

Veco User Guides – Website Uploads

Introduction

The “Veco-onesystem” software includes a built-in mechanism for uploading details, photographs, and documents to websites and property portals.

The “Veco” software can upload to any of the following web portals:

- Rightmove
- Fish4Homes
- FindaProperty
- Property Finder
- Primelocation
- LonRes

Additionally, property details can be uploaded to any portal or independent website that is designed to receive details in “Rightmove Version 3” data feed format.

Different properties can be uploaded to individual portals as required. For example, you may wish to upload your flats to a portal advertising “Flats for Rent”, but you probably do not wish to upload your farm buildings to the same portal!

Additionally, different portals can be used for letting and sales properties.

Upload Process

The process of uploading each property can be summarised as follows:

1. Tell Eurolink which portals/websites you wish to use
2. Enter property marketing information into “Veco” consisting of:
 - Marketing Lettings Details (or Marketing Sales Details)
 - Marketing Descriptions
 - Photos and Images
 - Distribution
 - Upload Documents
3. Save the individual property details
4. The details are recorded on the Eurolink “Portal Pal” central database
5. Every evening new properties/changes are sent to the portals/websites
6. Properties are processed by the portals/websites
7. Portals/websites are refreshed

Property Portals/Websites

In order to configure “Veco” to send property details to websites and property portals you must provide Eurolink with details of where on the internet the details should be sent.

The following information is required for every portal and website you wish to upload to:

- Portal/Website Name
- Company ID or reference provided by the portal company
- Office ID or reference provided by the portal company for each office
- FTP site name or IP address
- FTP username
- FTP password
- FTP upload folder

You will need to obtain this information direct from the company providing the portal or website services.

When we receive this information we will configure our central “Portal Pal” database.

Property Marketing Information

For each property you wish to upload to a portal or website you need to record the following details:

- Marketing Lettings Details (or Marketing Sales Details)
- Marketing Descriptions
- Photos and Images
- Distribution
- Upload Documents

Marketing Details

Enter either Lettings Marketing Details....

Main Details		Marketing Lettings Details	Marketing Sales Details	Marketing Descriptions	Distribution	Auction Details	Photos	Calendar
<input type="checkbox"/> Update Web Portals on Save?								
Current Status	Available							
Marketing Office	Croydon							
Responsibility Of	Paul Gorsuch		Main Photo					
Short Address	CROYDON, SURREY							
Area	Croydon							
Asking Price	£1,150.00		Board Allowed?	<input checked="" type="checkbox"/>				
Rent Period	per month		Board Erected Date	09/11/2007				
Asking Price Min	£1,092.50		Board Ref	Board1234				
Asking Price Max	£1,207.50		Sharers?	<input type="checkbox"/> Children?		<input type="checkbox"/>		
Furnished	Furnished		Smokers?	<input type="checkbox"/> DSS?		<input type="checkbox"/>		
Number of Bedrooms	3		Pets?	<input type="checkbox"/>				
Floor			Outside Space	<input type="checkbox"/>				
Available From	01/05/2008		Parking	<input type="checkbox"/>				
Available For (Months)	0		WebLink 1					
Advertising Date			Web Status	Available				
Viewing Arrangements	Weekends Only		WebLink 2					
Joint Agent?	<input type="checkbox"/>		Terms Sent?	<input type="checkbox"/>		Split Commission?	<input checked="" type="checkbox"/>	
						Split Company?	<input type="checkbox"/>	

Or Sales Marketing Details....

Important

Ensure the “Web Status” field is set to one of the following options if you wish the property to appear on websites:

- Let Agreed
- Under Offer
- Available

If you wish the property to be removed from websites set the “Web Status” to:

