

Getting started with Agent Admin

Agent Admin is our content management system for realcommercial.com.au customers, allowing you to upload listing content and manage your assets.



Welcome to Agent Admin

Thank you for choosing a realcommercial.com.au subscription.

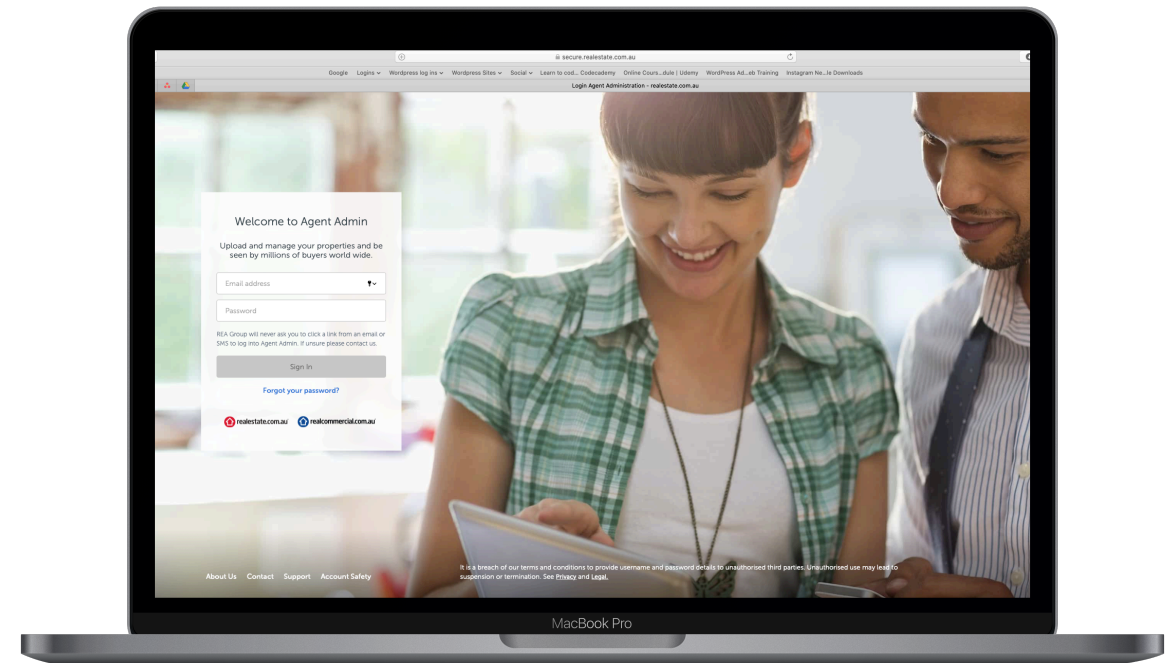
To ensure that you have everything you need to get the most of your subscription, we have compiled a guide to help you get set up. This Start up Guide will assist you in getting to know Agent Admin, the system we use for uploading listings to realcommercial.com.au

By the end of this guide, you should understand:

- How to set up your account
- Upload a listing
- Upgrade a listing
- Apply an exception
- Check your exception allocation and remaining balance
- Access reporting

