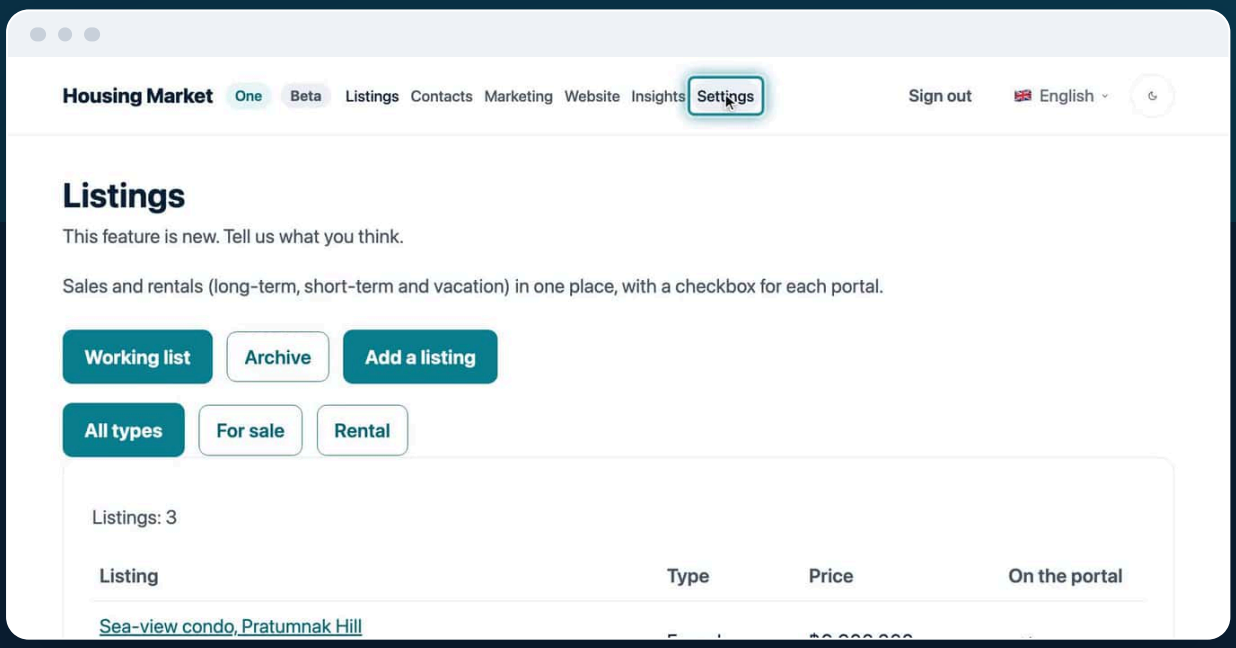
HOUSING MARKET GROUP

HOUSING MARKET GROUP

Housing Market One Handbook

For agents and brokerages

Edition November 2026



A Housing Market Group product · housingmarketone.com

HOUSING MARKET GROUP

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Housing Market One Handbook · Edition November 2026

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BETA

Housing Market One is new and is in Beta. The steps in this handbook show what works today. On screen, a part that is not finished says Currently updating: sending your listings to more Housing Market portals through Housing Market Hub, your own mailbox over SMTP and IMAP, the WhatsApp Business API, Social Pro, and bulk property recommendations to your contacts.

PART 1

Getting started

1 What Housing Market One is

2 Sign in with your Housing Market account

3 Your first sign-in: connecting your accounts

1 CHAPTER 1

What Housing Market One is

Beta | For agents and brokerages | Watch the video

STEP BY STEP

1 **Housing Market One** is one account for your property work.

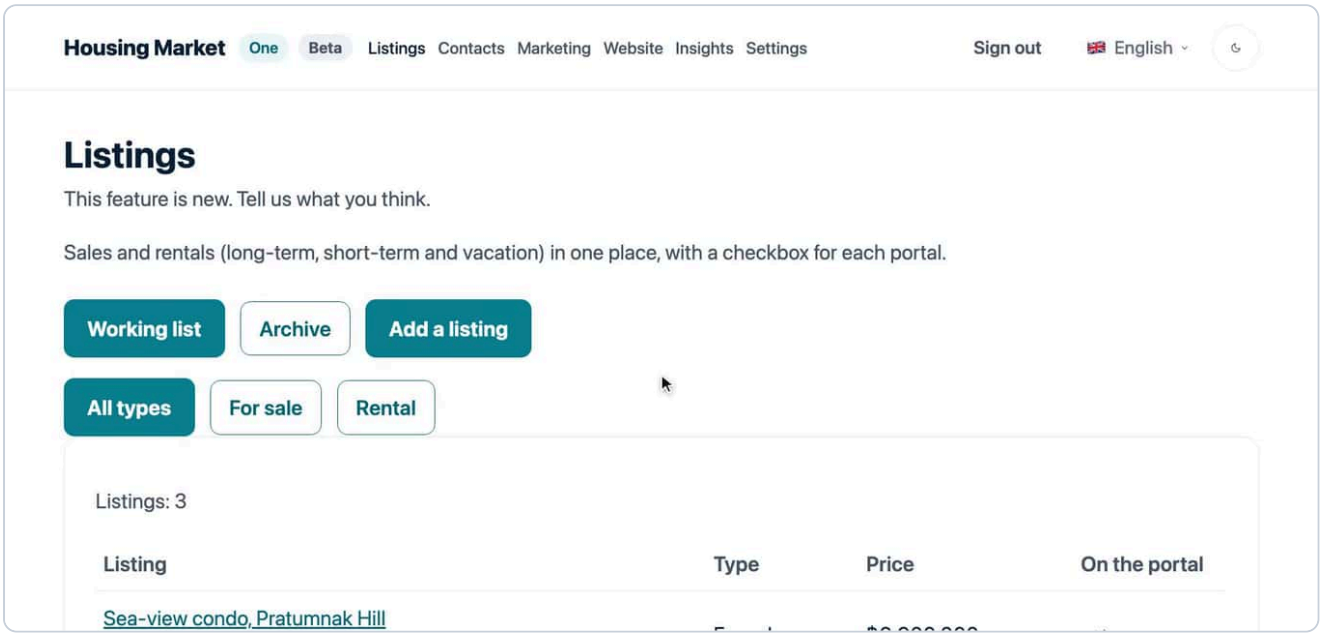


Figure 1.1 · Screen recorded 13 November 2026

2 Your **listings, contacts, marketing, website** and **market figures** are in one menu and **Settings** holds your profile, your plan and your team.

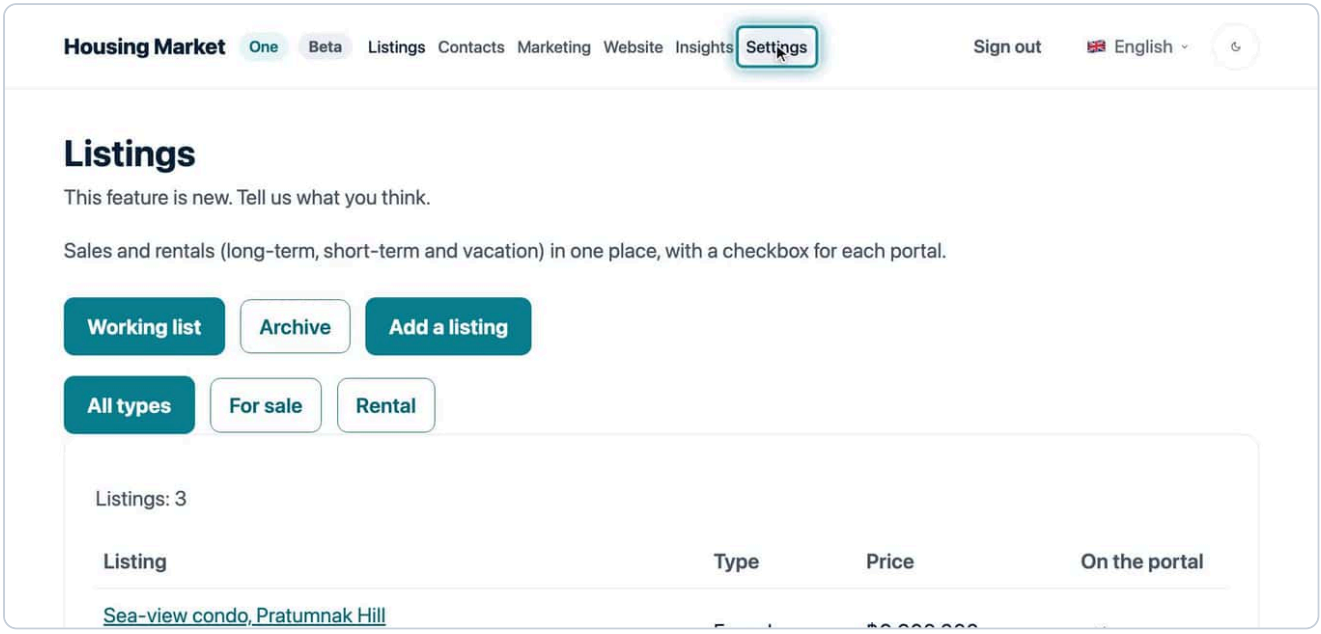


Figure 1.2 · Screen recorded 13 November 2026

3 **Listings** shows your sales and rentals in one list.

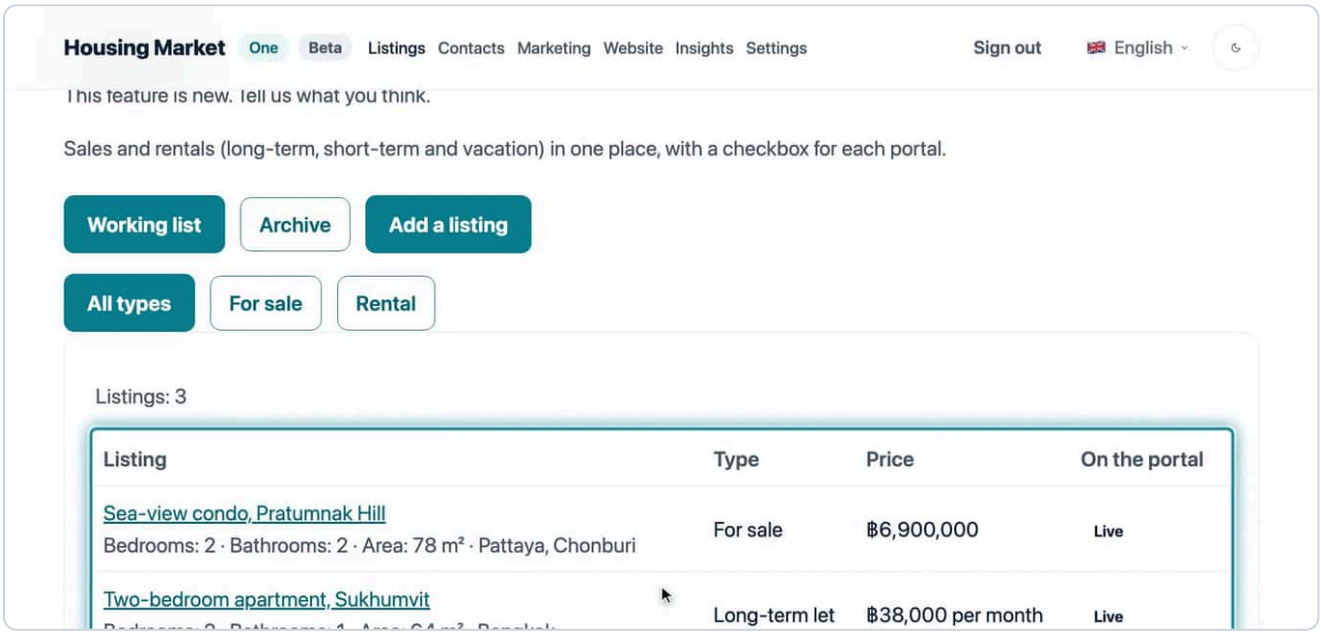


Figure 1.3 · Screen recorded 13 November 2026

4 Open **Contacts**.

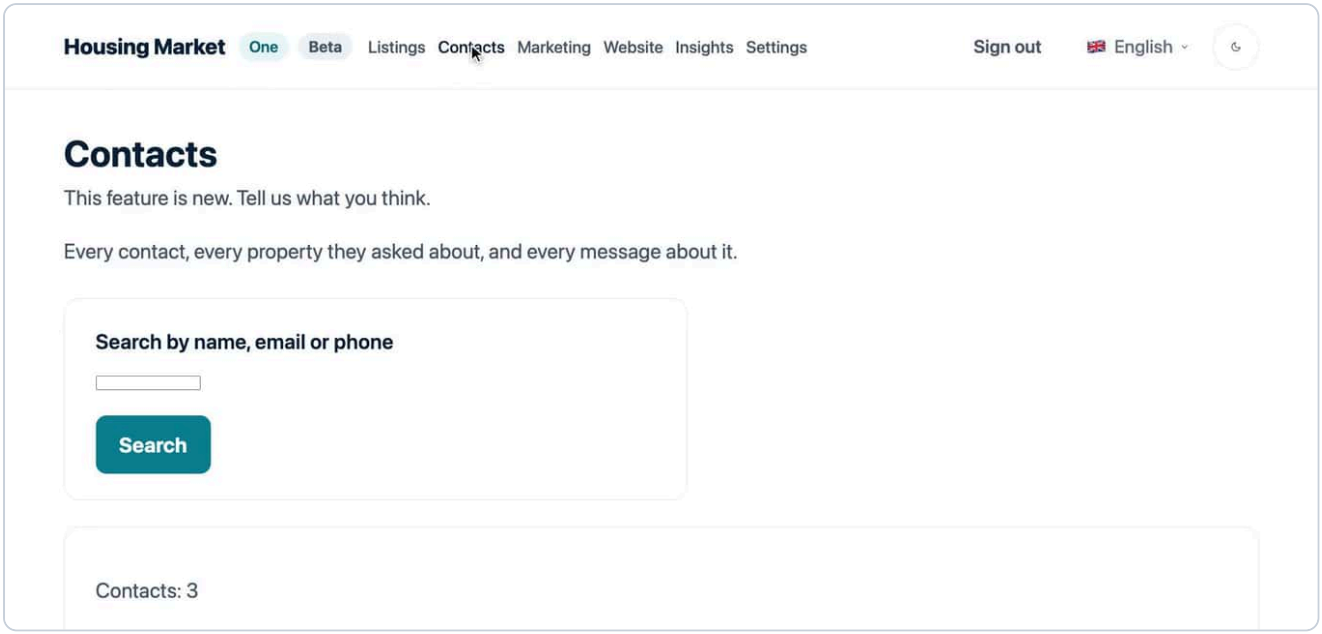


Figure 1.4 · Screen recorded 13 November 2026

5 **Contacts** shows every person who asked about your properties.

