



immoafrica
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ImmoAfrica Management System (IMS)



ImmoAfrica Management System (IMS)

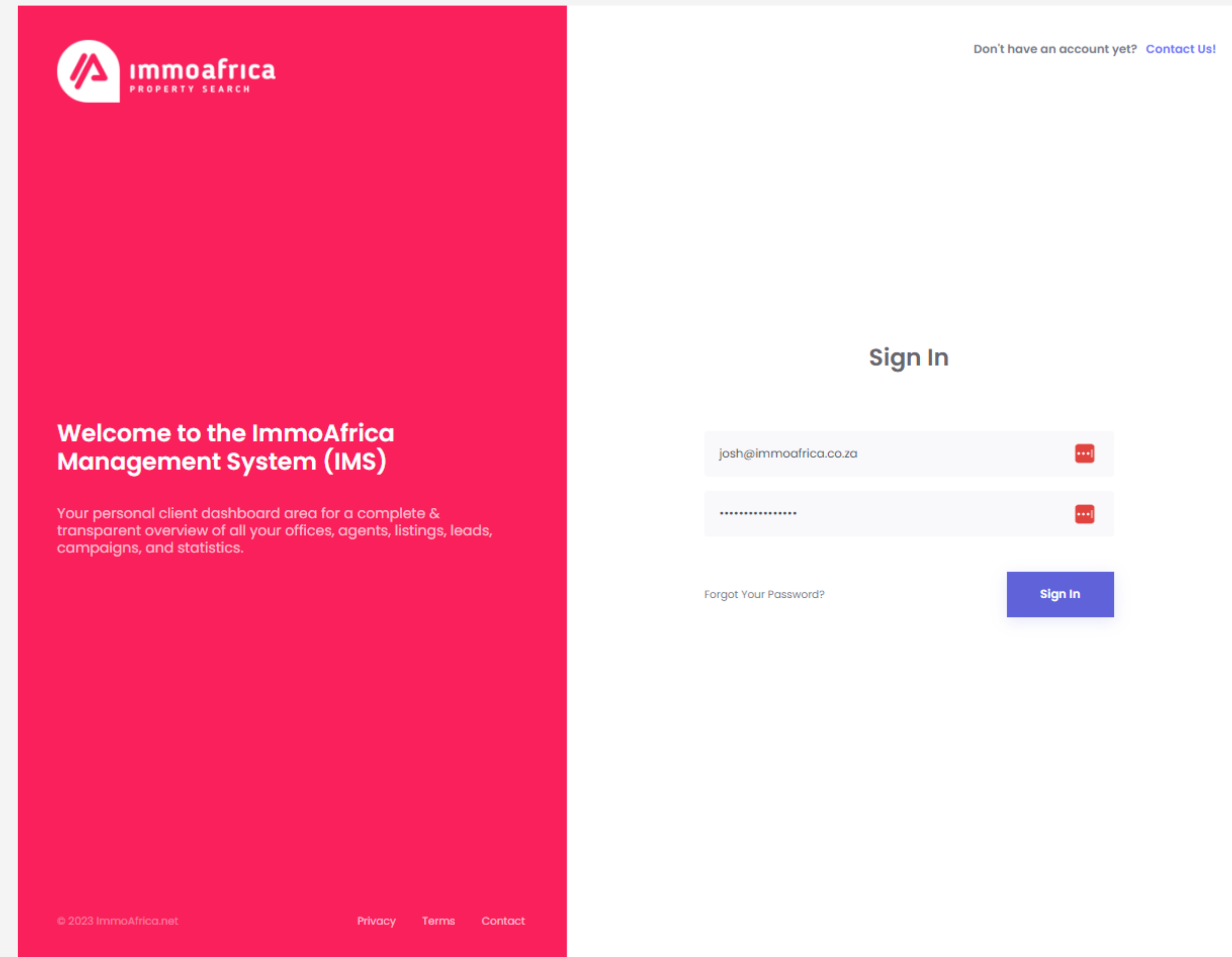
Introduction / Setup

If you are reading this guide, it means that you have activated your account, received your login credentials and are ready to log into IMS at the following URL:

<https://manage.immoafrica.net/>

If you have not received your login credentials, or are battling to log in, please submit the form on the following page and one of our support engineers will assist you immediately:

<https://pro.immoafrica.net/contact/>



ImmoAfrica Management System (IMS)

Dashboard

Your Dashboard area offers a high-level snapshot of your daily **Listing Views** on ImmoAfrica, as well as direct links to your **Offices, Agents, Listings, Leads, Performance** and **Insights Explorer**.