Access Agent Admin

secure.realestate.com.au/sign_in



Home page

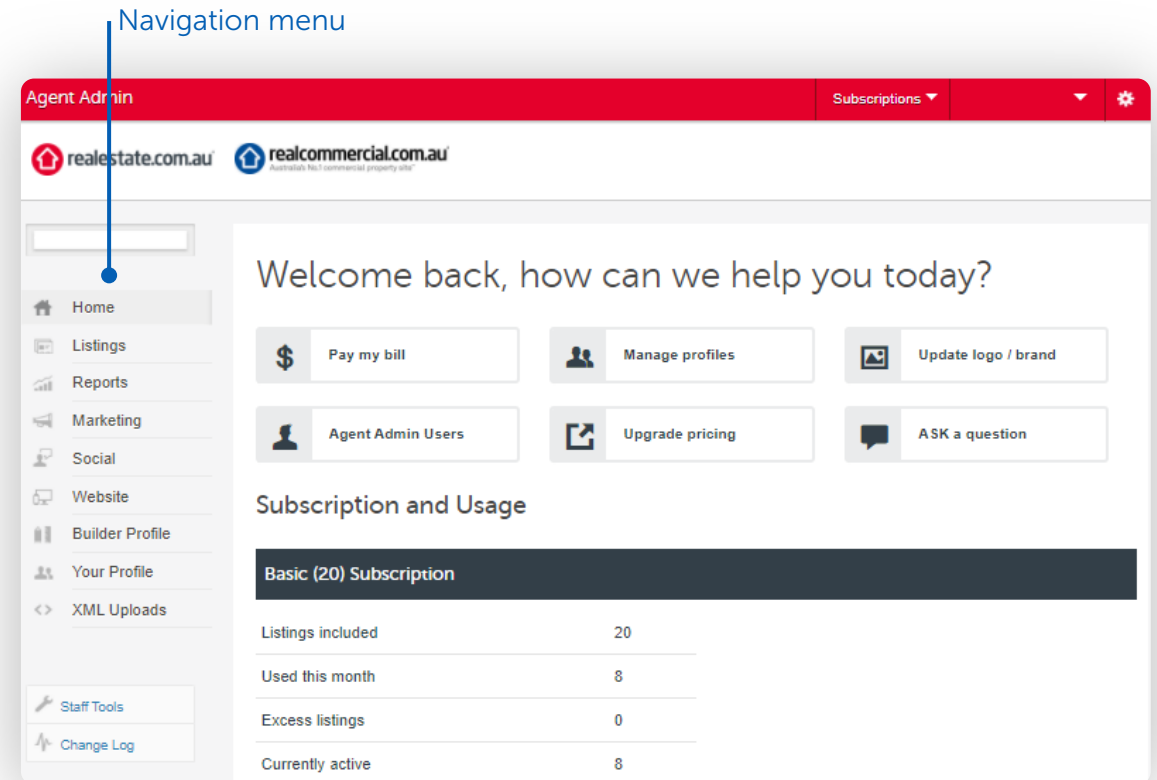
After successfully logging in, you'll arrive on the Agent Admin homepage. From here you can access everything in Agent Admin. There are some useful links to key information on the homepage which you can access at any time from this screen.

Navigation Menu

- Find this on the left of the screen.

Key Sections

- **Listings:** Add, upgrade, change and remove listings, as well as monitor individual listing performances.
- **Reports:** Monitor the performance of your properties.
- **Your Profile:** Manage how your profile looks to consumers on site.



Your profile

Each section will allow you to edit a different part of your profile, however, there are three main sections that are relevant to your subscription and should be filled out before uploading a listing:

Agents

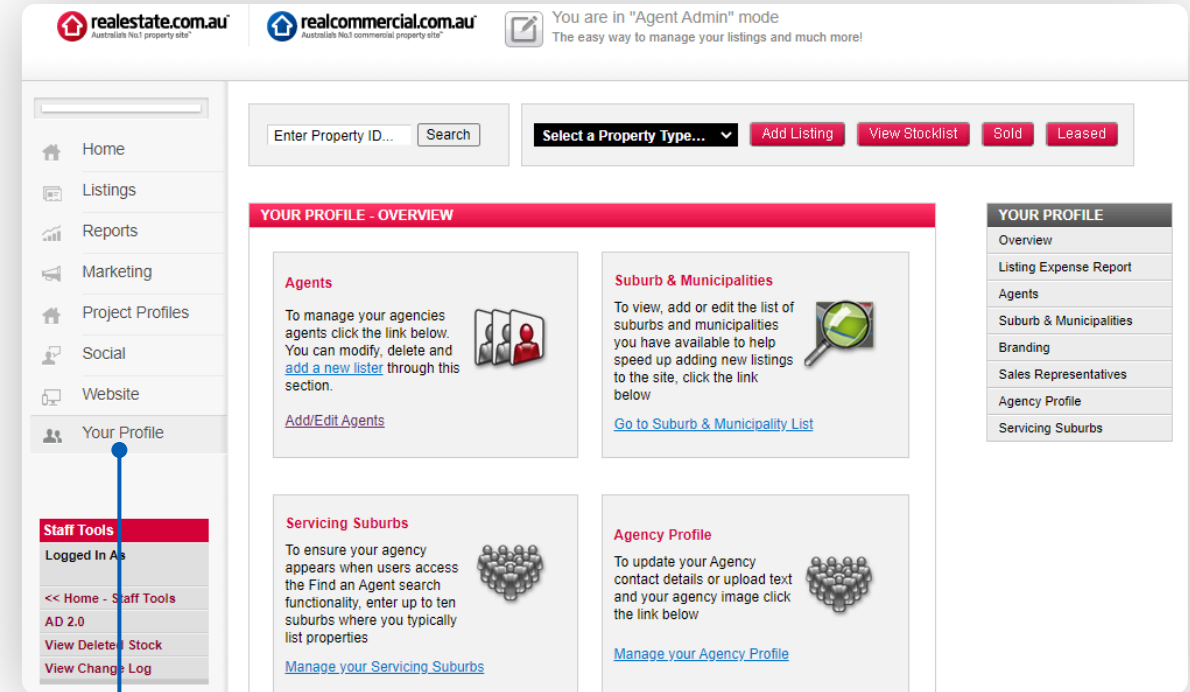
To upload your listing, you'll need at least one Agent. Here you can modify, delete or add agents, which will be allocated to a listing.