- Not Available

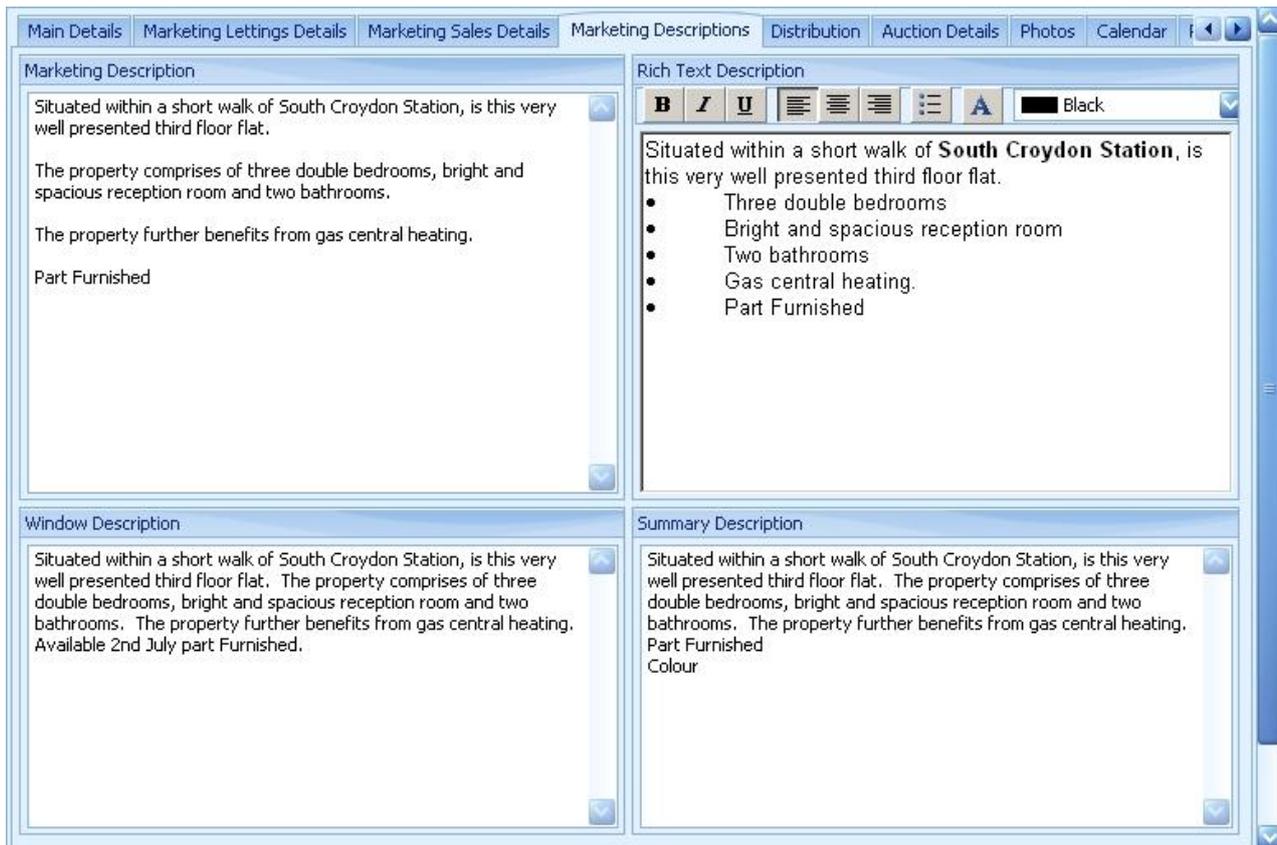
Also, ensure the field “Update Web Portals on Save” is ticked to ensure that any new details (or any changes) are immediately sent to the Eurolink “Portal Pal” database when the property is saved.

Marketing Descriptions

There are several fields into which descriptions can be entered.

The main descriptions of the property are entered on the “Marketing Descriptions” tab, but only the fields “Marketing Description” and “Summary Description” are uploaded to websites.

Further descriptions for each room in the property can be entered against each photograph on the “Photos” tab. For further details about entering photographs see the document “Veco User Guides – Property Photos”.