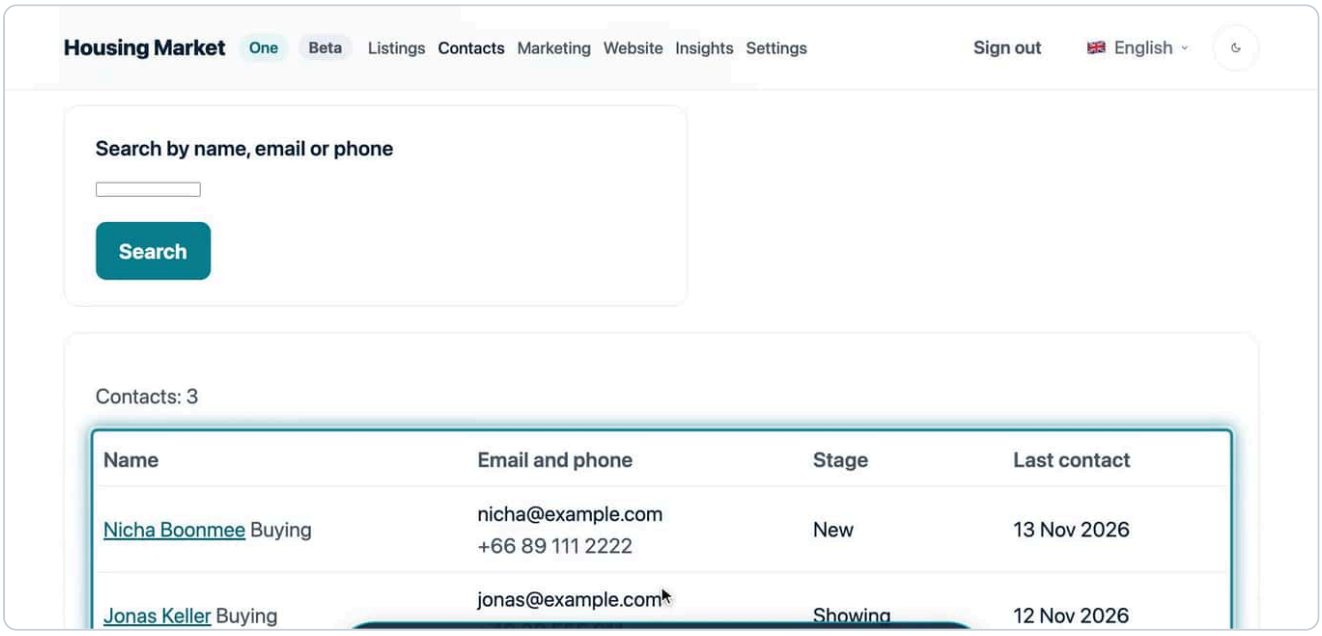


Figure 1.5 · Screen recorded 13 November 2026

6 Open **Settings**.

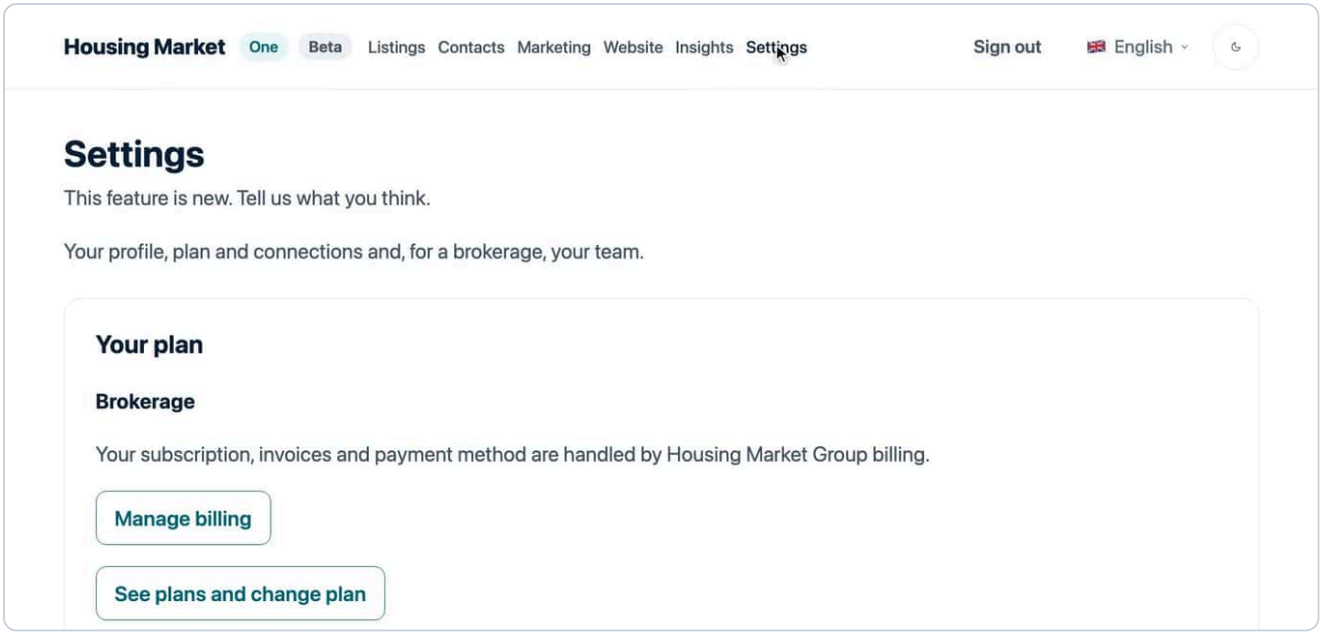


Figure 1.6 · Screen recorded 13 November 2026

7 Your **plan** is here.

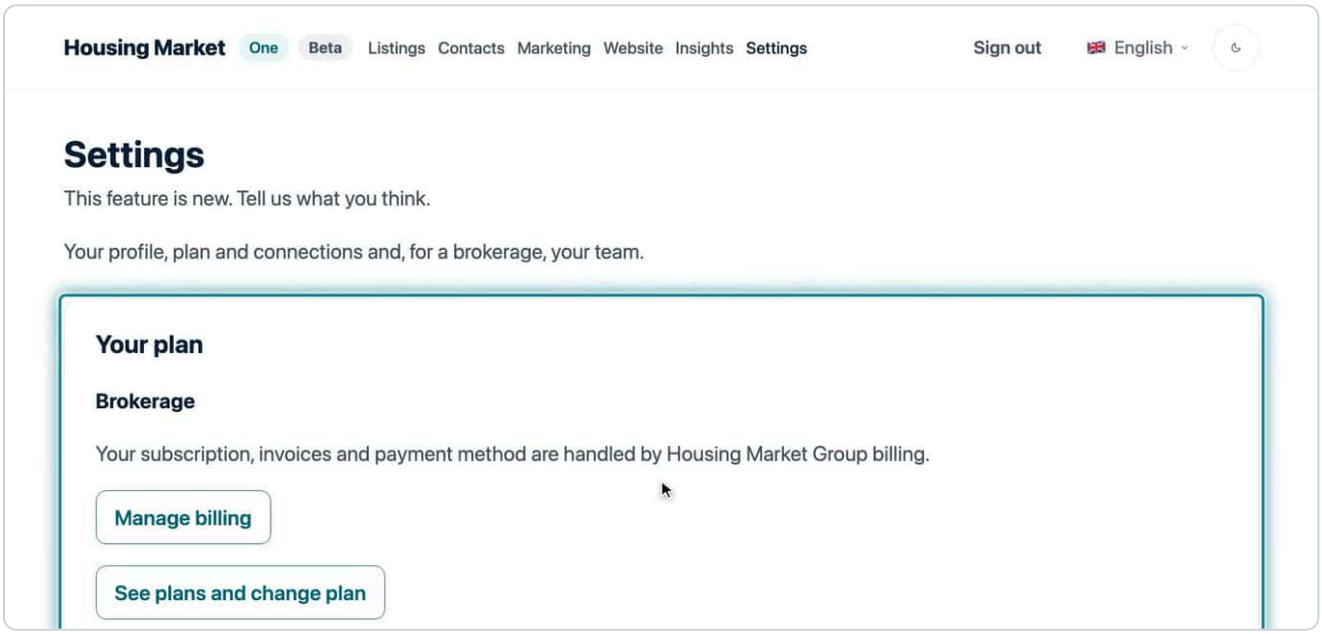


Figure 1.7 · Screen recorded 13 November 2026

8 A **brokerage** also manages its **team**, its **performance view** and its **shared inbox** from here.

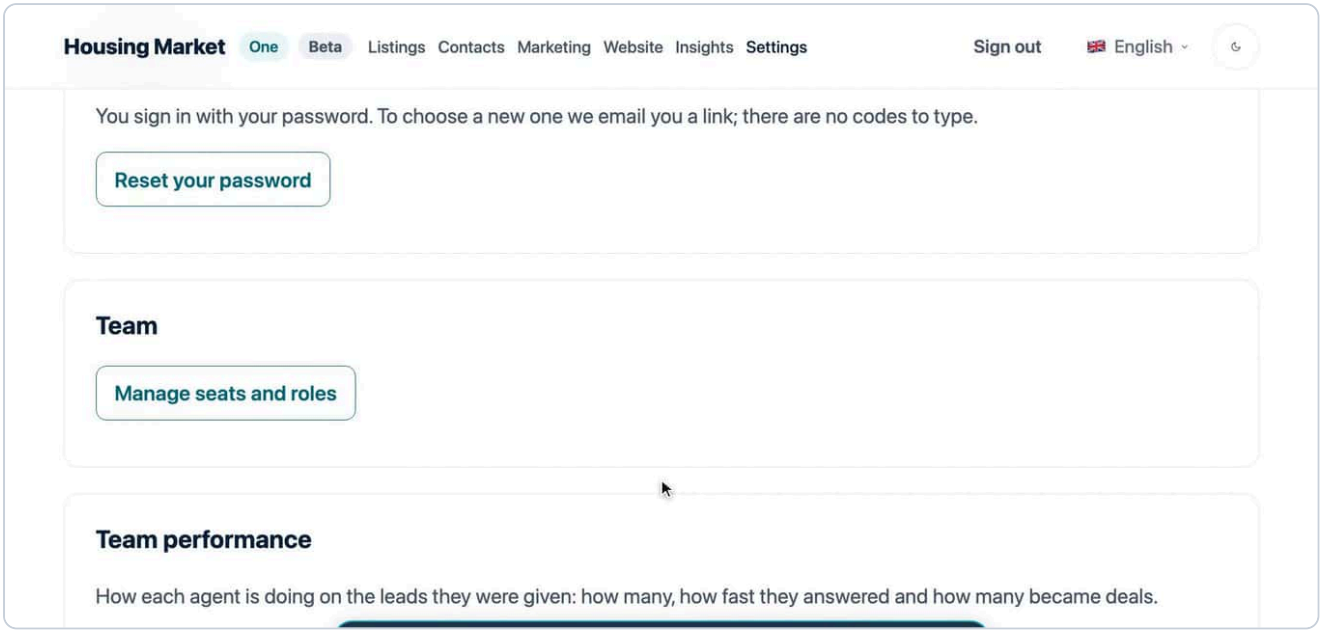


Figure 1.8 · Screen recorded 13 November 2026

9 Housing Market One is **new (Beta)**. A part that is not finished says **Currently updating**.

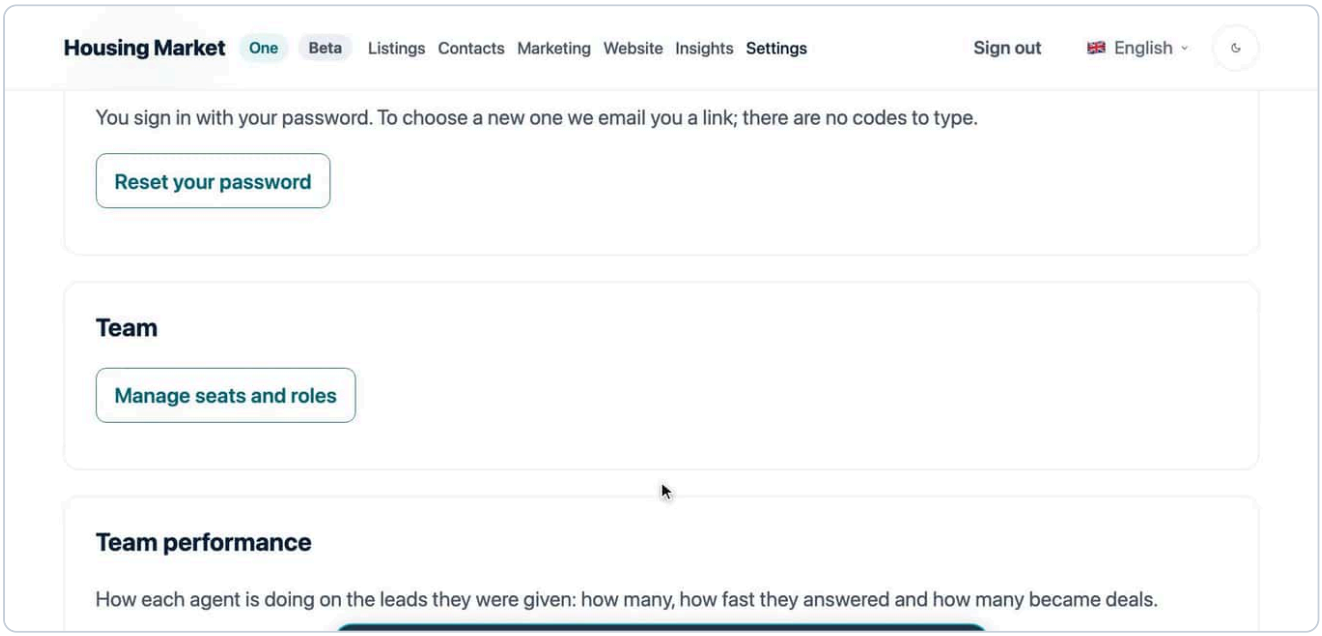


Figure 1.9 · Screen recorded 13 November 2026

2 CHAPTER 2

Sign in with your Housing Market account

Beta | For agents and brokerages | Watch the video

STEP BY STEP

1 Sign in to **Housing Market One** with your **Housing Market account**.

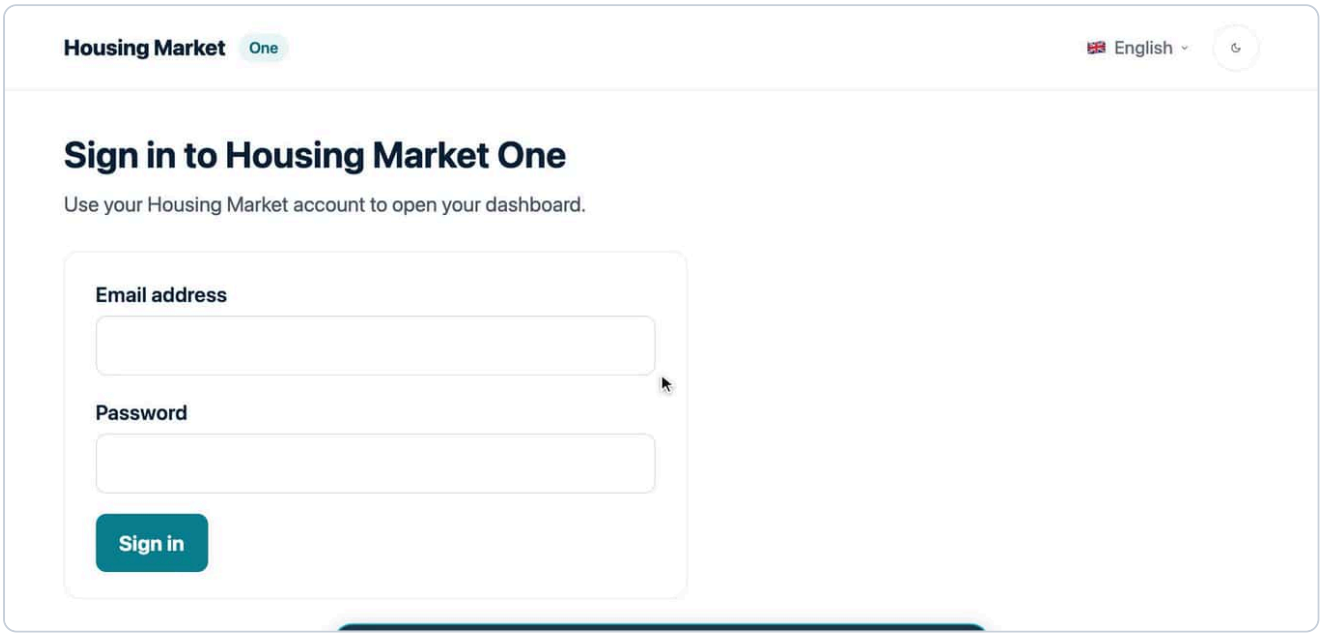


Figure 2.1 · Screen recorded 13 November 2026

2 It is the **same login** as every Housing Market product.

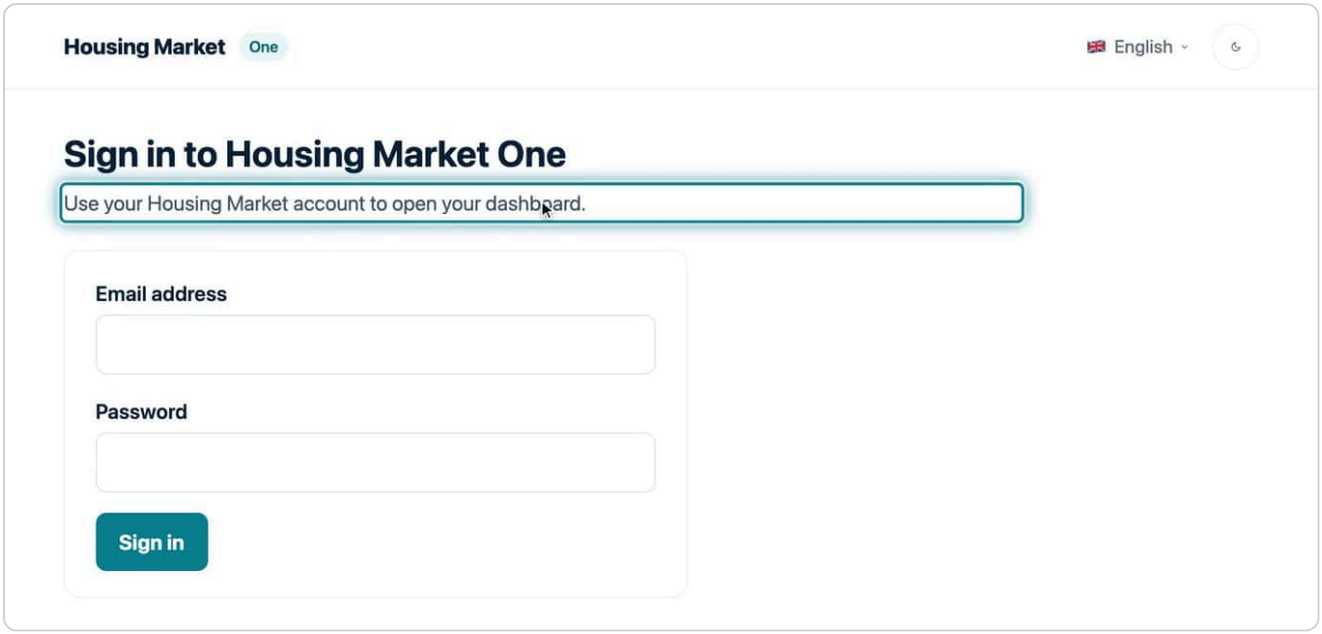


Figure 2.2 · Screen recorded 13 November 2026

3 Enter your **email address** and your **password**, then select **Sign in**.

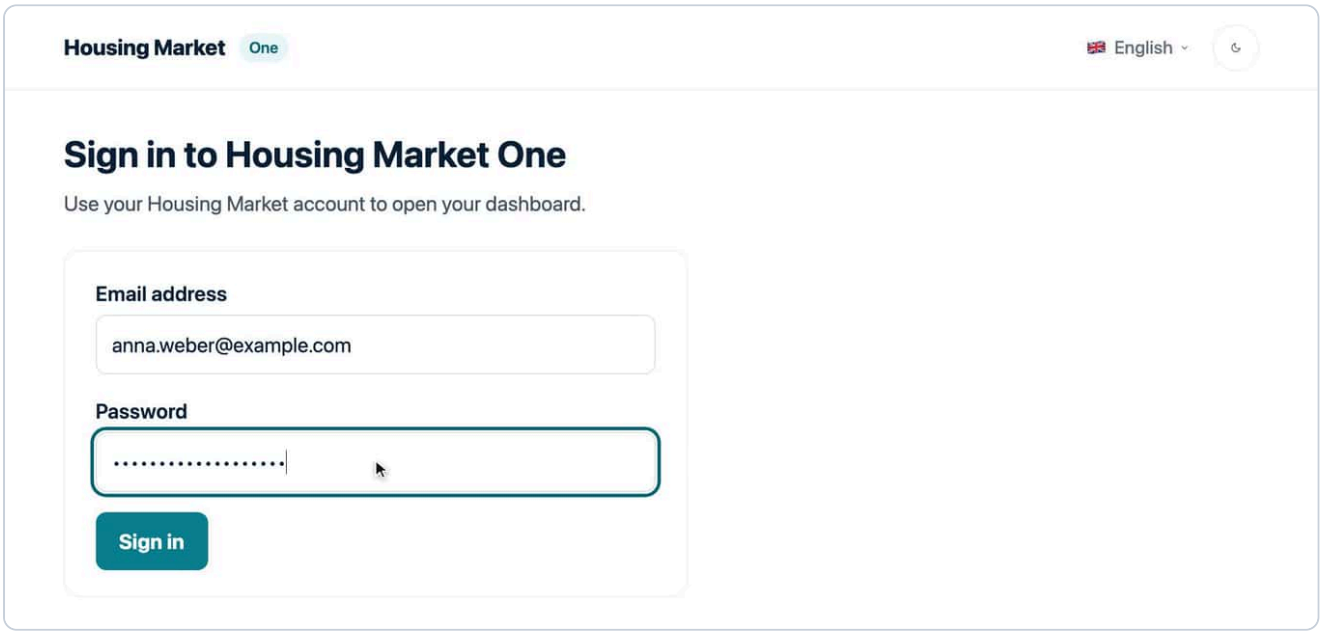


Figure 2.3 · Screen recorded 13 November 2026