Agency Profile

From this section, you can update your office and mailing addresses, phone number, website and email addresses for enquires.

Branding

Here you can manage your brand colours and logos and how they are displayed on site. You'll need the hex codes for colours.



The first thing you will need to do is set up your profile, by clicking the 'Your Profile' section.

Adding an agent

STEP 1

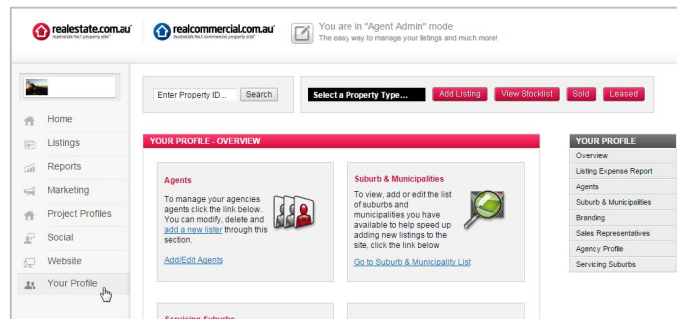
Click 'Add/Edit Agents' in the Agent section of 'Your Profile' and then click 'Add Agent' on the top right hand of the page.

STEP 2

Input the key agent information to be included on your listing. Ensure you include the name, number and email address as a minimum (these are required to progress). We recommend an agent photo.

STEP 3

Click Save. At anytime, you can edit agent details for the Your Agent overview.



Contact Details

First Name *

Surname

Email

Confirm Email

Mobile Phone

Business Phone

Twitter Profile URL

Facebook Profile URL

LinkedIn Profile URL

Weekly Update
☒ Receive a weekly update email about your listings performance.

New View

Enter Property ID, Address or Suburb... Find

Your Agents

Add Agent

| Photo | Name | Email | Actions |
|-------|-----------------|------------------------|-------------|
| | Connie Boicos | connie@watersun.com.au | Edit Remove |
| | Frank Landolina | frank@watersun.com.au | Edit Remove |

Branding

STEP 1

Upload your Agency logo.

Your agency branding

[View Profile](#)

Upload agency logo

Upload the agency logo that you would like to appear on the website. Logos must meet our [Acceptable use policy](#).
JPG, GIF or PNG formats only.

Upload your logo for Commercial property (www.realcommercial.com.au)

We will resize your logo to the required sizes (For best results upload as 172px by 128px). [?](#)

Upload and replace all logos

Small

Medium

Large

Square

STEP 2

Upload your hero image.

Upload Hero Image

Upload the office image that you would like to appear on your agency profile. The image must meet our [Acceptable use policy](#).
JPG, GIF or PNG formats only.

We will resize your hero image to the required sizes (For best results upload as 1536px by 800px). [?](#)

Upload and replace hero image

STEP 3

Add your hex code in primary colour. This colour will appear behind your logo when you upgrade listings. Click 'Save agency branding'.

Customise colours

Branding colour options allow you to differentiate your agency and listings on the site. [?](#)

Select your primary and secondary colours

Primary colour

Secondary colour

Select your text colour

Black

White

| ASSET | SPECS |
|-----------------|---|
| Logo | 510px by 96px - JPEG or PNG (displayed in a circle) |
| Branding Colour | Must be a hex code |
| Hero Image | 1536px by 800 px - JPEG or PNG |

Agency profile

Your agency profile will appear on realcommercial.com.au

STEP 1

Complete Address and Mailing Address sections

YOUR PROFILE - AGENCY PROFILE

Mandatory fields are marked with an asterisk (*)

Address

Street:*

Suburb/Area:*

Postcode:*

State/Region:*

Country:*

Mailing Address

These fields will only display on your specialised agency website. To update your agency billing address please contact Customer Care.

Street/P.O. Box:

Suburb/Area:

Postcode:

State/Region:

Country:

STEP 2

Complete Contact Info section. If an Agent is not selected in a listing, enquiries will be sent to the email address entered in this section.

Contact Info

Phone:* [View recent changes](#)
(Please include prefix, eg. 03 9555 1777 for Australian Agents, or 9 2673656 for New Zealand Agents.)

Fax:
If supplying a fax number, please include prefix as above.

Email:* [View recent changes](#)

Web: [View recent changes](#)

Twitter Profile URL: ? [More about Twitter](#)
Enter the URL of your Twitter profile

Facebook Page: ? [View recent changes](#)
Enter your Facebook profile address
[More about Facebook](#)

Adding, editing & updating your listings

Navigate to Listings

Click on the 'Listings' Tab on the left hand menu.

Category

Ensure you select the right Category for your listing.

