PropertyHeads.com
THE PROPERTY SOCIAL NETWORK

Welcome to PropertyHeads

This onboarding document is a guide to setting up your estate agency branch account on PropertyHeads, and an overview of the services we offer to help you grow your business.

A Registering Your Account

- Simply go to PropertyHeads.com and click the Join Now button on our home page.

- Be sure to register as an Agent (otherwise buyers/vendors won't be able to link you to your property listings, and you won't have access to useful tools such as Deal Groups). And please use the same email address when registering that you have given to your software supplier wherever possible as this helps us link your branch account to your property listings.

- If we are already receiving your property listings you may get a "this email is already in use" message when you try to register. If this happens simply scroll to the bottom of the page and click the Claim Account button.

- You will receive a verification email (please check your junk/spam folder if necessary). Click on the link and you will be taken back to the PropertyHeads.com home page where you will be able to Log- In.

B Listing Your Properties

- Simply email us (admin@propertyheads.com) the nine details listed below and we will liase directly with your software company and have your properties listed within 48 hours.
It is that simple. There are no contracts to sign, and no portal fees to pay!

1.	Branch name -
2.	Branch address -
3.	Branch postcode -
4.	Branch contact name -
5.	Branch telephone number -
6.	Branch email address -
7.	Website address -
8.	Software company (for listings) -
9.	Contact name and email at software company (if known) -

- If you are a multi-branch estate agent you may find it easier to email a simple spreadsheet with one row for each branch.

- **A quick word on PropertyHeads listings** - We are developing a range of features that we believe will make our property listings superior, both for home movers and estate agents, to those available on traditional portals. We look forward to launching these features over the coming 6-12 months.

C ﹥ Populating Your Profile

- Your free PropertyHeads profile is your shop window to the online customer that you never got with the traditional portals.

- Once you have logged in open the menu at the top right of your screen and click Edit Profile. In addition to completing your basic information you should use the Strap Line (i.e. your agency's slogan), Business Overview (i.e. services you provide and what sets you apart form the competition) and your Profile Video section to showcase your branch to potential clients.

- To edit your profile's Main Photo (typically your logo) and your Background Photo (perhaps a photo of your shop front, or a stunning property you've recently sold) go back to the menu at the top right of your screen.

D ﹥ Inviting Your Contacts

- Unlike traditional portals, PropertyHeads encourages you to connect and collaborate with local home movers. Inviting as many past clients, prospects and other companies you work with to connect with you on PropertyHeads strengthens your brand and helps grow your business. Connecting with potential vendors and buyers also gives you access to a wealth of data on their property likes and dislikes not to mention their ability to proceed.

- **A quick word on GDPR** - because your communication with people on PropertyHeads is covered by our Membership Agreement and Privacy Policy, those people in your network are deemed to have opted in to receiving messages from you on the PropertyHeads platform.

- Please click the Invite Contacts button under the Product Search box on the dashboard. Here you will be given three options for inviting your contacts: 1) you enter their email addresses either manually or copy-paste into the Friends Email box and hit Send (note that you can customise the invitation if desired via the Subject and Message boxes), 2) you can sign in to Google from this page and import your Gmail contacts, and 3) upload a CSV file containing your contacts email addresses.

E ❯ Posting Content & Other Networking

● The social network aspect to our services gives estate agents a fantastic opportunity to develop a greater number of deeper relationships with potential home movers in your area. You can post comment, links to articles, photos and videos from your dashboard. Please treat ALL PropertyHeads users with respect and remember that PropertyHeads reserves the right to delete a user's account if they post offensive content or violate our Membership Agreement and or Member Guidelines.

F ❯ Instant Agent Messaging

● The days of buyers sending portal generated emails and waiting hours (or sometimes days) for estate agents to respond are rapidly coming to an end! PropertyHeads provides estate agents and home movers with an interactive chat wall available 24-7.

● In the bottom right of your screen you will find our InstantAgent chat feature giving you the opportunity to communicate with vendors, buyers and other members of your PropertyHeads network in real time. We hope that this saves agents time and also provides a benefit to your Customers. Use InstantAgent to book viewings, answer buyer/vendor queries, request documents or just to chat.

G ❯ Deal Groups (and Deal Chains)

● Deal Groups are an excellent tool for optimising completion times and our research suggests they also enhance completion rates. Your sales progression team will be happier and more productive! Exclusively, estate agents can invite all parties to a property transaction (buyer, seller, solicitors, surveyor etc) to a private forum with an interactive checklist and secure document storage.

● To create a Deal Group: 1) On the left side menu click on the Groups icon (blue circle with two houses inside). 2) Once on the Groups page, click the Create Deal Group button and populate the Address, Vendor Name, Buyer Name, Agreed Price, and Freehold/Leasehold boxes. Click Next. 3) Don't forget to add a nice picture of the property in question on the next page. 4) Invite the relevant parties to join the Group. 5) Encourage dialogue between participants on the Group chat wall, be sure everyone is kept informed by populating the checklist with important deal milestones.

Please enjoy using PropertyHeads. We would love to hear about how you are using PropertyHeads to grow your business and also any suggestions you may have on how we can improve our service.

PropertyHeads, Agent Partners Team

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