**Philippine Association of Real Estate Board Inc.**

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

Thru

**Emanuel C. Florendo**

MLS Director

**Multiple Listing Service System**

for philippine association of real estate BOARD INC (Pareb)

Emmanuel P Olivas

**2024**

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*](http://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** | **Ᵽ 499** | **Ᵽ 1,499** | **Ᵽ 2,499** | **Ᵽ 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.

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** | **Ᵽ 660,000.00** |
| Complete MLS System |
| Property Listings Website |
| 3 Months Support |
| *Prices are net of any applicable taxes* | |

PAYMENT TERMS:

|  |  |
| --- | --- |
| Upon execution of agreement | Ᵽ 330,000.00 |
| Upon completion of system setup  *This includes the testing and modification* | Ᵽ 230,000.00 |
| Upon completion of 3 months support | Ᵽ 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** |

Proposed By:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Emmanuel P Olivas**  
*System Engineer*

Accepted on behalf of PAREB

Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Position: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_