Furthermore, you can update your username and password on the **My Profile** page as well as **Send Feedback** if there are any new features you would like to see going forward.

The **Optimise Exposure** section provides an overview of ImmoAfrica's paid plans and how these might help in growing your brand, traffic and leads. If you need help with picking the right plan for your agency, please book a [15-minute online consultation](#).

The screenshot displays the ImmoAfrica Management System (IMS) Dashboard. The interface includes a sidebar menu with the following items: Dashboard, Manage, Analyse Performance, Insights Explorer, Optimise Exposure, and My Profile. The main dashboard area features a header with the ImmoAfrica logo and the user's name, 'Hi, Josh Eberle'. A prominent line chart shows 'Mon Feb 13 2023' with 'Page Views: 14612'. Below the chart, there are nine tiles representing different management areas: Offices (Manage your offices), Agents (Manage your agents), Listings (Manage your listings), Leads (Review & download your email leads), Analyse Performance (Review your last 30 days performance), Insights Explorer (Explore your listing views, leads & conversion rate), Optimise Exposure (Switch plans to optimize your exposure), My Profile (Manage your contact details, password & email preferences), and Send Feedback (Let us know how we can improve our services). The footer contains the copyright notice '2023 © ImmoAfrica.net' and links for Portal, Solutions, Terms, and Privacy.

ImmoAfrica Management System (IMS)

Manage > Offices

The **Offices** page provides an overview of all your active offices on ImmoAfrica.

You can quickly and easily view all residential and commercial listings for any **specific office** by clicking the kebab menu.

To sort your offices by listing views or leads, simply click the views/leads column headings. Click once for ascending, twice for descending.

NB: You cannot update any office contact details within IMS, this will need to be changed at the source (e.g. Prop Data, Fusion, Entegral, Webbox, etc.). Once updated at the source, the changes will reflect on ImmoAfrica max. 24 hours later.

The screenshot displays the 'Offices' management interface. On the left is a navigation menu with 'Manage' selected. The main content area shows a table of active offices. The table has the following columns: Actions, Date Listed, Status, Office, Views, Leads, Email Address, Office Number, and Feed to Aggregators. Red arrows point to the 'Views' and 'Leads' column headers, indicating that clicking them allows for sorting the list. The table contains 10 rows of office data.

Actions	Date Listed	Status	Office	Views	Leads	Email Address	Office Number	Feed to Aggregators
▶ ⋮	04-Jul-2019	Active	RealNet - Hartbeespoort	9290	468	hartbeespoortgr...	(012) 2530330	Y
▶ ⋮	04-Jul-2019	Active	RealNet - Platinum	5343	432	platinumgreat...	(021) 9306518	Y
▶ ⋮	04-Jul-2019	Active	RealNet - Brits	4943	377	britsareagreat...	(012) 2525480	Y
▶ ⋮	29-May-2020	Active	RealNet - Sandton	6487	369	rainmakingreat...	(011) 6558000	Y
▶ ⋮	26-Aug-2020	Active	RealNet - Rustenburg	4577	324	rustenburggreat...	(014) 9409902	Y
▶ ⋮	04-Jul-2019	Active	RealNet - Witbank	5242	321	witbankgreat...	(013) 8560608	Y
▶ ⋮	04-Jul-2019	Active	RealNet - Centurion City	4233	231	centurioncompr...	(012) 6547706	Y
▶ ⋮	04-Jul-2019	Active	RealNet - Pretoria	2327	192	lungwinigreat...	(011) 9323906	Y
▶ ⋮	04-Jul-2019	Active	RealNet - Polokwane	2770	176	polokwanegreat...	(015) 2970899	Y
▶ ⋮	04-Jul-2019	Active	RealNet - Bloemfontein	4971	173	info@bloemgreat...	(051) 4304790	Y

ImmoAfrica Management System (IMS)

Manage > Agents

The **Agents** page provides an overview of all your active agents on ImmoAfrica.

