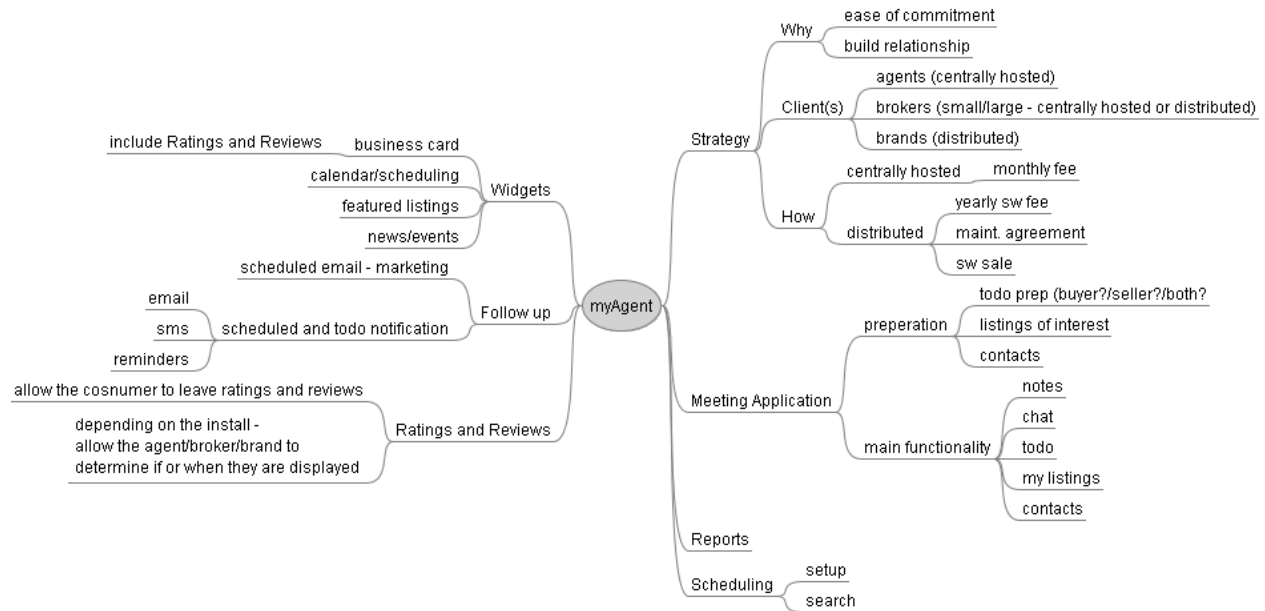


myAgent



Introduction

Real Estate sales in good times or bad are all about intrapersonal relationship building, the relationship is built through trust and open/safe communication. Today's real estate websites are still closer to the Web 1.0 world than the Web 2.0 where consumers are presented with points of interest and then required to take the first step in establishing the relationship with the agent either through a call, office visit or open house visit.

NAR has for years provided reports showing that the consumer to agent relationship is mostly prompted by referrals from friends or family. WHY? Because that is the only data point they are given of any value. Every other interaction is through a luck-of-the-draw visit to a real estate office, round-robin call into the office or visit to an open house.

myAgent will provide an easy transition from the real estate search that most consumers currently follow to a virtual relationship with an agent (or agents) to the eventual face-to-face encounter. The virtual relationship is a save and easy step for the consumer and allows for the initial intrapersonal building to develop with little time/effort commitment from either party. To make this a valuable step for the consumer, they will need to get a more customized view of the available listings in their area or steps required to sell their current home. The value to the agent comes from useful tools in scheduling their time, better understanding the consumer's needs and a low time/effort interaction.

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myAgent Clients

The myAgent application can be provided in either a centrally hosted mode, where agents are allowed to register and use the product for a monthly fee or as a standard software sale, where the package is customized to the specific needs of the larger broker or real estate brand.

myAgent

Agent Search and Scheduling

The agent search will most likely be tied to an existing brand, broker, 3rd party (newspaper) or agent website. Scheduling will range from single agent calendar/scheduling to office, broker and brand. The consumer will be able to search for a specific area (if office, broker or brand scheduling), view the list of agents, their ratings and availability and setup a time for a virtual or physical meeting. The agent will be notified of the request and will need to confirm the appointment, once confirmed the consumer will be notified.