Agent Admin Hamax Real Estate - TEST CUSTOMER (ARNPQN) Subscriptions Fenella McGrannachan

realestate.com.au realcommercial.com.au

Upload your logo

Home Listings Reports Marketing Social Website Your Profile XML Uploads

Staff Tools Change Log

Your Listings

Add a Commercial Listing

Category: Comm... Status: Active Agent: All Age... Sale/Lease: All Property Type: All Sort By: Listed (...)

Enter Property ID, Address or Suburb... Find 3 Results Export

829 Derby street, Wycliffe Well

listed 21 Sep 2020 Lease \$850,000 PA Retail Elite PLUS expires 20 Dec Promote Listing

5 Right Street, Wycliffe Well

listed 3 Apr 2020 Sale \$100,000 Other Basic Promote Listing

Adding

Add new listings to the chosen category from the drop down menu in the top right hand corner.

Completing a listing

Listing Details Tab

Here you can complete the basic listing information.

Mandatory fields include:

- Property Type
- Sale, Lease or Sale and Lease
- Exclusivity
- Floor / Land Area
- Price
- Property Address

Select the “?” icons for more information on each field.

**Please note, all mandatory fields on the page need to be completed for data to be saved along with the command of the save button.

Add a Commercial Listing

1 Listing Details

2 Images and Copy

Mandatory information is marked with an asterisk *

About the listing

Number of Listings * ☒ Single Listing ☐ Multiple Listings

Categories

Property Type 1 * Priority Placement

Property Type 2

Property Type 3

Sale or Lease * ?

Exclusivity *

Primary Listing Agent ?

Conjunctional Agents

Search for an Agency

[+ Add another Agent](#)

Property Address

Property Name

Lot / Level / Suite

Street Address *

Number Street name

Priority Placement is applied by default to "Property Type 1".
Add Priority Placement for Property Type 2 by selecting Extra Category on the campaign tab.

The address cannot be changed once you have upgraded your listing.

Completing a listing

Images and Copy Tab

Use this section to populate the property details to be included on your listing.

Mandatory:

- Headline for your listings description
- Listing description
- Images (at least 1 is mandatory)

Once you are happy, select '**Publish listing**' to activate and publish your listing on realcommercial.

**Please note, all mandatory fields on the page need to be completed for data to be saved along with the command of the save button.

Add a Commercial Listing

✓ Listing Details

2 Images and Copy

Mandatory information is marked with an asterisk *

Listing Copy

Headline *

Description *

Property Highlights

Agency/Agent name or contact details should not be entered into the headline field

Property Images

Drop a Property Image in this area. Sort by dragging and dropping in the desired position. ?

Add a main image *

Floorplans

Drop a Floorplan in this area. Sort by dragging and dropping in the desired position. ?

Add a floorplan

Listing specifications

| ASSET | SPECS |
|-------------------------|---|
| Listing Headline | Up to 150 Characters |
| Enquiry Email Addresses | If more than one email is required for enquiries, ensure you separate each email with a comma |
| Images | 2000px by 1500px - JPEG, GIF or PNG. Max 35 images. |
| Floorplans | 2000px by 1500px - JPEG, GIF or PNG. Max 2 floorplans. |
| Downloadable documents | Max 10 documents - PDF |

Listing upgrades

Now that you've uploaded your listing, you have the option to upgrade it to improve performance

On the **Campaign** page you can select and purchase a higher tier of listing. Your Account Manager can guide you in selecting the most suitable type of upgrade to achieve your campaign objectives.

When selected, you'll be shown the final price as well as the end date for that listing upgrade. Click Buy to complete your purchase.

5 Right Street
Wycliffe Well NT 0862
<http://www.realcommercial.com.au/503520886>

Listed: 3 Apr 2020
Last updated: 23 Sep 2020 2:52PM

Your online marketing campaign
For an online marketing campaign that's effective and easy to implement, choose from our select product range below.

LISTING UPGRADES

| Upgrade | Duration | Total |
|--|--|------------------------|
| Elite PLUS The ultimate exposure and priority for top properties. Appears above all non-Elite PLUS listings and rotates to the top of search results every week. | <input checked="" type="radio"/> 90 Days | \$3,896.20 |
| | <input type="radio"/> 180 Days | \$1,524.60 (incl. GST) |
| | <input type="radio"/> 365 Days | Until 22 Dec 2020 |
| Adjustments | | -\$2,371.60 |
| | | Buy |
| Elite Appears above all Enhanced and Basic ads and rotates to the top of Elite ads every fortnight. | <input checked="" type="radio"/> 90 Days | \$2,163.15 |
| | <input type="radio"/> 180 Days | \$846.45 (incl. GST) |
| | <input type="radio"/> 365 Days | Until 22 Dec 2020 |
| Adjustments | | -\$1,316.70 |
| | | Buy |
| Enhanced Priority placement above all Basic ads, with key-line grey border to distinguish your property. | <input checked="" type="radio"/> 30 Days | \$253 (incl. GST) |
| | <input type="radio"/> 90 Days | |
| | <input type="radio"/> 180 Days | Until 23 Oct 2020 |
| <input type="radio"/> 365 Days | | |
| | | Buy |

