

PAREB MLS

MEMBER USER MANUAL

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Introduction

The PAREB MLS System is a platform designed to facilitate real estate transactions among licensed real estate brokers who are members of the Philippine Association of Real Estate Boards (PAREB). This manual outlines the procedures for signing up and using the system effectively.

Sign up process

- **To sign up for the PAREB MLS System**, follow these steps:
 - Visit the PAREB MLS website or access the system through the designated portal.
 - Click on the "Sign Up" button.
 - Enter your email address in the provided field.
 - Click on the "Submit" button.

- **Data Privacy and Code of Conduct Agreement**

Upon entering your email address, you will be prompted to agree to the Data Privacy Policy and Code of Conduct of PAREB MLS. This agreement ensures that all users adhere to the ethical standards and guidelines set forth by PAREB MLS.

- **Verification Process**

- After agreeing to the Data Privacy Policy and Code of Conduct, the system will verify your membership validity if you are a PAREB member. If your membership is valid, you will proceed to the next step. If not, you may be prompted to provide additional information or contact PAREB MLS support for assistance.
- If you are a licensed real estate broker, you will need to enter your license number. The system

will verify the authenticity of your license number before allowing you to proceed.

- **Entering Local Board and Personal Information**

Once your membership and license validity are verified, you will be directed to enter your Local Board information and personal details. This includes:

- Local Board Information: Select your local board from the dropdown menu provided.
- Personal Information: Enter your name, contact information, and any other required details.
- Password: Create a secure password for your PAREB MLS account.

After entering this information, click on the "Submit" button to complete the sign-up process.

- **Email Activation**

Upon successful completion of the sign-up process, an email will be sent to the email address you provided. This email will contain a link to activate your account. Click on the activation link to verify your email address and activate your PAREB MLS account.

- **Congratulations!**

You have successfully signed up for the PAREB MLS System and activated your account. You can now access the platform and start utilizing its features for your real estate transactions. If you encounter any

issues or have any questions, please refer to the system's support resources or contact PAREB MLS support for assistance.

Create your First Property Listing Posting

Before creating your first property listing, ensure you have the necessary details and documents ready for upload. Log into your account and navigate to the property listing section.

Follow these steps to create a new property listing:

- **Log In:** Access your account using your credentials.
- **Navigate to Listings:** Click on the 'Listings' section from the main menu.
- **Create New Listing:** Click on the 'Create New Listing' button.

Navigating the Property Listing Tabs

When creating a property listing, you will need to navigate through various tabs to input all required information. These tabs can be accessed by clicking on their headers at the top of the page.

- **Property Description**
 - **Offer:** Select whether the property is 'For Sale' or 'For Rent'.
 - **Title:** Enter the title of the property listing.
 - **Description:** Write a detailed description of the property, highlighting key features and amenities.
- **Technical Details**
 - **Category:** Specify the type of property (e.g., house, apartment, condo).
 - **Property Type:** Specify the type of property (e.g., Commercial or residential).
 - **Bedrooms:** Indicate the number of bedrooms.
 - **Bathrooms:** Indicate the number of bathrooms.

- Parking Space: Specify the number of parking spaces available.
 - Floor Area: Enter the total floor area of the property.
 - Lot Area: Enter the total lot area of the property.
 - Tags: Add relevant tags to describe the property.
 - Address:
 - Region: Select the region where the property is located.
 - Province: Select the province.
 - Municipality: Select the municipality.
 - Barangay: Select the barangay.
 - Street: Enter the street name.
 - Village/Building: Enter the name of the village or building.
 - Features and Amenities: Select the features and amenities from the available list.
- Payment Details
 - Price: Set the price for the property.
 - Reservation Fee: Enter the reservation fee, if applicable.
 - Duration of Option Money: Specify the duration for the option money.
 - Mode of Payment: Choose between 'Cash' or 'Installment/Mortgage'.
 - Tax Allocation: Detail how taxes will be allocated.
 - Is Eligible for Loan: Indicate if the property is eligible for a loan.
 - Bank Loan: Specify if a bank loan is available.
 - Pag-IBIG Housing Loan: Specify if a Pag-IBIG housing loan is available.

- Assume Balance: Provide details if there is an assumed balance.
- Upload Images
 - Add Photos: Click the 'Upload Images' button to add photos of the property.
- Upload Documents
 - Required Documents: Upload necessary documents (e.g., title deed, inspection reports).
- Posting Settings
 - Posting Duration: Set the duration for which the listing will be active.
 - YouTube URL: Enter the URL of a YouTube video showcasing the property.
 - Property Status: Select the current status of the property (e.g., available, under contract).
 - Is Foreclosure: Indicate if the property is a foreclosure.
 - Publish To:
 - Public Website: Choose to publish on the public website.
 - MLS:
 - Local Board MLS: Choose to publish on the local board MLS.
 - Regional MLS: Choose to publish on the regional MLS.
 - National MLS: Choose to publish on the national MLS.
 - Commission Sharing Details: Enter details regarding commission sharing.