Based on office/broker/brand needs – schedule requests might be routed to other agents as required.

Brand/Broker/Office Scheduling

Home Listings Agents Virtual Meeting Help

C21 Sneed Virtual Meeting Planner

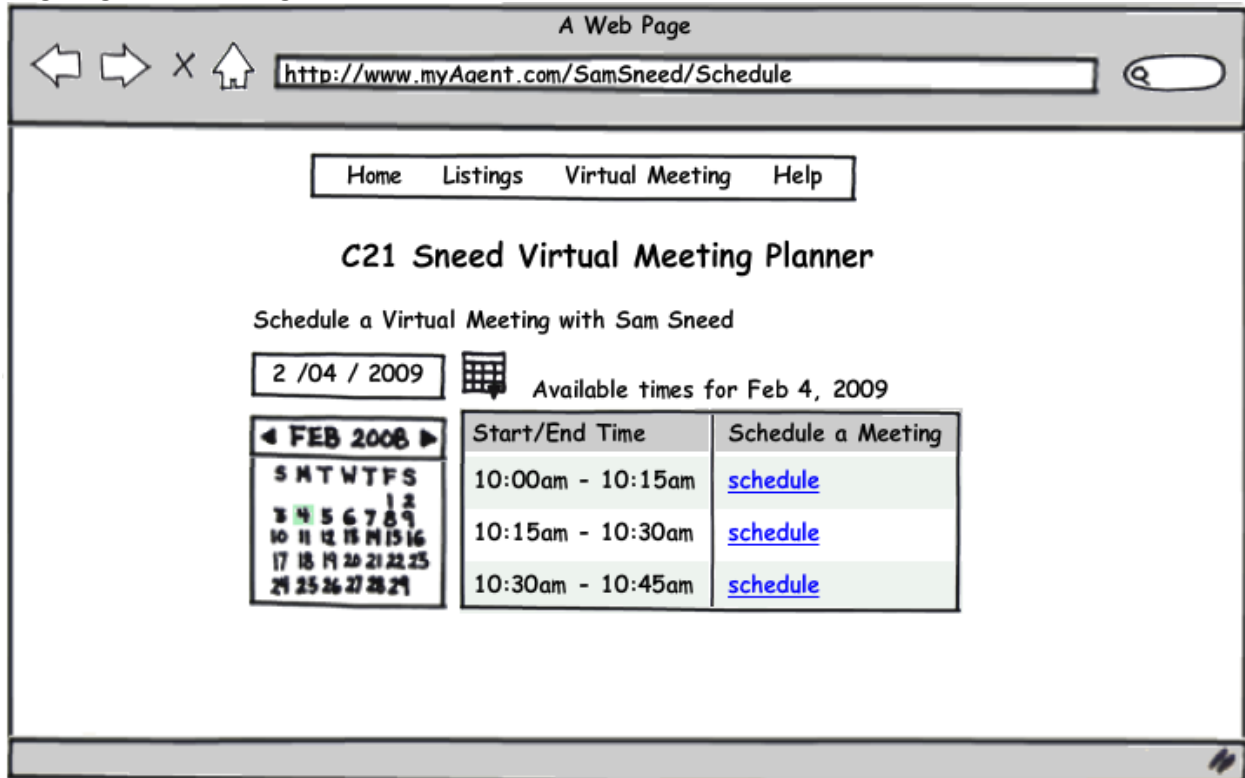
Desired Meeting Start Date: End Date:

Available Agents

Name	Specialty	User Rating	Click for Schedule
Sam Sneed	Buying Agent	*****	Click for Schedule
Tom Henry	Condos and Vacation Homes	****	Click for Schedule
Paul Johnson	Quick Sales	****	Click for Schedule

