## 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.

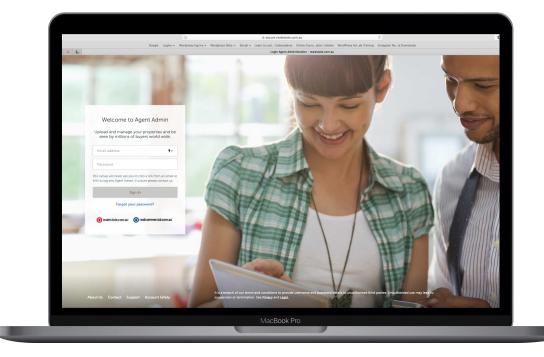
To ensure that you have everything you need to get the most of your subscription, we have compiled a guide to help you get set up. This Start up Guide will assist you in getting to know Agent Admin, the system we use for uploading listings to realcommercial.com.au

Buy 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

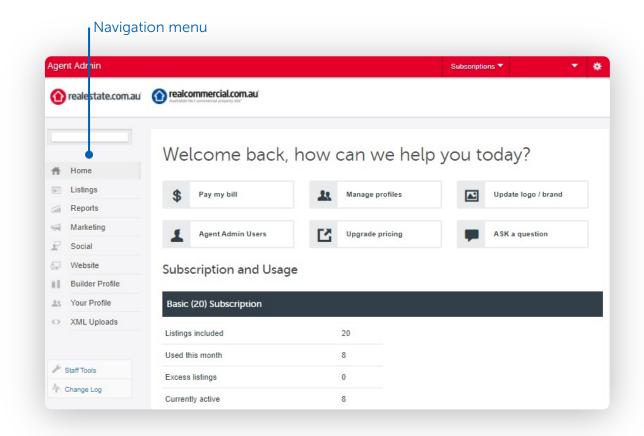
After successfully logging in, you'll arrive on the Agent Admin homepage. From here you can access everything in Agent Admin. There are some useful links to key information on the homepage which you can access at any time from this screen.

### 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**

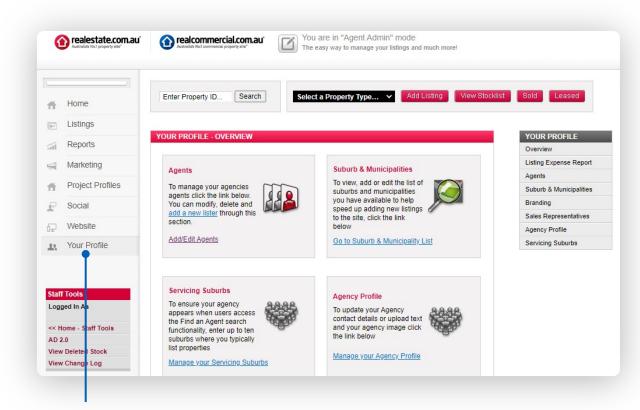
To upload your listing, you'll need at least one Agent. Here you can modify, delete or add agents, which will be allocated to a listing.

### **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.



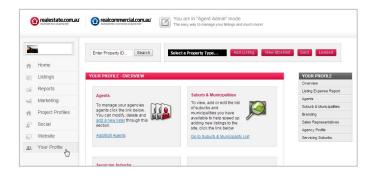
The first thing you will need to do is set up your profile, by clicking the 'Your Profile' section.



### Adding an agent

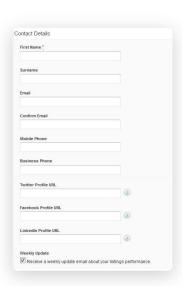
### STEP 1

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.

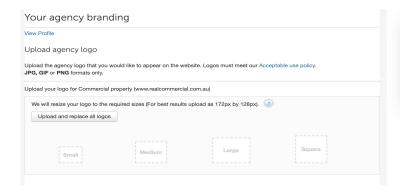




### **Branding**

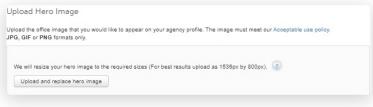
### STEP 1

Upload your Agency logo.