You can quickly and easily view all residential and commercial listings for any **specific agent** by clicking the kebab menu.

NB: You cannot update any agent's contact details within IMS, this will need to be changed at the source (e.g. Prop Data, Fusion, Entegral, Webbox, etc.). Once updated at the source, the changes will reflect on ImmoAfrica max. 24 hours later.

The screenshot displays the 'Agents' page in the ImmoAfrica Management System. The page header includes the ImmoAfrica logo and the text 'Hi, RealNet South Africa'. The left sidebar contains a navigation menu with options: Dashboard, Manage (highlighted), Offices, Agents, Listings, Leads, Analyse Performance, Insights Explorer, Optimise Exposure, My Profile, and Send Feedback. The main content area shows a table of agents with the following columns: Actions, Agent, Cellphone, Phone, and Email Address. A red line points to the kebab menu icon in the Actions column for the first agent, Zyx De Melo. The table lists 10 agents, and the footer indicates 'Showing 1 - 10 of 532'.

Actions	Agent	Cellphone	Phone	Email Address
⋮	Zyx De Melo	066 207 8951	(012) 2530330	zyxdemelo@realnet.co.za
⋮	Ziona Bess	079 822 7196	(011) 7924606	zionab@realnet.co.za
⋮	Zibusiso Moyo	081 381 9028	(011) 7924606	zibusisom@realnet.co.za
⋮	Zhamel Burger	071 499 9982	(021) 872983	zhamelb@realnet.co.za
⋮	Zoyi Wolpe	082 438 009	(011) 7924606	zoyiw@realnet.co.za
⋮	Zander Brooks	082 786 0038	(012) 6560608	zanderb@realnet.co.za
⋮	Yolande Manzoni	074 925 7367	(012) 698923	yolande.manzoni@realnet.c...
⋮	Yolande Macalagh	076 656 4836	(016) 268799	yolande.macalagh@realnet...
⋮	Yana Vergie	082 495 8577	(011) 7924606	yana@realnet.co.za
⋮	Wilno Bosch	064 657 8950	(012) 6560608	wilnob@realnet.co.za

ImmoAfrica Management System (IMS)

Manage > Listings

The **Listings** page provides an overview of all your listings (residential & commercial) on ImmoAfrica.

Use the filters at the top of the page to refine your search or find a specific listing.

NOTE: When searching by web ref, simply type (or copy/paste) the web ref number and hit the tab key

You can **view any listing on ImmoAfrica** by clicking the kebab menu.

The **Edit option** on the kebab menu allows you to edit any given listing (see next slide for details).

Hi, RealNet South Africa **R**

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Dashboard

Manage

Offices

Agents

Listings

Leads

Analyse Performance

Insights Explorer

Optimise Exposure

My Profile

Send Feedback

Listings

Search...

Status: Active

Type: All

Featured: Not Filtered

Actions	Web Ref	Source ID	Date Listed	Status	Price/Rental	Views ↓	Leads	Featured
▶ ⋮	IA0003813229	RLI07875	07-Jan-2021	Active	760,000	258	19	N
▶ ⋮	IA0004599463	RLI22797	19-May-2022	Active	3,000	236	15	N
▶ ⋮	IA0003709958	RLI05840	16-Oct-2020	Active	17,500	191	17	N
▶ ⋮	IA0004678480	RLI24024	06-Jul-2022	Active	4,900	183	15	N
▶ ⋮	IA0004601283	RLI22838	20-May-2022	Active	4,000	170	14	N
▶ ⋮	IA0004670842	RLI18736	01-Jul-2022	Active	10,900	162	15	N
▶ ⋮	IA0004344033	RLI17741	08-Nov-2021	Active	12,499	155	16	N
▶ ⋮	IA0004509649	RLI21006	13-Mar-2022	Active	4,500	146	5	N
▶ ⋮	IA0004269395	RLI16426	21-Sep-2021	Active	12,500	143	4	N
▶ ⋮	IA0004134293	RLI13990	02-Jul-2021	Active	480,000	138	3	N

