

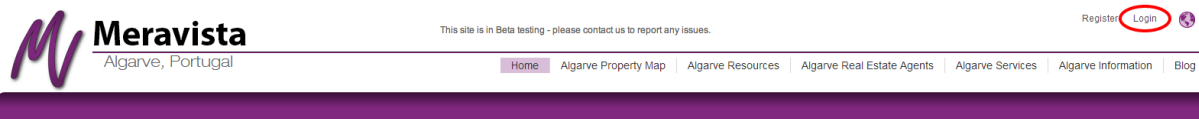
## MERAVISTA ACCOUNT USER GUIDE

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

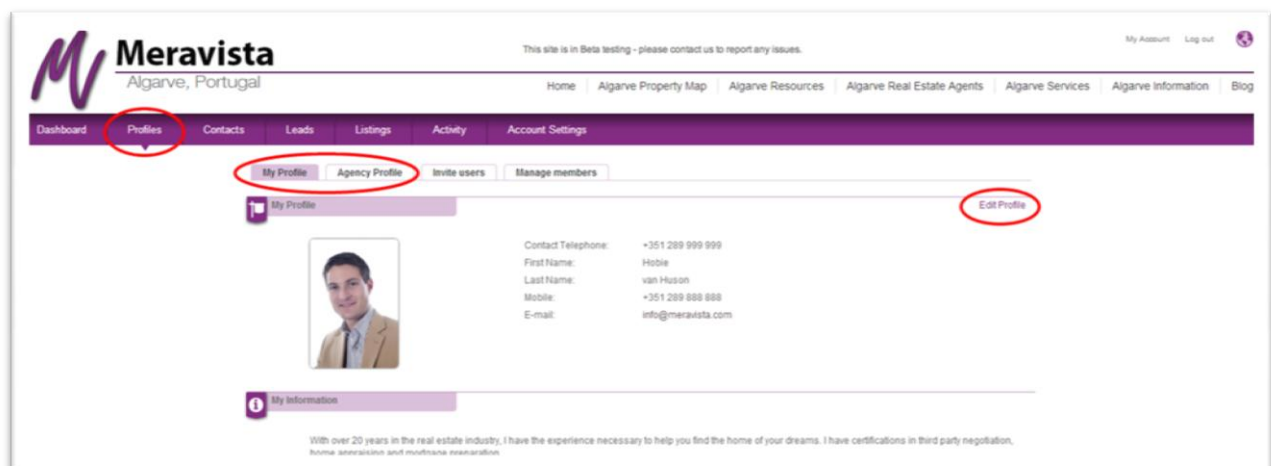
Access your account by selecting Login



### 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.

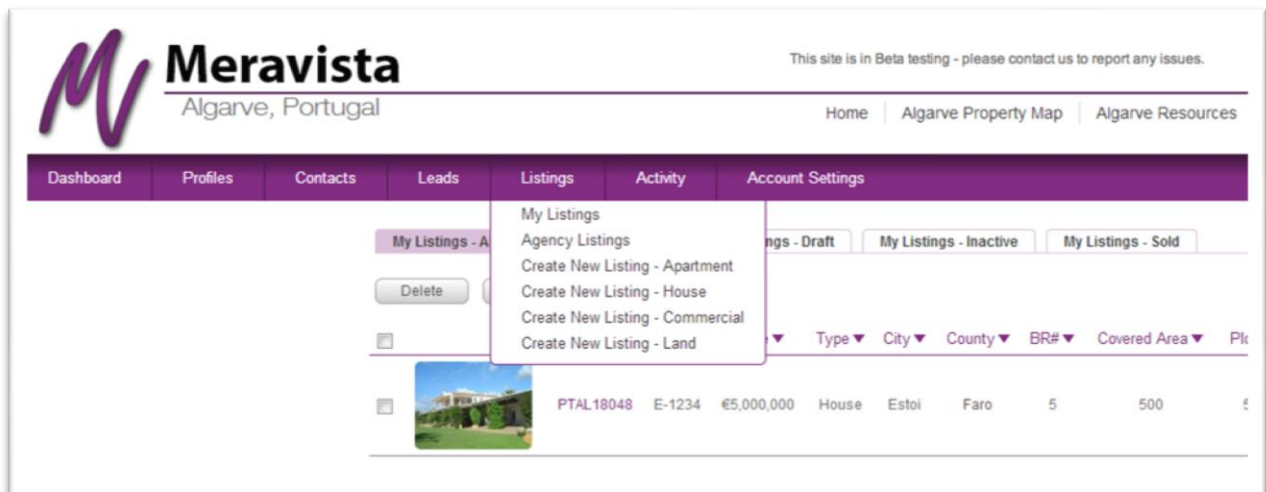
To Access your profiles select **Profile** in the purple navigation bar in your account. Select **Edit Profile** to make changes.