### STEP 2

Upload your hero image.



# 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

### STEP 3

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

stomise colours		
iding colour options allow y	ou to differentiate your agency and listings on the site.	
select your primary and s	condary colours	
Primary colour w		
Secondary colour #		
elect your text colour		
Black		
White		



### Agency profile

Your agency profile will appear on realcommercial.com.au

### STEP 1

Complete Address and Mailing Address sections

Mandatory fields are marke	ed with an asterisk (*)	
Address		
Street:*		
Suburb/Area:*		
Postcode:*		
State/Region:*	Queensland	
Country:*	Australia	•
Mailing Address		
These fields will only displa address please contact Cu	y on your specialised agency website. To update stomer Care.	your agency billing
Street/P.O. Box:		
Suburb/Area:		
Postcode:		
State/Region:	- •	

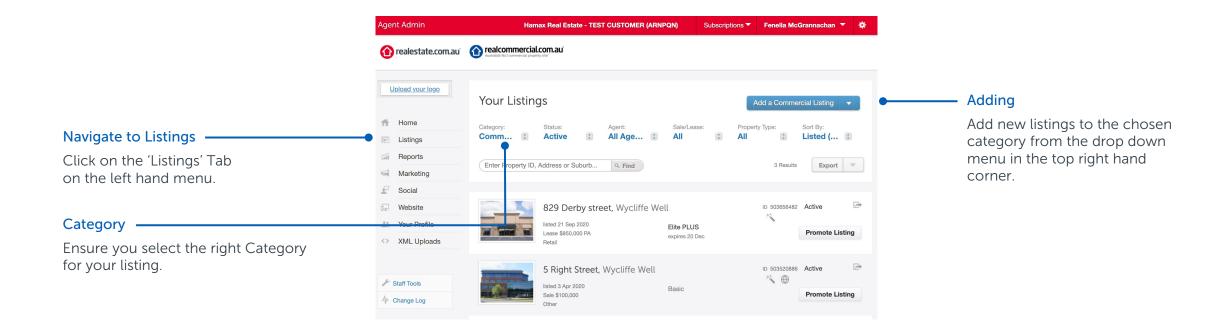
### STEP 2

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.

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:	2
	Enter the URL of your Twitter profile
	More about Twitter
Facebook Page:	? View recent changes
	Enter your Facebook profile address More about Facebook



### Adding, editing & updating your listings





### Completing a listing

### **Listing Details Tab**

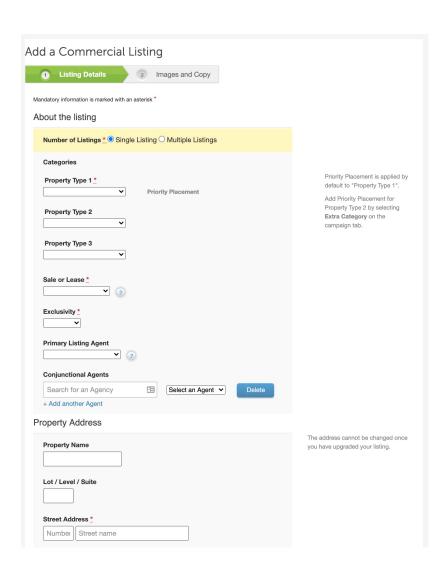
Here you can complete the basic listing information.

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.





### Completing a listing

### **Images and Copy Tab**

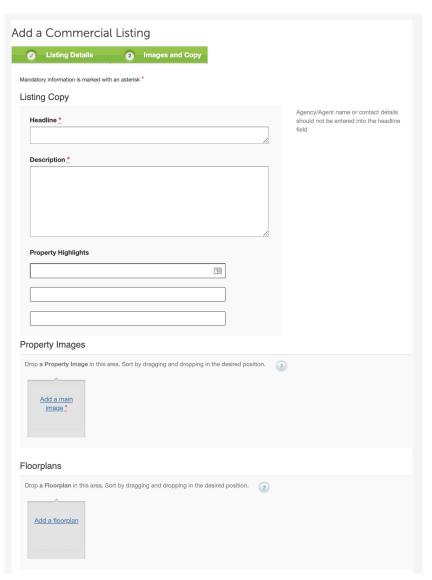
Use this section to populate the property details to be included on your listing.