- Type of Authority to Sell: Specify the type of authority to sell.
 - Expiration Date of Authority to Sell: Enter the expiration date of the authority to sell.
- Finalizing and Posting Your Listing
 - Review Information: Ensure all details are accurate and complete.
 - Post Listing: Click the 'Save Property Listing' button to publish your property.

Lead Management

The Leads Management (LM) is an integral component of the MLS System, designed to securely store and systematically handle leads generated via the website. This manual provides detailed instructions on how to create, update, and manage leads effectively throughout their lifecycle, from initial contact to conversion and beyond.

Accessing the Leads Management

To access the Leads Management System:

- Log In: Use your credentials to log into the MLS System.
- Navigate to Leads:
 - From the main menu, select 'Leads'.

Managing Leads

Managing leads involves creating new leads and updating existing ones.

Create New Leads

Follow these steps to create a new lead:

- Navigate to New Lead: In the 'Leads Management' section, click on 'Create New Lead'.
- Enter Lead Information:
 - Contact Information: Enter the lead's name, email address, and phone number.
 - Lead Source: Select the source from which the lead was generated (e.g., website form, referral).

- Save Lead: Click 'Save Lead Information' to store the lead information in the system.

Update Leads

To update an existing lead:

- Find Lead: In the 'Leads Management' section, use the search bar to find the lead by name, email, or phone number.
- Select Lead: Click on the lead you want to update.
- Edit Information: Update the necessary fields, such as contact information.
- Save Changes: Click 'Save Lead information' to update the lead information in the system.

Multiple Listing Service Platform

The MLS Platform includes three types of MLS services, each catering to different levels of geographic coverage and network reach.

Local Board MLS

The Local Board MLS is designed for real estate listings within a specific local board area or community. It provides detailed information and network access tailored to local market needs.

Regional Board MLS

The Regional Board MLS covers a broader geographic area than the Local Board MLS, encompassing multiple localities within a region. This service is ideal for agents and brokers working across larger areas.

National MLS

National MLS provides the most extensive coverage, connecting listings across multiple regions and potentially nationwide. It offers the widest reach for real estate professionals looking to market properties to a broader audience.

Accessing the MLS

- Log In: Use your credentials to log into the MLS Platform.

- Select MLS Type: Choose from Local Board MLS, Regional Board MLS, or National MLS based on your needs.

Navigating Listings

- Filter Results: Apply filters to narrow down search results by price range, number of bedrooms, property type, and more.
- Sort Listings: Sort listings by date, price, or relevance to your search criteria.

Comparative Analysis Table

This manual will guide you through the steps to create, compare, share, and download property listings using the Comparative Analysis Table. Additionally, it provides instructions for utilizing advanced filtering options to refine your analysis.

Creating a Comparative Analysis Table

The Comparative Analysis Table allows you to compare multiple property listings side-by-side for a detailed analysis.

Adding Property Listings to the Compare Table

- Log In: Access your account using your credentials.
- Navigate to Listings: From the main menu, go to the 'Listings' section.
- Select Properties: Browse through the property listings and select the ones you want to compare by checking the 'Add to Compare' box next to each listing.
- View Compare Table: Once you have added the desired properties, click on the 'Compare' button, located at the bottom of the listings page.

Comparing Added Property Listings

- Open Compare Table: The selected properties will be displayed in a side-by-side format within the Compare Table.

- Analyze Details: Review and compare the details of each property, including price, address, features, and other relevant information.

Sharing and Downloading the Comparative Analysis Table

After creating your Comparative Analysis Table, you can share it with others and download it for offline use.

Sharing with Duration

- Share Table: Click on the 'Share' button in the Compare Table.
- Set Duration: Choose the duration for which the shared link will be active (e.g., 7, 15 and 30 days).
- Copy Link: Copy the generated link and share it with your intended recipients via email or any other communication platform.

Downloading as Excel Format

- Download Table: Click on the 'Download' button in the Compare Table.
- Save File: The Comparative Analysis Table will be downloaded as an Excel file to your computer.

Comparative Market Analysis Table

The CMA table allows users to filter data based on selected criteria, enabling them to narrow down their search and focus on specific properties that meet their requirements.

