

PREMIUM PLAN

The **Premium Plan** is the **Global Property Guide**'s top plan. It helps you showcase your company: *show videos, show a gallery of your listings, publish a description of your company, publish articles about your city or services illustrating your expertise.* It shows the *location of your office on a map* (both locally and nationally), and *sends you inquiry leads.* It also *displays your company at the top of the list* in your country.

The Premium Profile

The **Premium Profile** includes many elements designed to help you. These elements need not all be added at once, they can be built up slowly:

1. **Featured placement of your business listing**, with all essential contact information, at the top of all listings.
2. **Listing Profile** with rotating images of your city, properties, or work
3. **Videos and virtual tours**
4. **Description of your company**
5. **Publish articles** and share your expertise
6. **Unlimited leads** delivered right to your inbox
7. **Key Social Media Links**
8. **Interactive location map** helps users find your office

The image shows a screenshot of the GlobalPropertyGuide website's Premium Profile for Casacol in Colombia. The page is annotated with red boxes and arrows pointing to various features, which are labeled on the left and right sides. The main content area includes a navigation menu, a sidebar with 'Where to Buy' and 'Key Contacts', a main header for 'Colombia', a large image gallery of the Casacol team, an 'About Casacol' section, 'News from Casacol' with several articles, a 'Videos / Virtual Tours' section, an 'Interactive location map', and a contact information footer. A contact form for Juan Pablo Kalleward is also visible on the right side of the profile.

Annotations:

- Image Gallery:** Points to the large group photo of the Casacol team.
- Link to Gallery Pop-up:** Points to the bottom right corner of the team photo.
- Company Description:** Points to the 'About Casacol' text block.
- Articles:** Points to the 'News from Casacol' section.
- Videos or virtual tours:** Points to the 'Videos / Virtual Tours' section.
- Interactive location map:** Points to the map showing the location of Casacol in Medellin.
- Contact Person:** Points to the profile of Juan Pablo Kalleward.
- Contact Form:** Points to the 'Send a message' form.
- Contact Info, Social Media links:** Points to the footer contact details and social media icons.

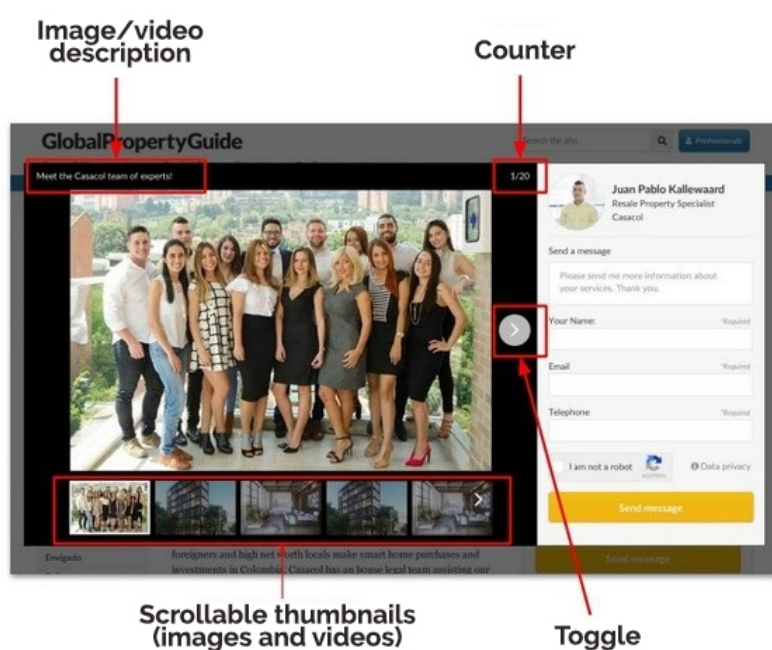
Figure 1. The Premium Profile

If requested, the Global Property Guide team can assist Premium Listers with editing text such as the **Company Description** or the **Articles**.

Elements of the Premium Plan

Listing Profile with rotating images of your city, properties, or work

These rotating images are an attractive feature. They may be used to highlight your team as below). Or to show images of your city or properties.