### Mandatory:

- Headline for your listings descroption
- 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.





### 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

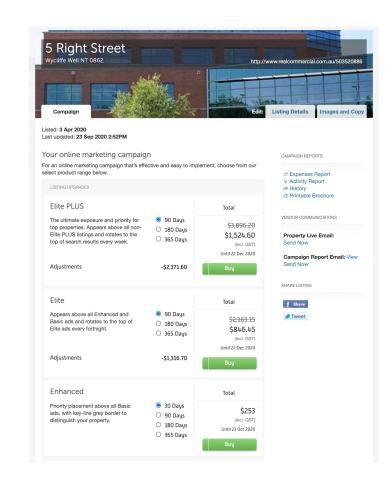


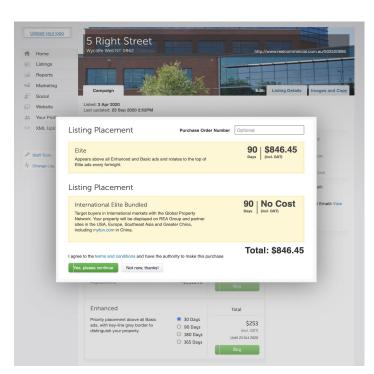
### Listing upgrades

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.







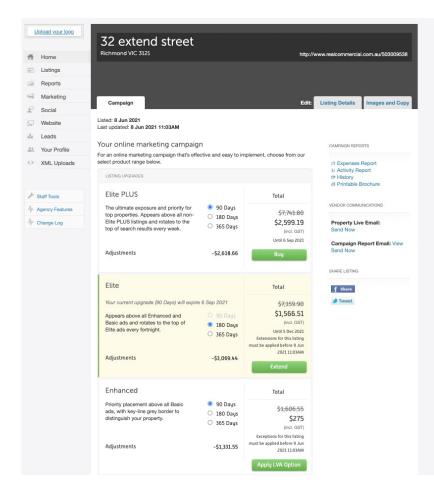
### **Extend your listing duration**

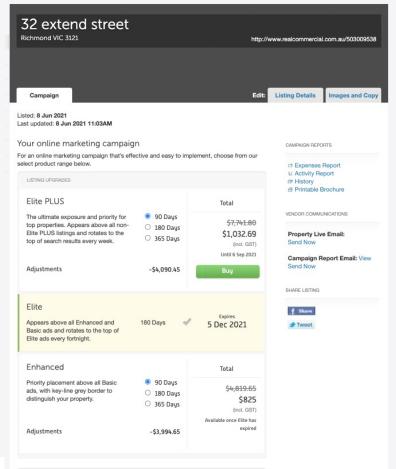
On the **Campaign** page you can also select and purchase a longer duration for your listing. You can only extend the duration within 24 hours of uploading your listing.

Select the length you would like your listing to be on site.

