

# Mercado™

The Marketplace for California Real Estate



## Buyer Tour Manual

The screenshot displays the Mercado website interface within a Microsoft Internet Explorer browser window. The browser title is "Mercado™ Home Page - Microsoft Internet Explorer provided by eNeighborhoods, Inc.". The address bar shows "http://beta.mercadomls.com/MapServerFrameNEXT.asp". The website header includes the Mercado logo and navigation tabs: "1. Client Info", "2. Properties", "3. Map", "4. Loan Types", "5. Cost", "6. Show Order", "Access", and "Profile". The user name "Michael Thomas" is visible in the top right corner. The main content area features a table of real estate listings with columns for Edit, Delete, ML Num, Status, Address, List Price, Sold Price, Year Built, List Date, Sold Date, DOM, Beds, and Baths. Below the table, there are summary statistics for Grid, Selected Listings, List Price, and Sold Price.

Edit	Delete	ML Num	Status	Address	List Price	Sold Price	Year Built	List Date	Sold Date	DOM	Beds	Baths
<a href="#">Edit</a>	<a href="#">Delete</a>	0800220	Active	25 Skyridge	\$10,498,127		2008	07/14/09		154	6	9
<a href="#">Edit</a>	<a href="#">Delete</a>	08004120	Active	4 SHORE WALK	\$11,999,000		2007	08/19/08		275	4	8
<a href="#">Edit</a>	<a href="#">Delete</a>	08004419	Active	1 Pelicans Drive	\$13,999,000		2007	10/03/08		257	5	7
<a href="#">Edit</a>	<a href="#">Delete</a>	08001522	Active	7 Harbor Light	\$14,999,000		2008	02/27/09		443	6	9
<a href="#">Edit</a>	<a href="#">Delete</a>	08002052	Active	9 Avonin Vista	\$15,999,000		2008	07/24/08		328	6	9
<a href="#">Edit</a>	<a href="#">Delete</a>	08001919	Active	40 Deep Sea	\$16,999,000		2008	04/17/08		421	6	9
<a href="#">Edit</a>	<a href="#">Delete</a>	08004497	Active	42 Pelican Point Drive	\$18,999,000		2002	10/19/08		299	4	6
<a href="#">Edit</a>	<a href="#">Delete</a>	08001208	Active	12 Skyridge	\$20,999,000		2008	02/18/08		458	5	7
<a href="#">Edit</a>	<a href="#">Delete</a>	08001264	Active	18 Shoreline	\$21,999,000		1996	03/20/08		494	9	9
<a href="#">Edit</a>	<a href="#">Delete</a>	08001883	Pending	50 Shoreline	\$5,399,000		2007	04/08/08		218	5	6

Grid Summary: Total 10, Active 9, Sold 0  
 Selected Listings: Active 9, Pending 1, Expired 0  
 List Price Summary: Low \$10,498,127, High \$21,999,000, Avg \$16,213,126  
 Sold Price Summary: Low \$0, High \$0, Avg \$0

To start a Buyer Tour presentation, you must first search for listings. Open up Mercado, click on Property Search to run your search, and after you select your comps, click on the Buyer Tour button on the top of the page. This manual will guide you from that point.

Fill in the client info page.

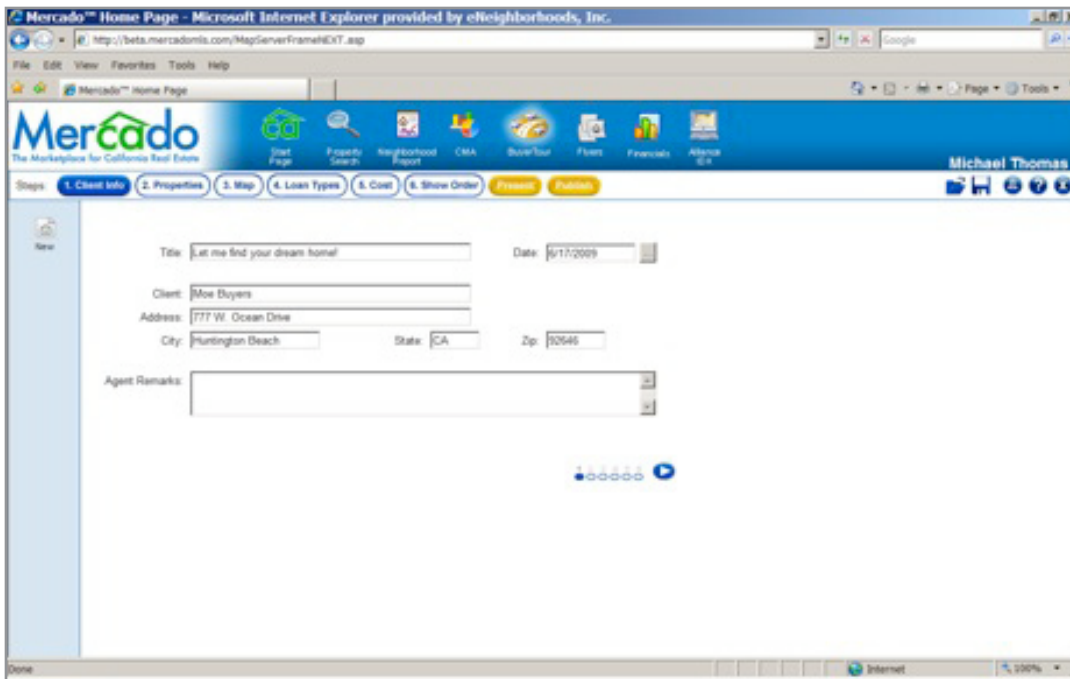
### 1. Client Info

The screenshot shows the Mercado web application in a Microsoft Internet Explorer browser. The browser's address bar displays the URL <http://beta.mercadomis.com/MapServerFrameNEXT.asp>. The page header includes the Mercado logo and navigation icons for Start Page, Property Search, Neighborhood Report, CMA, Buyer Tour, Forms, Financials, and Alerts. The user's name, Michael Thomas, is displayed in the top right corner. Below the header, a progress bar shows the current step as '1. Client Info', with other steps (Properties, Map, Loan Types, Cost, Show Order) listed as completed. The main content area contains a form with the following fields: Title, Date (set to 6/17/2009), Client, Address, City, State, Zip, and Agent Remarks. A 'Publish' button is visible at the bottom right of the form area.

You may choose  to open a saved Buyer Tour if you previously saved one.