4 If you forgot it, select **Forgot your password?**

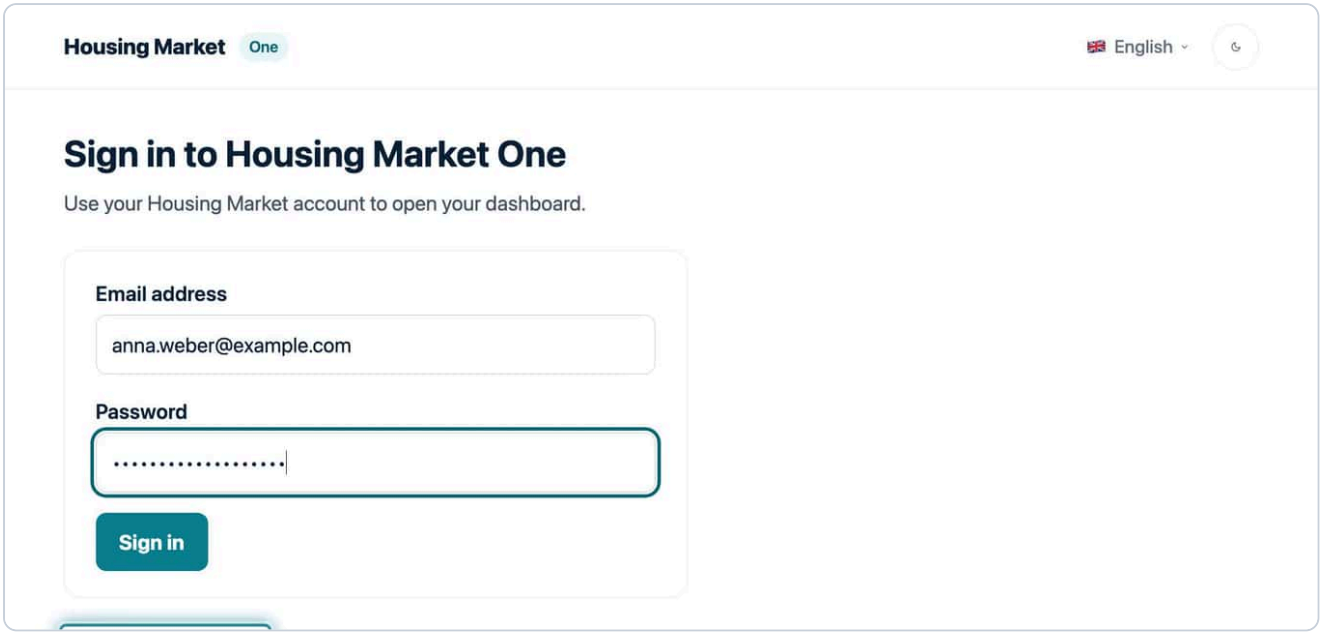


Figure 2.4 · Screen recorded 13 November 2026

5 Select **Forgot your password?**

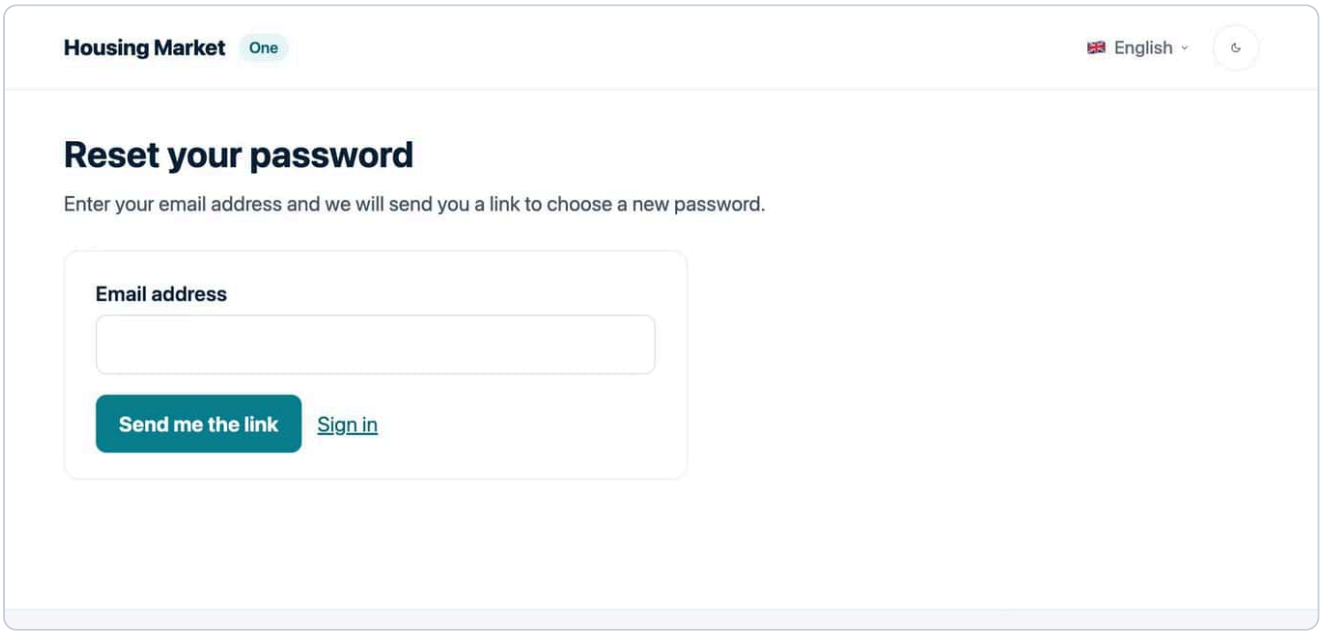


Figure 2.5 · Screen recorded 13 November 2026

6 We email you a **link** to choose a new one. **There are no codes to type.**

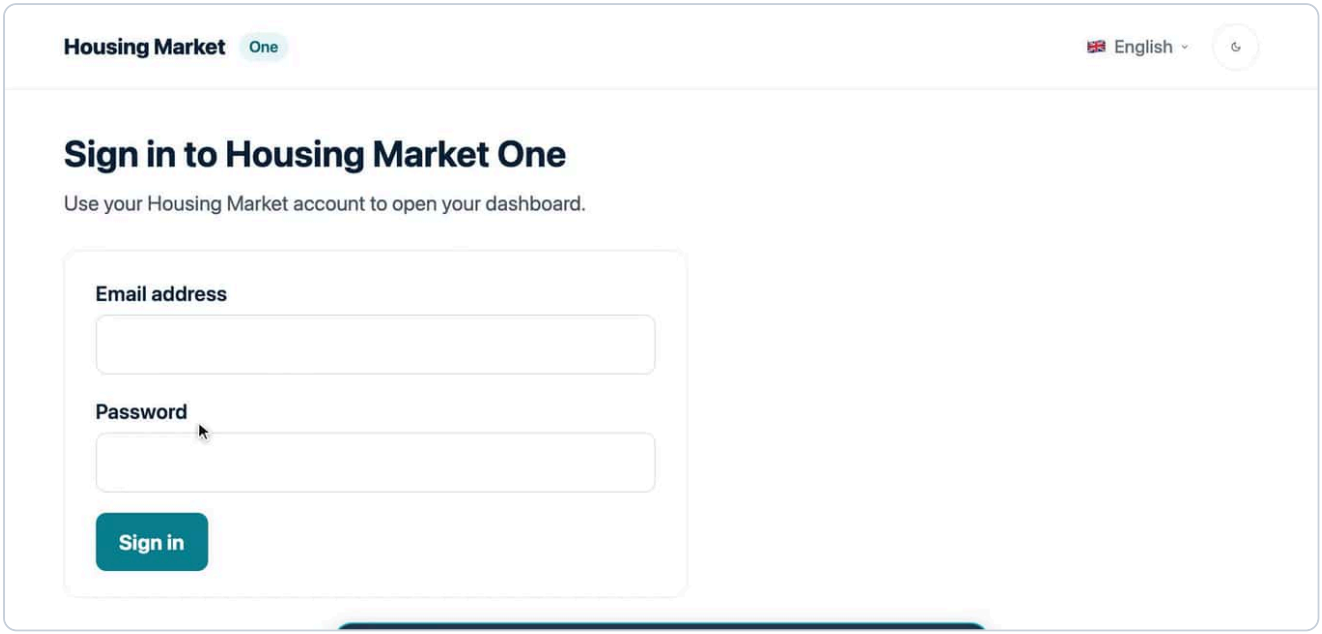


Figure 2.6 · Screen recorded 13 November 2026

7 No account yet? Select **Create an account**.

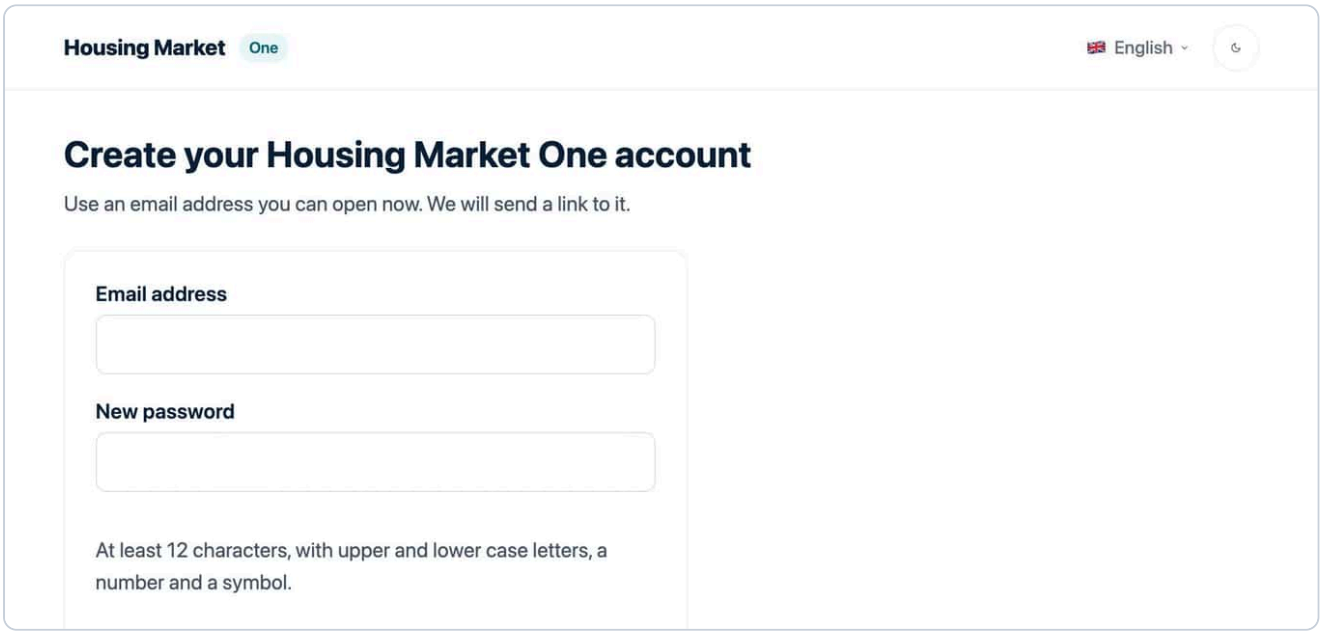


Figure 2.7 · Screen recorded 13 November 2026

8 Use an email address you can open now.

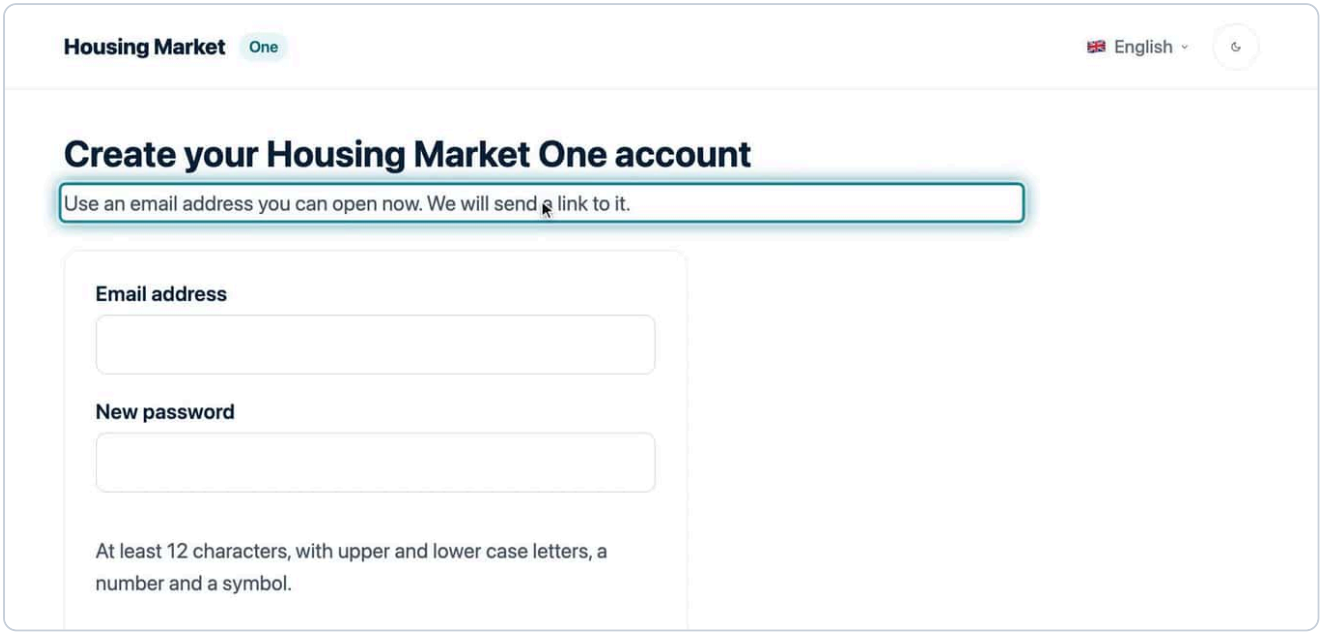


Figure 2.8 · Screen recorded 13 November 2026

9 Choose a **password** of at least 12 characters.

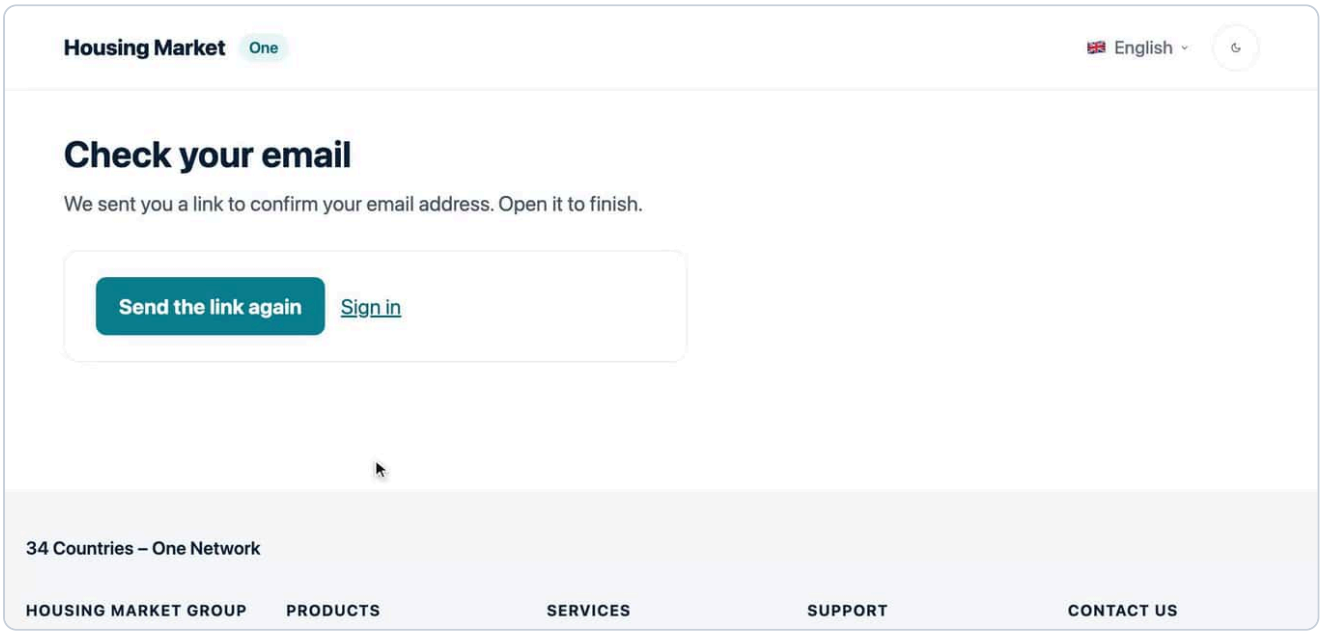


Figure 2.9 · Screen recorded 13 November 2026

10 We send you a **link** to confirm your address. **Open it to finish.**

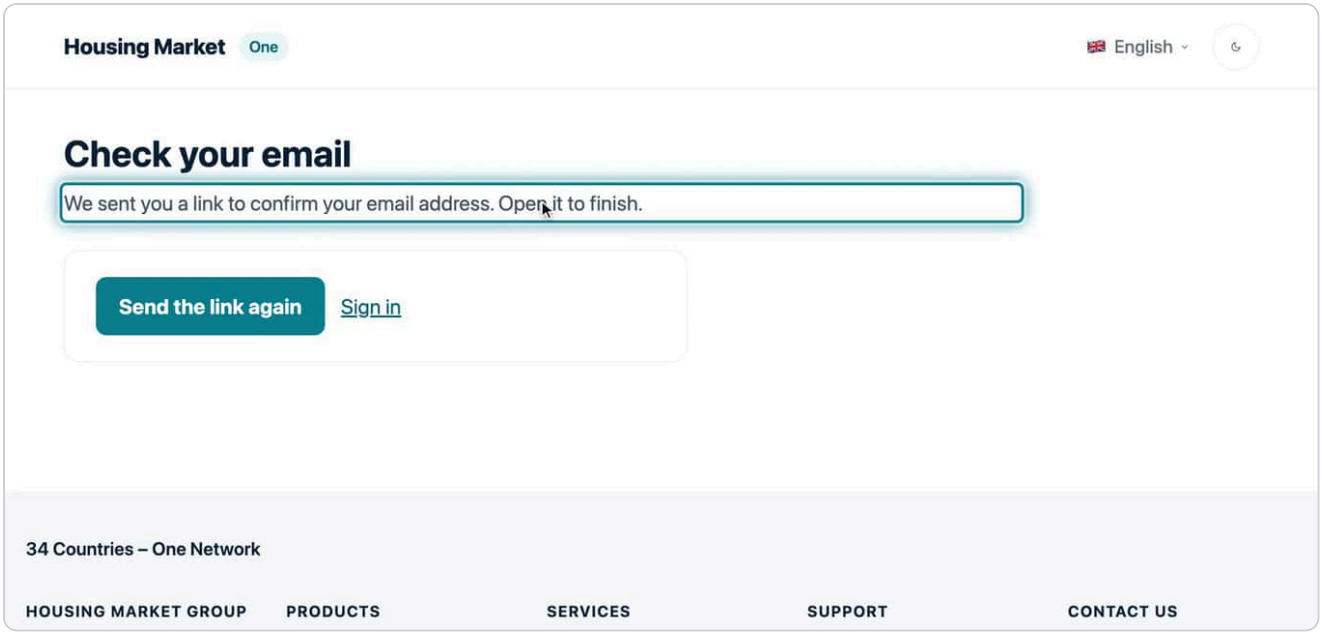


Figure 2.10 · Screen recorded 13 November 2026

11 If it does not arrive, ask for the link **again**.

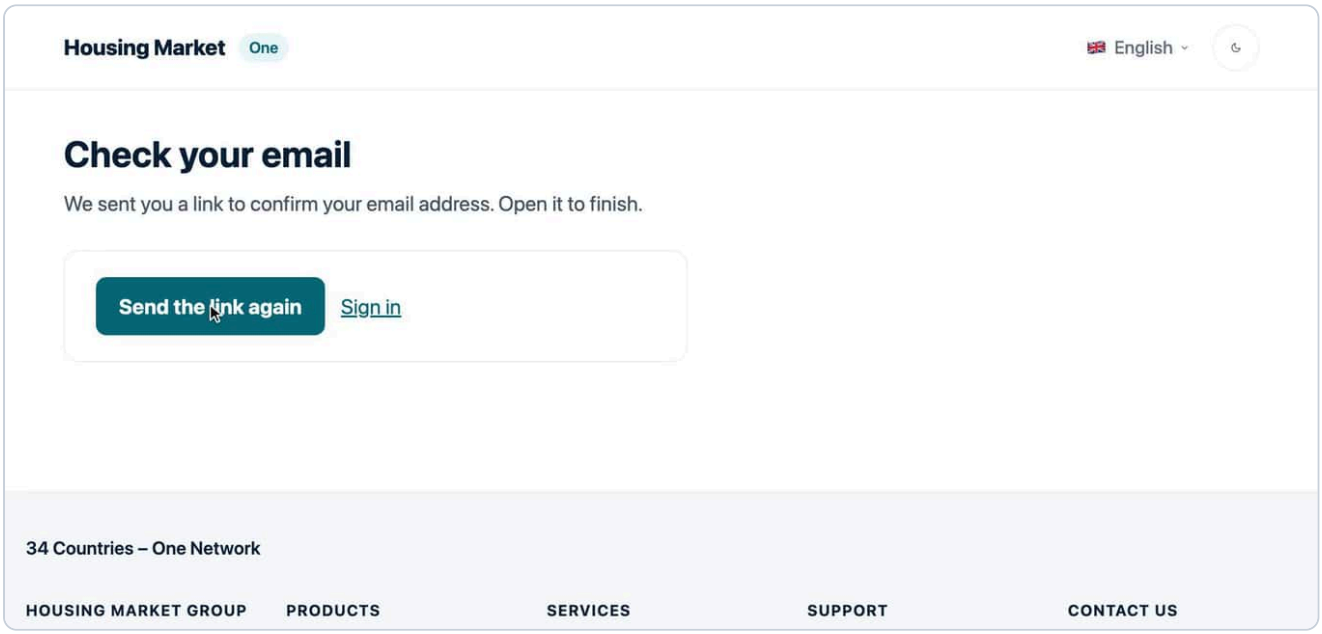


Figure 2.11 · Screen recorded 13 November 2026

3 CHAPTER 3

Your first sign-in: connecting your accounts

Beta | For agents and brokerages | Watch the video