Showing 1 - 10 of 6003

ImmoAfrica Management System (IMS)

Manage > Listings > Edit

Editing a listing allows you to do two things;

- 1. Hide/remove a listing** by changing the Display Status to inactive. This is a useful feature if a particular listing was not automatically removed via the nightly sync (or for whatever other reason).
- 2. Feature/boost a listing.** Depending on the plan you're running on, you'll get a certain quota of featured listings. By default, your most recently added listings are marked as featured. To override this setting, simply edit the listings you'd like to feature instead, select YES under the Featured option and click submit.

NB: Any changes you make to a listing will only take effect after the next import run (sync), which happens every night between 12 and 2 am. In short, updates will take a max. of 24 hours to reflect on ImmoAfrica.

The screenshot displays the 'Edit Listing - 3813229' page in the ImmoAfrica Management System. The page layout includes a sidebar on the left with navigation options: Dashboard, Manage, Analyse Performance, Insights Explorer, Optimise Exposure, My Profile, and Send Feedback. The main content area contains the following fields and controls:

- Source:** REALNETRES
- Source ID:** RLID7875
- Title:** 3 Bedroom Townhouse For Sale in Brits Central
- Price:** 760000
- Display Status:** Active (dropdown menu)
- Featured:** Auto (dropdown menu)
- Buttons:** Submit (blue), Cancel (grey)

Red lines with dots at the end point from the text in the first two list items to the 'Display Status' and 'Featured' dropdown menus, respectively. The footer of the page shows '2023 © ImmoAfrica.net' and links for Portal, Solutions, Terms, and Privacy.

ImmoAfrica Management System (IMS)

Manage > Leads

The **Leads** page contains all your **email leads** that were generated on ImmoAfrica.

Use the filters at the top of the page to find leads based on the ImmoAfrica web ref, source ID, agency or agent.

NOTE: After entering the value in the search field, hit the tab key to trigger the search

Use the date picker to view all Email Leads that were generated in a specific time range.

Download your leads to Excel and import them into your own system for further processing.

NOTE: Depending on which vendor you are using, leads and stats are automatically passed back into the relevant system. Currently this is enabled for Prop Data, other vendors will follow shortly.

Hi, RealNet South Africa

Leads Feb 7 - Mar 8

Web Ref Search...

Actions	Date & Time	Status	Type	Name	Number	Email	Web Ref
▶	2023-02-07 19:36:51	Active	Buyer	Nabielah	0733614443	nabielahoustun@gmail.com	IA0004908...
▶	2023-02-10 08:13:20	Active	Buyer	Rorisang mashigo	074676244	mashigororisang40@gmail.c...	IA0004216...
▶	2023-02-12 15:09:52	Active	Buyer	Hester Moore	0834200706	hester.fudgepicloud.com	IA0004934...
▶	2023-02-13 12:44:22	Inacti...	Buyer	Rose	0649297385	roseline.motsemme@gauten...	IA0004538...
▶	2023-02-14 05:53:24	Active	Buyer	Thembakal	084 062 999	mabothembakal783@gma...	IA0003879...
▶	2023-02-14 06:59:28	Inacti...	Buyer	Arle Claassens	08285655...	arlecl@gmail.com	IA0004534...
▶	2023-02-14 19:58:45	Active	Buyer	Molise jager	076662746	jagermolise@net	IA0004982...
▶	2023-02-14 20:44:16	Inacti...	Buyer	Kim Throughty	082 999 7766	kimthroughty@gmail.com	IA0004842...
▶	2023-02-15 15:35:11	Inacti...	Buyer	Rose	072748860	roseline.motsemme@gauten...	IA0003784...
▶	2023-02-16 21:11:53	Active	Buyer	Johannes	082647465...	jenyani.j@gmail.com	IA0004931...