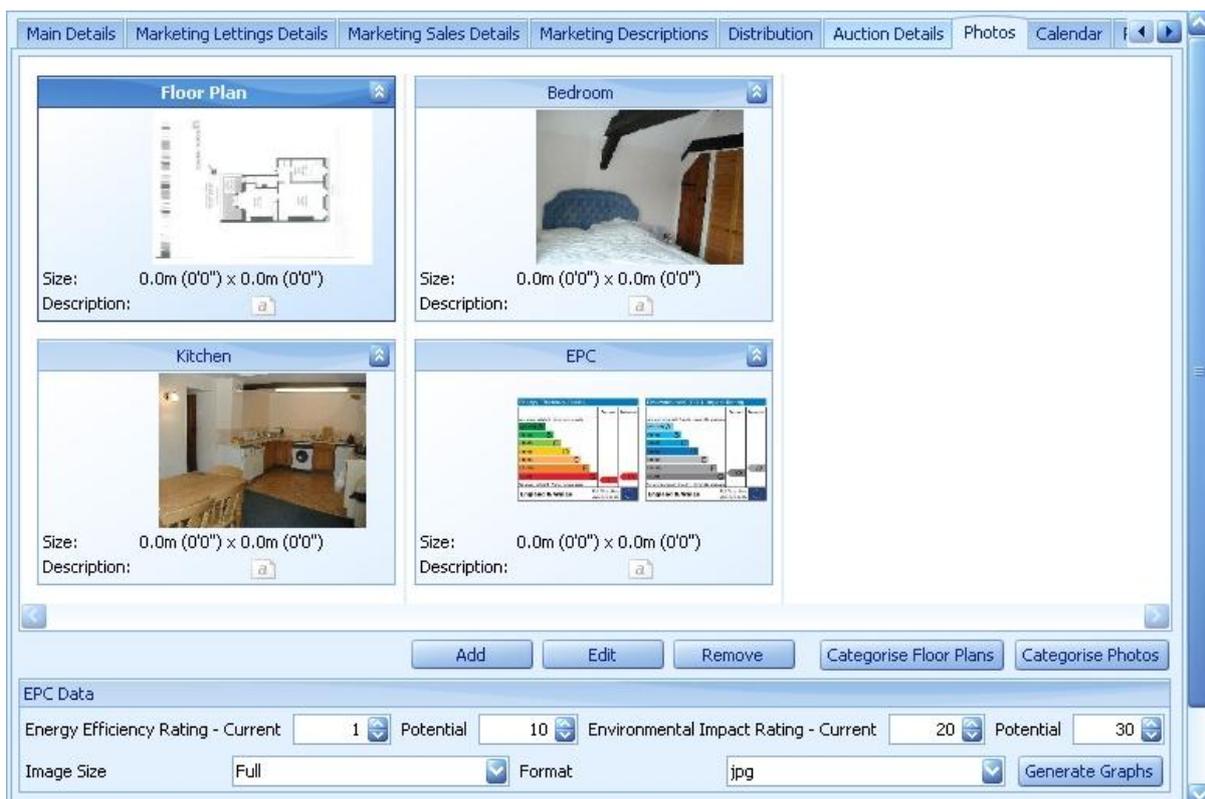


Photos and Images

The “Photos” tab allows the entry of various types of image – photographs; floor plans; and EPC graphs.