STEP BY STEP

1 The first time you sign in, you land on **Connecting your accounts**.

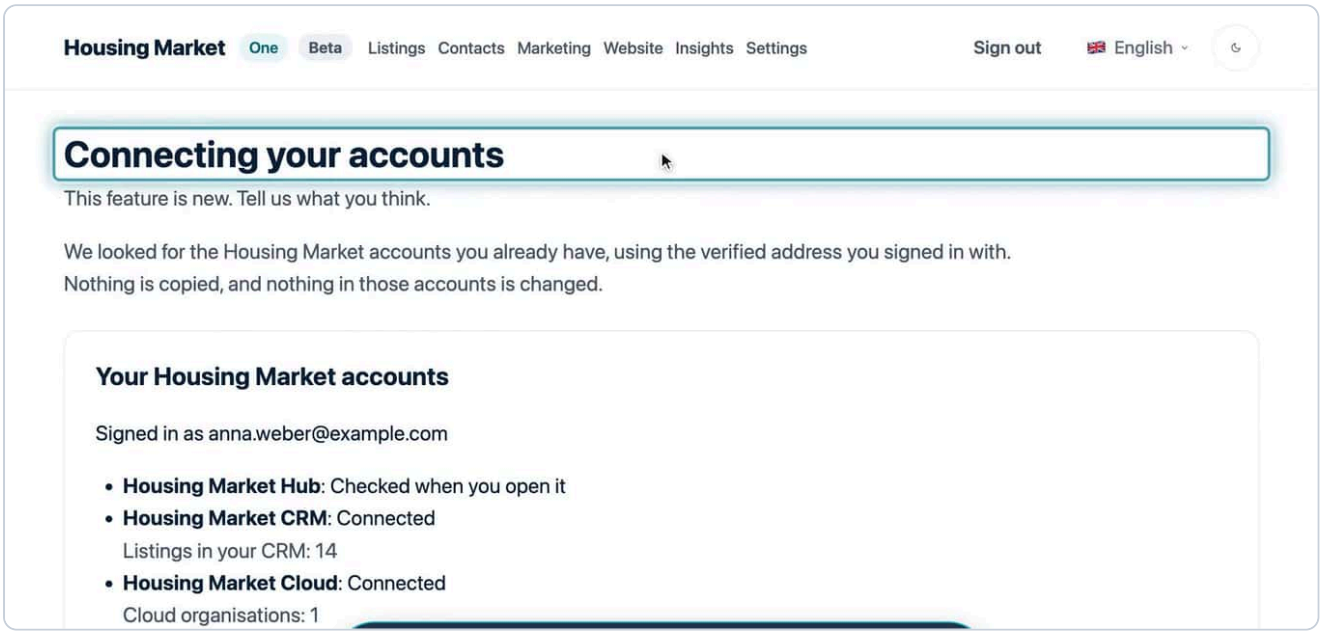


Figure 3.1 · Screen recorded 13 November 2026

2 It looks for the accounts **you already have**, using the **verified address** you signed in with.

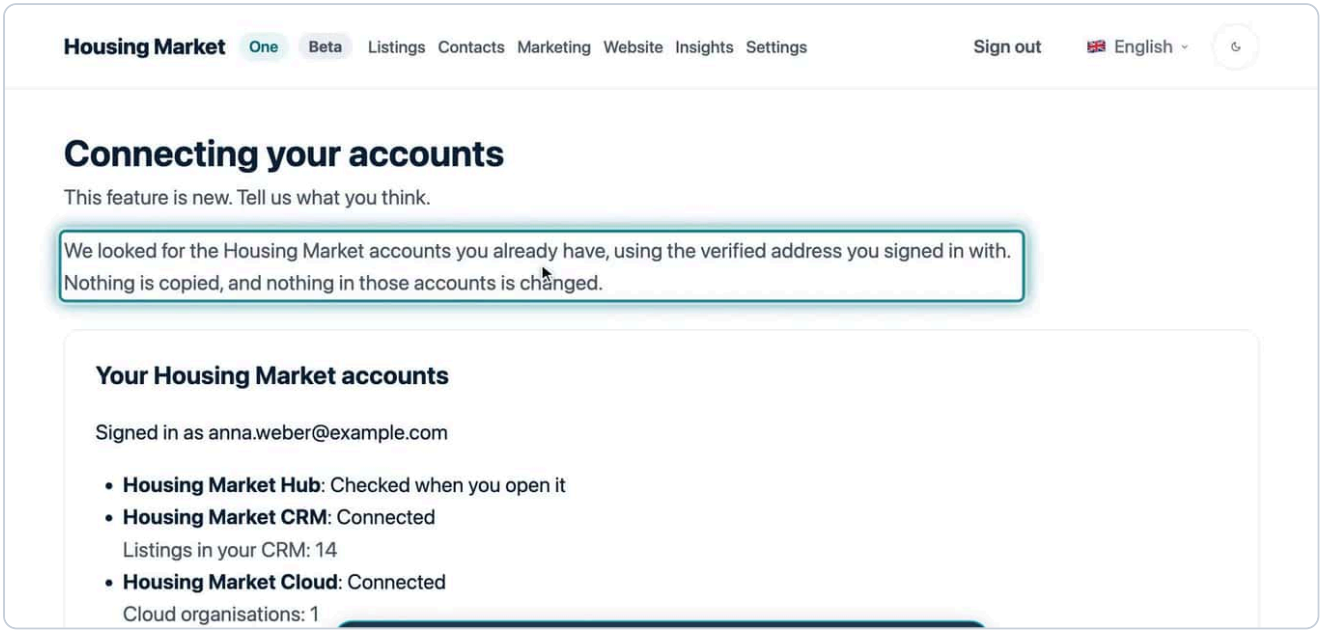


Figure 3.2 · Screen recorded 13 November 2026

3 Each product reads **Connected** or **Not connected**.

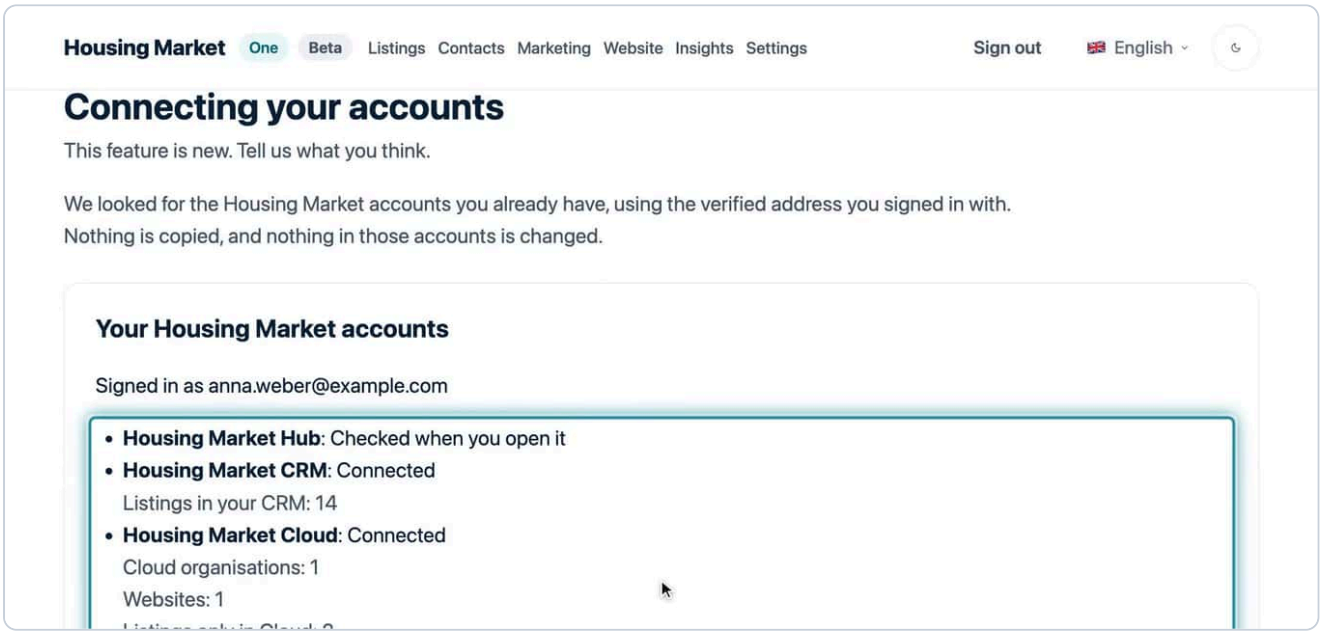


Figure 3.3 · Screen recorded 13 November 2026

4 For your **CRM**, it shows how many **listings** you have.

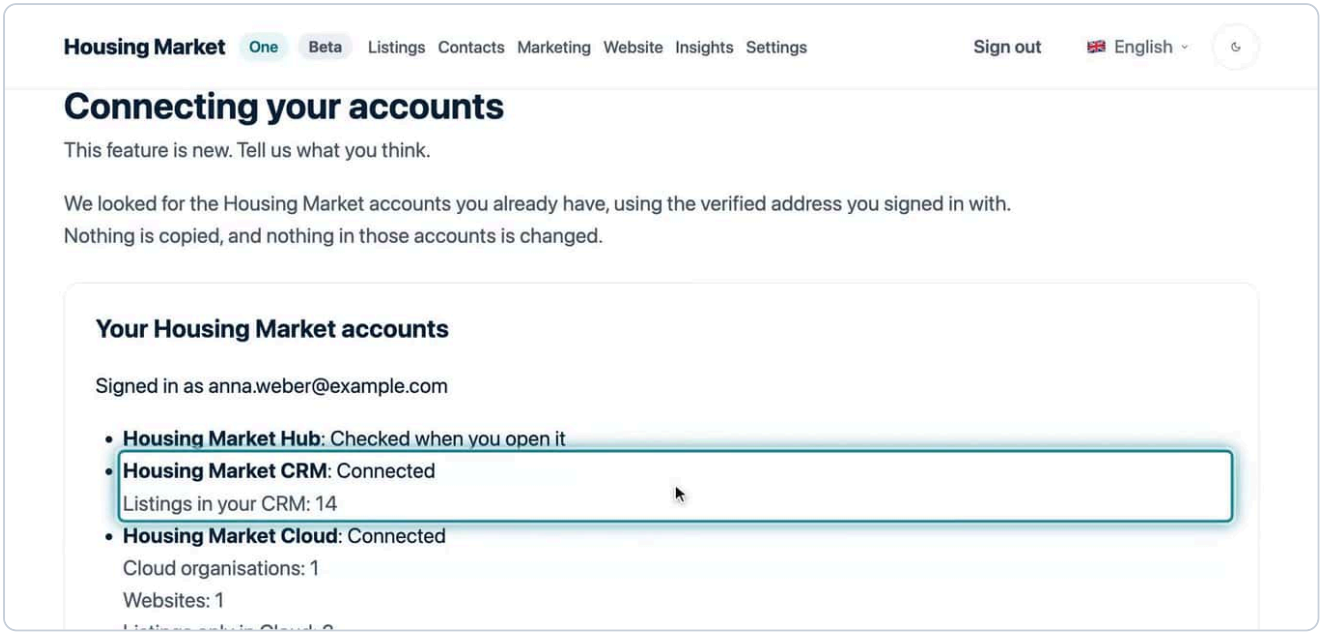


Figure 3.4 · Screen recorded 13 November 2026

5 For **Housing Market Cloud**, your organisations, your websites and listings that exist **only in Cloud**.

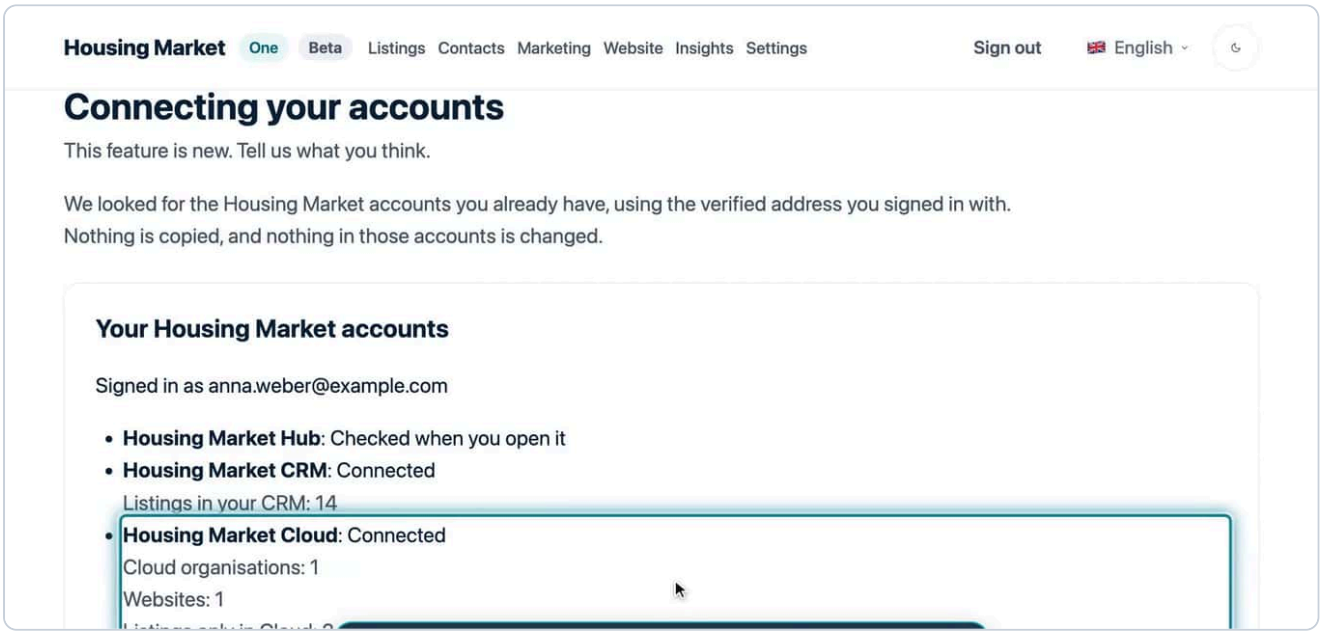


Figure 3.5 · Screen recorded 13 November 2026

6 An account on a **different email address** is never connected by guessing; the page tells you who to write to.

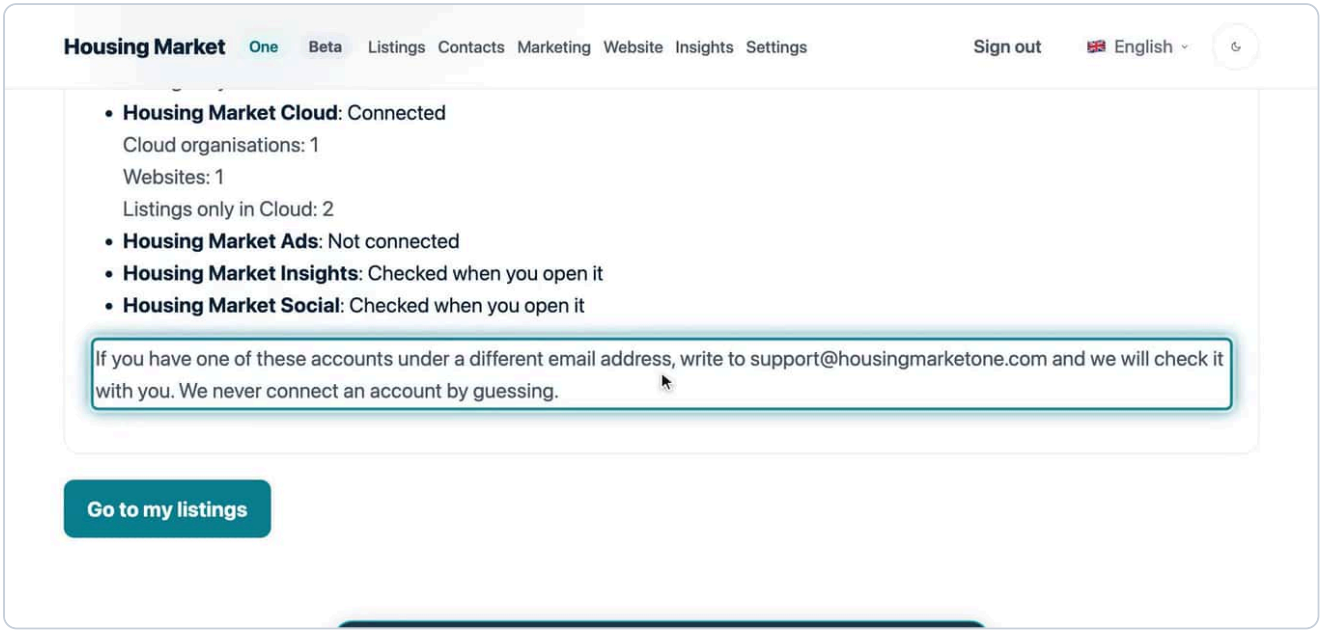


Figure 3.6 · Screen recorded 13 November 2026

7 Select **Go to my listings** to continue.

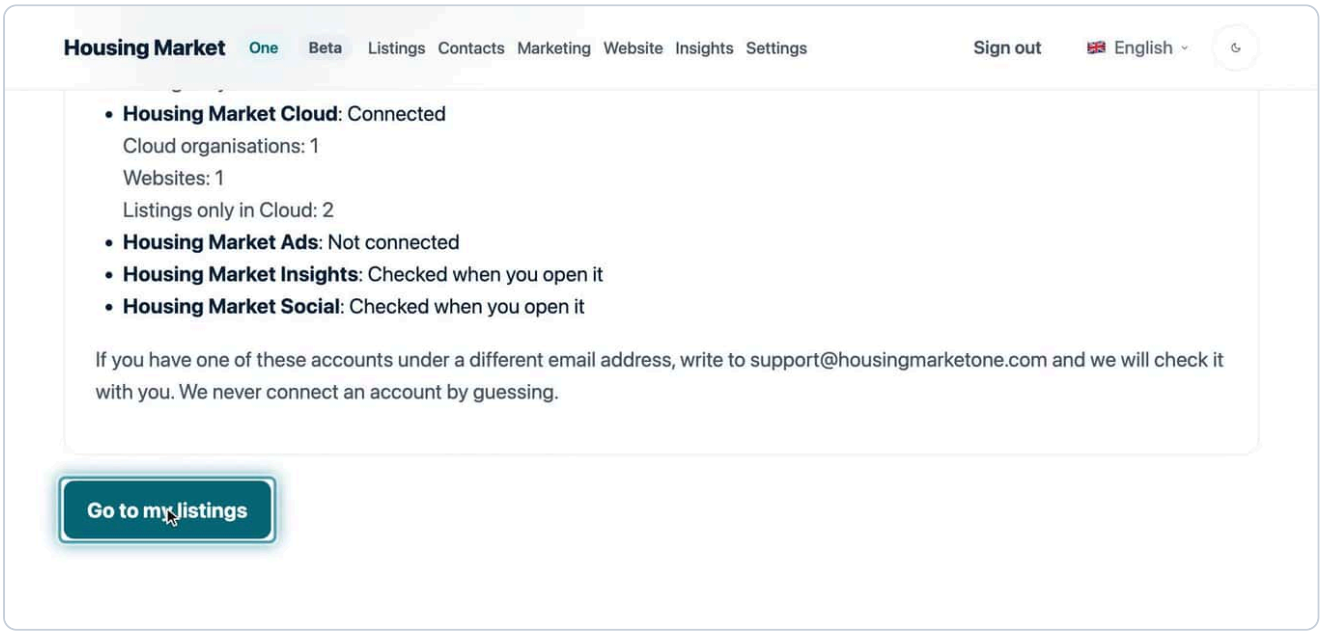


Figure 3.7 · Screen recorded 13 November 2026

8 **Nothing is copied**, and nothing in those accounts is changed.