Download to Excel

ImmoAfrica Management System (IMS)

Analyse Performance

The **Analyse Performance** page provides a visual presentation of your performance on ImmoAfrica.net. Specifically;

Date Picker

Allows you to set your date range (default = past 30 days)

Listing Views

Total listing views in given date range

Lead Breakdown

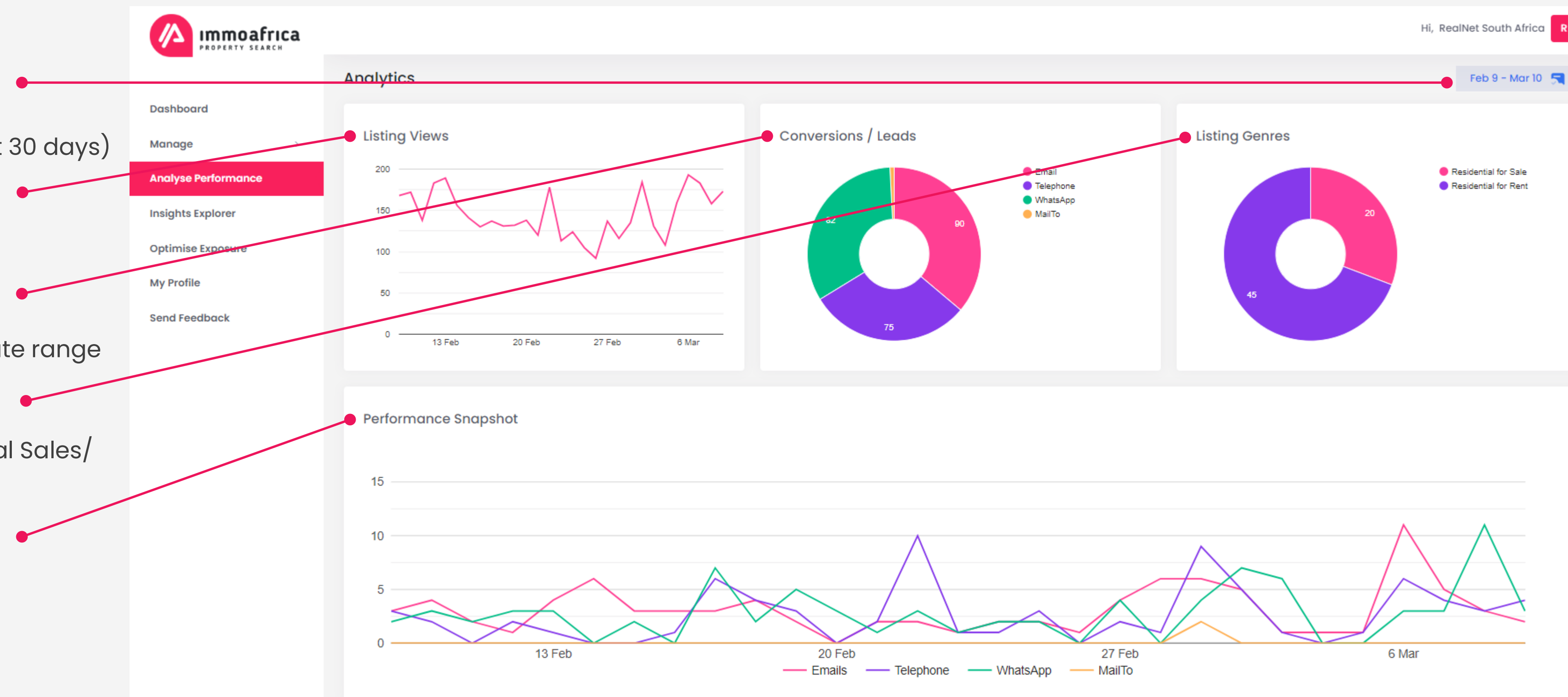
Total leads (Email, Phone, Whatsapp) in given date range