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

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





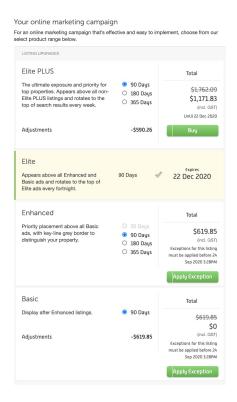


### Apply an exception

Available to Flexi-Premium customers

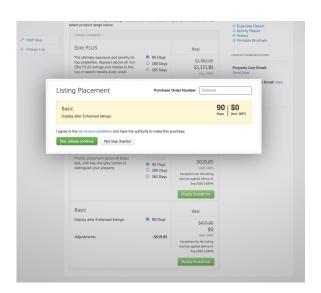
### STEP 1

Choose the listing you would like to downgrade

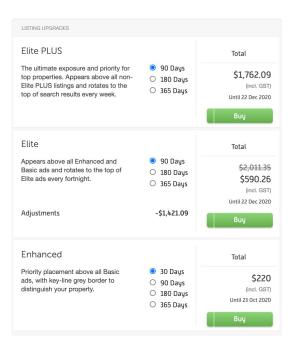


### STEP 2

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



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





### Check your exception allocation

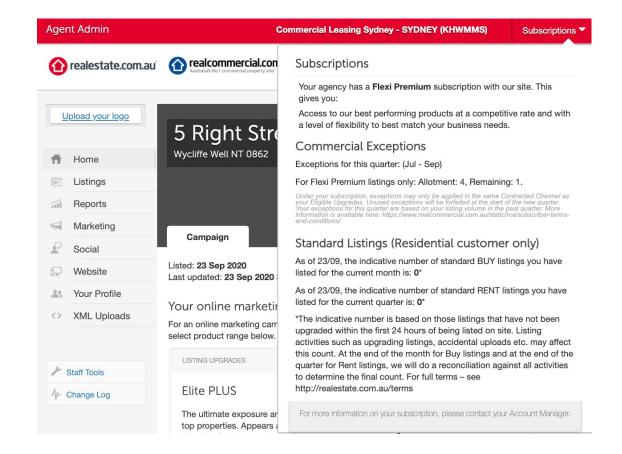
Available to Flexi-Premium customers

### STEP 1

Select 'Subscriptions' from the top navigation bar

### STEP 2

View your exceptions allocation under 'Commercial Exceptions'



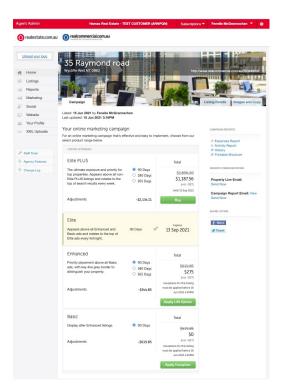


### Apply a Lower Valued Asset Option

Available to Flexi-Premium customers

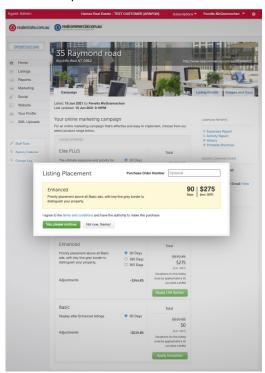
### STEP 1

Choose the listing you would like to downgrade

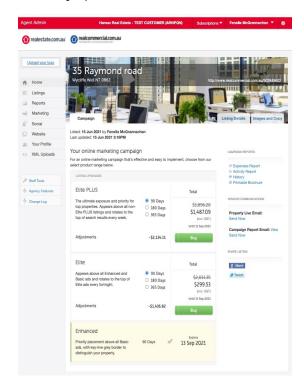


### STEP 2

Click on the 'Apply LVA' button against the listing type you wish to downgrade to within 24 hours of uploading your listing. Click on the 'Yes, please continue' button to confirm.



Please note: The 'Apply LVA' button will only appear if the listing meets the LVA criteria. Please speak with your Account Partner if you have any questions.



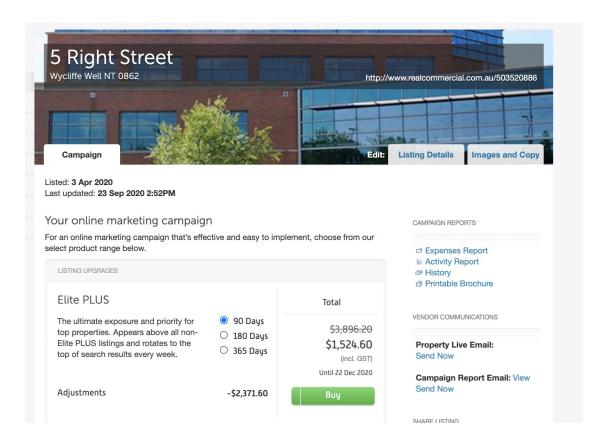


### Listing performance

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.