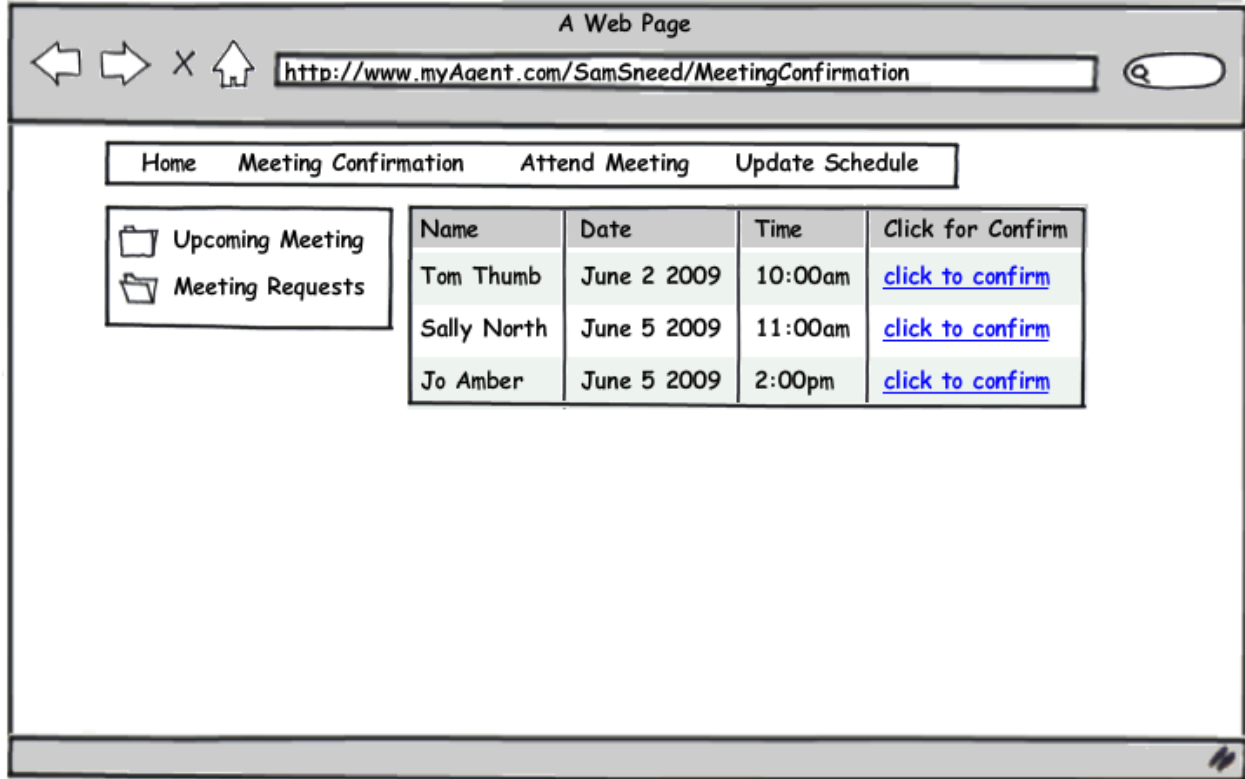
Clicking on the above 'Click for Schedule' bring you to the Single Agent Scheduling page

Single Agent Scheduling



Once the consumer selects the date/time for the virtual meeting, an e-mail and notification will be sent to the agent so they can confirm their availability.

Agent Meeting Confirmation



Once the agent confirms the meeting (they can also suggest an alternative), the consumer will receive a confirmation email and link to attend.

Attending the Meeting

Meeting Registration

To gain access to the virtual meeting, the consumer will click on the confirmation link received from the agent (step above). The first time the consumer attends a virtual meeting they will be required to register.