Premium Profile - Gallery

The image gallery appears in a pop-up with a maximum of 10-20 (?) images and videos.

Each image/video is given a short character-limited description

The contact form is displayed in the right panel.

Figure 2. The Premium Profile - Gallery

Here the image gallery is used to show attractive images of the realtors' city:

The screenshot shows a real estate website for 'United Kingdom Realtors: Bristol Estates'. On the left is a navigation menu with categories like 'Financial Overview' and 'Key Contacts'. The main content area features a large image of a park in Bristol with the text 'Bristol - magnificent 18th century squares' overlaid. Below this is a horizontal gallery of smaller images. To the right is a profile for Matthew Pollock, Owner, with a contact form that includes fields for name, email, telephone, and country of residence, and a 'Send Message' button.

Figure 3. Realtor - Gallery

Picture gallery and Videos / Virtual Tours

Premium posters can load up to 10 images. Elsewhere on the page up to 6 videos or virtual tours are displayed. For a real estate agent, the images would normally be of the office location, the team, the city, etc. For accountants or lawyers, similarly, images of the office location, the team, the city, are not untypical.

Videos/virtual tours are especially useful for real estate agents wishing to show off the kind of properties being offered, or parts of the city.

Videos / Virtual Tours

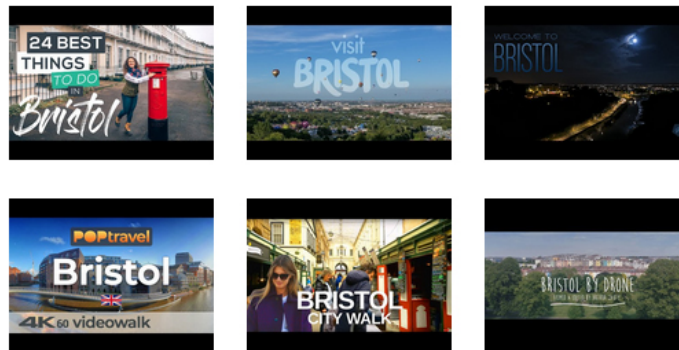


Figure 4. Videos or Virtual Tour - Gallery

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.

Premium & Standard Listings

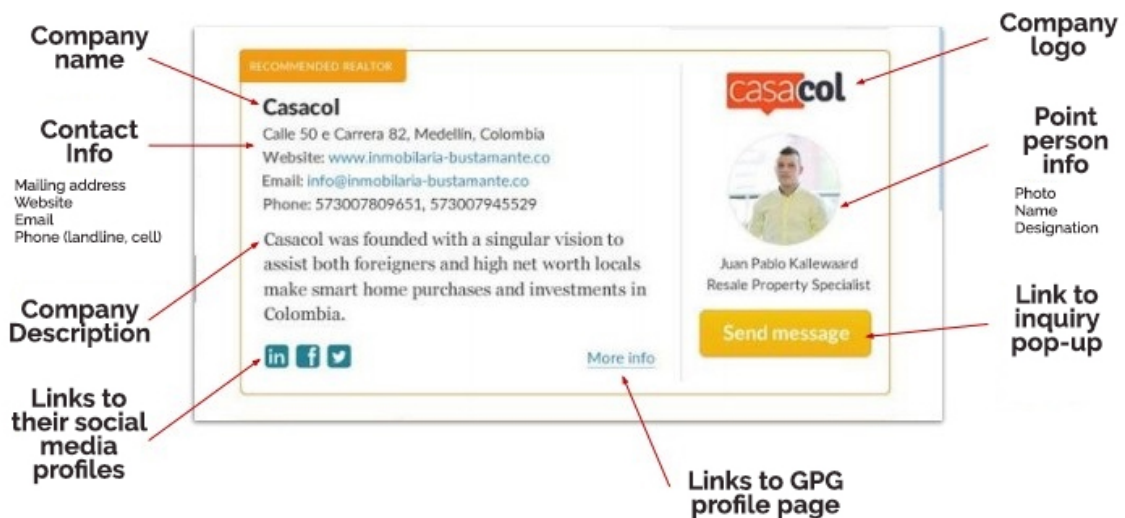


Figure 5. Premium and Standard Listings

Premium Plan Listings Cards are positioned at the top of the Listing Page. Listings positioned at the top of the page tend to receive many more client inquiries, long experience suggests.

