



1.1.1 OPEN HOUSES - ONLY LISTINGS
 The Open House Calendar is essentially a search result for: ALL OPEN HOUSES. Only the property listings that have an open house will display in the list (same as any other search result). Open houses are input through the CMS on each individual property listing.

1.2 EXCLUSIVE LISTINGS
 The complex functions of this area will produce, initially, very limited results, yet it is necessary compromise considering that the site is designed to sustain the agency's rapid growth.

VOW Real Plus & WPMLS
 These multiple listings services (MLS) offer comprehensive property searches that include ALL listings reported by industry members (through REBNY and WPMLS). They are 3rd party channels whereby searches happen through entering an external website. FDT of has no control over their content, design nor functionality other than some basic css styling (WPMLS) and brand banners (All NYC).

3.0, 4.0 & 5.0 RESOURCES
 This area of the site is designed to inform and guide all FAREg users: Buyers, Sellers, Renters and Leasers.

3.4 PROPERTY VALUATION
 Within Resources we will advertise a fee-for-service option to which is attached a request form.

3.6 GLOSSARY & 3.7 MARKET REPORT
 This content will be shared between all sections of the resources area.

6.0 BLOG & NEWS
 The BLOG is combined FAREg posts and NEWS (RSS news feeds and FAREg News) The blog includes the option to post comments. Commenting is an activity limited to registered users (Commentor name e-mail address). FAREg can see comments via dashboard and to the minute alerts. Via admin, comments can be deleted and commentors can be blacklisted.

6.1/6.3 INDUSTRY & AGENCY NEWS
 The landing page of News includes snippets from RSS feeds and internal FAREgroup News. RSS feeds will include a link to its own source article, while FARE Group News will open dedicated pages within the Blog (6.3) Content is shared with LinkedIn, Facebook and Twitter social networks.

7.2.1 AGENT PAGE
 Agent page shows, in addition to his/her bio, the list of active and sold properties. List of properties follows the same template layout criteria of a 1.1 Property search result.

7.4 JOB OPPORTUNITY SUBMISSION FORM
 This form includes the option to upload a file (Doc or PDF only - or whatever is considered a secure format).