CAMPAIGN REPORTS
[Expenses Report](#)
[Activity Report](#)
[History](#)
[Printable Brochure](#)

VENDOR COMMUNICATIONS
Property Live Email: [Send Now](#)
Campaign Report Email: [View](#) [Send Now](#)

SHARE LISTING
[Share](#)
[Tweet](#)

Listing Placement
Purchase Order Number: Optional

| Upgrade | Duration | Total |
|---|----------|----------------------|
| Elite Appears above all Enhanced and Basic ads and rotates to the top of Elite ads every fortnight. | 90 Days | \$846.45 (incl. GST) |
| International Elite Bundled Target buyers in international markets with the Global Property Network. Your property will be displayed on REA Group and partner sites in the USA, Europe, Southeast Asia and Greater China, including myfun.com in China. | 90 Days | No Cost (incl. GST) |

Total: \$846.45

I agree to the [terms and conditions](#) and have the authority to make this purchase

[Yes, please continue](#) [Not now, thanks!](#)

Apply an exception

Available to Flexi-Premium customers

STEP 1

Choose the listing you would like to downgrade

Your online marketing campaign
For an online marketing campaign that's effective and easy to implement, choose from our select product range below.

| LISTING UPGRADES | |
|--|--|
| Elite PLUS The ultimate exposure and priority for top properties. Appears above all non-Elite PLUS listings and rotates to the top of search results every week. | <div><input checked="" type="radio"/> 90 Days <input type="radio"/> 180 Days <input type="radio"/> 365 Days</div> <div>Total \$1,762.09 \$1,171.83 (incl. GST) Until 22 Dec 2020</div> |
| Adjustments | - \$590.26 Buy |
| Elite Appears above all Enhanced and Basic ads and rotates to the top of Elite ads every fortnight. | |
| 90 Days <input checked="" type="radio"/> 180 Days <input type="radio"/> 365 Days <input type="radio"/> | Expires 22 Dec 2020 |
| Enhanced Priority placement above all Basic ads, with key-line grey border to distinguish your property. | |
| <div><input type="radio"/> 30 Days <input checked="" type="radio"/> 90 Days <input type="radio"/> 180 Days <input type="radio"/> 365 Days</div> | <div>Total \$619.85 (incl. GST) Exceptions for this listing must be applied before 24 Sep 2020 3:28PM</div> |
| Apply Exception | |
| Basic Display after Enhanced listings. | |
| <div><input checked="" type="radio"/> 90 Days</div> | <div>Total \$619.85 \$0 (incl. GST) Exceptions for this listing must be applied before 24 Sep 2020 3:28PM</div> |
| Apply Exception | |
| Adjustments | - \$619.85 |

STEP 2

Click on the 'Apply Exception' button against the listing type you wish to downgrade to within 24 hours of uploading your listing.

select product range below.

[Start Tools](#) [Change Log](#)

Elite PLUS
The ultimate exposure and priority for top properties. Appears above all non-Elite PLUS listings and rotates to the top of search results every week.

☒ 90 Days
☐ 180 Days
☐ 365 Days

Total
\$1,762.09
\$1,171.83 (incl. GST)

Listing Placement Purchase Order Number

Basic
Display after Enhanced listings.

90 Days \$0 (incl. GST)

I agree to the [terms and conditions](#) and have the authority to make this purchase

[Yes, please continue](#) [Not now, thanks!](#)

Priority placement above all Basic ads, with key-line grey border to distinguish your property.

☐ 30 Days
☒ 90 Days
☐ 180 Days
☐ 365 Days

\$619.85 (incl. GST)
Exceptions for this listing must be applied before 24 Sep 2020 3:28PM

[Apply Exception](#)

Basic
Display after Enhanced listings.