Using Filters

To filter and compare property listings, follow these steps:

- Navigate to MLS and choose Comparative Market Analysis
- Select Criteria: Choose from the following filters to narrow down your comparison:
 - Category: Select the property category (e.g., residential, commercial).
 - Address: Filter by address, including region, province, municipality, and street.
 - Price: Set a price range to compare properties within your budget.
 - Land Area and Floor Area
 - Number of bedrooms and bathrooms.
 - Features and Amenities: Choose specific features and amenities (e.g., pool, garage).
 - Tags: Filter by tags associated with the properties.
 - Is Foreclosure: Filter to include or exclude foreclosure properties.
- Apply Filters: Click 'Apply' to update the Compare Table with the selected filters.

MLS Handshakes

The Handshake feature allows users to share listing information between two accounts within the platform. This manual provides detailed instructions on initiating, managing, and viewing handshake requests, as well as handling expired listings and handshakes.

Understanding Handshakes

A Handshake is a mutual agreement between two users to share listing information.

Initiating a Handshake

To initiate a handshake with another user:

- Log In: Access your account using your credentials.
- Navigate to MLS
- Select a Listing from the list
- Request Handshake: Click on 'Request Handshake'

Managing Handshake Requests

Once a handshake request is sent, the recipient can choose to accept or deny the request.

Accepting a Handshake Request

- Notification: You will receive a notification of the handshake request.
- View Request: Navigate to the 'Handshake Requests' section to view pending requests.

- Accept Request: Click 'Accept' to approve the handshake. The shared listings and information will now be visible in both accounts.

Denying a Handshake Request

- Notification: You will receive a notification of the handshake request.
- View Request: Navigate to the 'Handshake Requests' section to view pending requests.
- Deny Request: Click 'Deny' to reject the handshake request. The requester will be notified of the denial.

Expiration and Auto-Cancellation of Handshakes

- Pending Requests: Handshake requests that are not accepted or denied within 30 days will automatically be cancelled.
- Accepted Handshakes: An accepted handshake will automatically expire after 30 days unless renewed.

Viewing Shared Listings and Information

Once a handshake is accepted:

- Shared Listings: The listings from the handshake partner will be visible in your profile.
- Commission and Authority Details: Commission share and authority to sell type details will be displayed for the shared listings.

Handling Expired Listings and Handshakes

- Expired Handshakes: Listings shared via handshake will be removed from the requester's profile when the handshake expires.
- Expired Listings: If a listing expires, the corresponding shared listing will also expire and be removed from the requester's profile.

Traffic Reports

This manual provides instructions on how to understand, view, and analyze traffic reports for pages and listings within the platform. Traffic recording is based on a 30-minute session duration, ensuring accurate and comprehensive reporting.

Understanding Traffic Reporting

Traffic reporting is a feature that allows you to monitor and analyze the number of visitors and their interactions with your listings. This data helps in understanding user behavior, optimizing content, and improving engagement.

Session Duration

Traffic recording is based on a 30-minute session duration. A session begins when a user visits a page or listing and ends after 30 minutes of inactivity. If the user interacts with the listing within this period, the session duration extends accordingly.

Viewing and Analyzing Traffic Reports

Traffic reports are displayed on your dashboard, providing a comprehensive overview of your traffic data.

- **Analyze Data:** Use the data to identify trends, understand user behavior, and make informed decisions to improve engagement and performance.

Account Premiums

This manual provides detailed instructions on managing premium subscriptions, understanding invoice generation, processing payments, and handling subscription expiration.

Managing Account Premiums

Premium subscriptions enhance your account with additional features and privileges. Please note that each account can have only one premium subscription package at a time.

Subscription Packages

To view and select a subscription package:

- Log In: Access your account using your credentials.
- Navigate to Get Premiums: From the main menu, select 'Get Premiums'.
- Select Package: Browse the available premium subscription packages and choose the one that best suits your needs.
- Activate Subscription: Follow the on-screen instructions to activate your chosen subscription package.

Subscription Expiration

Subscriptions automatically expire based on the end date specified during the activation.

Invoice Generation and Payment Processing

Invoices are automatically generated for each successful transaction related to your premium subscription.

- Transaction Completion: After completing a subscription transaction, an invoice is automatically generated.
- Invoice Delivery: The invoice is sent to the email address registered to your account.
- Invoice Details: The invoice includes transaction details such as subscription type, amount, and date.

Payment Processing via PayPal and Xendit

Our platform integrates with PayPal and Xendit to process subscription payments securely.

