

# BASIC PLAN

The **Basic Plan** is the **Global Property Guide**'s least expensive plan. Nevertheless it has everything you need: it encourages site visitors to get in contact with you, showcases your company with a business listing and contact information, carries an article on your profile page describing your company's strengths, sends you inquiry leads, and has key social media links.

## The Basic Profile

The key elements of the **Basic Profile** are as follows:

1. **Business listing with contact information**
2. **Description of your company's** special strengths
3. **Unlimited leads** delivered right to your inbox
4. Key **Social Media Links**

The screenshot shows the profile page for Casacol on the GlobalPropertyGuide website. The page is titled 'Colombia' and 'Real Estate Agents'. It features a navigation menu at the top, a sidebar with 'Financial Overview' and 'Where to Buy' sections, and a main content area. The 'About Casacol' section is highlighted with a red box and labeled 'Company Description'. The contact information, including the address, phone number, and social media links, is also highlighted with a red box and labeled 'Contact Info, Social Media links'. A 'Send a message' form is highlighted with a red box and labeled 'Contact Form'. The footer of the page is labeled 'Footer'.

Figure 1. The Basic Profile

If requested, the Global Property Guide team can assist Basic Listers with editing the **Company Description**.

## The Listings Card

Your **Listings card** contains your essential contact information: *Address, email, website, and phone numbers*. It is also clickable and links to your **Listing Page**. It also enables the visitor to open a form and send you an email message, which is also stored on-site in an easily-available location with the potential clients' key details.

Clicking on this Listing Card sends visitors to the Profile Page, where your company's strengths are explained.

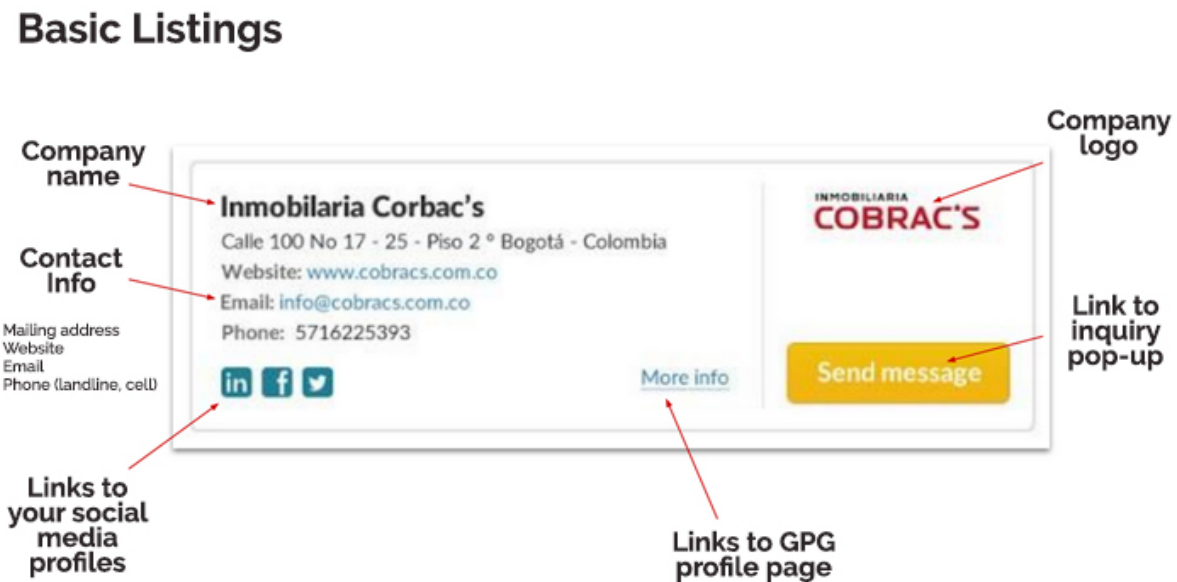


Figure 2. Basic Listings

When the "Send message" button is clicked a dialogue opens:

## Listings Page - Send Message

When the user clicks on any of the "Send Message" buttons on the Listings Page, a pop-up is displayed for the corresponding Professional.

All fields are required.

The message field is pre-filled with a generic inquiry. If the user clicks inside the field, the default message is removed. If the user types their own message then subsequently deletes it, the default message re-appears.

There is a reCaptcha feature to guard against bots.

*Figure 3. Listings Page – Send Message*

Clicking on the **Listing Card** sends your potential client to the **Profile Page**, where your potential client can read about your city, your expertise, and read articles explaining your skills and interests.