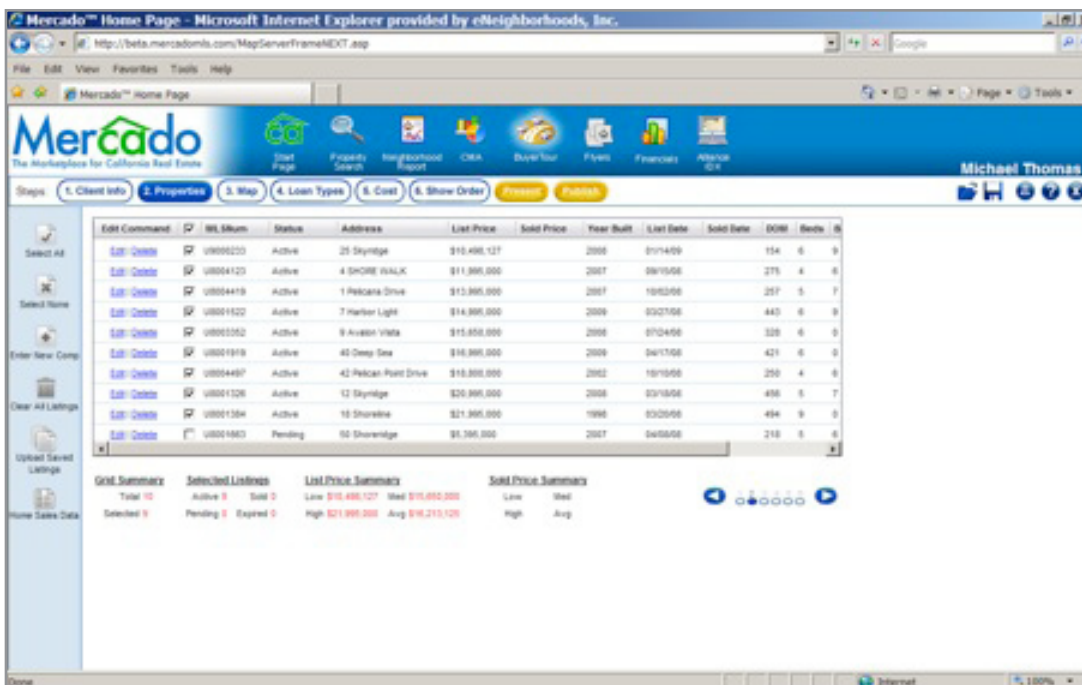
This screenshot shows the same Mercado 'Client Info' form as in the previous image, but with an 'Open or Delete' dialog box open over it. The dialog box, titled <http://beta.mercadomis.com/>, displays a file explorer view of the 'BuyerTour' folder. The folder contains several files: CMA, BuyerTour, Report Cost For Buyers (6/20), Flyer, and Neighborhood Report. The 'BuyerTour' file is selected. At the bottom of the dialog box are three buttons: 'Open', 'Delete', and 'Cancel'. The background form is partially obscured by the dialog box, but the 'Date' field (6/17/2009) and 'Zip' field are visible.

If this is a new Buyer Tour, be sure all the client information is entered correctly.



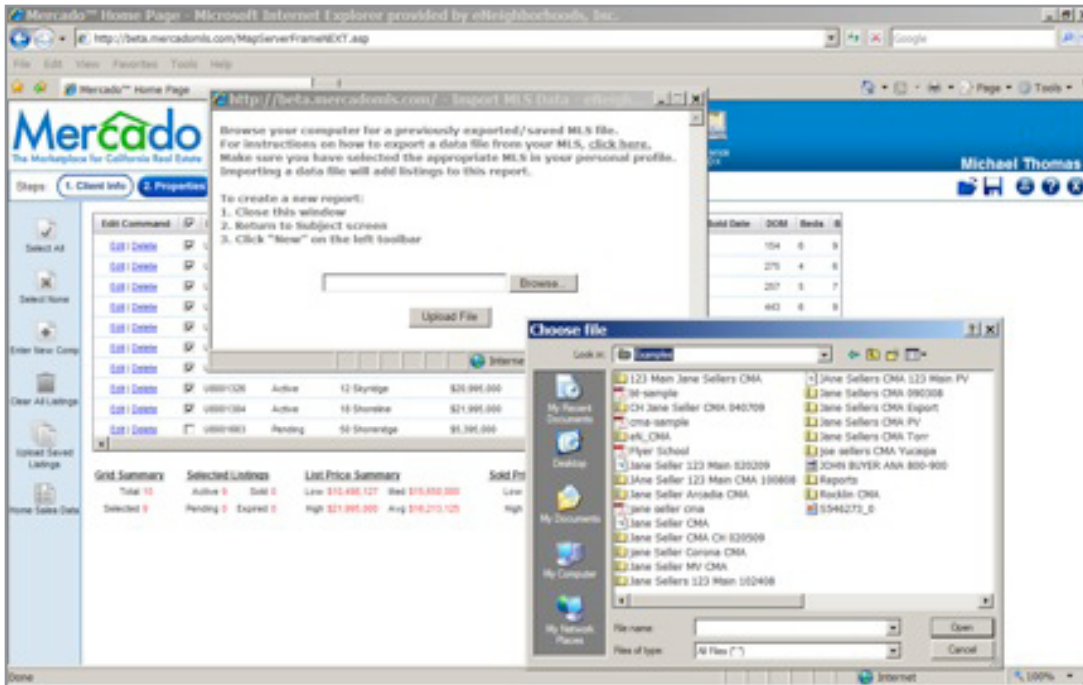
## 2. Properties

This is where you can upload the listings selected from your MLS if you haven't already done so. If you already completed this, you can skip to step 7.