Registration

A Web Page

http://www.myAgent.com/SamSneed/MeetingRoom

Tom Thumb, Welcome to the C21 Sneed/Sam Sneed Meeting Room

This meeting is scheduled to start at 10:00am today (in 5 minutes)

Please enter the following information

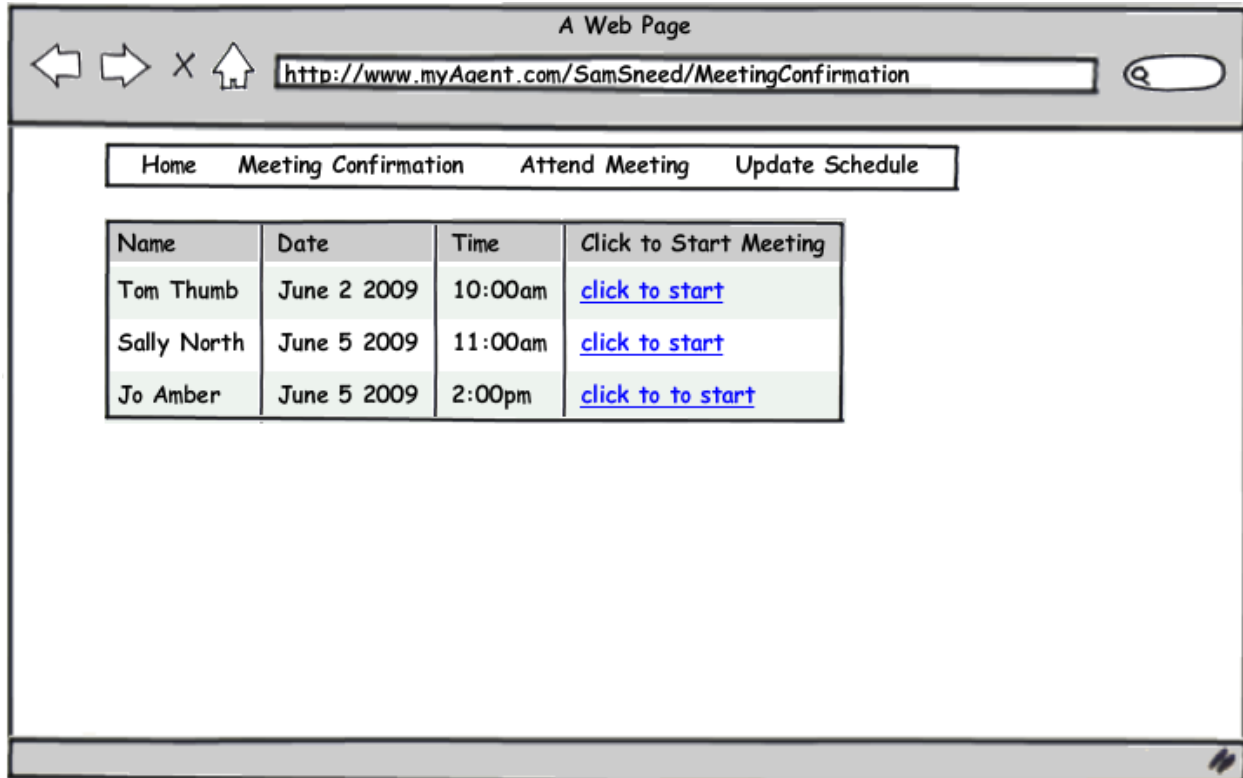
Are you a looking to Buy or Sell a property?

Please enter a Password for future access:

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The agent gains access to the meeting through his myAgent work area.

Agent Attend Meeting



Meeting Preparation

The agent can prepare the virtual meeting room with a template set of contacts and to-dos as well as listings that the consumer would be interested in or indicated that they are interested in.