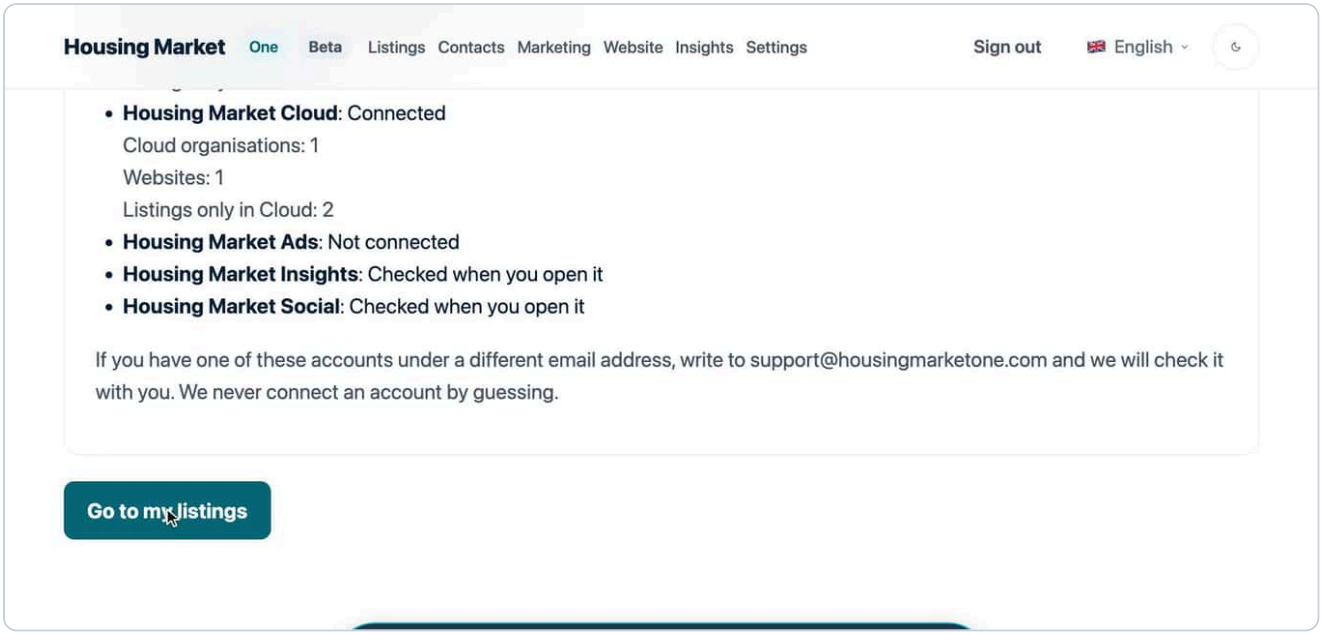


Figure 3.8 · Screen recorded 13 November 2026

PART 2

Your plan and your website

4 Your plan: Agent, Agent Pro and Brokerage

5 What each plan opens

6 Your website and the portal sync

4 CHAPTER 4

Your plan: Agent, Agent Pro and Brokerage

Beta | For agents and brokerages | Watch the video

STEP BY STEP

1 Open **Settings**. **Your plan** is shown here.

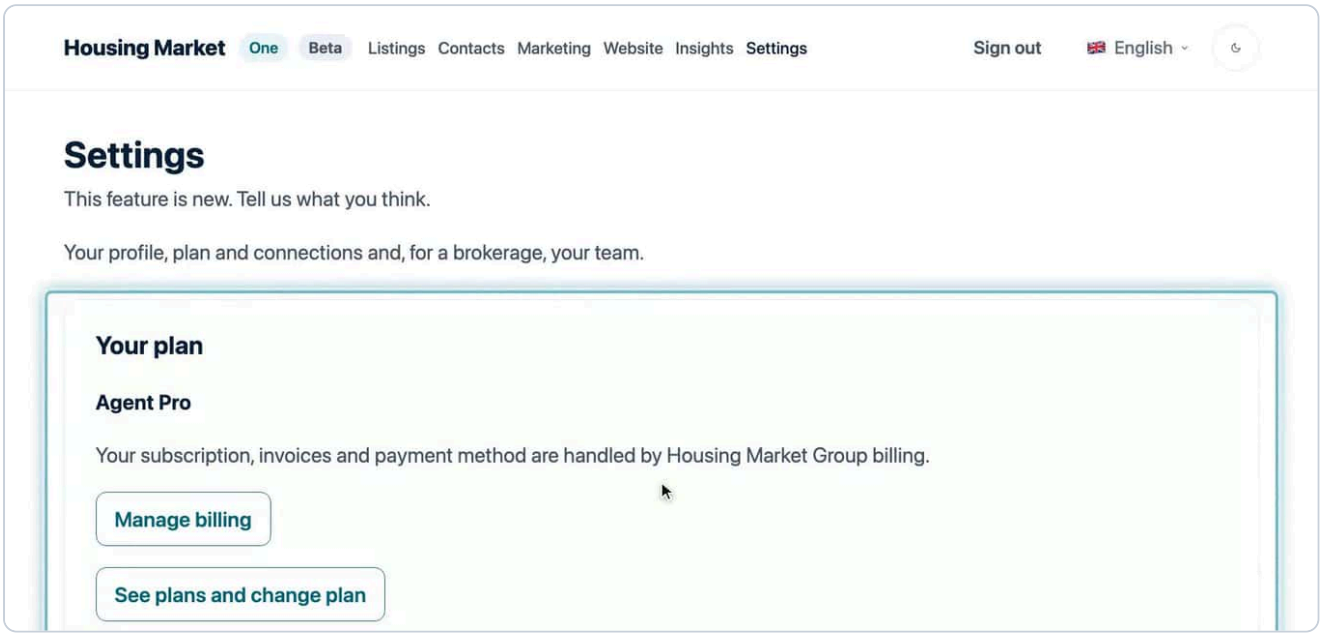


Figure 4.1 · Screen recorded 13 November 2026

2 Select **See plans and change plan**.

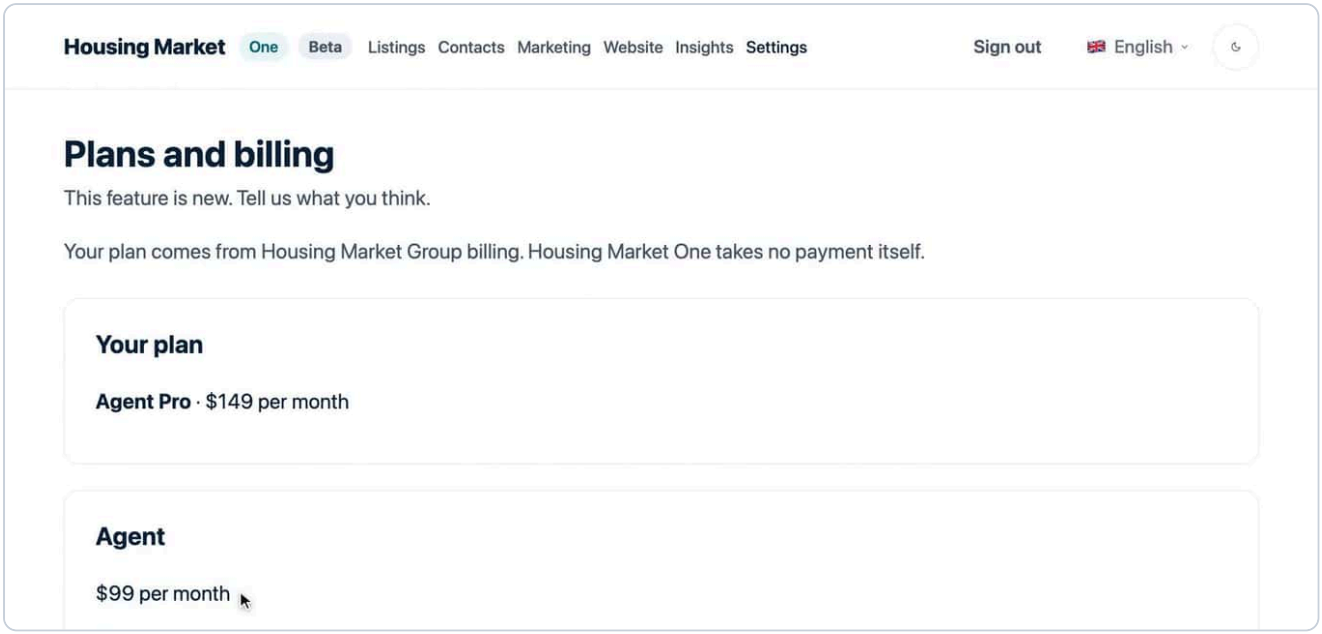


Figure 4.2 · Screen recorded 13 November 2026

3 The plans page shows **the plan your account is on**.

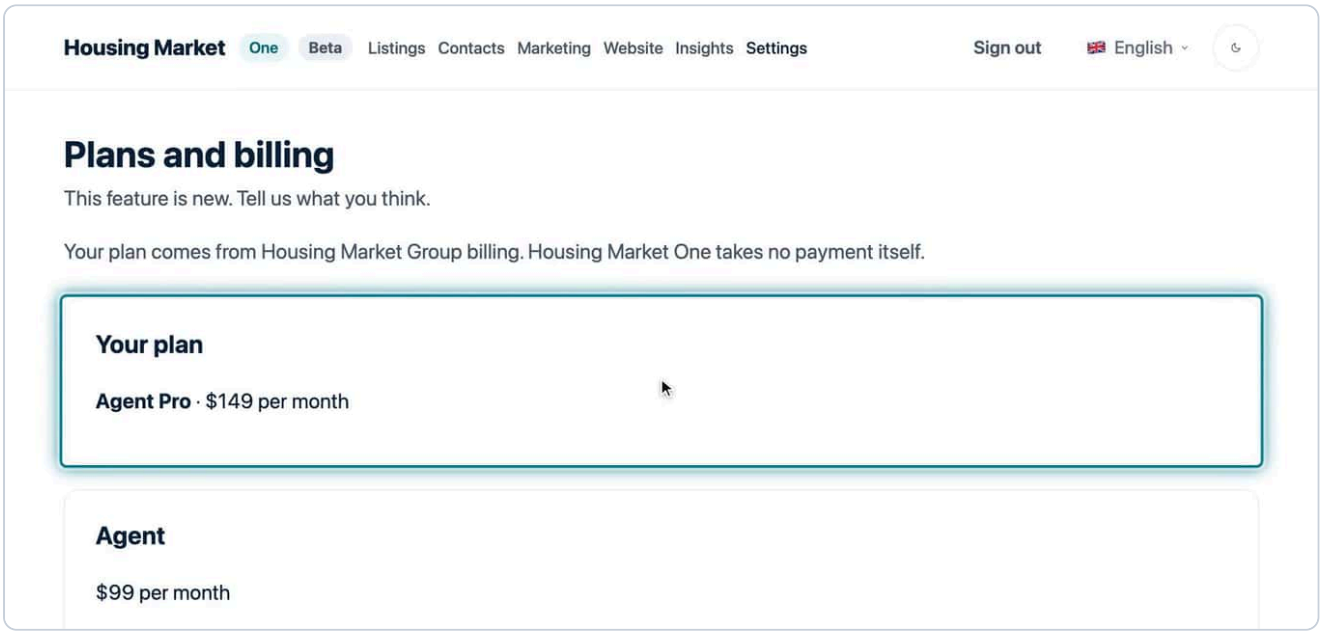


Figure 4.3 · Screen recorded 13 November 2026

4 and **Brokerage**. Each plan includes everything in the plan before it.