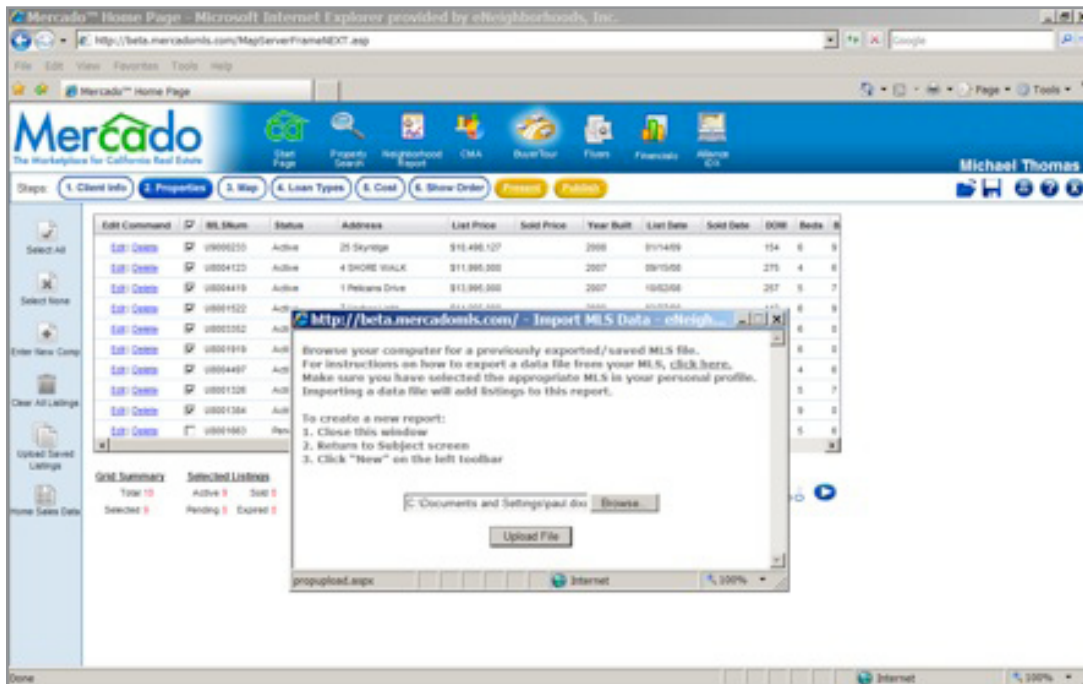




Click on Upload Saved Listings and then click Browse. You do not need to complete this step if you brought listings from your MLS already using Mercado.

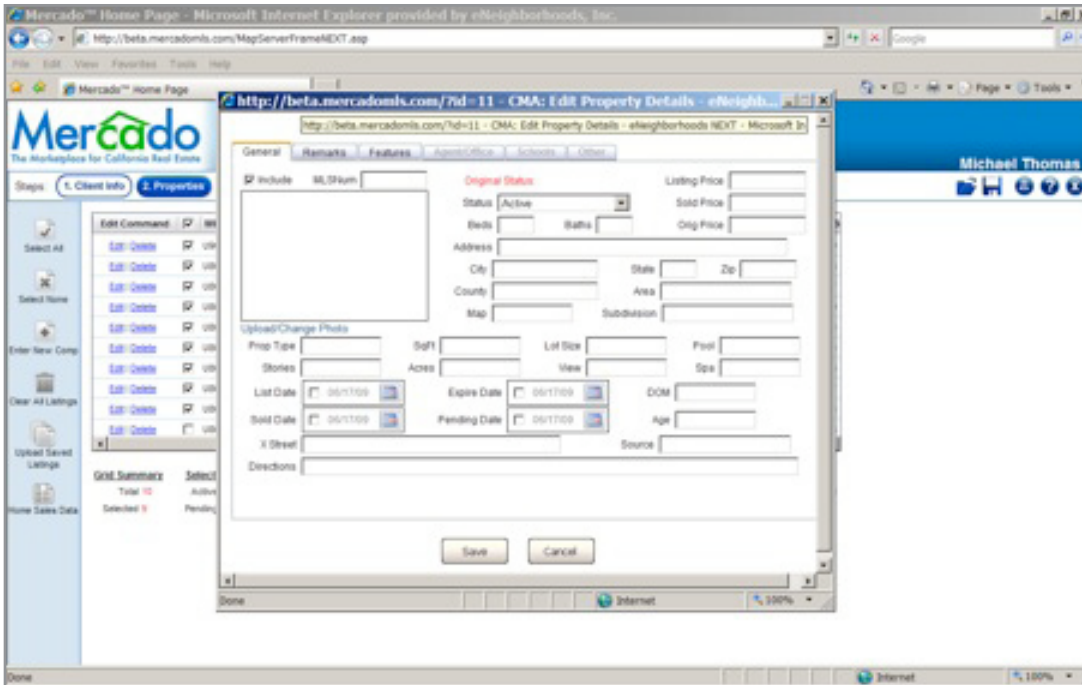


Upload file if you completed step 5.



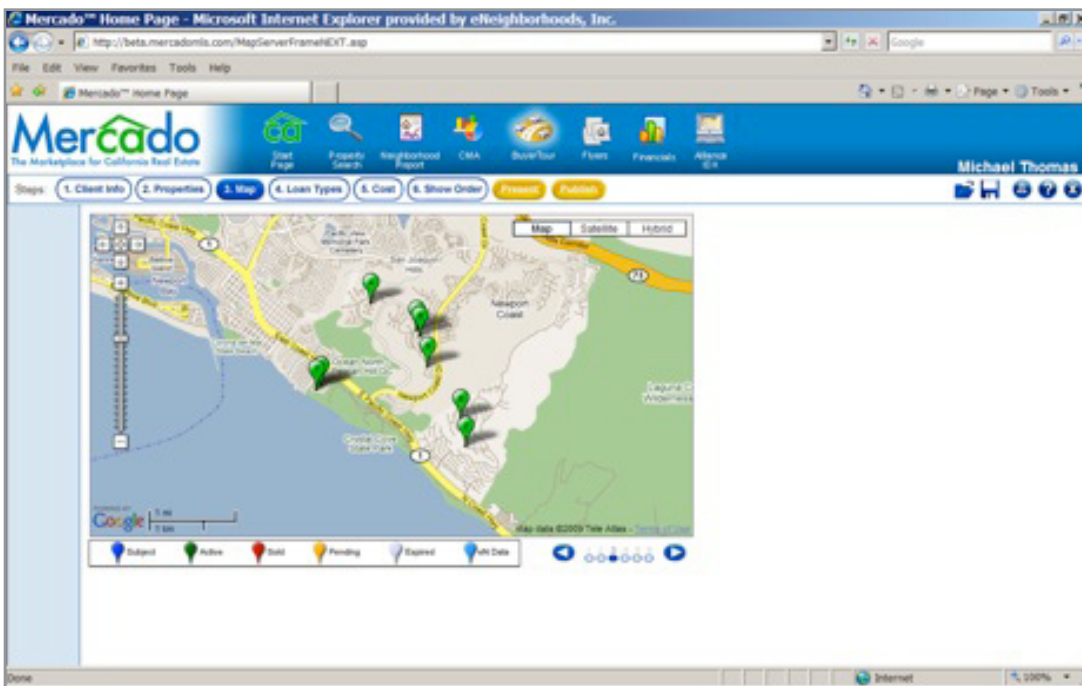


Enter New Comp enables you to create a listing Detail Page for non MLS listings, such as a For Sale By Owner.