## 3. Listings

### 3.1 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



#### 3.1.2 PROPERTY INFORMATION

In order to provide buyers with the experience and information they expect, and in order to better provide our 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 or homeowner 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.

#### 3.1.3 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.

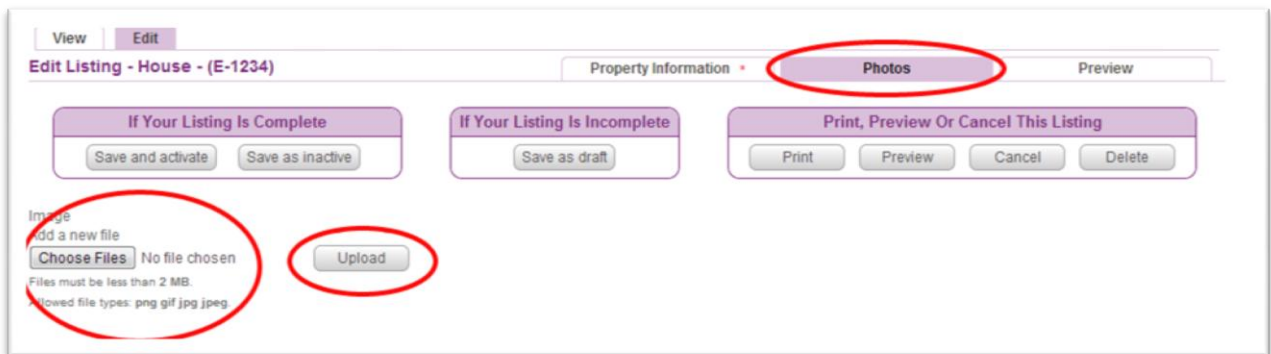
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Meravista has a database of the latitude and longitude coordinates for almost every city, town, area, street, building, landmark or urbanização in the Algarve. When you make a selection in the Town field, whether it be Guia, Alvor or even Hospital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

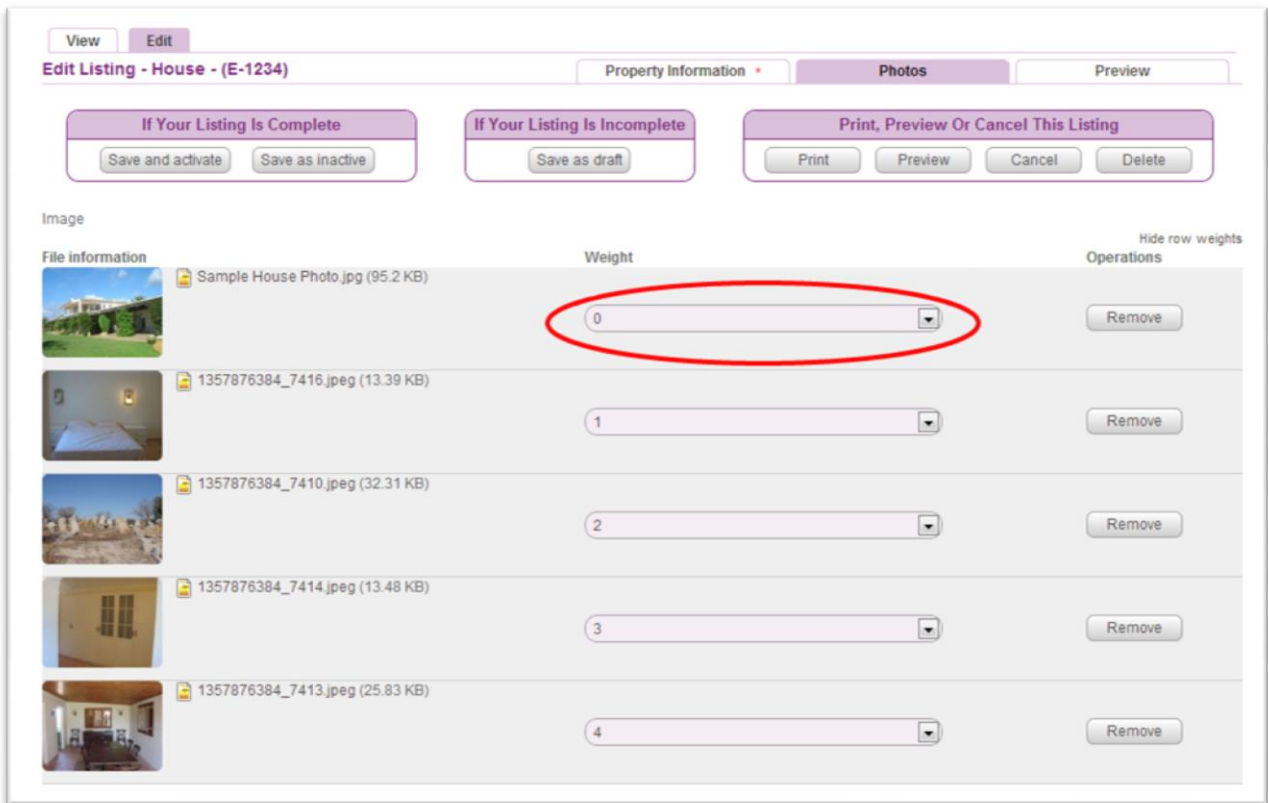
This helps buyers find property in the area they are most interested in and generates more qualified leads for you.