- Select Payment Method: During the subscription activation, choose either PayPal or Xendit as your payment method.
- Complete Payment: Follow the prompts to complete the payment process securely via your selected payment gateway.
- Confirmation: Upon successful payment, you will receive a confirmation email along with the invoice.

Subscription Expiration and Reversion

When a premium subscription expires, your account will revert to default privileges, and specific actions will be taken to deactivate premium features.

Reverting to Default Privileges

- Subscription End Date: On the subscription end date, the premium features associated with your account will be disabled.
- Account Status: Your account will revert to its default status with standard privileges.

Deactivation of Users and Property Listings

- User Deactivation: Any additional users added under the premium subscription will be deactivated.
- Property Listings: Any additional property listings will be deactivated and marked as expired.

KYC (Know Your Customer)

This manual provides guidelines and instructions on the KYC process, including document submission, verification, and document requirements.

Understanding KYC

KYC is a regulatory requirement designed to prevent identity theft, money laundering, and other fraudulent activities. It involves verifying the identity and address of customers before providing certain services or products.

KYC Process

The KYC process typically involves document submission and verification.

Document Submission

- Access KYC Section: Log in to your account and navigate to the KYC section.
- Submit Documents: Upload the required documents as per the provided instructions.
- Document Review: Once submitted, the documents will be reviewed by the KYC team.

Verification Process

- Document Review: The submitted documents will be verified by the KYC team against the provided information.

- Verification Status: You will be notified of the verification status within your account.
- Approval: Upon successful verification, your KYC status will be updated, and you will gain access to the desired services or products.

Document Requirements

To complete the KYC process, certain documents are required.

Identity Proof

- Government-issued ID: Real Estate Broker PRC License ID.
- Photograph: A clear and recent photograph of yourself.

Security and Privacy

We take security and privacy seriously when handling your sensitive information for KYC purposes. Your documents are encrypted and stored securely, and access is restricted to authorized personnel only.

Chat Messaging

This manual provides guidelines and instructions on using the chat messaging feature, including receiving notifications, sending various types of messages, end-to-end encryption (E2EE), and downloading thread messages.

Notification System

Users will receive notifications whenever new messages are received in the chat. Notifications help users stay updated and respond promptly to incoming messages.

Message Types

The chat messaging system supports various types of messages to facilitate effective communication.

- Text-Based Messages
 - Users can send and receive text-based messages to engage in conversations. Text messages allow for clear and direct communication between users.
- Uploaded Images
 - Users have the option to upload and send images within the chat. Uploaded images enhance communication by allowing users to share visual information or content.

- Link-Based Messages
 - Users can share links within the chat messaging system. Link-based messages enable users to share web pages, articles, or resources relevant to the conversation.

End-to-End Encryption (E2EE)

The chat messaging system employs end-to-end encryption (E2EE) to ensure the security and privacy of conversations. E2EE encrypts messages in a way that only the intended recipient can decrypt and read them, preventing unauthorized access.

Downloading Thread Messages

Users have the option to download thread messages for offline access or archival purposes. Downloading thread messages allows users to save and review past conversations conveniently.

Profile

This manual provides guidelines on accessing, managing client testimonials, displaying information for salespersons and brokers, contact options, and details of profile data fields.

Accessing the Profile

The real estate practitioner profile can be accessed by clicking on the profile picture from the MLS (Multiple Listing Service) and the public website.

Client Testimonials Management

Real estate practitioners have the ability to manage client testimonials within their profiles. They can add, edit, or remove testimonials to showcase their reputation and credibility.

Display for Salespersons and Brokers

If the real estate practitioner is a salesperson, the profile will display the broker's name and Professional Regulation Commission (PRC) license number. This information helps in establishing trust and credibility with clients.

Contact Options

Users can easily contact the real estate practitioner using the provided contact options. The mobile number is linked to initiate Viber calls, offering convenient communication for clients.

Profile Data Fields

The real estate practitioner profile includes various data fields to provide comprehensive information to potential clients.

- Contact Number
 - The contact number of the real estate practitioner.
- Email Address
 - The email address for communication and inquiries.
- Certifications
 - Any relevant certifications or qualifications held by the practitioner.
- Websites
 - Links to personal or professional websites for additional information.
- Social Media
 - Links to social media profiles for networking and engagement.
- Affiliation
 - Affiliations with professional organizations or associations related to the real estate industry.
- Education
 - Educational background and qualifications of the practitioner, including degrees, diplomas, and certifications.

- Area of Expertise
 - The specific areas or types of real estate in which the practitioner specializes.
- Services
 - Details of the services offered by the practitioner, such as property sales, rentals, consulting, etc.