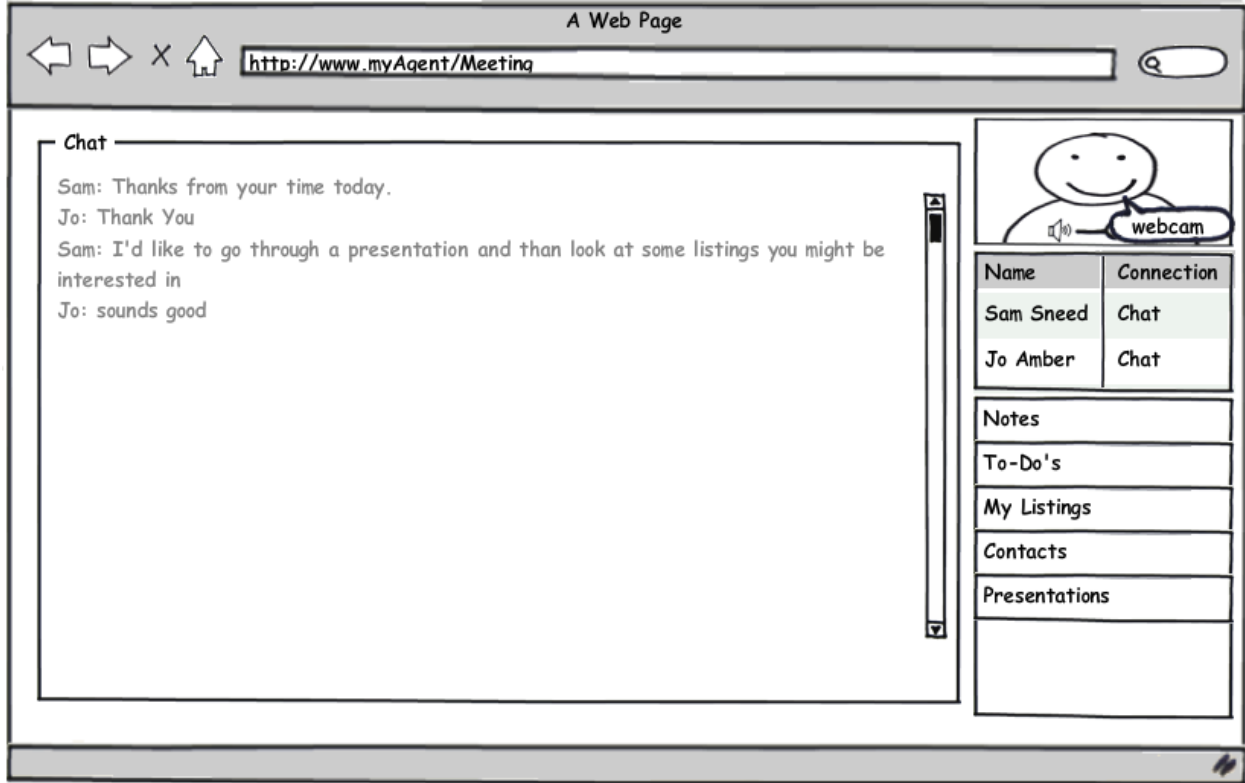
The Meeting

The actual virtual meeting (or meetings) will begin at the scheduled time (there will also be an option to meet now) and will have a countdown timer (default 15 minutes) indicating the duration of the meeting. The countdown timer will be used as a prompt to the agent to either schedule an in-person meeting or a follow up meeting. It also provides a passive out to the agent if the meeting is not beneficial.

Meeting Room availability can be allowed to the consumer once the initial meeting takes place. This determination is up to the agent. The consumer can access the virtual meeting room to review notes, to-dos, contact and prior discussions. All access will be determined by the agent and the tracking of access and updates will be available for reporting.

The communication between the consumer and agent can be chat (part of application), Skype or phone. The virtual meeting room functionality will include:

Chat



IM communication that can be used during the meeting OR to leave messages to each other in between meeting times. Skype or a conference call can also be used during the meeting with the agent controlling the meeting room actions. If chat is not used, the chat box is not displayed; the type of communication can be controlled/determined prior or during the meeting.

Notes

A Web Page

http://www.myAgent/Meeting

Notes

Feb 4, 2009 Agenda

1. Introductions
2. Presentation
3. Review Listings
4. Next Steps

Chat

Sam: Thanks from your time today.
Jo: Thank You
Sam: I'd like to go through a presentation and than look at some listings you might be interested in
Jo: sounds good

Name	Connection
Sam Sneed	Chat
Jo Amber	Chat

Notes

- Agenda
- Next Steps

To-Do's

My Listings

Contacts

Presentations

The Notes box is an area where the consumer and agent can post information, including simple text, images, links, embedded videos, etc. Notes can be setup prior to the meeting, added to and/or saved. It should take the form of a wiki like interface.