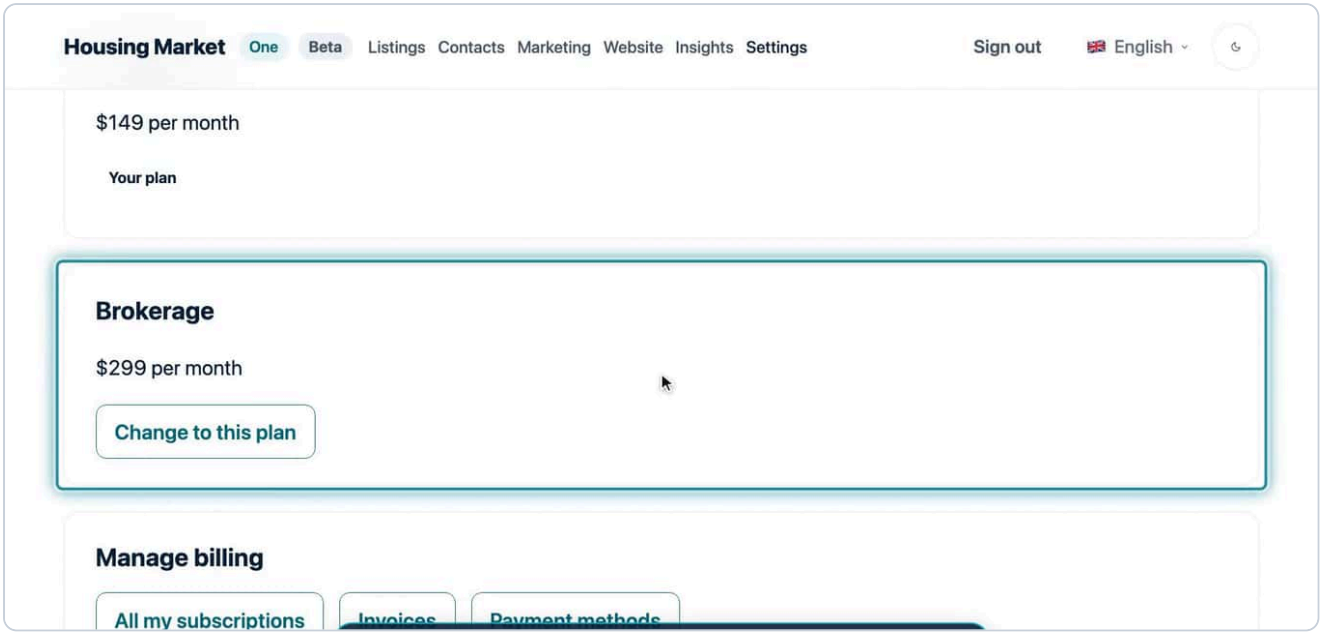


Figure 4.4 · Screen recorded 13 November 2026

5 To change your plan, select **Change to this plan** on the one you want. It opens your **billing page**.

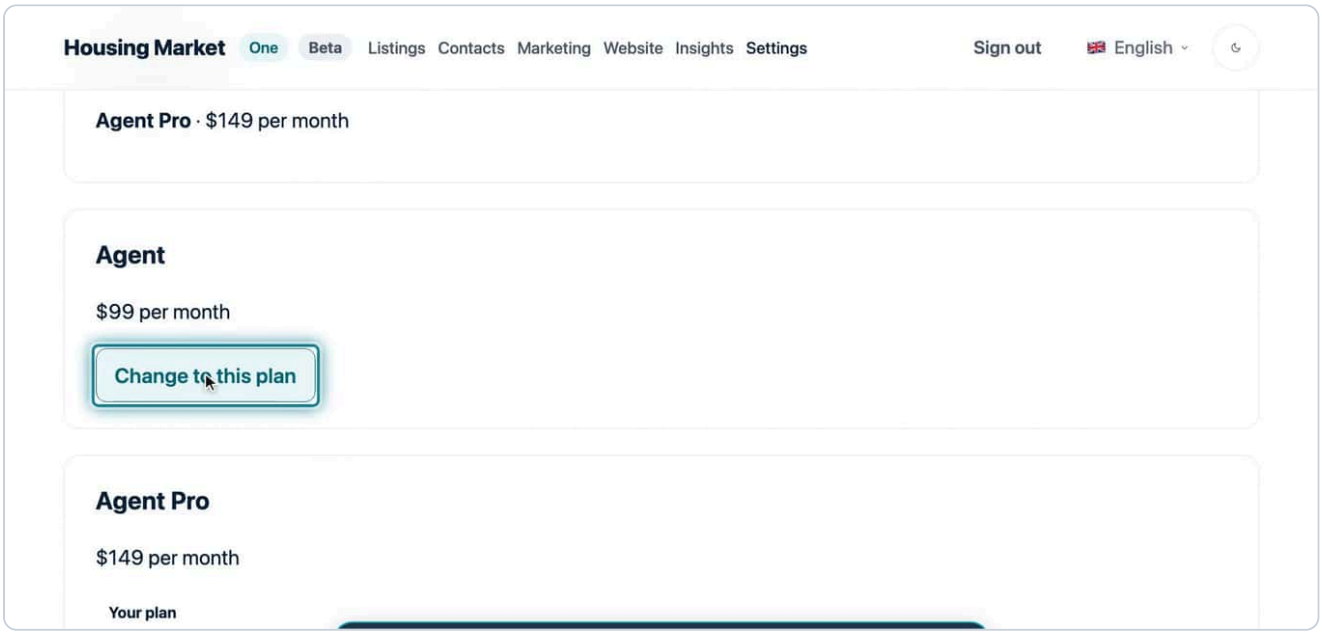


Figure 4.5 · Screen recorded 13 November 2026

6 If you have **no plan yet**, you choose one here and **pay by card** without leaving Housing Market One.

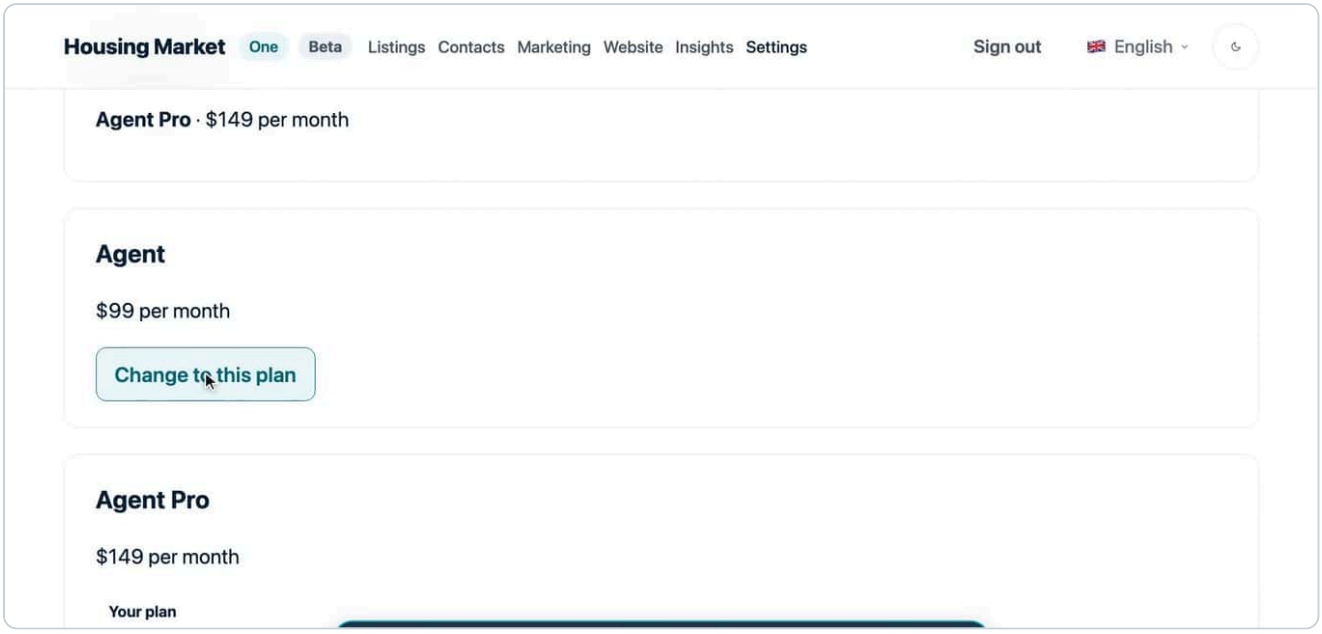


Figure 4.6 · Screen recorded 13 November 2026

7 Your **subscriptions, invoices and payment methods** are kept in your **Housing Market Group billing**.

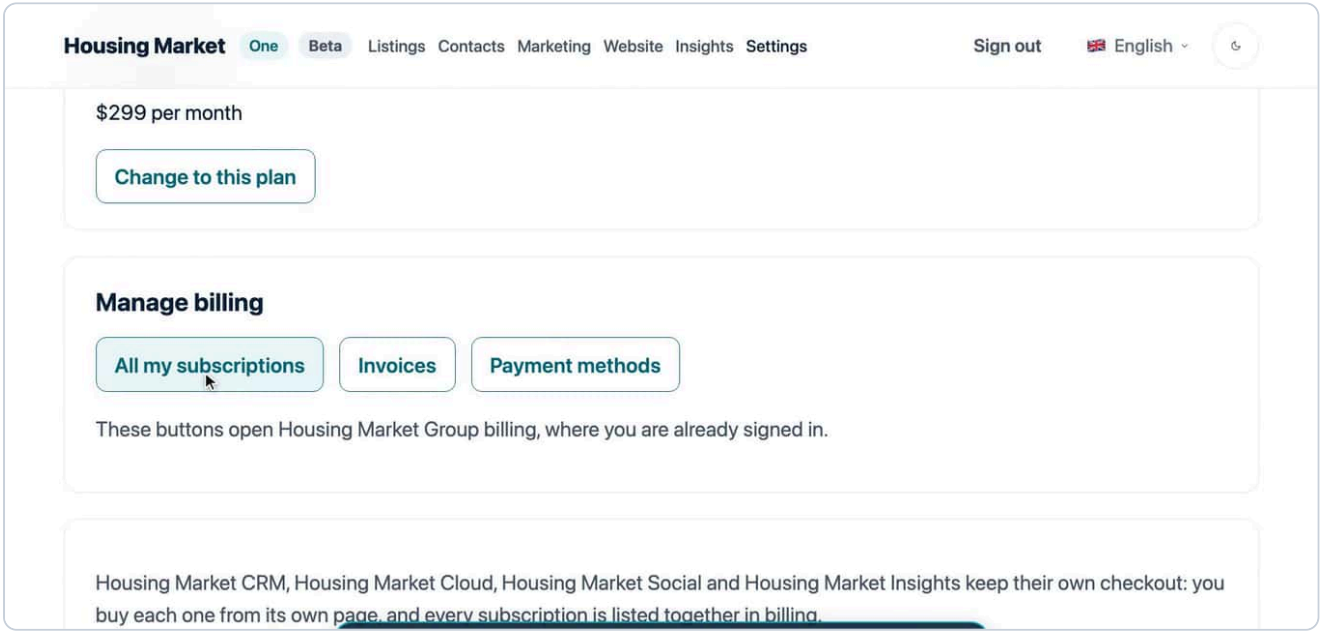


Figure 4.7 · Screen recorded 13 November 2026

8 These buttons open it, and you are already signed in.

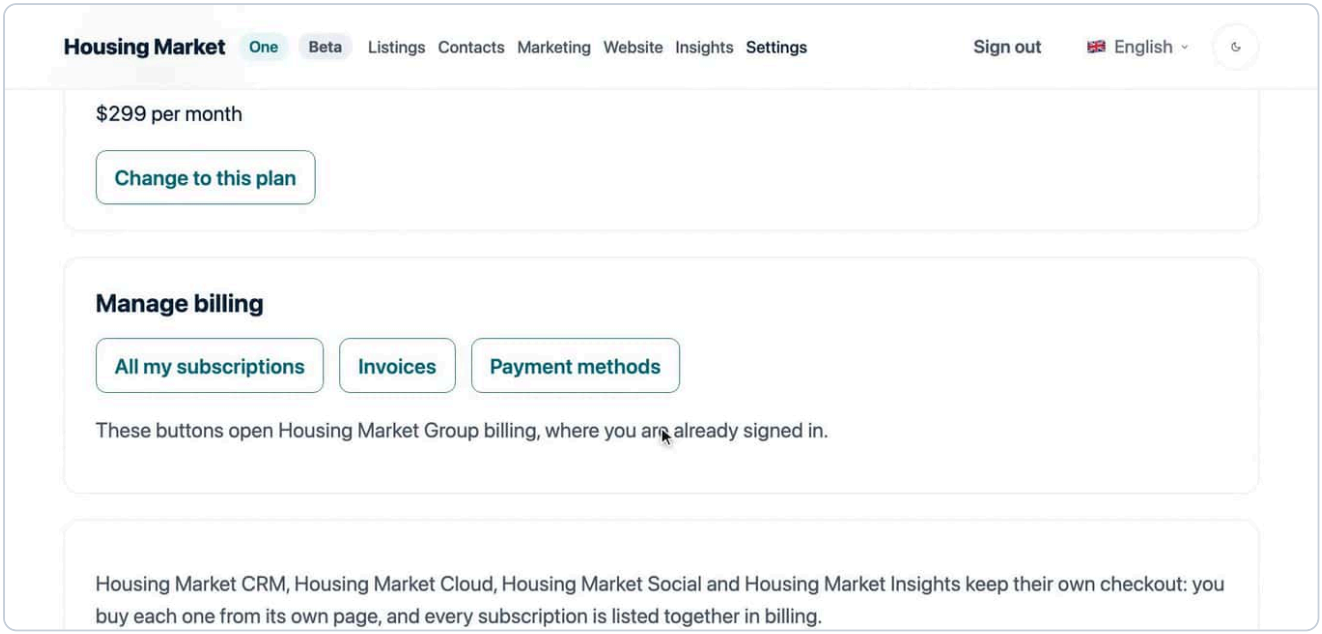


Figure 4.8 · Screen recorded 13 November 2026

5 CHAPTER 5

What each plan opens

Beta | For agents and brokerages | Watch the video

STEP BY STEP

1 Your **plan** decides which parts of Housing Market One are open.

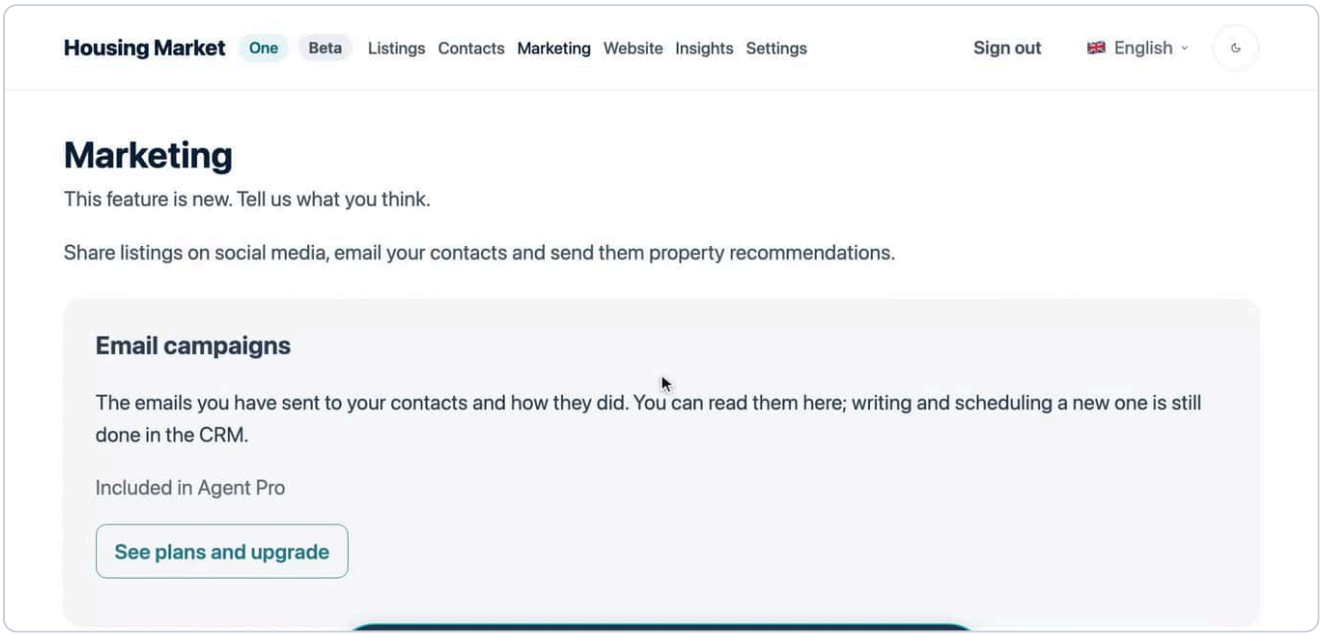


Figure 5.1 · Screen recorded 13 November 2026

2 A part your plan includes is shown **plainly**, with its button.

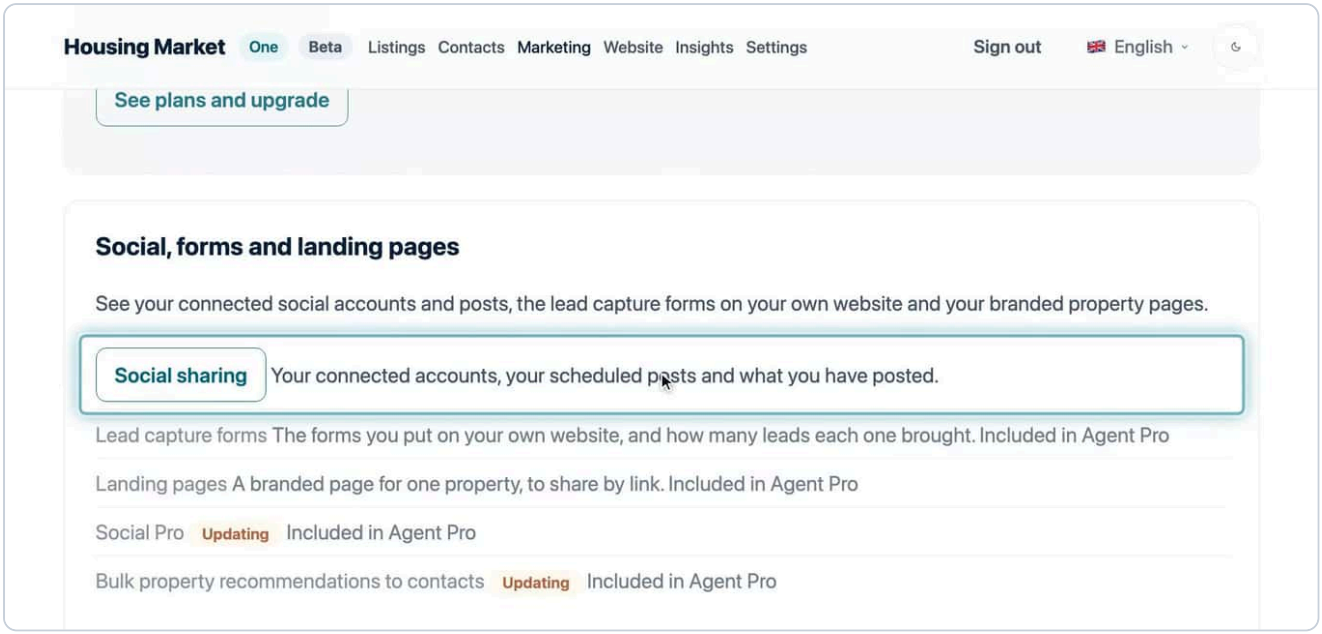


Figure 5.2 · Screen recorded 13 November 2026

3 A part your plan does **not** include is **greyed out**, and it says which plan includes it: here, **Agent Pro**.

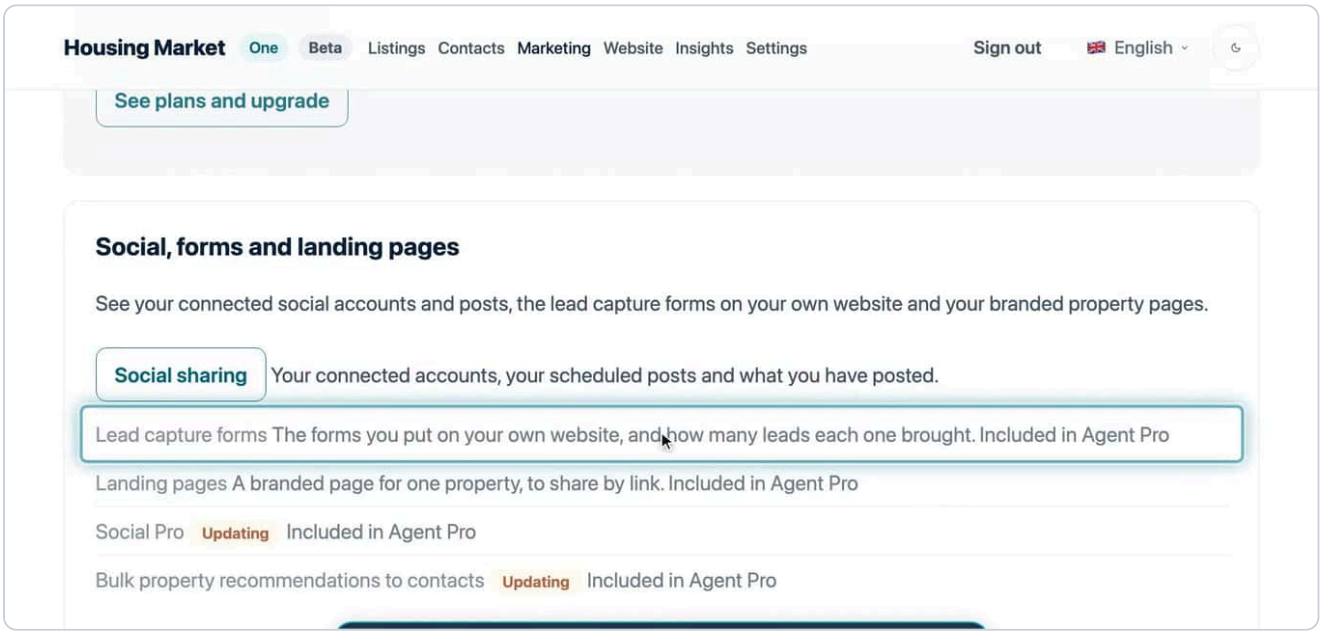


Figure 5.3 · Screen recorded 13 November 2026