Listing Genres

Total leads based on listing genres (i.e. residential Sales/Rentals, Commercial Sales/Rentals)

Performance snapshot

Display of various leads on any given day



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Insights Explorer

The **Insights Explorer** page provides a transparent, numeric presentation of your performance on ImmoAfrica.net. Specifically;

Date Picker

Allows you to set your date range (default = past 30 days)

Listing Views

Total listing views in given date range

Email, Phone, WhatsApp & Mailto Leads

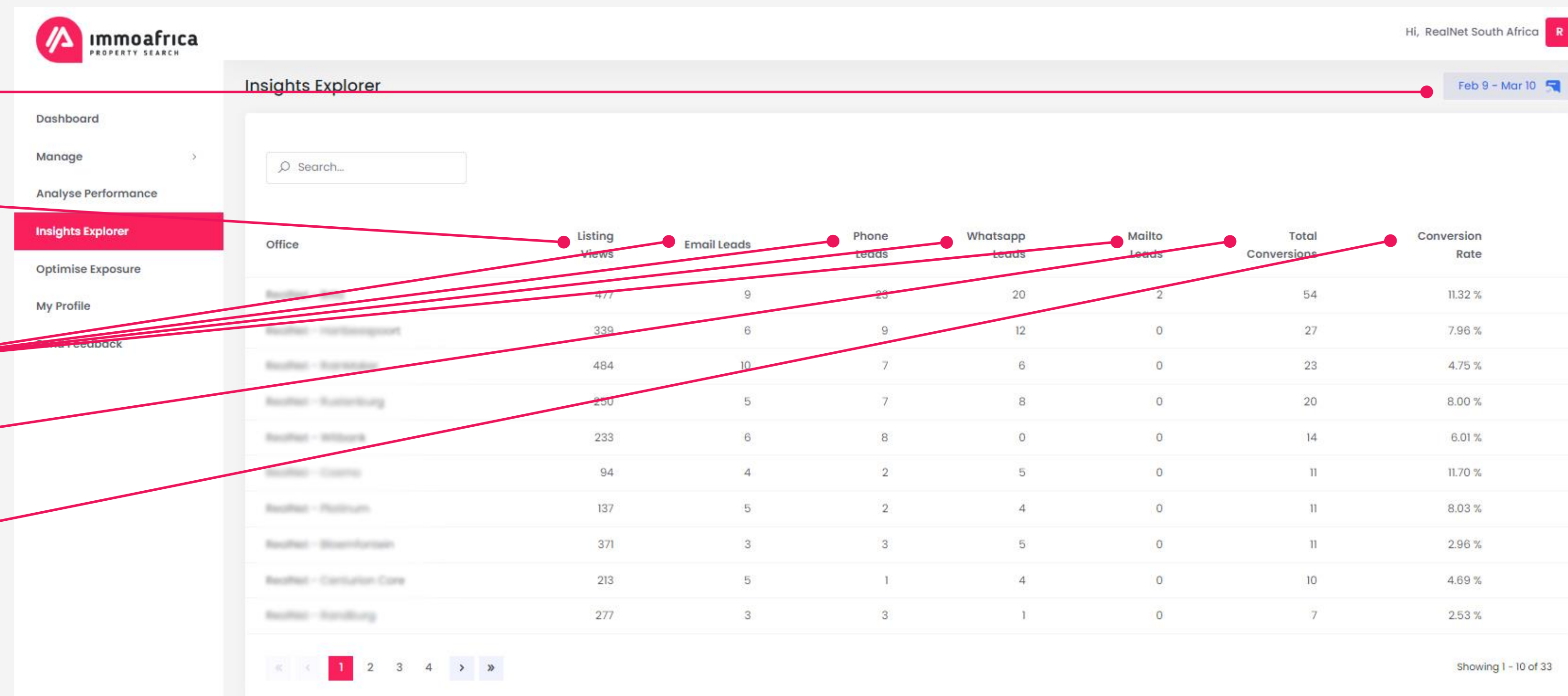
Segmented leads in given date range

Total Conversions

Total amount of all leads in given date range

Conversion Rate

Your office's conversion rate, i.e. total leads generated from the total number of listing views



ImmoAfrica Management System (IMS)

Optimise Exposure

The **Optimise Exposure** page provides an overview of ImmoAfrica's paid plans.