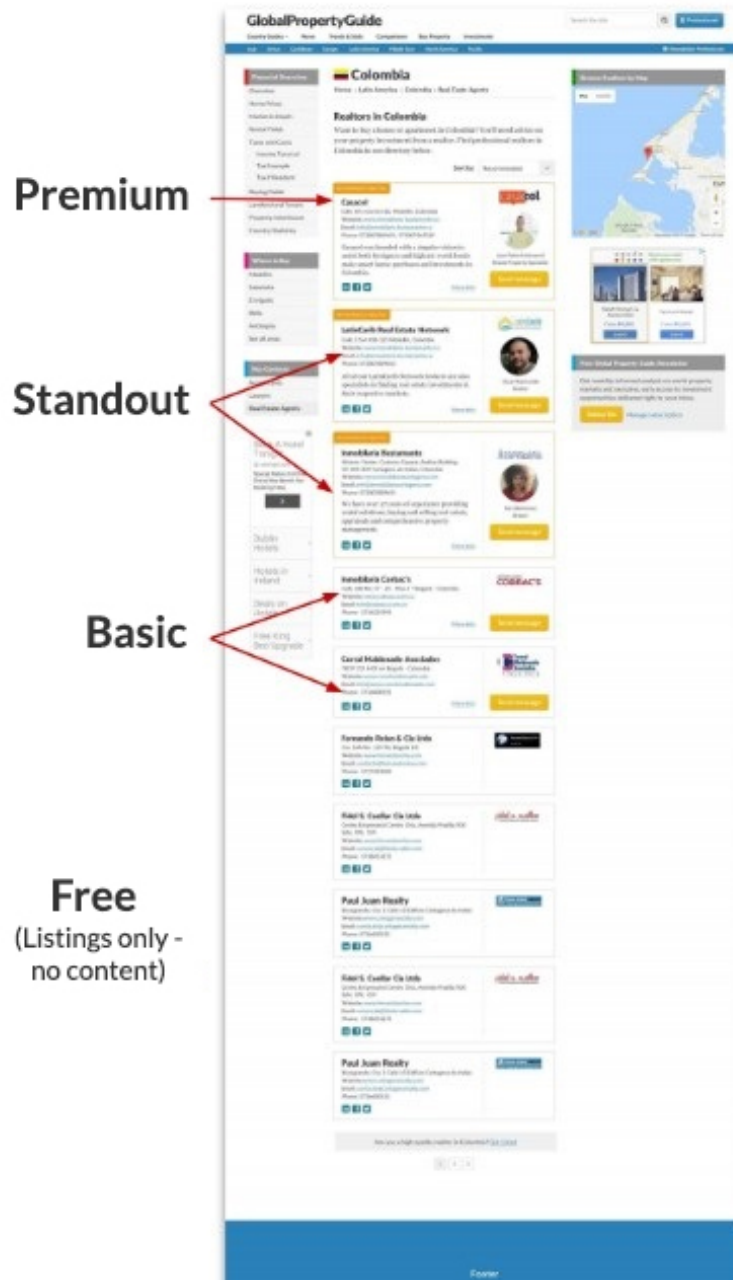
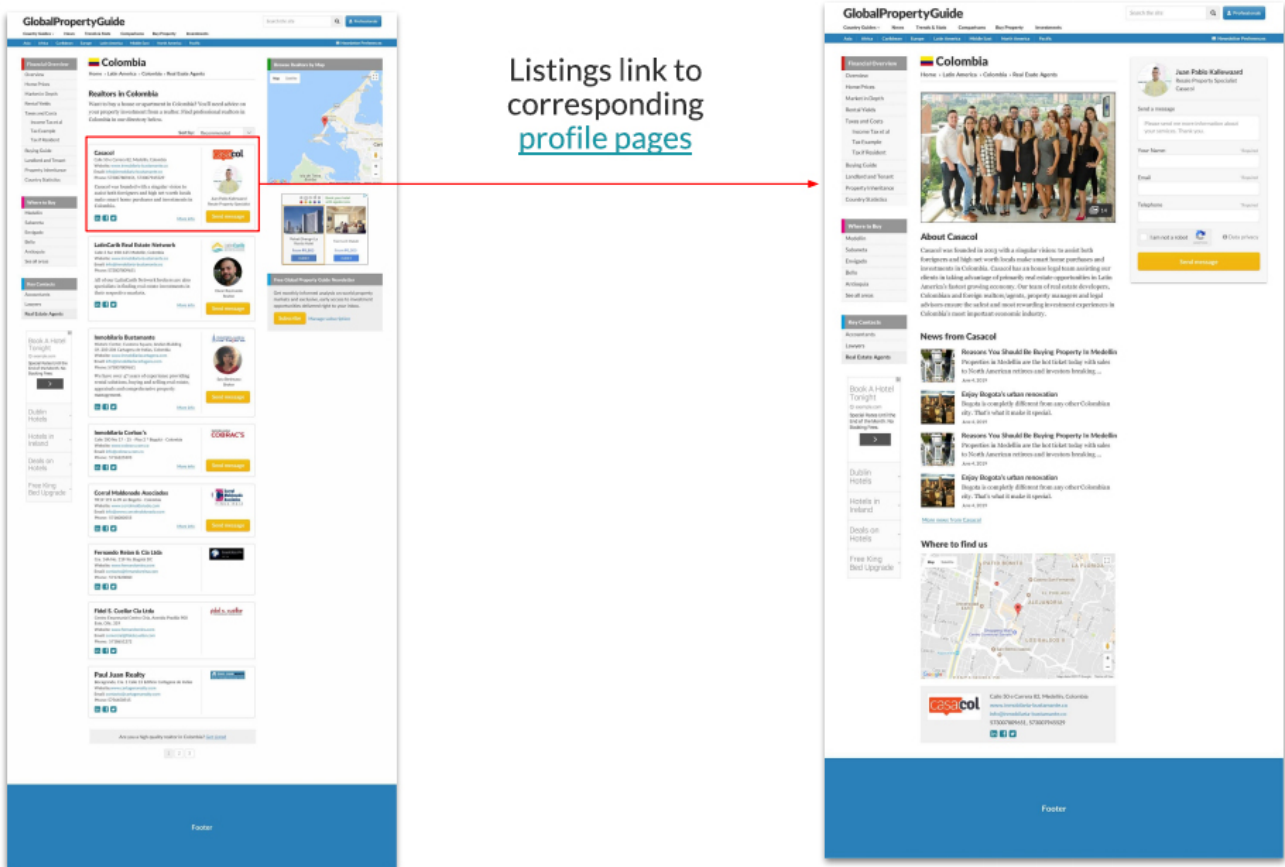