4 Email marketing is greyed out the same way. **Nothing is hidden.**

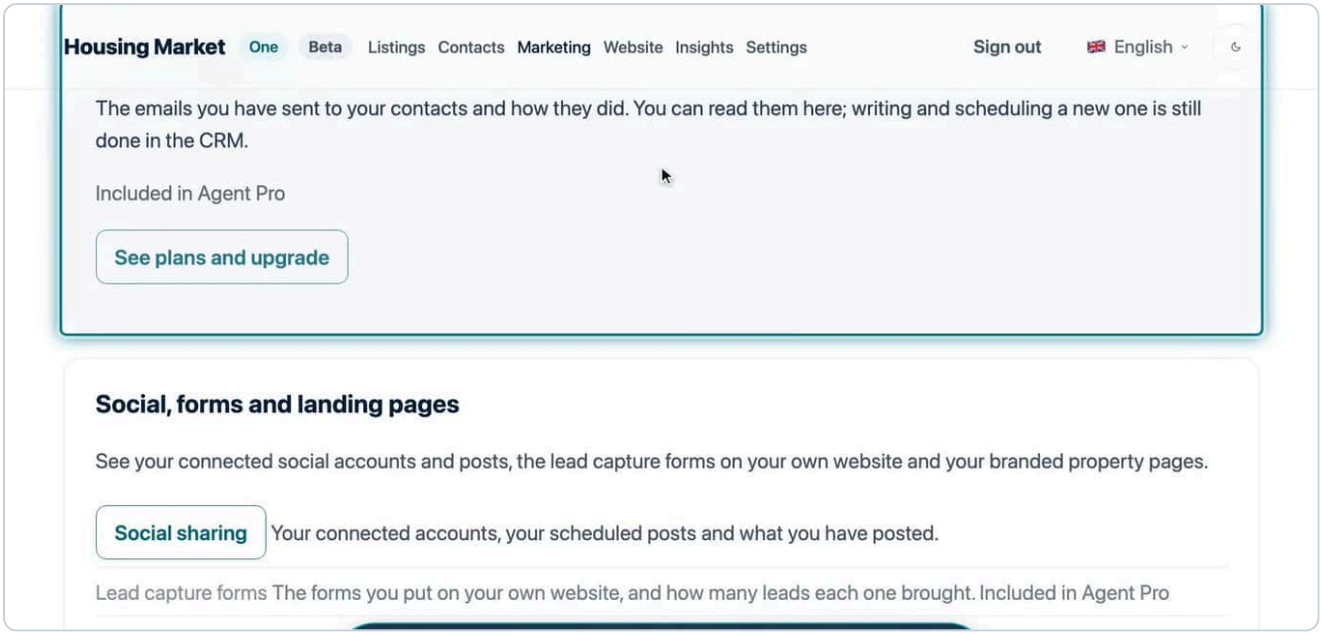


Figure 5.4 · Screen recorded 13 November 2026

5 Each page lists **what it includes**, part by part.

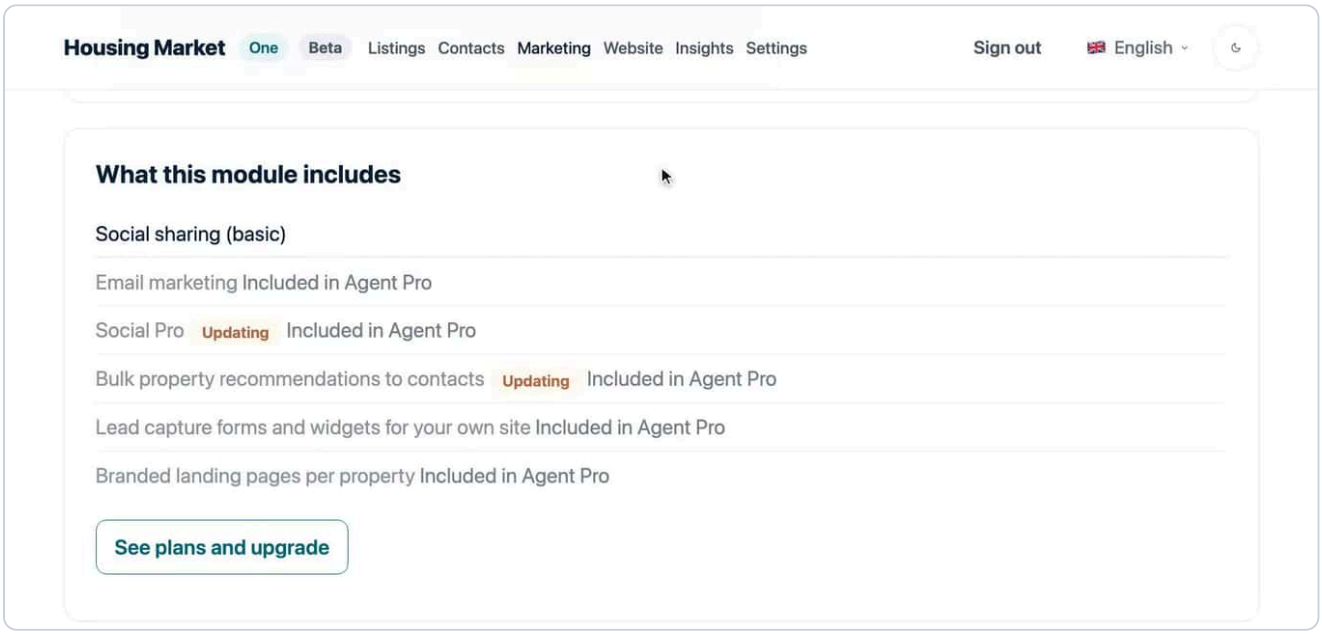


Figure 5.5 · Screen recorded 13 November 2026

6 The greyed-out lines name the plan that has them.

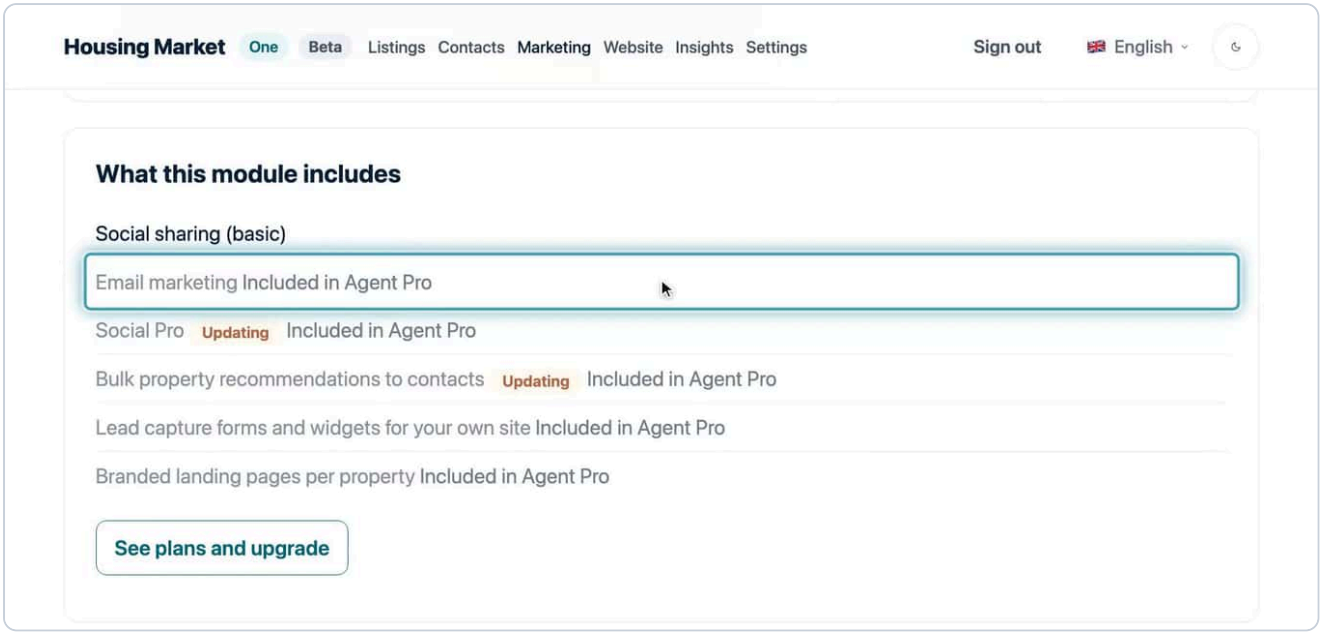


Figure 5.6 · Screen recorded 13 November 2026

7 Currently updating means a part is not finished yet.

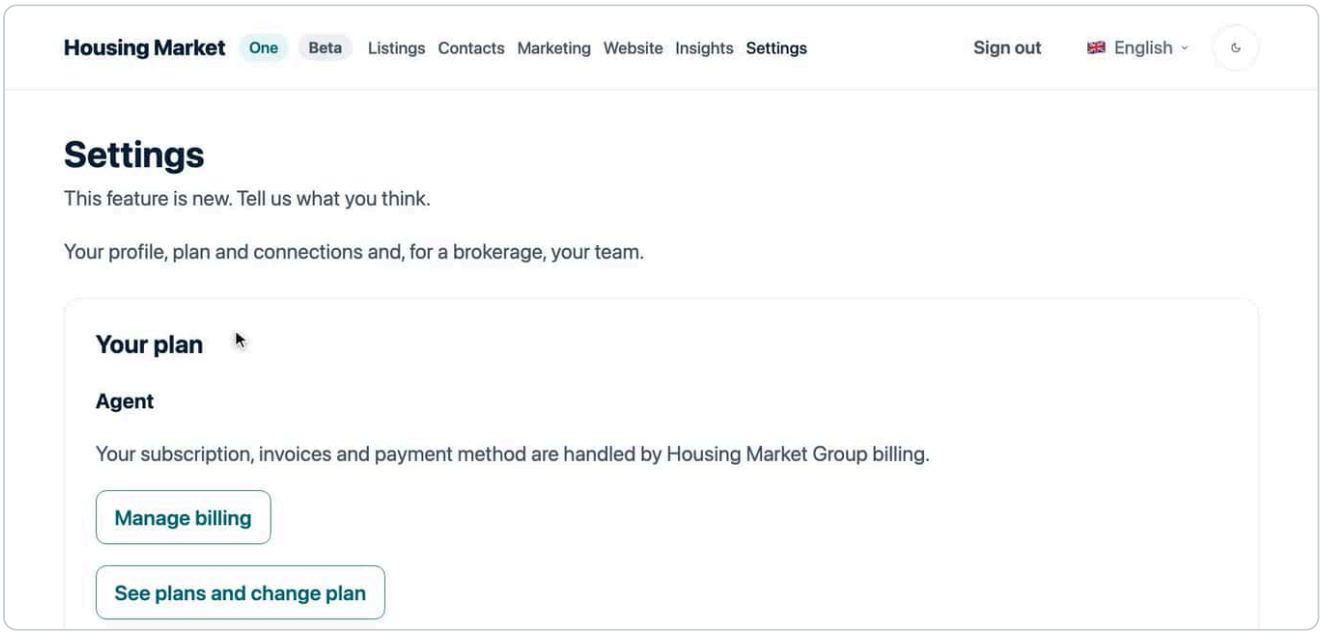


Figure 5.7 · Screen recorded 13 November 2026

8 In **Settings**, team seats and roles are included in **Brokerage** and so is the **shared inbox**.

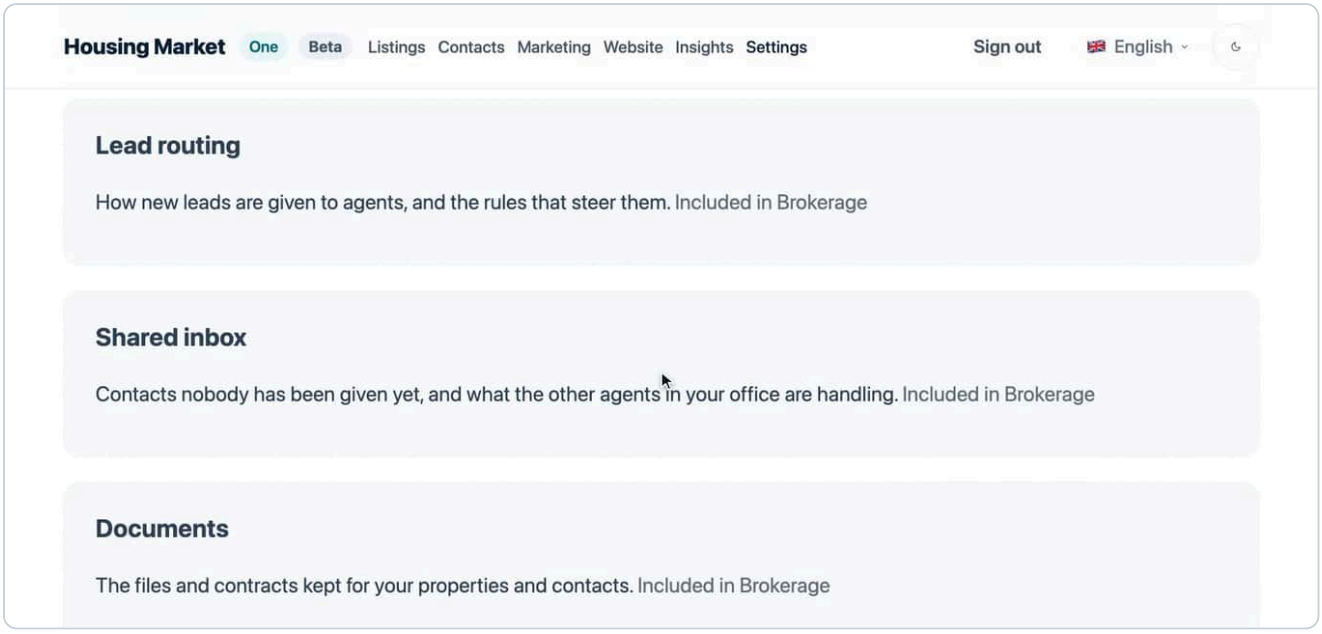


Figure 5.8 · Screen recorded 13 November 2026

6 CHAPTER 6

Your website and the portal sync

Beta | For agents and brokerages | Watch the video

STEP BY STEP

1 Open **Website** in the menu.

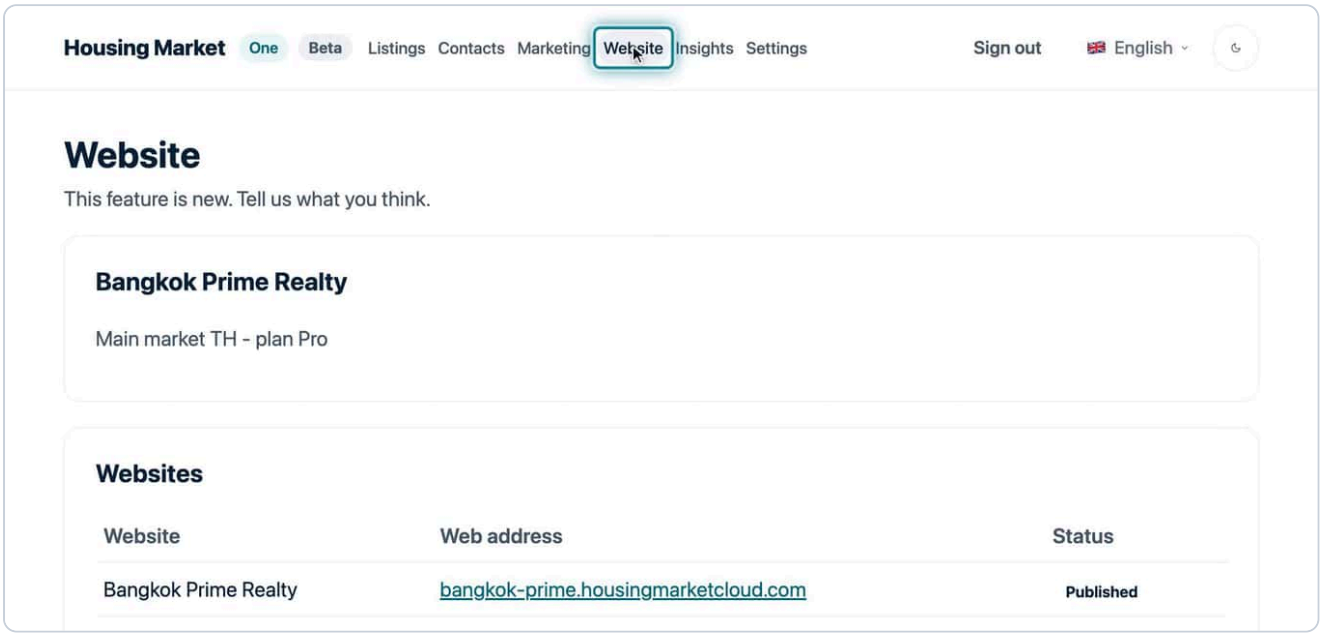


Figure 6.1 · Screen recorded 13 November 2026

2 Your website is built in **Housing Market Cloud**, and its **address** and **status** are listed here.

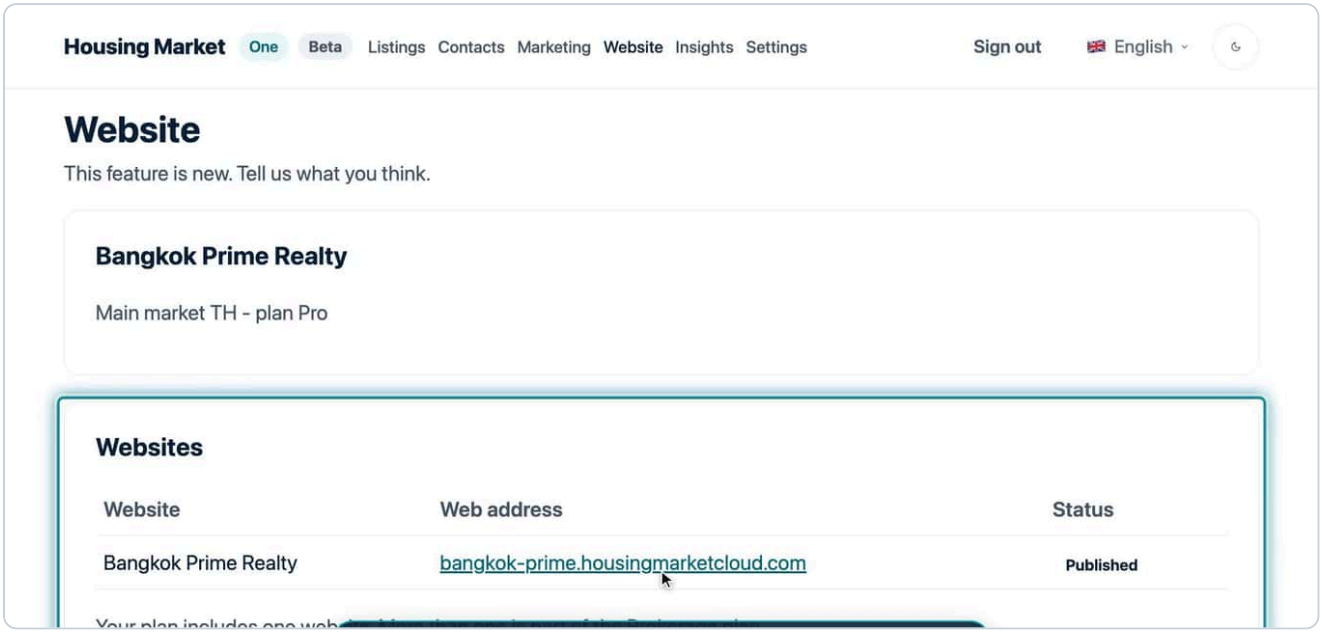


Figure 6.2 · Screen recorded 13 November 2026

3 Your plan includes **one website**. More than one is part of **Brokerage**.

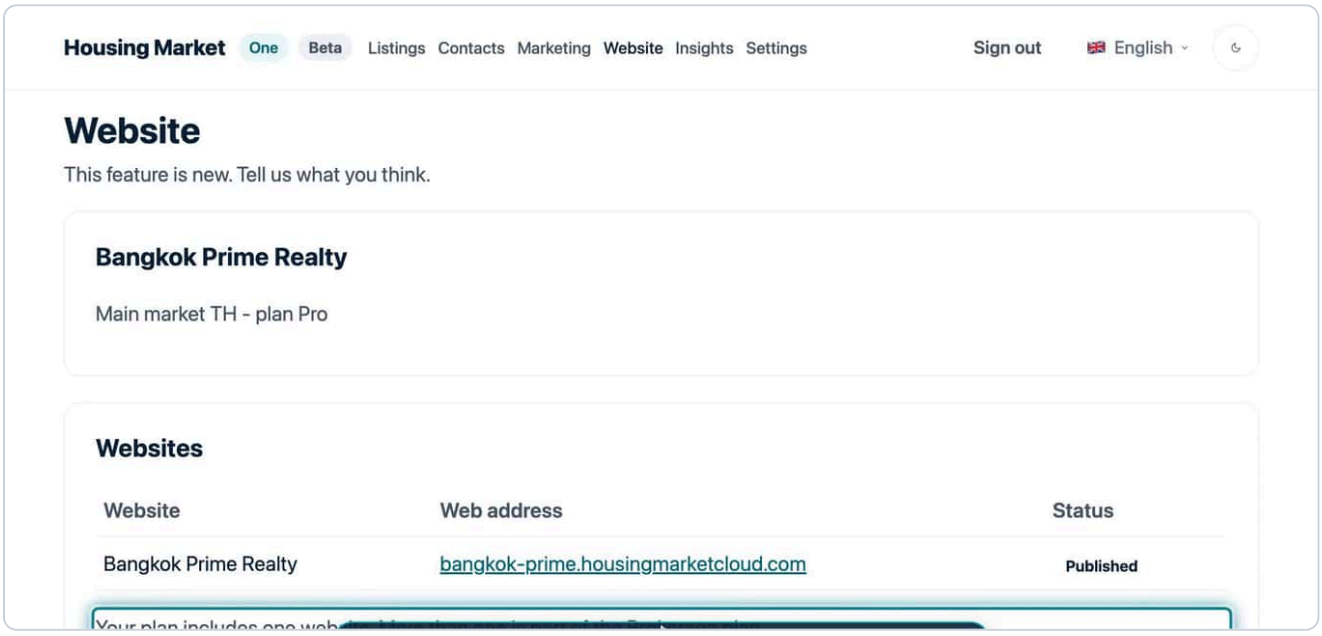


Figure 6.3 · Screen recorded 13 November 2026

4 Editing pages and publishing are done in the Cloud editor. Opening it from here is **Currently updating**.

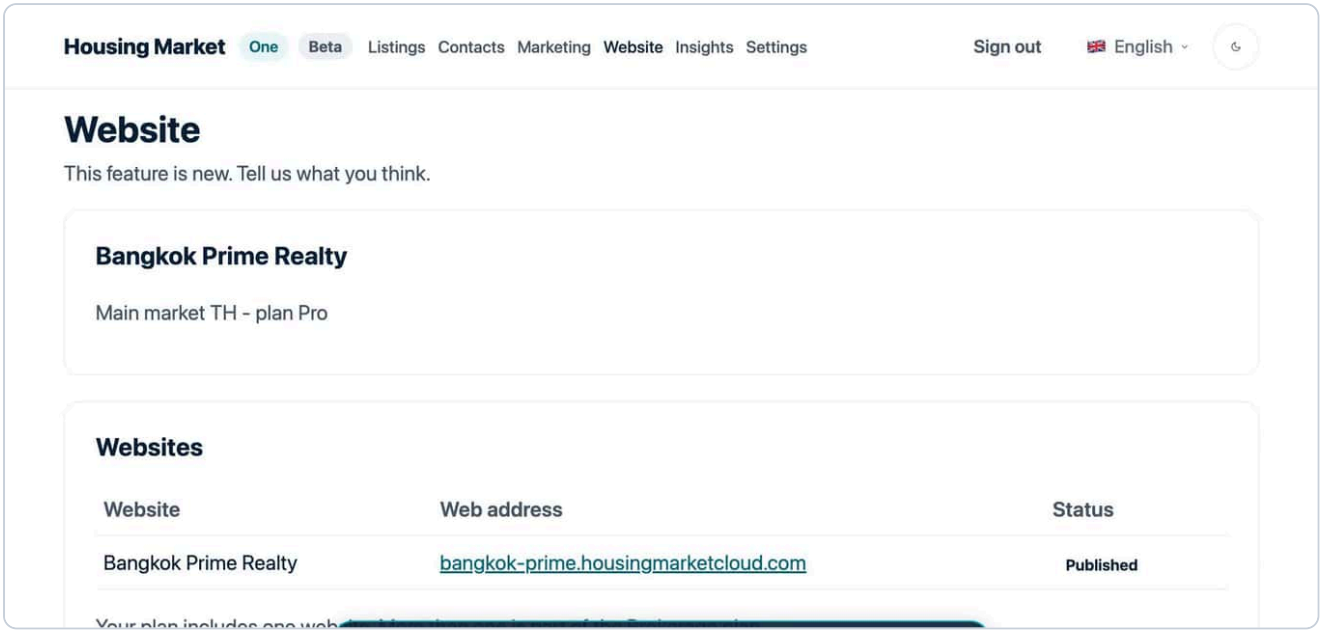