To-do's

The screenshot shows a web browser window titled "A Web Page" with the address "http://www.myAgent/Meeting". The main content area is divided into several sections:

- To-Do's Section:**
 - A calendar for February 2009 with a date selector.
 - Task list: "Initial Meeting 2/4/2009 - [click for details](#)" and "Home Visit - tbd [click for details](#)".
 - A detailed view for "Initial meeting 2/4/2009" showing:
 - Date: 2/4/2009 10am
 - Where: Virtual Meeting
 - Description: First meeting,
 - An "Add to-do" button.
- Chat Section:**
 - Messages:
 - Sam: Thanks from your time today.
 - Jo: Thank You
 - Sam: I'd like to go through a presentation and than look at some listings you might be interested in
 - Jo: sounds good
- Right Sidebar:**
 - Webcam icon with a "webcam" label.
 - Table of contacts:

Name	Connection
Sam Sneed	Chat
Jo Amber	Chat
 - Notes section with a "To-Do's" link highlighted in green.
 - Summary of tasks: "Initial meeting 2/4/2009" and "Home Visit tbd".
 - Navigation links: "My Listings", "Contacts", and "Presentations".

To-dos's are a list of follow up items that the agent can pre-populate with template to-do lists (specific for buyers, sellers, etc.). Any to-do item with a future date will be used to email/notify both the consumer and the agent. The agent can put in hidden (from the consumer) to-do items for their own reminders. The consumer can also add To-do items if they are given access to the Meeting area and the agent is not present. When setting up a to-do item the agent or consumer can select if a notification/reminder is sent, this can be sent to an email address and/or sms (cell).

To-do - Adding new item

A Web Page

http://www.myAgent/Meeting

To-Do's

Meeting Name: Meet at 12 Main st.

Meeting Date/Time: / /

Description: Show house to Jo and her family

Display meeting: All (dropdown), Agent Only (dropdown)

Send Notification

Save

Chat

Sam: Thanks from your time today.
Jo: Thank You
Sam: I'd like to go through a presentation and than look at some listings you might be interested in
Jo: sounds good

webcam

Name	Connection
Sam Sneed	Chat
Jo Amber	Chat

Notes

To-Do's

Initial meeting 2/4/2009
Home Visit tbd

My Listings

Contacts

Presentations

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My Listings

A Web Page

http://www.myAgent/Meeting

My Listings

Interest	Picture	Location	Price	To do	Notes
interested	picture	12 Main st	\$250000	to-do	notes
maybe	picture	23 Cloud Ave	\$235000	to-do	notes
no	picture	192 3rd Ave	\$255000	to-do	no notes

Add New Listing

Chat

Sam: Thanks from your time today.
 Jo: Thank You
 Sam: I'd like to go through a presentation and than look at some listings you might be interested in
 Jo: sounds good