For agencies looking to further **grow their brand, traffic and leads with ImmoAfrica**, upgrading to any of these will give you just that.

While ImmoAfrica's performance depends largely on the areas you operate in, how many and what sort of listings you're marketing, we generally suggest the following;

Essentials Plan > Agencies with ≤ 50 listings

Business Plan > Agencies with 50 to 200 listings

Professional Plan > Agencies with 200+ listings

Hi, RealNet South Africa

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Dashboard

Manage

Analyse Performance

Insights Explorer

Optimise Exposure

My Profile

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R899 pm
Essentials

Unlimited agents
Unlimited listings
Unlimited photographs
30 Featured listings (PULSE)
Instant lead notifications
Auto email alerts to relevant buyers/renters
1x Carbon copy on agent email Leads
Agency brand display on listing cards
Single-agent profile display
Feed to partner network (all listings)
Promoted on partner network (only featured)
Track listing and lead performance (IMS)
Support (48 hours)

R1,799 pm
Business

Unlimited agents
Unlimited listings
Unlimited photographs
100 Featured listings (PULSE)
Instant lead notifications
Auto email alerts to relevant buyers/renters
2x Carbon copy on agent email Leads
Agency brand display on listing cards
Multi-agent profile display
Verified agent badge
Branded mobile ads (5 Suburbs)
Feed to partner network (all listings)
Promoted on partner network (only featured)
Track listing and lead performance (IMS)
Dedicated support (24 hours)

R2,999 pm
Professional

Unlimited agents
Unlimited listings
Unlimited photographs
200 Featured listings (PULSE)
Instant lead notifications
Auto email alerts to relevant buyers/renters
3x Carbon copy on agent email Leads
Agency brand display on listing cards
Multi-agent profile display
Verified agent badge
Branded mobile ads (10 Suburbs)
Feed to partner network (all listings)
Promoted on partner network (only featured)
Track listing and lead performance (IMS)
Animated desktop ads (10 Suburbs)*
Dedicated support (24 hours)

* Once-off Setup fee for HTML5 banner

Contact Sales

Contact Sales

Contact Sales

ImmoAfrica Management System (IMS)

My Profile

The **My Profile** page allows you to update your **contact details**, change your **password** as well as specify the automated **email report frequency**.

This can be set to daily, weekly or monthly – or be turned off completely should you wish to manually track your performance via IMS (or your vendor software) as and when you choose to.

Hi, RealNet South Africa R

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Dashboard
Manage >
Analyse Performance
Insights Explorer
Optimise Exposure
My Profile
Send Feedback

My Profile

Name
RealNet South Africa

Email Address
realnet@realnet.co.za

Phone Number
+27 86 046 0460

Insights Email Frequency
Monthly

[Click here to Change your Password](#)

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Send Feedback

The **Send Feedback** page allows you to submit new feature requests that you would like to see in future, as well as provide any further feedback you'd like to share with us.

The screenshot displays the 'Send Feedback' page within the ImmoAfrica Management System. The page layout includes a sidebar on the left with a menu containing 'Dashboard', 'Manage', 'Analyse Performance', 'Insights Explorer', 'Optimise Exposure', 'My Profile', and 'Send Feedback' (which is highlighted in red). The main content area is titled 'Send Feedback' and contains a form with the following fields: 'Name' (with the value 'RealNet South Africa'), 'Phone number' (with the value '+27 85 545 5455'), 'Email address' (with the value 'colly@realnet.co.za'), and 'Your Message' (a large text area). Below the message field is a small text note: 'We'll never share your email with anyone else.' A blue 'Submit' button is located at the bottom of the form. The footer of the page includes the copyright notice '2023 © ImmoAfrica.net' and a navigation menu with links for 'Portal', 'Solutions', 'Terms', and 'Privacy'.



Thank you.

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