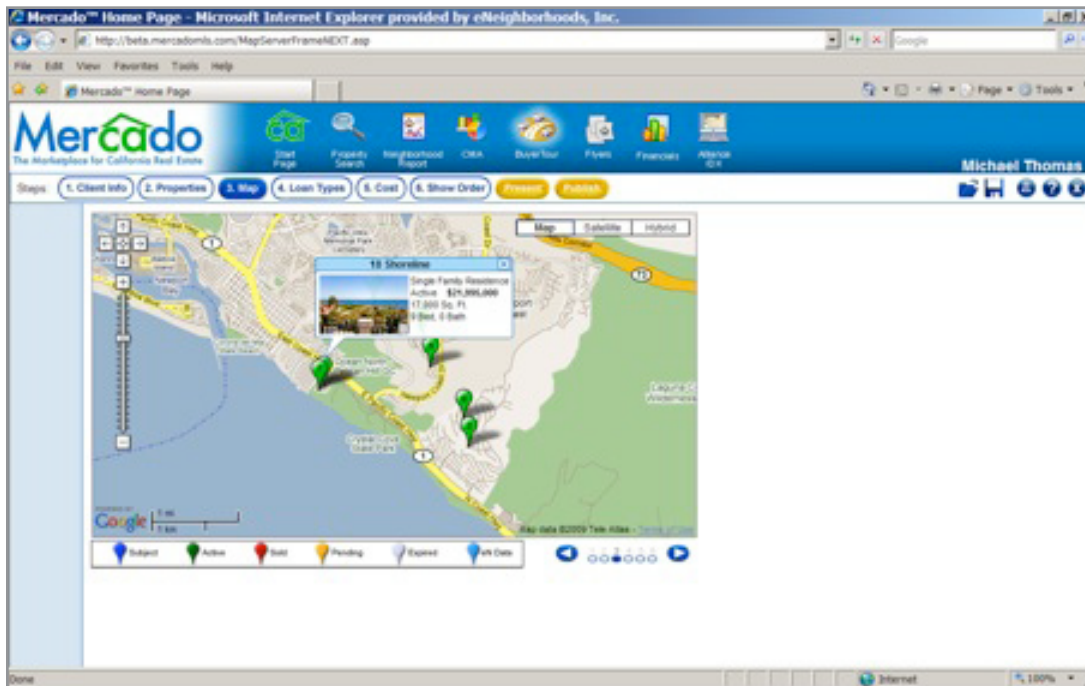


### 3. Map

The map section provides you and your client with a customizable variety of Google maps.

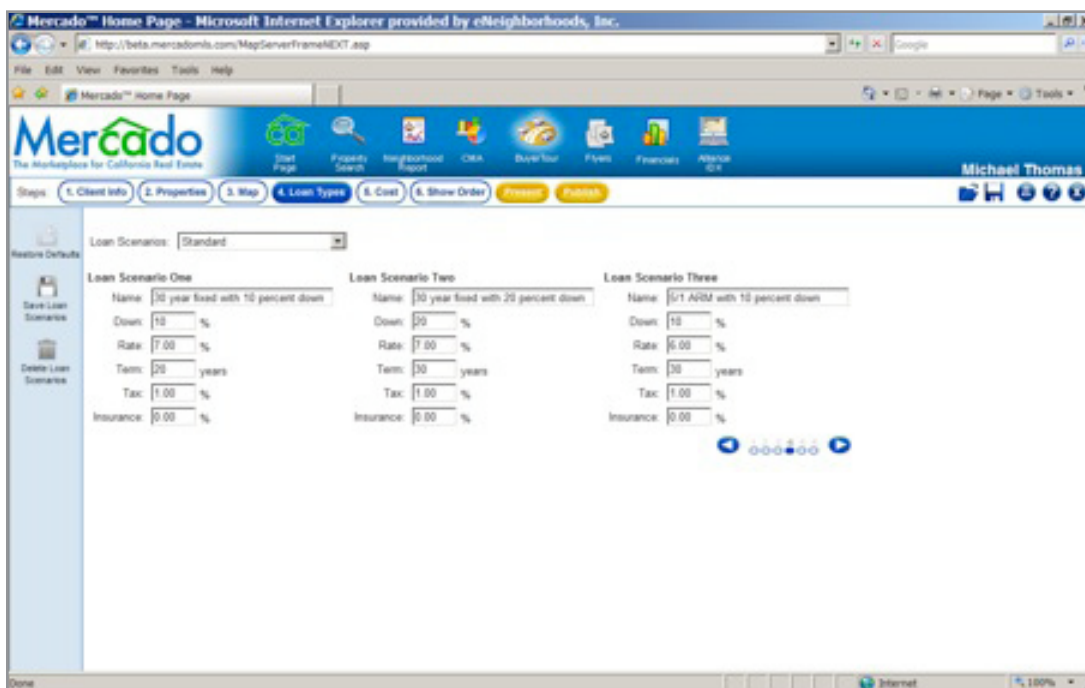


By clicking on the colored icons the property data can be viewed.