### 3.1.4 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.



View Edit




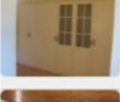
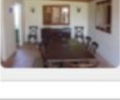
Edit Listing - House - (E-1234) Property Information Photos Preview

If Your Listing Is Complete: Save and activate Save as inactive

If Your Listing Is Incomplete: Save as draft

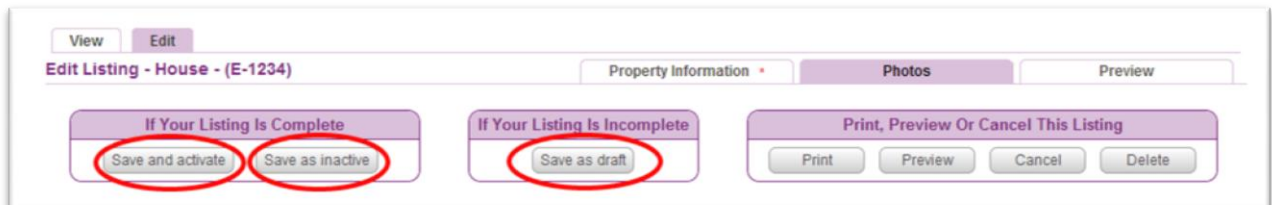
Print, Preview Or Cancel This Listing: Print Preview Cancel Delete

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

### 3.1.4 SAVING A LISTING

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



View Edit

Edit Listing - House - (E-1234) Property Information Photos Preview

If Your Listing Is Complete: Save and activate Save as inactive

If Your Listing Is Incomplete: Save as draft

Print, Preview Or Cancel This Listing: Print Preview Cancel Delete

**1. Save and Activate** – If you have completed all mandatory fields in the **Mandatory Listing Information**, 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.

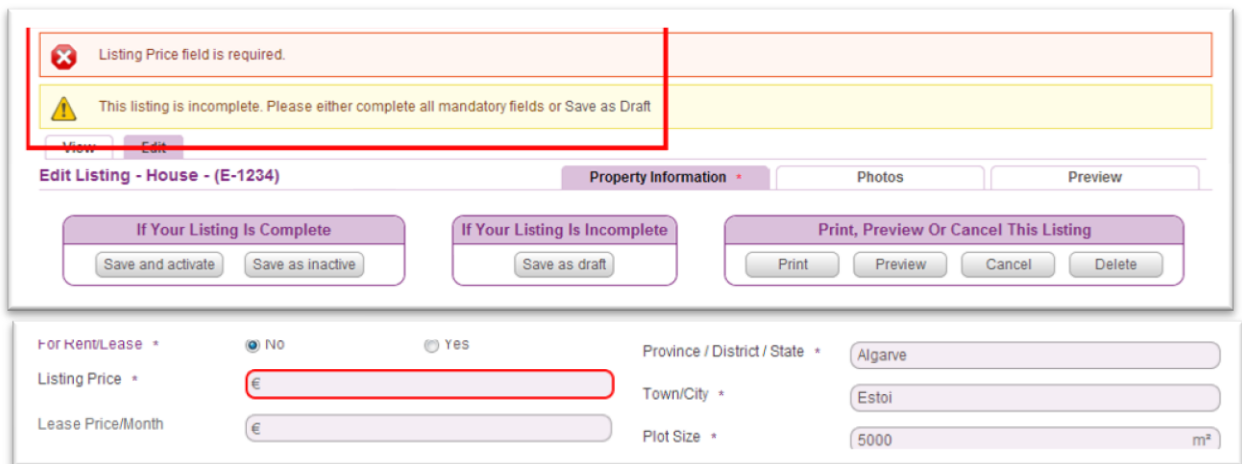
**2. Save as Inactive** – If you have completed all mandatory fields in the **Mandatory Listing Information**, you can save the listing as inactive. One of the differences between an Active and Inactive listing is that it is not necessary to have valid Caderneta Predial information. When creating your listing, you may have discovered that the Caderneta Predial information is already active on Meravista by another member. In that case, you would want to keep your listing in storage as inactive until the Caderneta numbers are released.