Figure 6. Premium Plan Listings Cards

Clicking the contact card (except on the "Send message" button) sends your potential client to the Profile Page, where he/she can read about your city, your expertise, and read articles that you have posted explaining your special skills and interests.

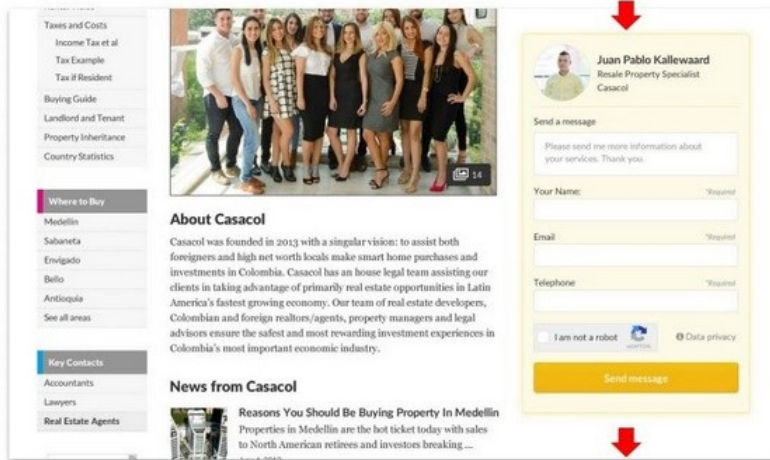


Listings link to corresponding [profile pages](#)

Figure 7. Listings links to corresponding Profile Pages.