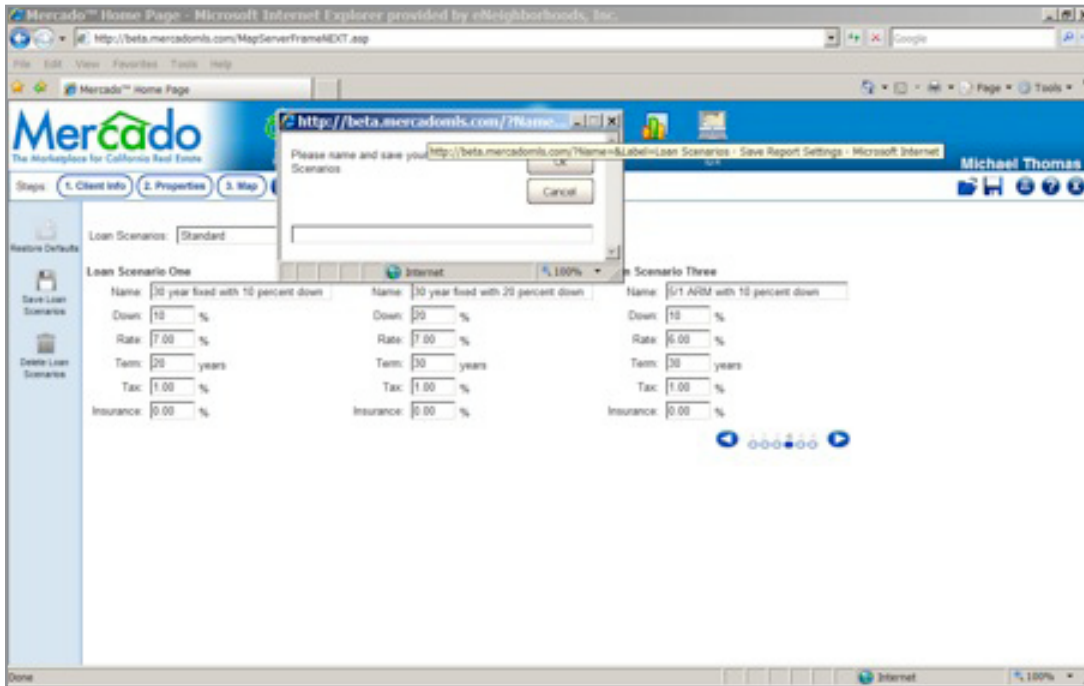
#### 4. Loan Types

The Loan Types page is completely customizable, and enables you to help your Buyer to understand how much of a home they can really afford.

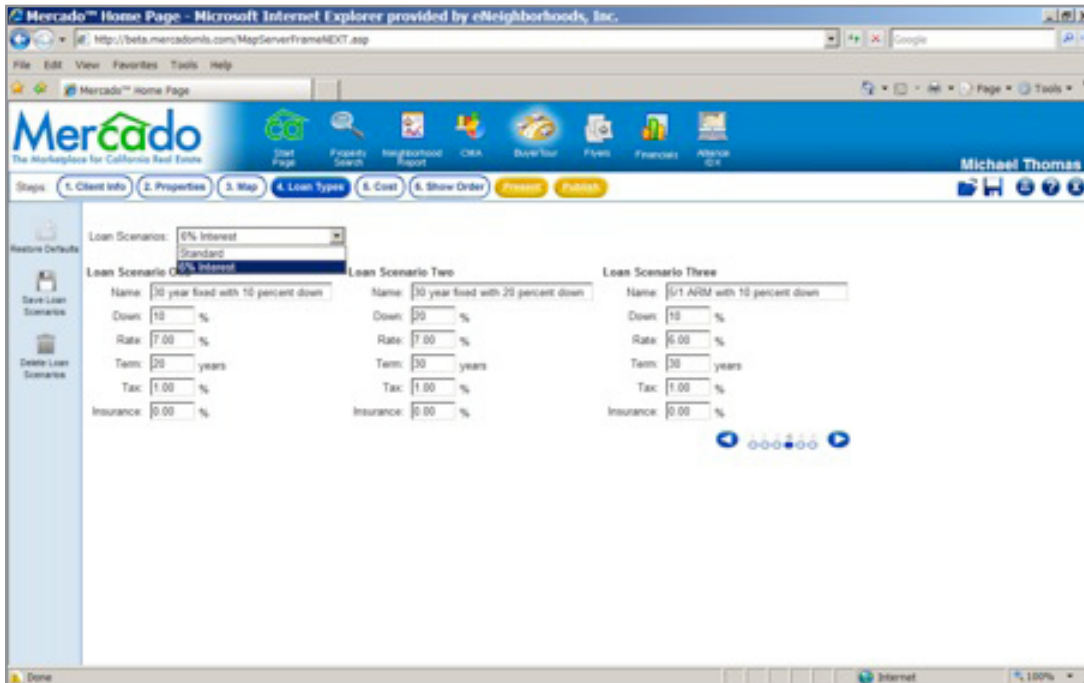




Once you have entered the correct loan percentages, you can then save the file for future use.

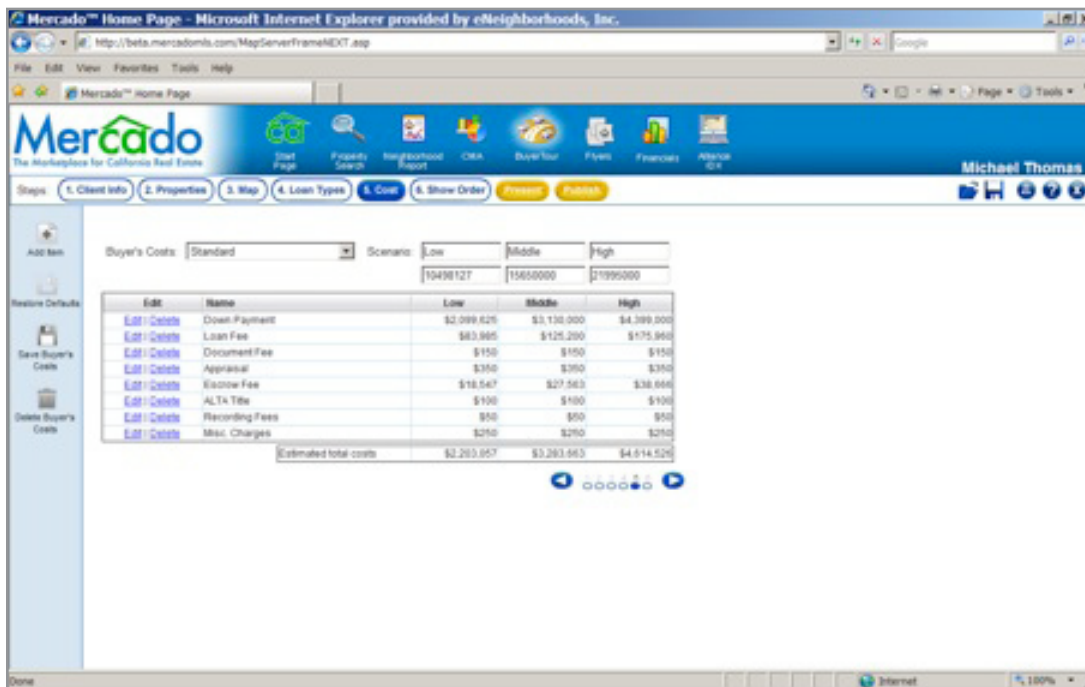


Once saved, the new loan type will be in the drop down.