☒ 90 Days

\$619.85
\$0 (incl. GST)
Exceptions for this listing must be applied before 24 Sep 2020 3:28PM

[Apply Exception](#)

Adjustments - \$619.85

Please note: If it is after the 24-hour period, the 'Apply Exception' button will not be displayed.

| LISTING UPGRADES | |
|--|--|
| Elite PLUS The ultimate exposure and priority for top properties. Appears above all non-Elite PLUS listings and rotates to the top of search results every week. | <div><input checked="" type="radio"/> 90 Days <input type="radio"/> 180 Days <input type="radio"/> 365 Days</div> <div>Total \$1,762.09 (incl. GST) Until 22 Dec 2020</div> |
| Buy | |
| Elite Appears above all Enhanced and Basic ads and rotates to the top of Elite ads every fortnight. | <div><input checked="" type="radio"/> 90 Days <input type="radio"/> 180 Days <input type="radio"/> 365 Days</div> <div>Total \$2,011.35 \$590.26 (incl. GST) Until 22 Dec 2020</div> |
| Buy | |
| Adjustments | - \$1,421.09 |
| Enhanced Priority placement above all Basic ads, with key-line grey border to distinguish your property. | |
| <div><input checked="" type="radio"/> 30 Days <input type="radio"/> 90 Days <input type="radio"/> 180 Days <input type="radio"/> 365 Days</div> | <div>Total \$220 (incl. GST) Until 23 Oct 2020</div> |
| Buy | |

Check your exception allocation

Available to Flexi-Premium customers

STEP 1

Select 'Subscriptions' from the top navigation bar

STEP 2

View your exceptions allocation under 'Commercial Exceptions'

The screenshot displays the 'Agent Admin' interface for 'Commercial Leasing Sydney - SYDNEY (KHWMMMS)'. The top navigation bar includes 'Agent Admin', 'Commercial Leasing Sydney - SYDNEY (KHWMMMS)', and 'Subscriptions'. The left sidebar contains a navigation menu with options: Home, Listings, Reports, Marketing, Social, Website, Your Profile, and XML Uploads. Below this menu are 'Staff Tools' and 'Change Log' links. The main content area is titled 'Subscriptions' and contains the following information:

- Your agency has a **Flexi Premium** subscription with our site. This gives you:
- Access to our best performing products at a competitive rate and with a level of flexibility to best match your business needs.
- Commercial Exceptions**
- Exceptions for this quarter: (Jul - Sep)
- For Flexi Premium listings only: Allotment: 4, Remaining: 1.
- Under your subscription, exceptions may only be applied in the same Contracted Channel as your Eligible Upgrades. Unused exceptions will be forfeited at the start of the new quarter. Your exceptions for this quarter are based on your listing volume in the past quarter. More information is available here: <https://www.realcommercial.com.au/static/rca/subscriber-terms-and-conditions/>
- Standard Listings (Residential customer only)**
- As of 23/09, the indicative number of standard BUY listings you have listed for the current month is: **0***
- As of 23/09, the indicative number of standard RENT listings you have listed for the current quarter is: **0***
- *The indicative number is based on those listings that have not been upgraded within the first 24 hours of being listed on site. Listing activities such as upgrading listings, accidental uploads etc. may affect this count. At the end of the month for Buy listings and at the end of the quarter for Rent listings, we will do a reconciliation against all activities to determine the final count. For full terms – see <http://realestate.com.au/terms>
- For more information on your subscription, please contact your Account Manager.

Additional visible elements in the interface include a 'Campaign' section for '5 Right Street' (Wycliffe Well NT 0862) with a 'Listed: 23 Sep 2020' and 'Last updated: 23 Sep 2020' status, and a 'LISTING UPGRADES' section for 'Elite PLUS'.

Listing performance

View the performance of an individual listing, as well as any costs associated with this listing, through the **Campaign Reports** menu on the right.

- For all expenses associated to the listing, click **Expenses Report**
- For a summary of listing performance, click **Activity Report**

Click **Activity Report** from the list, to access key performance metrics for the individual listing. You can modify the date range you want to explore using the drop down menu.

5 Right Street
Wycliffe Well NT 0862 <http://www.realcommercial.com.au/503520886>

Campaign [Edit](#) [Listing Details](#) [Images and Copy](#)

Listed: **3 Apr 2020**
Last updated: **23 Sep 2020 2:52PM**

Your online marketing campaign
For an online marketing campaign that's effective and easy to implement, choose from our select product range below.

LISTING UPGRADES

| | | Total |
|---|--|--|
| Elite PLUS | | |
| The ultimate exposure and priority for top properties. Appears above all non-Elite PLUS listings and rotates to the top of search results every week. | <input checked="" type="radio"/> 90 Days <input type="radio"/> 180 Days <input type="radio"/> 365 Days | \$3,896.20 \$1,524.60 (incl. GST) Until 22 Dec 2020 |
| Adjustments | - \$2,371.60 | Buy |

CAMPAIGN REPORTS

- [Expenses Report](#)
- [Activity Report](#)
- [History](#)
- [Printable Brochure](#)

VENDOR COMMUNICATIONS

Property Live Email:
[Send Now](#)

Campaign Report Email: [View](#)
[Send Now](#)

SHARE | LISTING

View your listing

Select **Listings** from the menu on the left to view all your listings.

Use the **Find** search bar to quickly find a particular listing. Search via *Property ID, Address or Suburb*.

Here you can see an overview of every listing. You'll see a thumbnail image to visually recognise a property, along with the Address, Property ID, Listing Details and Upgrade Status.

Agent Admin Hamax Real Estate - TEST CUSTOMER (ARNPQN) Subscriptions Fenella McGrannachan

realestate.com.au realcommercial.com.au

Upload your logo

Home Listings Reports Marketing Social Website Your Profile XML Uploads

Staff Tools Change Log

Your Listings

Add a Commercial Listing

Category: Comm... Status: Active Agent: All Age... Sale/Lease: All Property Type: All Sort By: Listed (...)

Enter Property ID, Address or Suburb... Find 4 Results Export

43 Harrington Road, Errinundra ID 503659106 Active
listed 23 Sep 2020 Lease \$120 PA Commercial Farming Elite PLUS expires 22 Dec Promote Listing

829 Derby street, Wycliffe Well ID 503656482 Active
listed 21 Sep 2020 Lease \$850,000 PA Retail Elite PLUS expires 20 Dec Promote Listing

Listings Find search bar

Sorting your listings

You can sort / filter your listings in several ways.

Category

The Category dropdown allows you to view filtered results

Status

Sort by *Active*, *Off Market*, *Sold* or *Under Offer*.

Within each category and status, listings can also be sorted by a number of options, such as *listing time*, *street*, *suburb*, *price*, *agent name* or *upgrade*. Select the **Sort By** drop down to filter in this way.

The screenshot displays the 'Your Listings' page in the realcommercial.com.au Agent Admin interface. The top navigation bar is red and contains the following elements: 'Agent Admin', 'Hamax Real Estate - TEST CUSTOMER (ARNPQN)', 'Subscriptions', 'Fenella McGrannachan', and a settings icon. Below this, the logos for 'realestate.com.au' and 'realcommercial.com.au' are visible. The sidebar on the left includes links for 'Home', 'Listings', 'Reports', 'Marketing', 'Social', 'Website', 'Your Profile', and 'XML Uploads', along with 'Staff Tools' and 'Change Log' at the bottom. The main content area features a 'Your Listings' header with an 'Add a Commercial Listing' button. Below the header are filter dropdowns for 'Category' (set to 'Comm...'), 'Status' (open dropdown showing 'Active', 'Deleted', 'Off Market', 'Sold', 'Leased', 'Under Offer'), 'Agent' (set to 'All Age...'), 'Sale/Lease' (set to 'All'), 'Property Type' (set to 'All'), and 'Sort By' (set to 'Listed ...'). A search bar with the placeholder 'Enter Property ID, ...' and a 'Find' button is also present. The results section shows 4 results, with an 'Export' button. Two listings are visible: 1. 'ton Road, Errinundra' with ID 503659106, listed 23 Sep 2020, lease \$120 PA, commercial farming, Elite PLUS expires 22 Dec, and a 'Promote Listing' button. 2. '829 Derby street, Wycliffe Well' with ID 503656482, listed 21 Sep 2020, lease \$850,000 PA, retail, Elite PLUS expires 20 Dec, and a 'Promote Listing' button.

Reporting

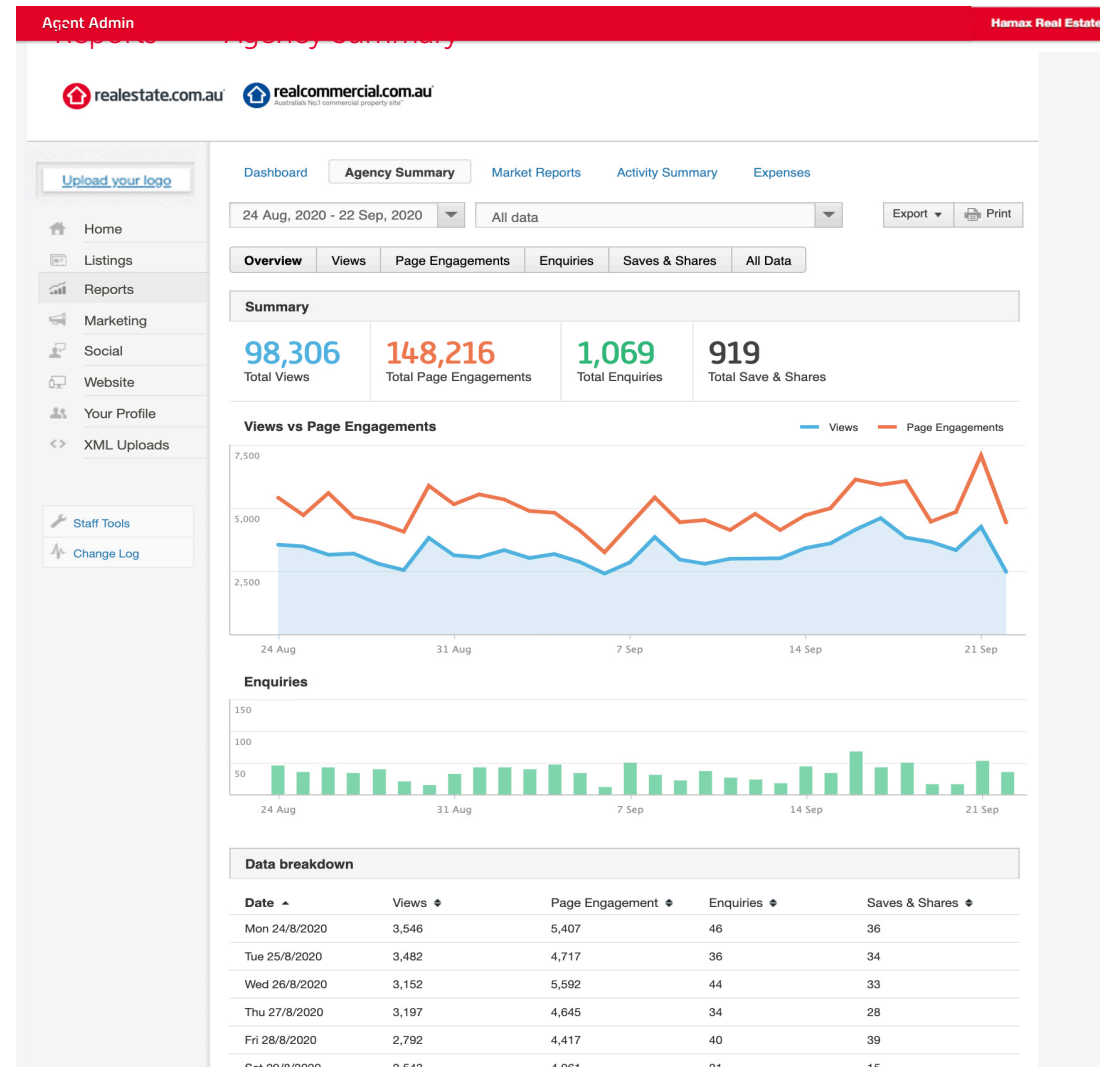
The Reporting dashboard gives an overview of performance on site.

In the **Reports** tab, access in-depth reporting including:

- Views
- Page engagement
- Enquires
- Activity summary

Simply select your date range from the drop down, and then use the tabs to select the metric you want.

Use the **Agency Summary** tab to drill down into detailed reporting on your views, page engagements, enquires, saves and shares.

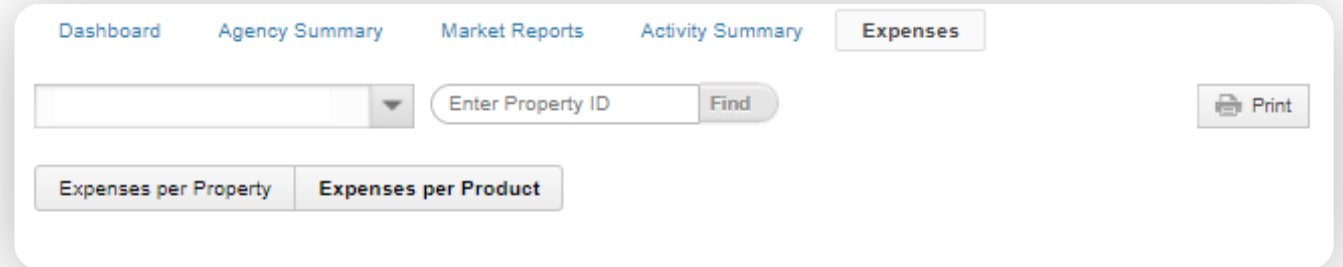


Expenses

You can also view your expenses for a specified date range through the **Expenses** tab.

Select the date range, and then select whether you want to view by property and product.

At any time this can be printed by clicking the **Print** button.

A screenshot of a web application interface for viewing expenses. At the top, there is a navigation bar with five tabs: 'Dashboard', 'Agency Summary', 'Market Reports', 'Activity Summary', and 'Expenses'. The 'Expenses' tab is currently selected and highlighted. Below the navigation bar, there is a search section. It includes a date range selector (a white box with a downward arrow), a text input field labeled 'Enter Property ID', and a 'Find' button. To the right of these is a 'Print' button with a printer icon. Below the search section, there are two buttons: 'Expenses per Property' and 'Expenses per Product'. The 'Expenses per Product' button is currently selected and highlighted.

Thank you

Should you have any questions please contact your Account Manager or chat with our team via the help section in Agent Admin