Another reason to use inactive 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:



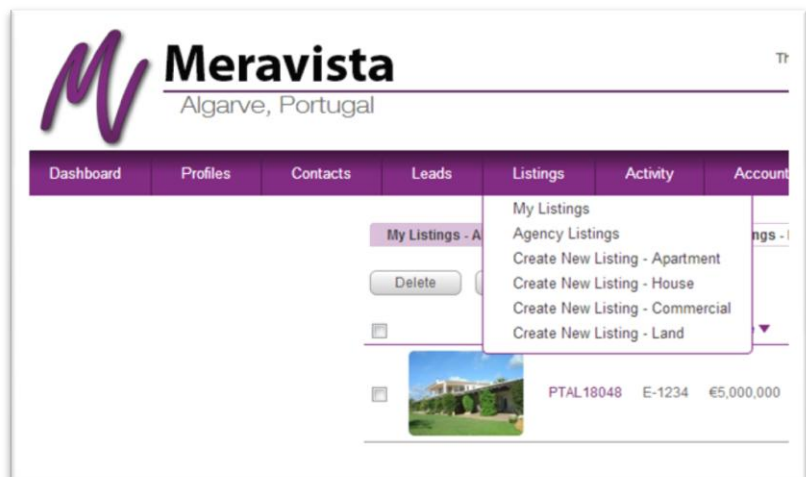
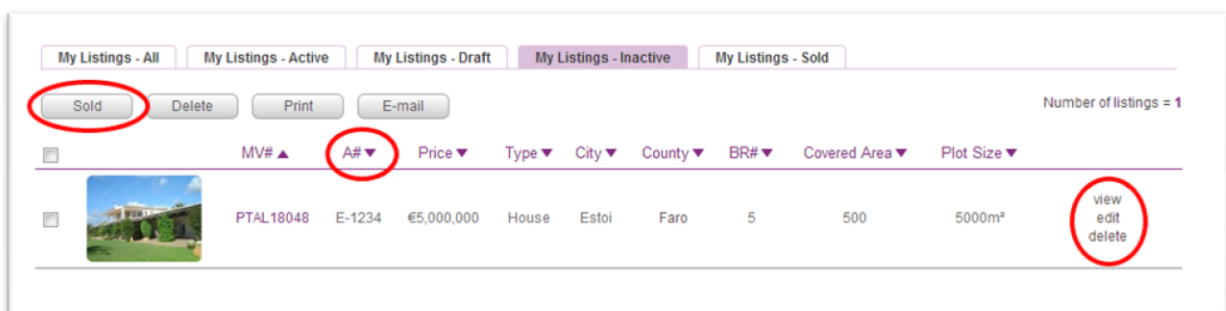
The screenshot shows the 'Edit Listing - House - (E-1234)' form. At the top, there are two error messages: 'Listing Price field is required.' and 'This listing is incomplete. Please either complete all mandatory fields or Save as Draft'. Below these are tabs for 'Property Information', 'Photos', and 'Preview'. 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 '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' (input field with a red border), 'Lease Price/Month' (input field), 'Province / District / State' (dropdown menu set to 'Algarve'), 'Town/City' (input field set to 'Estoi'), and 'Plot Size' (input field set to '5000 m²').

### 3.2 VIEWING YOUR LISTINGS

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

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.