## 5. Cost

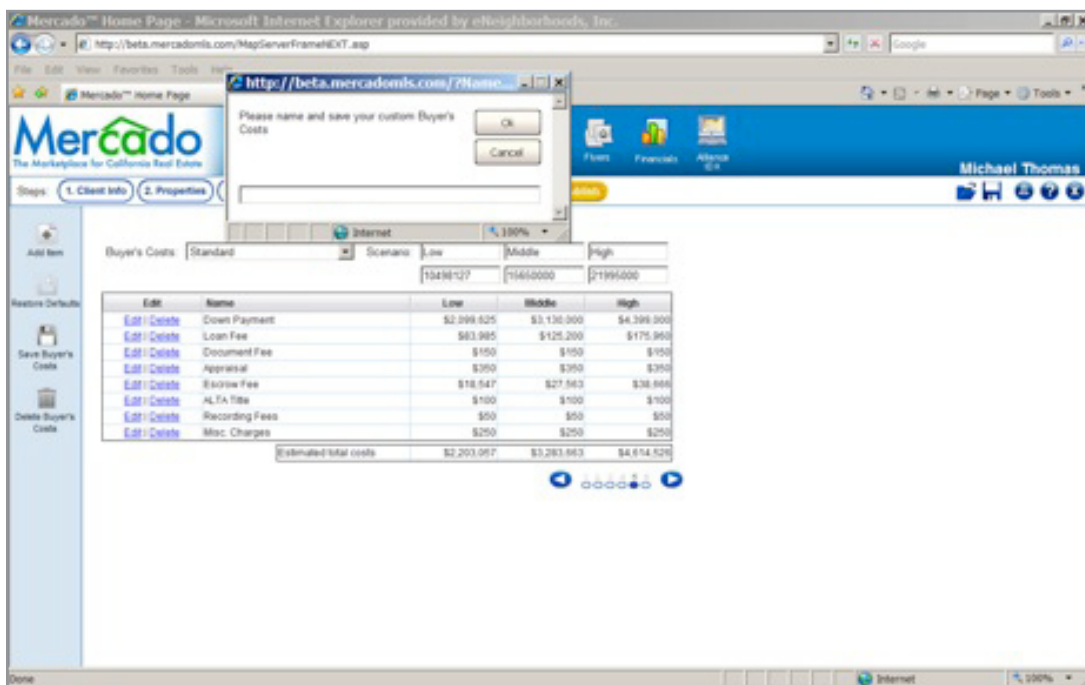
The costs sheet is also customizable. You may add additional cost items, and edit or delete the costs already in the standard format.



The screenshot shows the Mercado Home Page in Microsoft Internet Explorer. The page is titled "Mercado Home Page - Microsoft Internet Explorer provided by eNeighborhoods, Inc." and the URL is "http://beta.mercadomls.com/MapServerFrameNEXT.asp". The page features a navigation bar with the Mercado logo and the tagline "The Marketplace for California Real Estate". The main content area displays the "Buyer's Costs" sheet, which is a table with columns for "Name", "Low", "Middle", and "High". The table lists various cost items such as Down Payment, Loan Fee, Document Fee, Appraisal, Escrow Fee, ALTA Title, Recording Fees, and Misc. Charges. The estimated total costs are shown at the bottom of the table.

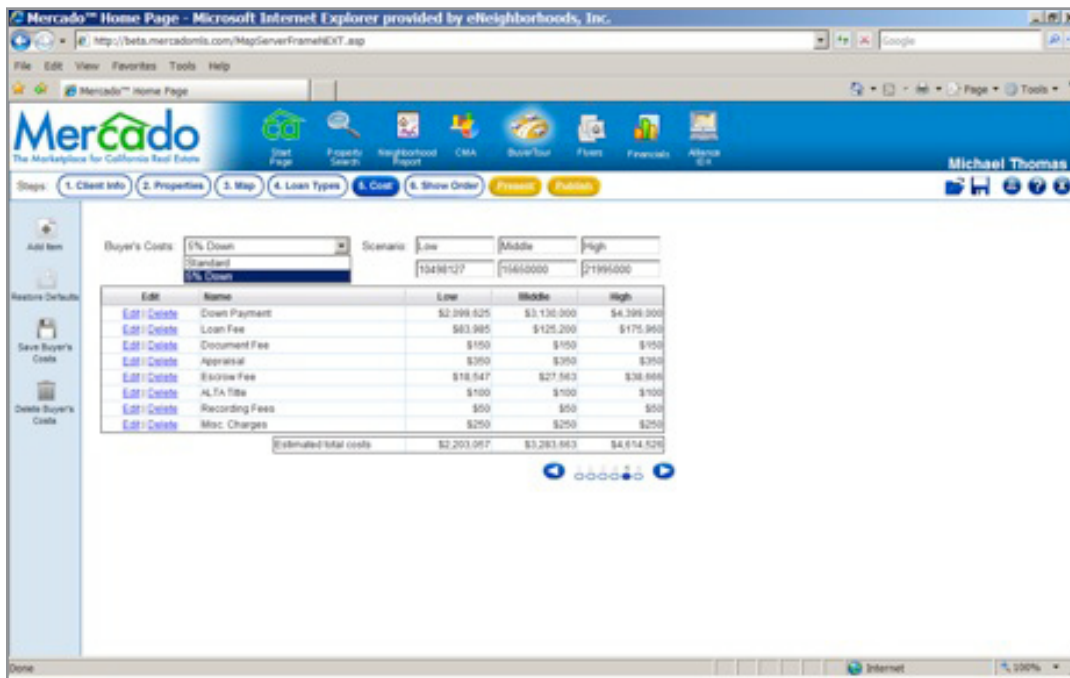
Edit	Name	Low	Middle	High
Edit / Delete	Down Payment	\$2,099,625	\$3,130,000	\$4,399,000
Edit / Delete	Loan Fee	\$83,985	\$125,200	\$175,960
Edit / Delete	Document Fee	\$150	\$150	\$150
Edit / Delete	Appraisal	\$350	\$350	\$350
Edit / Delete	Escrow Fee	\$18,547	\$27,563	\$38,664
Edit / Delete	ALTA Title	\$100	\$100	\$100
Edit / Delete	Recording Fees	\$50	\$50	\$50
Edit / Delete	Misc. Charges	\$250	\$250	\$250
Estimated total costs		\$2,283,957	\$3,283,663	\$4,614,524

Once the necessary changes have been made, you can save the buyer costs sheet as a template to use again.