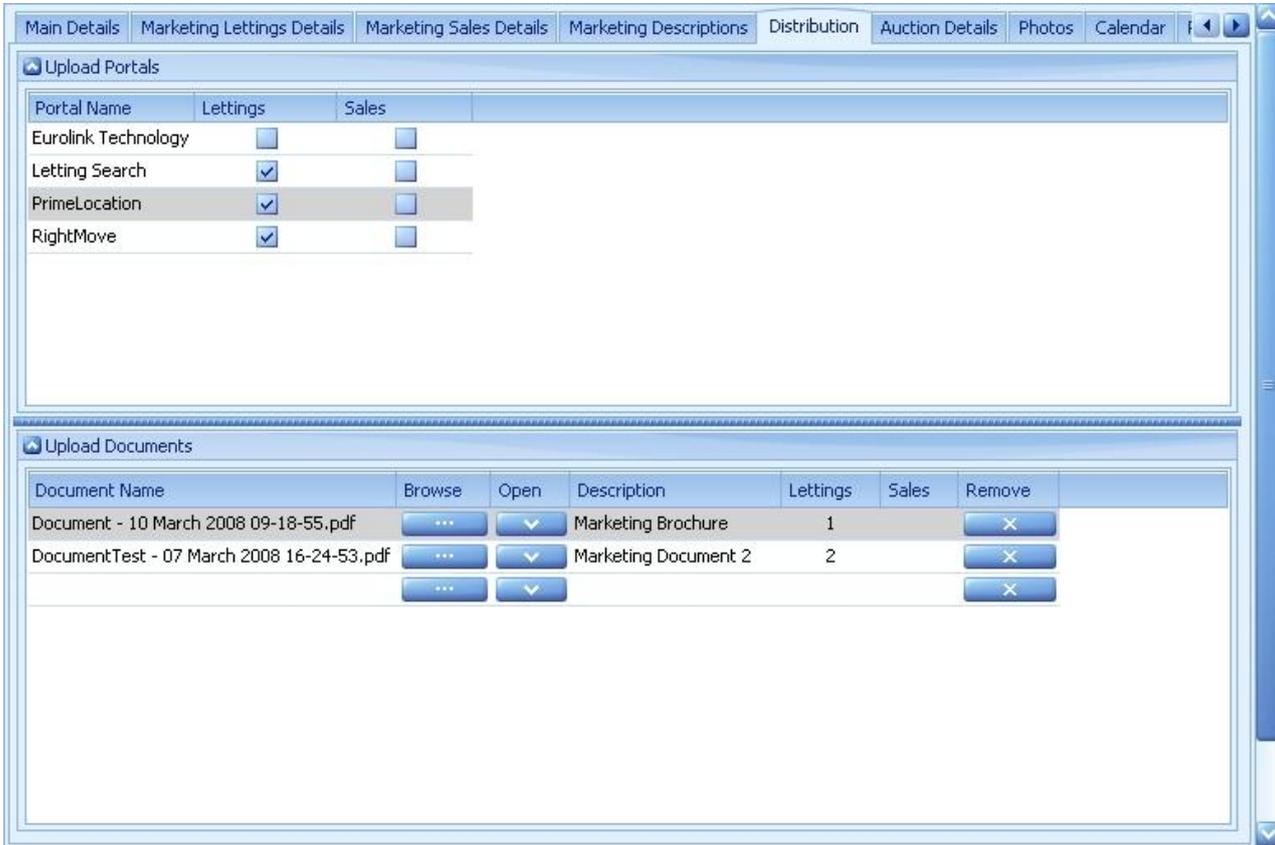
After entered images ensure they are categorised into order of importance.

For further details about entering photographs see the document “Veco User Guides – Property Photos”.



Distribution

On the “Distribution” tab tick the names of the portals or website where you wish the property to be uploaded. Each property may not necessarily need to be uploaded to every portal.



Upload Documents

“Upload Documents” are additional documents that you may wish to upload to the portals and websites. These would typically be marketing brochures and HIP information. These documents should already exist on your system as PDF documents.

To include documents as part of the upload process, go to the “Distribution” tab and browse for the relevant PDF documents in the “Upload Documents” section.

Enter a description for each document and also specify the order of priority for the documents depending on whether the property is a lettings or sales property.

Save Property Details

There are three reasons for sending property details to the Eurolink “Portal Pal” database:

1. A property needs to be newly marketing on portals and websites
2. Property details (eg rent/price, photographs) have changed and portals/website need to be updated
3. A property has been let and needs to be removed from portals and websites

To ensure that portals and websites are kept correctly updated it is important that the field “Update Web Portals on Save” is ticked after making any changes to the details but before clicking the “Save” or “Close” buttons.

If you find that a portal/website is not showing the correct information simply tick the field “Update Web Portals on Save” and then click the “Save” button.

Eurolink “Portal Pal” Central Database

Eurolink maintains a central database of all available properties which is then used to keep portals and website up-to-date.

It is important to remember that any property details will not appear on the portals/website immediately. After “Saving”, the property details are sent to the Eurolink “Portal Pal” database and are then distributed to the necessary portals and websites. This normally happens every evening. It may then take up to 3-4 hours before details are actually processed by the portal companies.