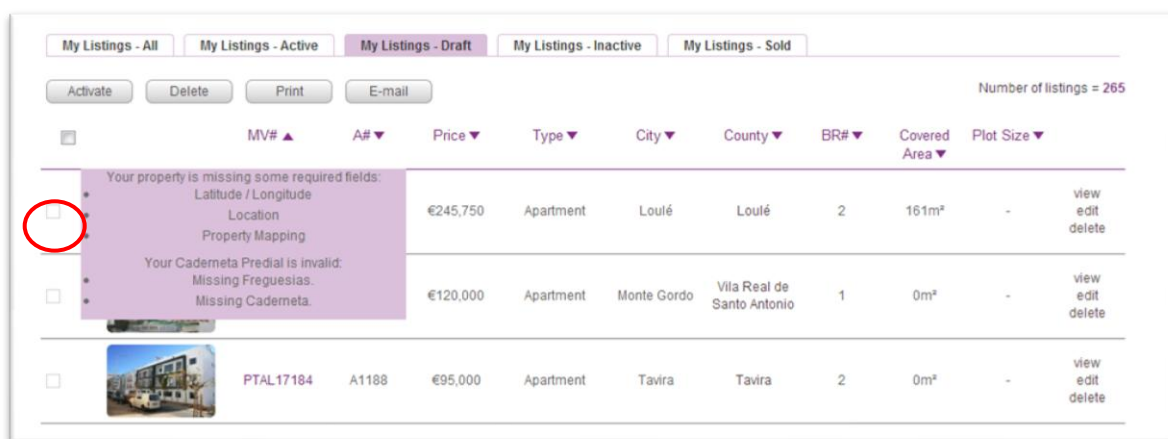
The screenshot shows the 'My Listings - All' view. At the top, there are tabs for 'My Listings - All', 'My Listings - Active', 'My Listings - Draft', 'My Listings - Inactive', and 'My Listings - Sold'. Below the tabs are buttons for 'Sold', 'Delete', 'Print', and 'E-mail'. The number of listings is shown as '1'. The table has columns: 'MV# ▲', 'A# ▼', 'Price ▼', 'Type ▼', 'City ▼', 'County ▼', 'BR# ▼', 'Covered Area ▼', and 'Plot Size ▼'. The first listing is shown with a photo, ID 'PTAL18048', 'E-1234', price '€5,000,000', type 'House', city 'Estoi', county 'Faro', 5 bedrooms, 500 covered area, and 5000m² plot size. Action buttons 'view', 'edit', and 'delete' are visible on the right side of the listing row.

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.

### 3.3 USING THE CHECKBOX

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

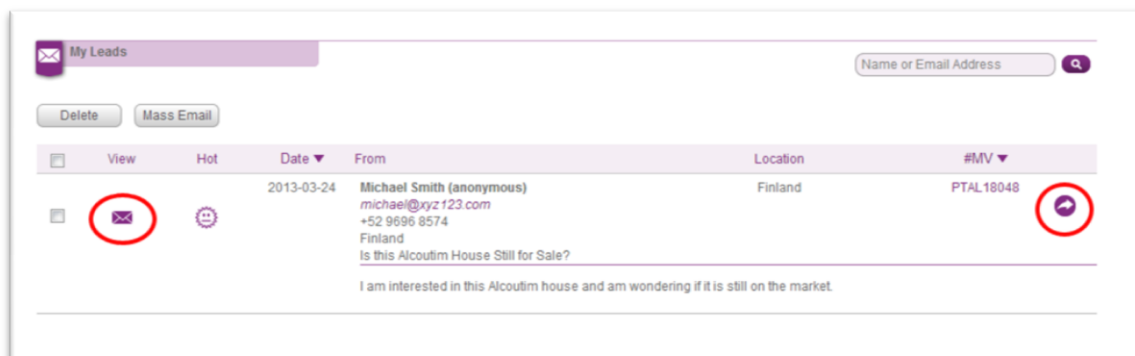
If you are in Drafts and the check box is greyed-out (not selectable), this lets you know that the listing is missing one or more mandatory fields which will prevent the listing from being active. If you hover your cursor over the checkbox, a purple popup will appear listing the missing fields.



## 4. 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**.

## 5. 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' dashboard. It features a navigation bar with 'Active', 'All Listings', and 'Summary' tabs. Below the navigation bar, there are filters for 'Last 7 Days' and a 'Print' button. A table displays listing data with columns for MV#, Price, Summary Views, Map Detail Views, Detail Page Views, Click-Through Rate, Total Property Views, E-mails sent, and Status. The table shows one listing with the following data:

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 you.

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](mailto: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.