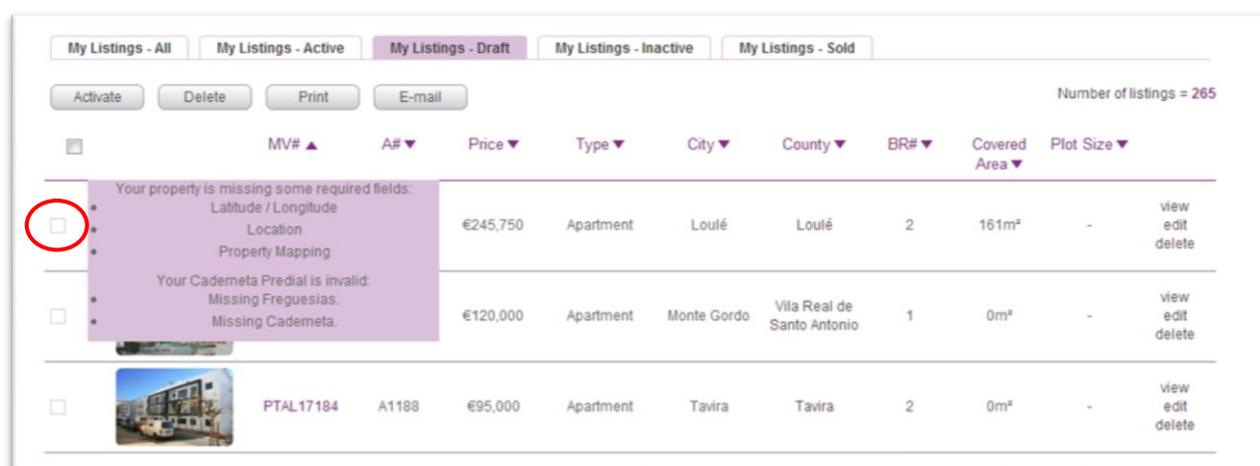
Clicking the checkboxes allows you to select single or multiple listings for deleting, printing or emailing to clients. To edit a listing, click **Edit** on the far right of the listing.

Meravista has also provided a **Sold** option. Since Meravista is a collective of Algarve estate agencies and homeowners, we have the ability, over time, to create a meaningful database of property sales information that everyone can benefit from. When you sell a property, please mark it as sold and record the sales price. The Meravista system will collect the date, location, type and price of all sales made throughout the site. This data will be available to all members. In time, enough data will amass allowing every member to conduct research on trends and perform CMA (Comparative Market Analysis) for their agency and for property owners.

4.3 USING THE CHECKBOX

The checkbox on the left side of every listing serves several useful functions.

If you are in Drafts and the check box is greyed-out (not selectable), this lets you know that the listing is missing one or more mandatory fields which will prevent the listing from being active. If you hover your cursor over the checkbox, a purple popup will appear listing the missing fields.

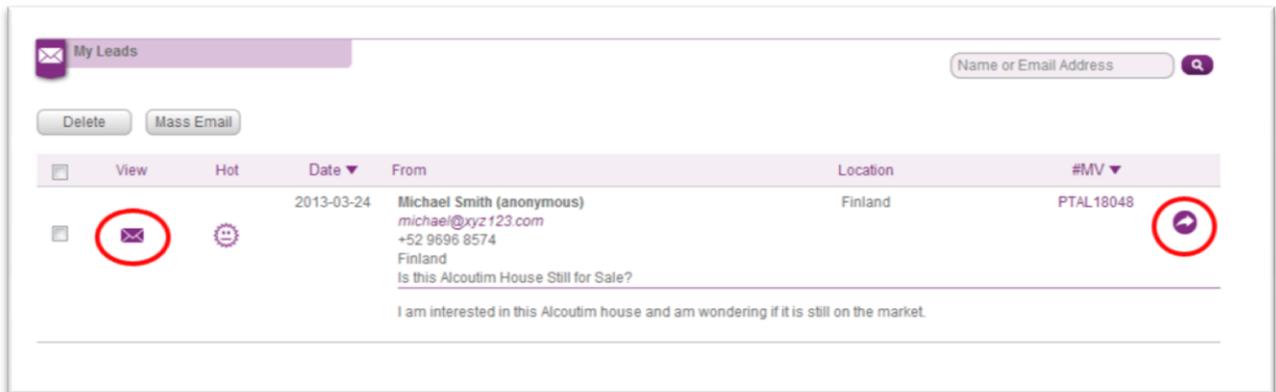


5. Leads

There are several areas in Meravista where buyers can contact you. When a buyer submits a message to you, the Meravista system places the buyer's contact details and message into your Leads area. An

email with the same information is also sent to your regular email client to inform you that you have a lead pending in your account.

To view leads select **Leads** in the purple navigation bar. To view or reply to a lead select either the envelope or circled arrow icons.



If you have a special offer or news that you wish to send to several of your leads, select their checkboxes and then select **Mass Email**.

6. Activity

Activity – the amount of traffic and views that your active properties receive – is displayed in the Activity area from the purple navigation bar.



The screenshot shows the 'Agency Activity' section. At the top, there are tabs for 'Active', 'All Listings', and 'Summary'. Below the tabs is a 'Last 7 Days' dropdown and a 'Print' button. On the right, it says 'No of listings: 1'. The table below has columns: 'MV#', 'Price', 'Summary Views', 'Map Detail Views', 'Detail Page Views', 'Click-Through Rate', 'Total Property Views', 'E-mails sent', and 'Status'. The data row shows: MV# PTAL18048, Price € 5000000.00, Summary Views 2, Map Detail Views 3, Detail Page Views 1, Click-Through Rate 150%, Total Property Views 6, E-mails sent 1, and Status Active.

MV#	Price	Summary Views	Map Detail Views	Detail Page Views	Click-Through Rate	Total Property Views	E-mails sent	Status
PTAL18048	€ 5000000.00	2	3	1	150%	6	1	Active

Use this information to determine how well your listings are performing, how often your listings are being viewed, and how effective the Meravista site is performing for your agency.

The individual traffic statistics for each of your listings can be viewed in the Active and All Listings tabs. Click the column headers to sort the data.

The Summary tab displays the collective data for your agency and its listings.

Definitions of the terms are as follows:

1. Summary Views – the number of times your listing was included in a general search throughout the site (the number of 'Impressions').
2. Map Detail Views – the number of times someone clicked your listing's marker on the map to view the small detail popup. This number shows a greater amount of interest of buyers towards your listing and therefore is an encouraging statistic.



3. Detail Page Views – the number of times someone has selected to see the full detail page of your listing. This number expresses the highest amount interest from the site users, and is therefore the most useful in determining how effective your property is performing.
4. Click-Through Rate – the percentage of clicks to see the full detail page versus the number of summary view. This is another encouraging indicator on how well your listing(s) is performing.

Conclusion

If you have any question or problems with using the Meravista system, please contact us at info@meravista.com. We are always happy to help our members.

We hope you enjoy using the Meravista system, and we wish you great success with your property sales.