webcam

Name	Connection
Sam Sneed	Chat
Jo Amber	Chat

Notes

To-Do's

My Listings

interested - 12 Main st
 maybe - 23 Cloud Ave
 no - 192 3rd Ave

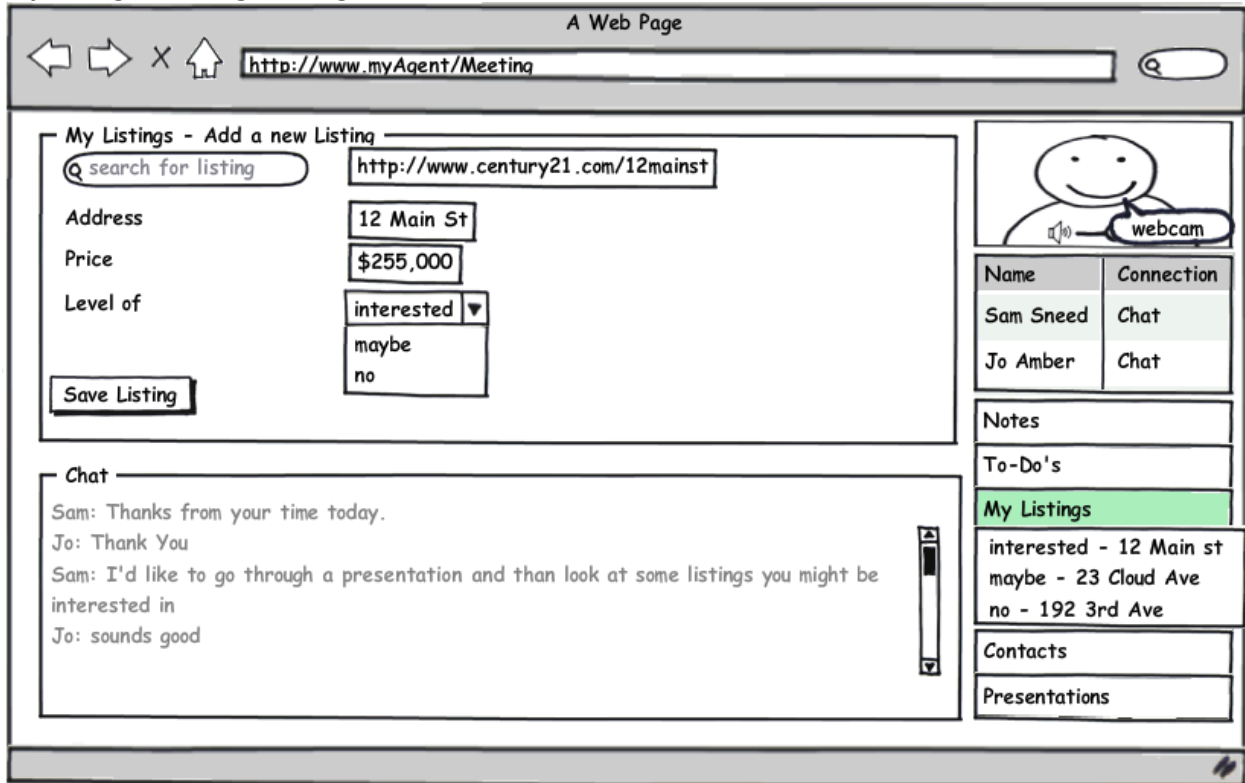
Contacts

Presentations

The Listings interface displays a group of listings entered either by the consumer or the agent. Each listing has an area for notes (from consumer or agent), a rating for ordering and a schedule if there is a planned visit.

Note: for Sellers, a seller area will be available where open house dates and buyer appointments are displayed. If the consumer is both a buyer and seller then both selections are available (could be added removed at any time)

My Listings – adding a listing



Either the agent or the consumer can add a listing. They can search the internet (or the brand, broker, office or agent specific sites) – if they search a known site the detail information is populated, if they search or enter a url they will need to enter the detail information.

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Contacts

A Web Page

http://www.myAgent/Meeting

Contacts

Name	Type	Phone	Notes
Tom Lewis	Mortgage	(111) 222-3333	notes
Sue Morris	Home Inspection	(123) 234-4567	notes

[Add new contact](#)

Chat

Sam: Thanks from your time today.
 Jo: Thank You
 Sam: I'd like to go through a presentation and than look at some listings you might be interested in
 Jo: sounds good

webcam

Name	Connection
Sam Sneed	Chat
Jo Amber	Chat

Notes

To-Do's

My Listings

Contacts

Tom Lewis - Mortgage
 Sue Morris - Home insp

Presentations

The Contact list is provided by the agent, for the consumer. Contacts can include lawyers, home inspectors, mortgagee reps. Each contact has an area for Notes (from consumer or agent) and a schedule if there is a planned call or meeting.

Presentation

A Web Page

http://www.myAgent/Meeting

Welcome to CENTURY 21

webcam

Name	Connection
Sam Sneed	Chat
Jo Amber	Chat

Notes

To-Do's

My Listings

Contacts

Presentations

- Welcome to C21
- Being a Buyer
- Top 10 tips

Chat

Sam: Thanks from your time today.