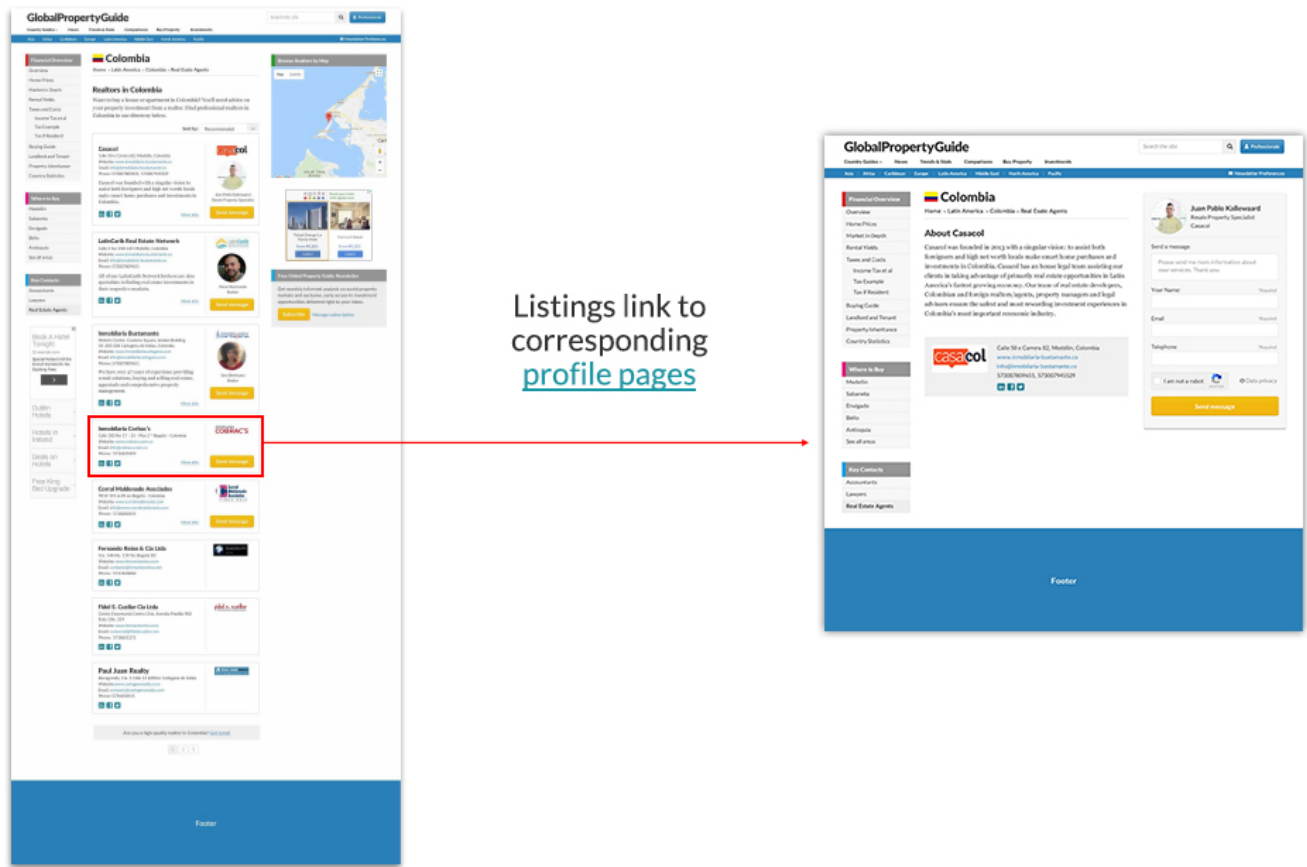


Figure 4. Listings links to corresponding Profile Pages.

The contact form scrolls up and down as the potential client reads the page, staying always in his/her line of sight, increasing the opportunity for contact to be made.

## Inquiries from potential clients

Inquiries from potential clients will be *sent to you by email*. They will also be retained here, so you can refer to them. Here is a typical lead:

**My Leads** Basic Plan

Show newest first

<a href="#">Steve Yegge</a>	steve.yegge@gmail.com	800-237-6639	Jan 22, 2018
<a href="#">Jason Fung</a>	jfung@hotmail.com	888-247-2262	Dec 01, 2017
<a href="#">Jonathan Foster</a>	jon.foster@gmail.com	800-567-6567	Nov 17, 2017
<a href="#">Amy Cao Smith</a>	amycaosmith@hotmail.com	+381 11 311 2123	Nov 03, 2017
<a href="#">David Koff</a>	david@koff.com	(+359) 02 402 04 00	Oct 21, 2017
<a href="#">Jean-Louis Gassée</a>	jean@jlg.net	+44 330 365 1918	Oct 06, 2017

Figure 5-A. Leads/potential clients' inquiries

Clicking on a particular lead gives you access to the email the potential client sent you:

**My Leads** Basic Plan

← Back to List

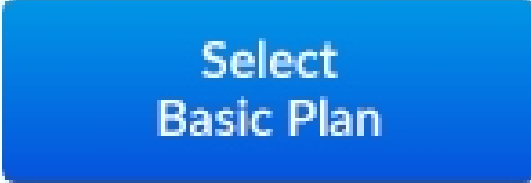
**Steve Yegge**  
 United States  
[steve.yegge@gmail.com](mailto:steve.yegge@gmail.com)  
 800-237-6639  
 Jan 22, 2018

We are looking to relocate/retire in Medellin, in the El Poblado, Laureles or Sabaneta areas. We don't speak Spanish (yet), but I know limited words/phrases, but can't carry on a conversation. Are you (or, anybody are your staff) able to show us some properties? We are looking for 2 bed/2 bath options. Prefer modern amenities. Let me know please.

Figure 5-B. Leads/potential clients' inquiries

## What next?

**Basic Plans** are priced **US\$36 per year**. Signing up is easy, all you need is a Paypal account or a credit or debit card. Please click the button:



Select  
Basic Plan