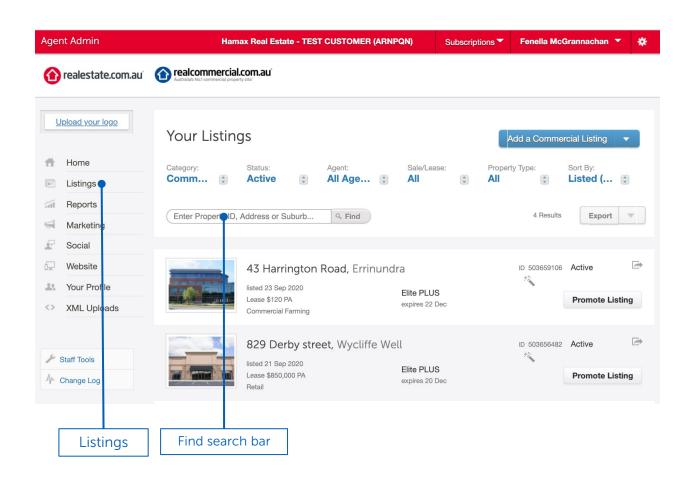


### View your listing

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.





### Sorting your listings

You can sort / filter your listings in several ways.

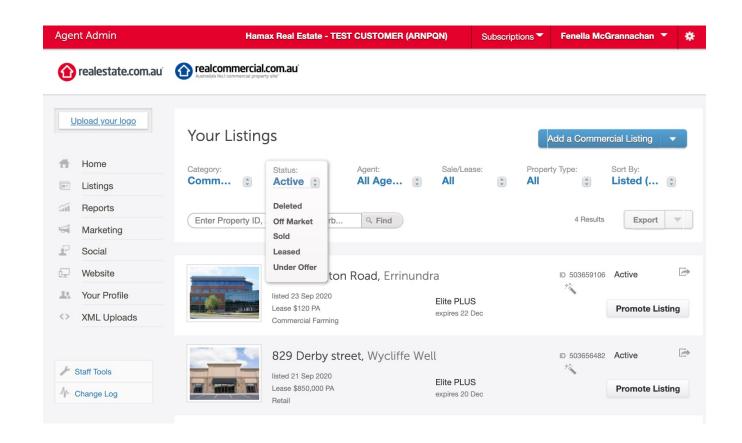
### Category

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.





### Reporting

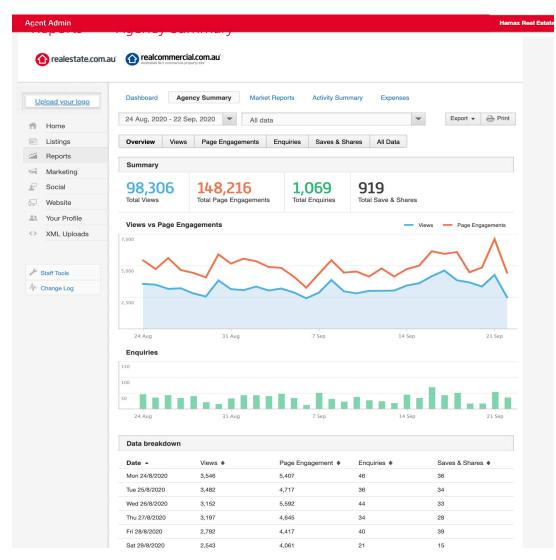
The Reporting dashboard gives an overview of performance on site.

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.



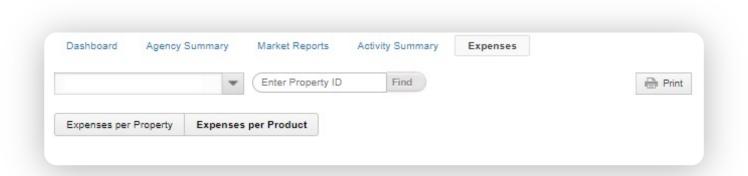


### Expenses

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.





### Thank you

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