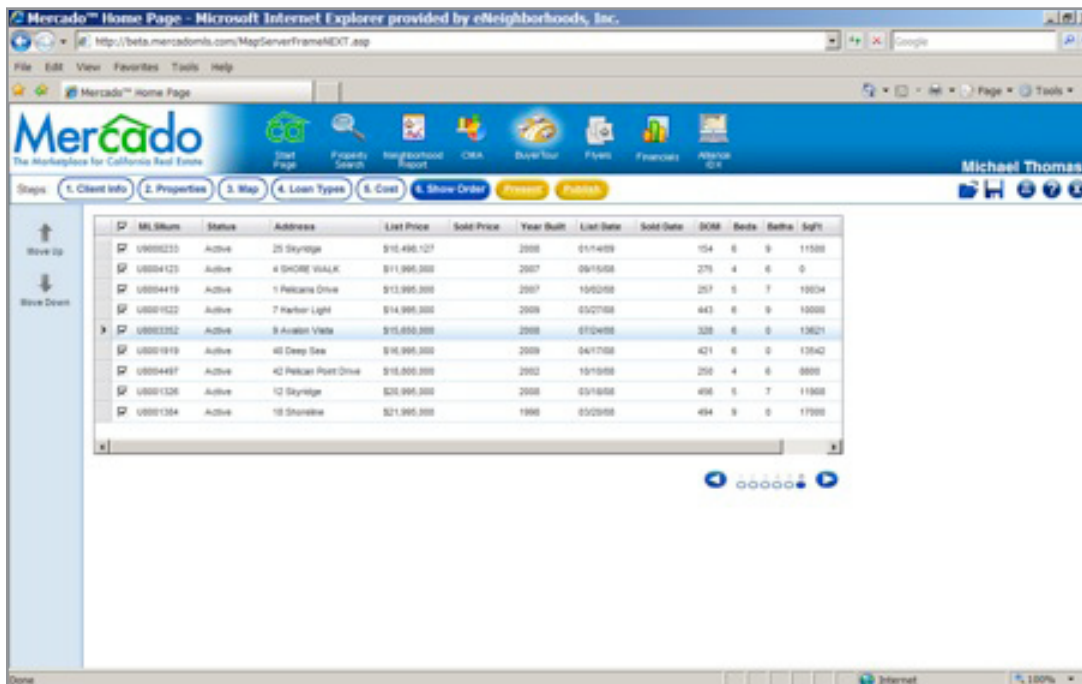
The screenshot shows the Mercado Home Page in Microsoft Internet Explorer. A dialog box is open over the "Buyer's Costs" sheet, prompting the user to "Please name and save your custom Buyer's Costs". The dialog box has an "OK" button and a "Cancel" button. The "Buyer's Costs" sheet is visible in the background, showing the same table of cost items as in the previous screenshot.

The new cost sheet will then be saved in the drop down.



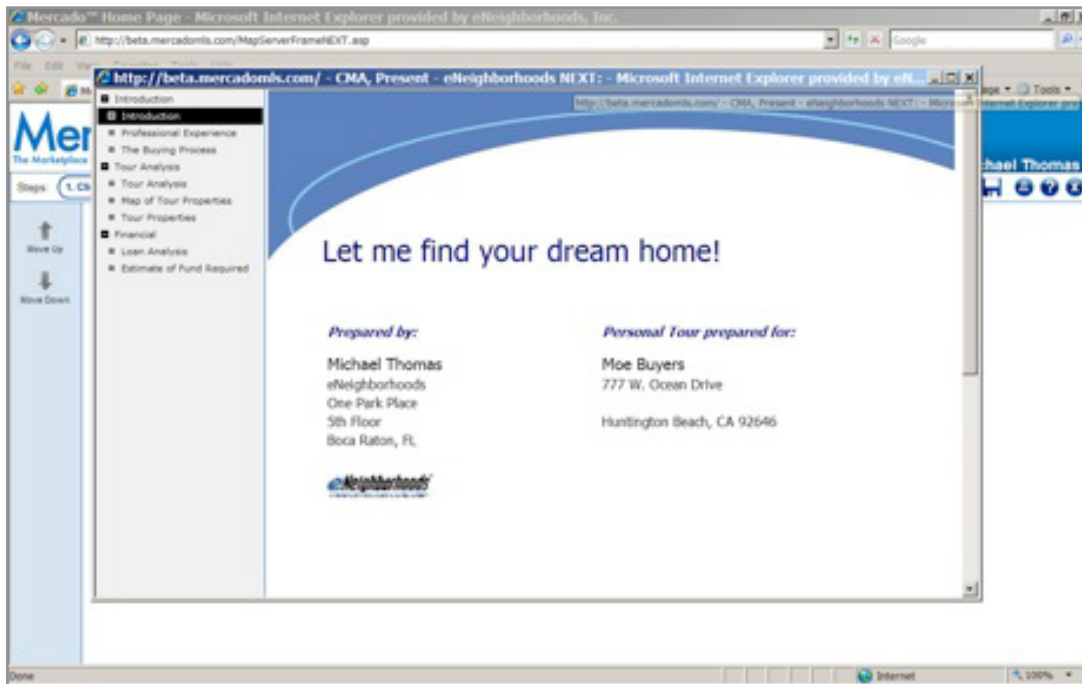
## 6. Show Order

You can classify the order in which the tour will proceed using Show Order. The homes will then be numbered on the map for the client.



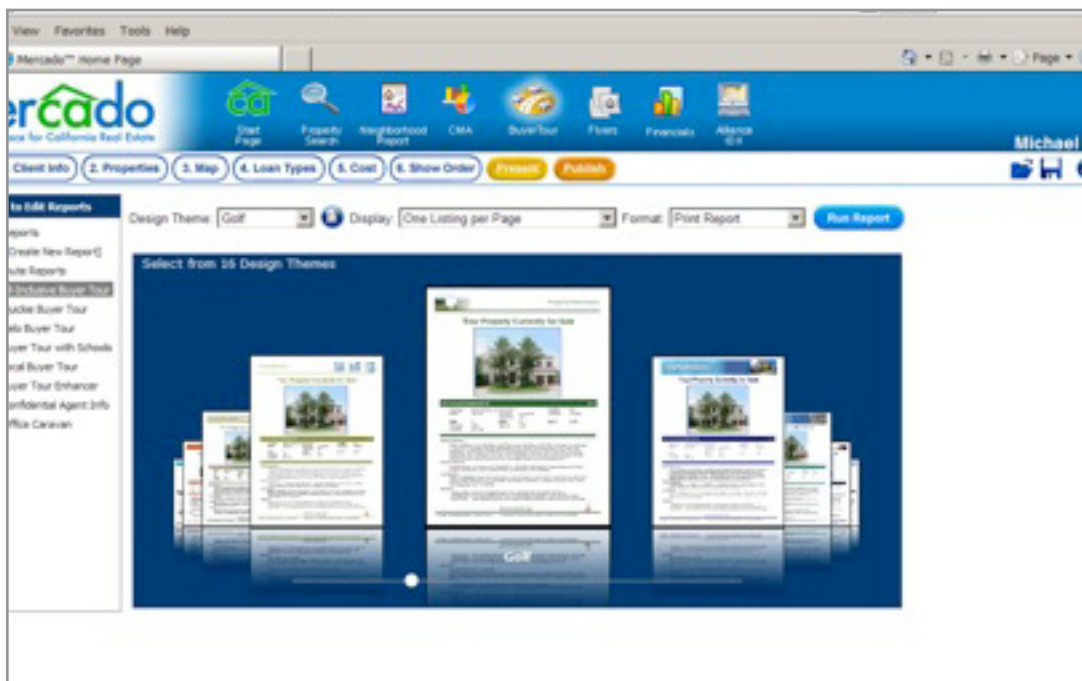
## Present

Present Mode enables you to preview all that may be included in a Buyer Tour report and use it as a visual presentation.

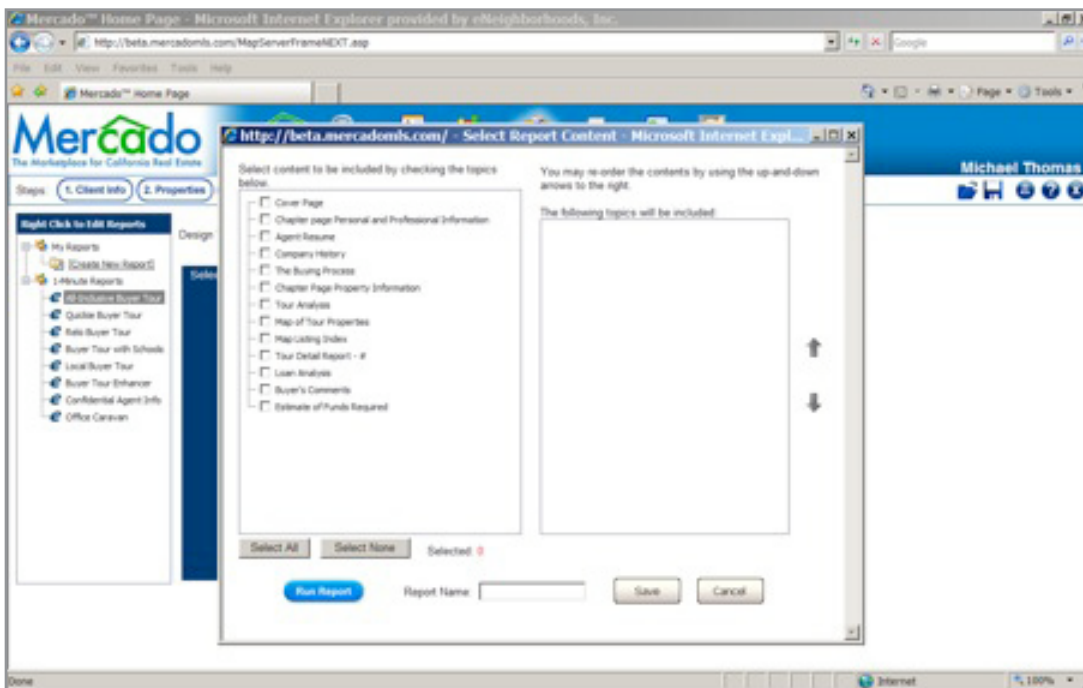


## Publish

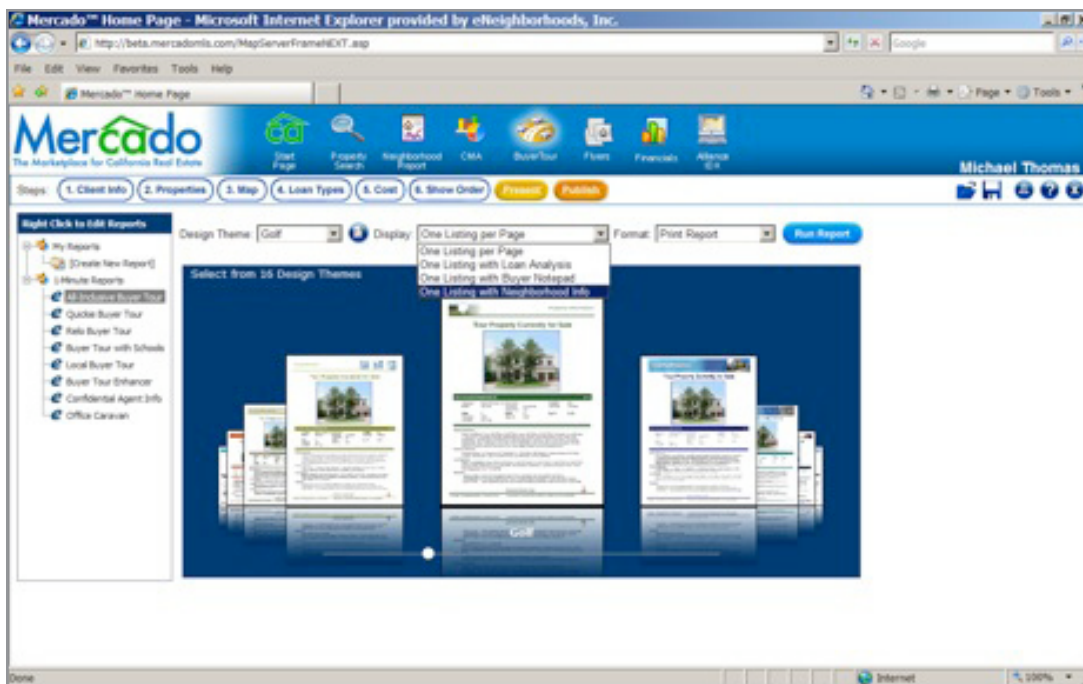
This is where you choose the report type and the design theme you want to use.



By clicking on Create New Report, you may select the pages you wish to use and save that template with a name of your choosing. **Run Report** will then publish the report to a PDF.



In the Display drop down, you may select either One listing per page, Listing with the Loan scenario, or you may print the listing with an area for Buyers to take notes.



**Run Report**

Automatically convert the report to a PDF.