Contact forms on the Premium Profile and Listings Card

Your potential client is also encouraged to contact you, via two contact forms:



Contact Form (on scroll)

When the page is scrolled, there is a brief “glow” effect on the contact form to draw attention to it. This only happens once triggered by scrolling down and slowly eases back to its original state, similar to this:

As the user scrolls down the page, the contact form follows.

Figure 8. Contact Form on scroll

The contact form scrolls up and down as the potential client reads, 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 Premium Plan

Show newest first Download List

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

Figure 9-A. Leads/potential clients' inquiries

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

My Leads Premium Plan

[← Back to List](#)

Steve Yegge
 United States
steve.yegge@gmail.com
 10k+ 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.

10

Figure 9-B. Leads/potential clients' inquiries

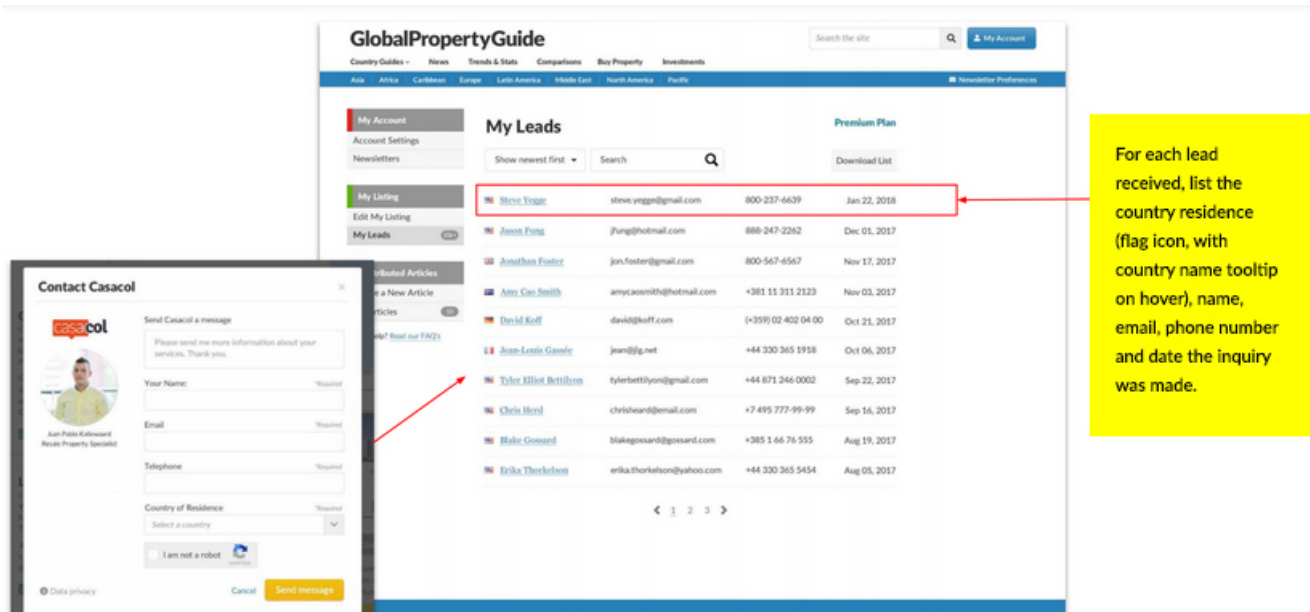


Figure 9-C. Leads/potential clients' inquiries

What next?

Premium Plans are our most powerful and flexible plan at a bargain price of **US\$72 per year**. Signing up is easy, all you need is a Paypal account or a credit or debit card. Please click the button:

