

Philippine Association of Real Estate Board Inc.

PAREB Center, P.E. Antonio Street , Ugong, Pasig City

2024

Thru

Emanuel C. Florendo

MLS Director

Multiple Listing Service System

FOR PHILIPPINE ASSOCIATION OF REAL ESTATE BOARD INC (PAREB)

EMMANUEL P OLIVAS

PROJECT TITLE

Multiple Listing Service for Real Estate Practitioners of Philippine Associations of Real Estate Board Inc. (PAREB)

OBJECTIVE:

- To establish an online system dedicated to supporting all PAREB members, ensuring the swift and efficient sale of their property listings
- To develop and implement an income-generating online system tailored for PAREB, aiming to diversify revenue streams and enhance financial sustainability for the organization.

REQUIREMENTS:

- Webs Server / Web Hosting
- Domain Name e.g. www.google.com
- Internet Access

SYSTEM FEATURES

- **Account Administration**

The management and maintenance of user accounts within MLS System. This involves tasks related to creating, modifying, and deleting user accounts, as well as configuring various settings associated with those accounts. Account administration is typically performed by system administrators or users with administrative privileges.

These privileges are granted to the Administrator:

- User Account Creation
- User Permissions
- Account Modification
- Account Deactivation or Deletion
- Account Auditing and Monitoring
 - Users, Subscriptions, Transactions, Property Listing Posting, Privileges

- **System Settings Administration**

The administrator possesses the authority to modify all system settings, encompassing a wide range of controls and configurations within the system:

- Default Account Privileges
- Enabling/Disabling KYC Verification
- Enabling/Disabling Premium
- Sets the email address to be used for email notifications
- List of Property Tags
- Etc..

- **Account Premiums Administration**

Premium offer additional features, services, or benefits beyond those available with standard accounts. The administration of premium accounts involves tasks such as:

- **Creation, Modifying and Deleting Premium**
- **Subscription Management** - Handling the registration, renewal, and cancellation of premium subscriptions
- **Feature Configuration** - Managing the activation or deactivation of premium features for individual accounts
- **Billing and Payments** - Handling payment processing, invoicing, and managing billing information for premium accounts

- **Chat Messaging**

Exchange of text-based messages between two or more users in real-time or near real-time. This form of communication enables individuals to engage in conversations, share information, and communicate ideas asynchronously.

Users may receive notifications when new messages are received, even when they are not actively using the messaging platform, ensuring timely responses

- **Property Listings Management**

The MLS System provides the process of organizing, maintaining, and updating information about available properties. This includes residential, commercial, and industrial properties that are listed for sale, rent, or lease.

- Listing Creation
- Data Entry and Maintenance
- Categorization and Tagging
- Analytics and Reporting
- Strategically determine advertising placement (MLS or Public Website)

- **Multiple Listing Service Platform**

MLS (Multiple Listing Service) is a centralized private database that can be utilized by registered account, to efficiently share detailed information about properties for sale or rent. It serves as a collaborative platform, enabling industry members to list properties, access comprehensive data on market inventory, and facilitate transactions.

- **Comparative Analysis Table**

The MLS System provides comparative analysis table, which offer a structured presentation of data, aiding Real Estate Brokers in assessing and comparing different properties they are considering offering to their clients. By presenting key information side by side, such as listing prices, square footage, number of bedrooms and bathrooms, neighborhood amenities, and other important factors, Real Estate Brokers can make informed decisions about which properties best meet their clients' needs and preferences. These tables enable the comparison of multiple properties or real estate listings across various attributes or factors, with columns

representing different properties and rows representing criteria such as price, location, size, features, amenities, and other relevant details.

- **Handshake**

A handshake is a process of requesting and accepting to share specific real estate property information between Real Estate Brokers, representing a mutual agreement between parties to exchange property details. It embodies a commitment to transparency and collaboration, enabling real estate brokers to access and share information about the specific property with ease.

This process signifies the establishment of a professional relationship based on trust and cooperation, laying the foundation for further discussions, negotiations, and potential transactions. In essence, the handshake serves as a symbol of goodwill and openness, fostering productive interactions and facilitating the smooth flow of information within the MLS System.

- **Website Content Management**

The management and maintenance of a website involve ensuring that the site is kept up-to-date. This includes tasks such as adding, editing, and updating website content, such as articles, videos, and other media.

- **Leads Generation**

Leads generated via the website are securely stored within the MLS System, where they undergo systematic handling and organization throughout their lifecycle, from initial contact to conversion and beyond. This entails capturing inquiries and leads generated from property listings and facilitating communication between potential buyers or tenants and property owners or agents. The principal aim is to proficiently nurture leads through the sales funnel, ultimately converting them into paying customers.

- **Message Encryption**

The MLS system provides end-to-end encryption to ensure the privacy and confidentiality of conversations. This means that administrators do not have access to or the ability to read chats and leads messages within the MLS system, further enhancing the security of communications.

End-to-end encryption (E2EE) is a method of secure communication that ensures only the sender and intended recipient of a message can read its contents. Messages within the MLS System are inaccessible for reading elsewhere.

- **Traffic Reporting**

Monitoring the number of visits or pageviews that each property listing receives over a specific period of time. This helps gauge the overall popularity and visibility of listings on the website and MLS.

- **Account Premium Subscription**

By subscribing to a premium, registered users can unlock these additional benefits, thereby enhancing their overall experience and satisfaction with MLS System.

- **Transactions Reporting**

This encompasses the vigilant oversight of your transactions and the meticulous administration of your invoices and attention to detail.

- **MLS System API**

The MLS System provides an API, a RESTful systems that use standard HTTP methods to perform operations on resources.

Sample Default User Account Privileges

These user account privileges are provided as samples only and can be enhanced and utilized.

Max Property Listing	Max Users	MLS Access	Chat Access	API Access
15	2	Yes	No	No

Sample Premium

This premium offering is provided as a sample only and can be enhanced and utilized.

Packages	Bronze	Silver	Gold	Platinum
Max Property Listing	+15	+50	+80	+120
Max users	-	+2	+3	+5
MLS Access	Yes	Yes	Yes	Yes
Chat Access	No	Yes	Yes	Yes
API Access	No	No	No	Yes
Duration	30 days	30 days	30 days	30 days
Amount	P 499	P 1,499	P 2,499	P 3,499

ABOUT THIS PROPOSAL

This proposal is intended and only for **Philippine Association of Real Estate Board Inc. (PAREB)** and is part of the Contract as Exhibit A.

PROPOSAL #1

DUTIES AND RESPONSIBILITIES OF THE CLIENT:

- Assist the Developers in defining the system structure
- Supply all documents and logos need by the developer
- Provide suggestions and comments regarding the System and progress of development via email or phone call.
- Provide financing for the project

DUTIES AND RESPONSIBILITIES OF THE DEVELOPERS:

- Create a fast, user-friendly, and intuitive User Interface for the System.
- Develop the MLS System with the features outlined in the proposal.
- Conduct a half-day system training session to familiarize the designated Administrator with the MLS System.
- Offer three (3) months of technical support, including resolution of system errors and human errors.

SYSTEM DEVELOPMENT COST

Includes the Following	₱ 660,000.00
Complete MLS System	
Property Listings Website	
3 Months Support	
<i>Prices are net of any applicable taxes</i>	

PAYMENT TERMS:

Upon execution of agreement	₱ 330,000.00
Upon completion of system setup <i>This includes the testing and modification</i>	₱ 230,000.00
Upon completion of 3 months support	₱ 100,000.00

Payment Options:

- All checks payable to **Emmanuel P Olivas**
- Bank Deposit

Bank Name	Account Name	Account Number
BDO	Emmanuel P. Olivas	004640100593

PROPOSAL #2

The MLS System is owned and managed by the developer, who will establish a dedicated team responsible for overseeing its management. This team will focus on enhancing efficiency and reliability while continuously improving and maintaining the system to ensure optimal functionality and user satisfaction. Additionally, efforts will be made to expand market reach and improve the website's search engine ranking, thereby enhancing visibility and accessibility to a wider audience.

DUTIES AND RESPONSIBILITIES OF SYSTEM DEVELOPER

- Address all user account issues and resolve any encountered problems promptly.
- Ensure the utmost confidentiality of every member's data by implementing robust security measures and strict data protection protocols.
- Develop and implement a comprehensive dashboard within the MLS System, enabling the partner organization to monitor each premium purchase by their members. This dashboard will also calculate the estimated partner fee for the partner organization, enhancing transparency and efficiency in financial management.
- Conduct a thorough accounting assessment to accurately calculate the partner fee for the partner organization.

DUTIES AND RESPONSIBILITIES OF ORGANIZATION

- Facilitate the growth and management of the total registered users in the MLS System.
- Encourage all registered users within their organization to consider purchasing a premium subscription.
- Encourage and optimize the utilization of the MLS System among their members.

The terms outlined herein should be mutually agreed upon by both parties to establish a clear understanding and promote effective collaboration.

- The 'partner fee' is a percentage based on the total amount of purchases made by the partner organization's members.
- The allocation of the partner fee to the organization should be mutually agreed upon by both parties.
- For every premium subscription purchased by their members, a partner fee will be allocated to the partner organization. These fees will be calculated and remitted on a monthly basis.
- The remittance date for the partner fee should be mutually agreed upon by both parties to ensure clarity and adherence to agreed-upon terms.
- To qualify for a partner fee, the total monthly premium purchases made by members of the partner organization should meet or exceed the agreed-upon minimum threshold as stated by both parties.
- The partner organization will have exclusive use of the system for one year. However, exclusivity will be forfeited if the total purchases made by their members fail to meet the required threshold for three consecutive months.

For any additional terms or inquiries, please feel free to list them and discuss them with me.