Jo: Thank You

Sam: I'd like to go through a presentation and than look at some listings you might be interested in

Jo: sounds good

A set of predefined presentations is available for the agent to review with the consumer OR for the consumer to review on their own.

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Follow ups

Based on the information in the to-do list, the consumer and/or agent will be sent emails and/or text-messages for upcoming meetings, events, etc.

Ratings and Reviews

The consumer will be able to leave a rating and review for the agent at the end of the first meeting or anytime after (if the agent has provided on-going access to the virtual meeting room). Depending on the setup, the ratings will be viewable by all consumers, the internal real estate office managers and/or the agent.

Agent ratings can be determined by the consumer alone or by a combination of the consumer and use of the myAgent site (the more used the higher the rating). This will be a very sensitive area, but one critical to allowing the consumer to select an agent based on 3rd party feedback.

Reports

A series of reports will be available to the agent and/or office management. The available reports will include:

- Agent Calendar – listing the next 'x' weeks meetings
- Productivity – numbers including meeting requests, actual meetings, ratings, etc.

Widgets

A series of myAgent hosted widgets will be available to the agent to place on their website, newspaper websites and/or office website. The widgets will allow a connection to the myAgent application and provide tracking for views and completions. The widgets will include:

Business Card – a simple Business Card displaying the Agents picture, contact information, specialties and a link to schedule a virtual or real appointment

CENTURY 21 Rubenstein

Sam Sneed
1 Main St
Somewhere, NJ 11122
Home (111) 222-3333
Cell (111) 222-3333


web: <http://www.century21.com>
email: meade.rubenstein@C21.com
[Click here to schedule a virtual meeting](#)

Calendar/Scheduling – a simple interface to the agent’s schedule, allows the consumer to schedule either a virtual or real meeting, real time notification is sent to the agent and the agent then has to confirm the meeting.

C21 Sneed Virtual Meeting Planner

Schedule a Virtual Meeting with Sam Sneed

2 /04 / 2009


Available times for Feb 4, 2009

	Start/End Time	Schedule a Meeting
<div style="border: 1px solid black; padding: 5px; margin-bottom: 5px;"><p>◀ FEB 2008 ▶</p><p>S M T W T F S</p><p>3 4 5 6 7 8 9</p><p>10 11 12 13 14 15 16</p><p>17 18 19 20 21 22 23</p><p>24 25 26 27 28 29</p></div>	10:00am - 10:15am	schedule
	10:15am - 10:30am	schedule
	10:30am - 10:45am	schedule

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Featured Listings – a simple display of the agent’s featured listing, could be derived from the brand or MLS

C21 Sneed Featured Listings - Agent: Sam Sneed				
Picture	Address	Price	Click to discuss	
<some pics>	1 Main St	\$400	000	Click to discuss
<some pics>	12 South St	\$300	000	Click to discuss
<some pics>	23 Hudson Ave	\$200	000	Click to discuss
<some pics>	57 Main St	\$100	000	Click to discuss

[Click here to schedule a virtual meeting](#)

News/Events – agent or rss provided local news and events

C21 Sneed News and Events - Agent: Sam Sneed	
Date	News/Event
June 11 2009	Pancake breakfast being held at...
June 21 2009	Public Beach Opens
June 29 2009	Free Home Inspections given to first 10 Sellers

[Click here to schedule a virtual meeting](#)

Maintenance Pages

Application Level

Functionality includes:

- Indication that an internal (Brand) or local (MLS) listing source is available for searching
- Type of installation (hosted or supported)
- Number of concurrent meeting rooms an agent can host

Brand Level

Functionality includes:

- Which offices (or all) have the myAgent functionality available
- Default to-do template items

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Broker/Office Level

Functionality includes:

- Which agents (or all) have the myAgent functionality available
- Default to-do templates and contact lists

Agent Level

Functionality includes:

- Default to-do templates and contact lists
- Which consumers can retain access to the virtual meeting rooms