

# Company Listing Plan Reference Guide

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- Adding or removing brokers to the company plan

## GLOSSARY

## Company Admin Dashboard

The Company Admin dashboard is the admin's tool for managing the company listing plan.

### HOW TO ACCESS THE DASHBOARD

1. Log in to your LoopNet account
2. On the left side of the My LoopNet page, click "Company Listing Plan"

### Listing Plan Details

- **Company Listing Plan:** Total number of Premium Listings included in your company listing plan
- **Allocated Premium Listings:** Total number of Premium Listings in the company listing plan that are currently allocated/assigned to brokers
- **Unallocated Premium Listings:** Total number of Premium Listings in the company listing plan not yet allocated/assigned to brokers

### BROKER DETAILS

You can view how Premium Listings have been allocated to each broker in the company listing plan as well as how each broker is using their Premium Listings.

**Note:** If you are the admin for more than one Company Listing Plan contract, you must first select the contract that you are interested in to view those brokers.

- **All Brokers:** Will display all the brokers from the selected contract, included in your company listing plan
- **Brokers with unused Premium Listings:** Will display all the brokers from the selected contract that have unused Premium Listings
- **Brokers with Standard Listings:** Will display all the brokers from the selected contract that have Standard listings
- **Broker Name:** Allows you to search for a broker by name from the selected contract
- **View Listings:** You can view a broker's actual listings by clicking "View Listings"

### SEARCHING FOR SPECIFIC LISTINGS & SORTING RESULTS

You can search for specific listings from a broker by using the Filter Listings link. This tool allows you to use any combination of the available filters.

Filters include:

- Listing Type
- Listing Status
- Property Type
- Broker Name
- Property ID
- State
- City

### TIPS

- The "Sort By" filter lets you choose how you would like your results organized: Date Added, Broker Last Name, Property Name, Address, City, State, Listing ID, or Property Type.

## Managing Your Plan

### ALLOCATING LISTINGS TO BROKERS

There are 3 different ways you can allocate the Premium Listings in your plan to the brokers.

#### Option 1: Manually Assign Premium Listings to Brokers

Manually change the number of Premium Listings each individual broker has from the company plan.

1. Log in to your LoopNet account
2. On the left side of the "My LoopNet" page, click "Company Listing Plan"
3. Under the "Premium Listing Plan" column, click the up or down arrow to increase or decrease the number of Premium Listings an individual broker has. Or, type a number directly in the box.
4. Click the "Save" button on the bottom right

- TIPS**
- Use the Filter Brokers drop down to easily locate specific brokers
  - If Auto Assign Premium Listings is on, your changes may be overridden at the end of the day
  - Brokers will not be automatically notified if any Premium Listings are assigned or removed from their account. We recommend you proactively reach out to the brokers to notify them of any changes.

#### Option 2: Evenly Allocate Premium Listings

Evenly distribute all of your unallocated premium Listings to the brokers included in the company listing plan.

1. Log in to your LoopNet account
2. On the left side of the "My LoopNet" page, click "Company Listing Plan"
3. Under the "Unallocated Premium Listings" click "Evenly Allocate"

- TIPS**
- The option will only apply to any unallocated Premium Listings. Listings that have already been allocated will not be affected.
  - Brokers will not be automatically notified if any Premium Listings are assigned or removed from their account. We recommend you proactively reach out to the brokers to notify them of any changes.

#### Option 3: Auto Assign Premium Listings

Every night the system automatically allocates all Premium Listings in your plan to the newest company listings on the broker's accounts included in the plan. Older\* listings will be downgraded to Standard if there are not enough Premium Listings available to cover all the new listings.

1. Log in to your LoopNet account
2. On the left side of the "My LoopNet" page, click "Company Listing Plan"
3. At the top right of the Company Admin Page, click "Auto-Allocate Premium Listings"

- TIPS**
- Listing allocation is updated daily
  - Brokers will not be automatically notified if any Premium Listings are changed from Premium to Standard We recommend you proactively reach out to the brokers and notify them of how the account is being managed.

## Managing Listings for Broker's on Your Plan

### CHANGING SPECIFIC LISTINGS FROM STANDARD TO PREMIUM

For each broker on the Company Listing Plan, you can determine which of their specific listings are Premium and which ones are Standard.

1. Log in to your LoopNet account
2. On the left side of the "My LoopNet" page, click "Company Listing Plan"
3. Click "View Listings" for the desired broker
4. Click "Upgrade" next to the Standard Listing you would like to make Premium
5. Select the Premium Listing you would like to change to Standard from the drop-down menu.
6. Click "Swap"

- TIPS**
- Brokers will not be automatically notified if any Premium Listings are changed from Premium to Standard. We recommend you proactively reach out to the brokers and notify them of how the account is being managed.
  - If a Broker would like to make changes to their actual listing content, refresh the listing or update the listing status they will have to log in to LoopNet with their own credentials and make the changes on their "My Listings" page.

## Making Changes to Your Company Listing Plan

Over time, you may need to add ore remove brokers and admins from the plan or increase the number of Premium Listings included in the plan.

### Adding or Removing Brokers to Your Company Plan

- Contact your Account Executive to request changes
- Changes can be made at anytime
- There is no fee for this change

### Adding or Removing Company Admins

- Contact your Account Executive to request changes
- Changes can be made at anytime
- There is no fee for this change

### Adding Additional Premium Listings to Your Company Listing Plan

- Contact your Account Executive to request changes
- Changes can be made at anytime
- There will be a charge to cover the additional Premium Listings added to the plan

## Communicating to the Brokers on Your Plan

### INTERNAL COMMUNICATION PLAN

Brokers are not automatically notified by LoopNet of any changes the Company Admin makes to their account. It is the Company Admin's responsibility to communicate any changes to the broker.

The Company Admin should notify the broker of any changes including:

- How the Company Listing Plan is being managed — especially if you choose to use the Auto-Assign Premium Listings feature
- Premium Listings are added or removed from their account
- Specific listings are changed from Premium to Standard or vice versa

## Glossary

**Allocate Listings:** Distributing Premium Listings from the Company Listing Plan to brokers within the company

**Auto Allocation:** A feature that has LoopNet automatically assign the company's Premium Listings each night to the company's newest listings

**Company Admin:** A person within your company who controls the allocation of Premium Listings

**Company Listing Plan:** The number of Premium Listings purchased for your company to share amongst listing brokers.

**Even Allocation:** A feature that takes the company's unallocated Premium Listings and evenly distributes them amongst all the brokers on the company plan.

**Manual Allocation:** The act of manually adding or removing Premium Listings from an individual brokers account. Nothing is automated.

**Premium Listing:** A listing on LoopNet that can be seen by 100% of the LoopNet searching audience

**Select Contract:** View listing plans and brokers under a specific Company Listing Plan contract

**Standard Listing:** A listing on Loopnet that can only be seen by Premium Searchers (about 2% of the searcher audience)

**Swap Premium Listings:** The act of changing which listing has Premium status on LoopNet.

**Total Listings:** The number of total listings your company is currently marketing on LoopNet.

**Unallocated Premium Listings:** Number of Premium Listings in the company plan not yet allocated/assigned to brokers.

**Unused Premium Listings:** Current number of Premium Listings that have been allocated to a broker but have not been assigned to a listing.

**Used:** Current number of Premium Listings from the company plan that have been assigned to a broker and assigned to a listing.

**View all Broker Listings:** View a summary of all broker's listings in the company

**View Listings:** View all listings being marketed on LoopNet by an individual broker