Figure 6.4 · Screen recorded 13 November 2026

5 Below, the **portal account** your listings come from.

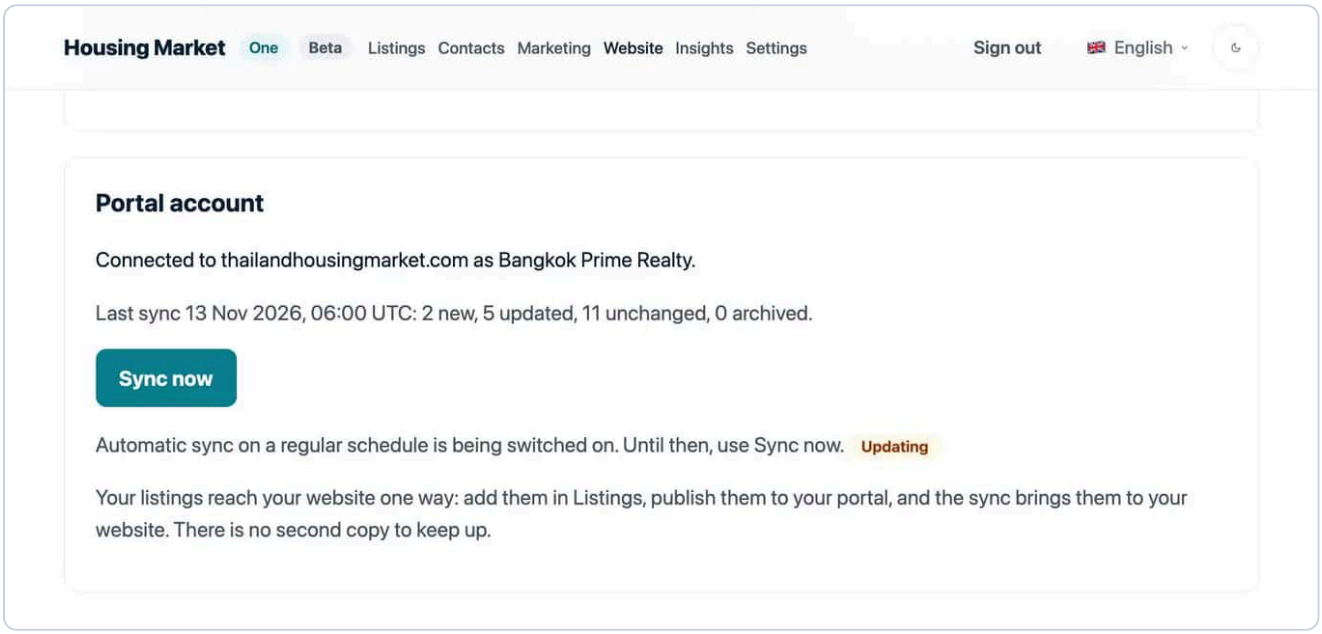


Figure 6.5 · Screen recorded 13 November 2026

6 Listings reach your website **one way**: add them, publish them to your portal, and the sync brings them across.

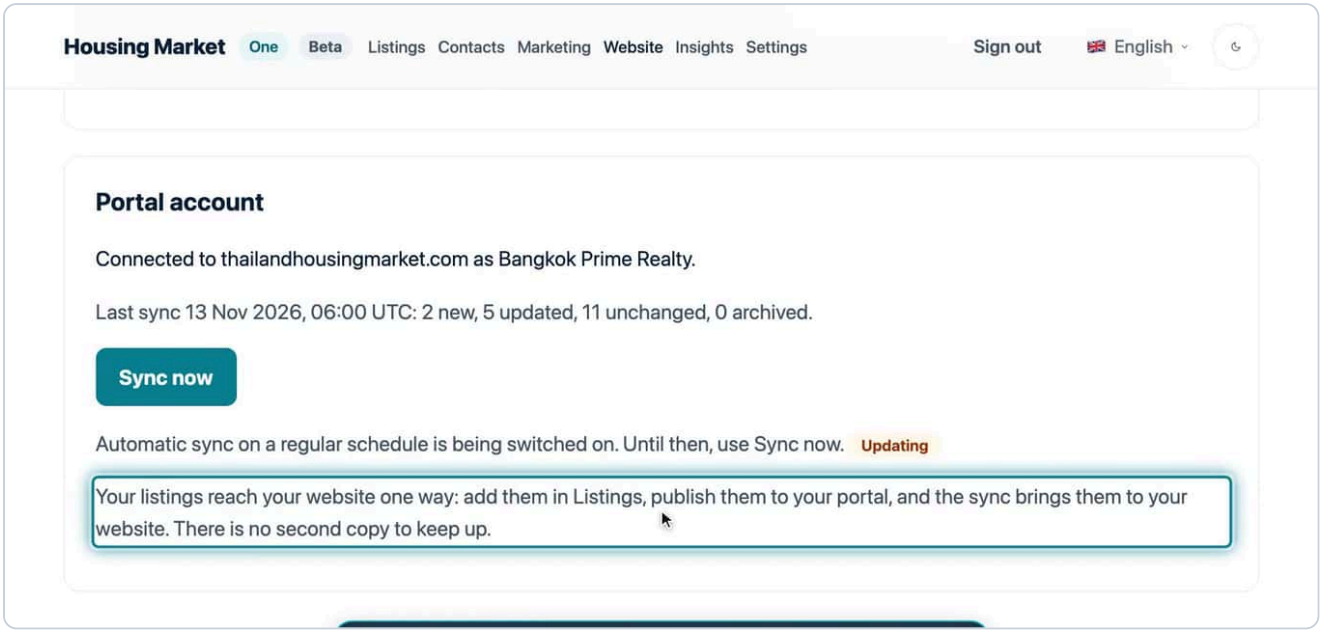


Figure 6.6 · Screen recorded 13 November 2026

7 **Sync now** brings your portal listings to your website.

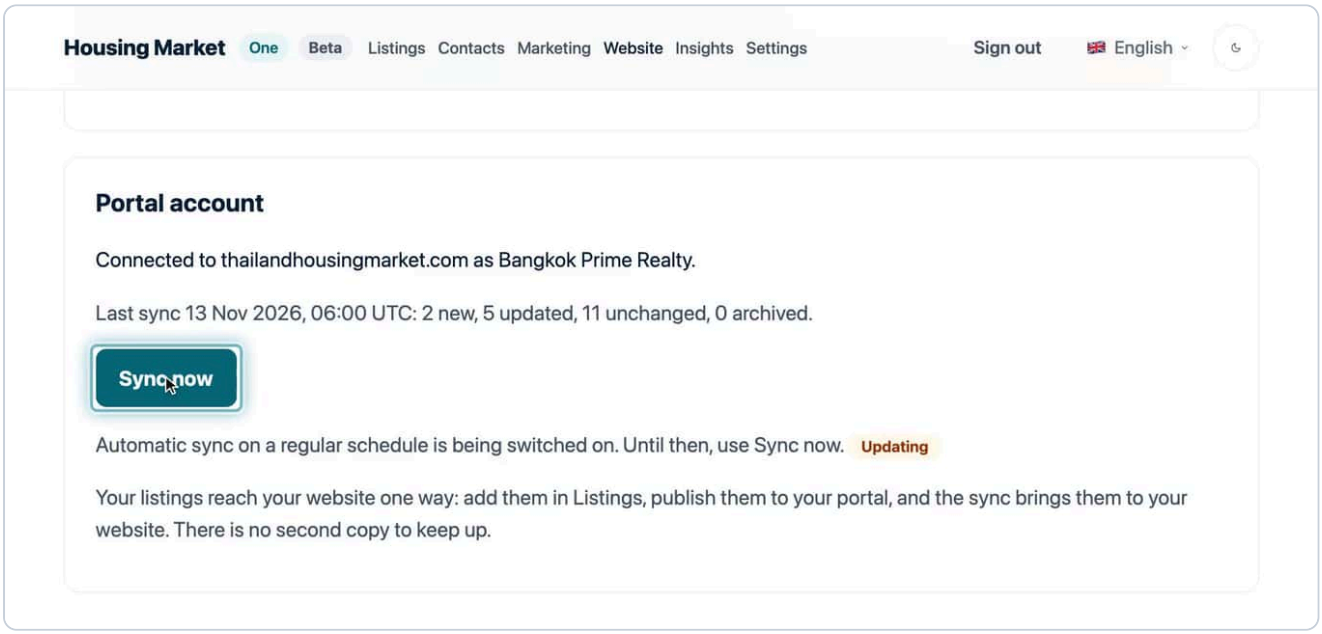


Figure 6.7 · Screen recorded 13 November 2026

8 The line above it tells you what the **last sync** did.

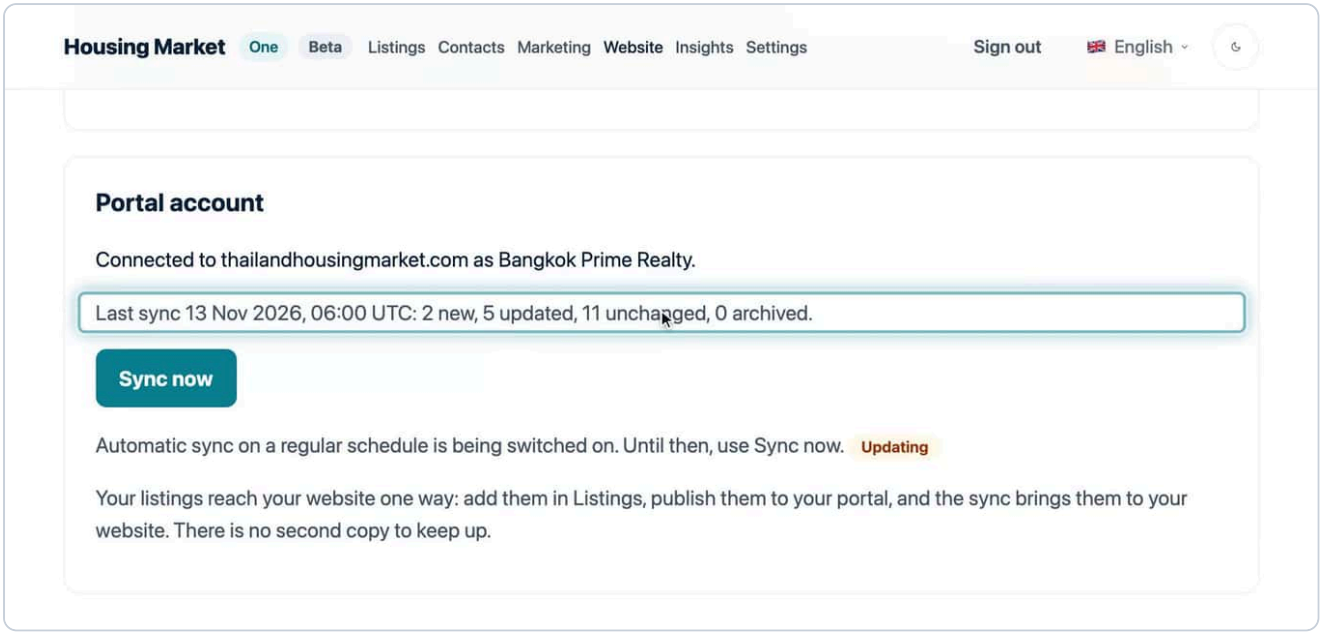


Figure 6.8 · Screen recorded 13 November 2026

9 An automatic sync is **Currently updating**. Until then, use **Sync now**.

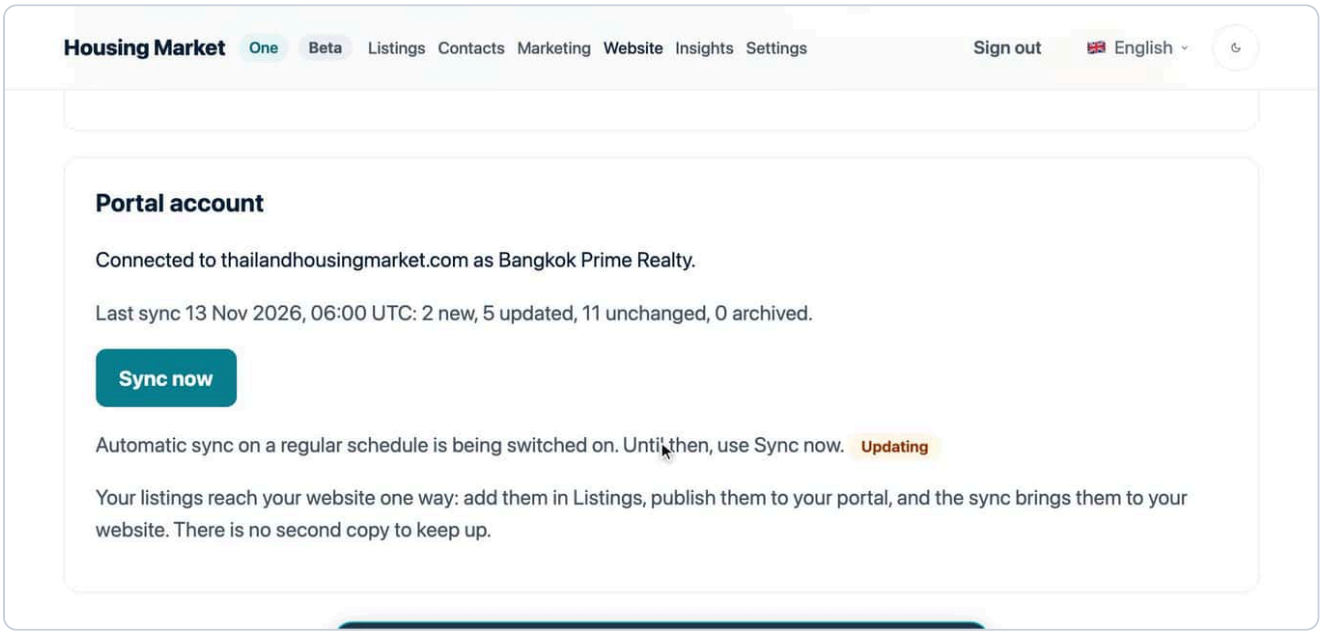


Figure 6.9 · Screen recorded 13 November 2026

GOOD TO KNOW

UPDATING Opening the Housing Market Cloud editor from Housing Market One, and a sync that runs by itself on a schedule, are currently updating. Until then, use Sync now.

PART 3

Your team and your inbox

7 Your brokerage team: seats and performance

8 The shared inbox

7 CHAPTER 7

Your brokerage team: seats and performance

Beta | For brokerage accounts | Watch the video

STEP BY STEP

1 In **Settings**, a Brokerage account has a **Team** section.

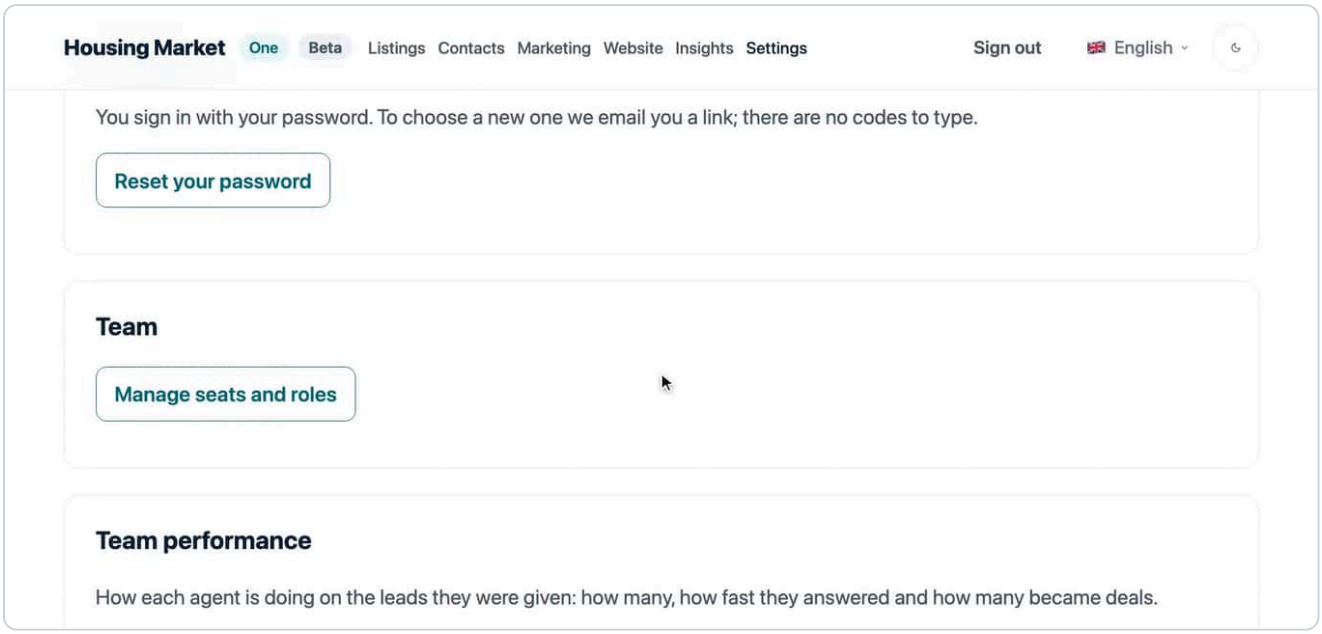


Figure 7.1 · Screen recorded 13 November 2026

2 Select **Manage seats and roles**.

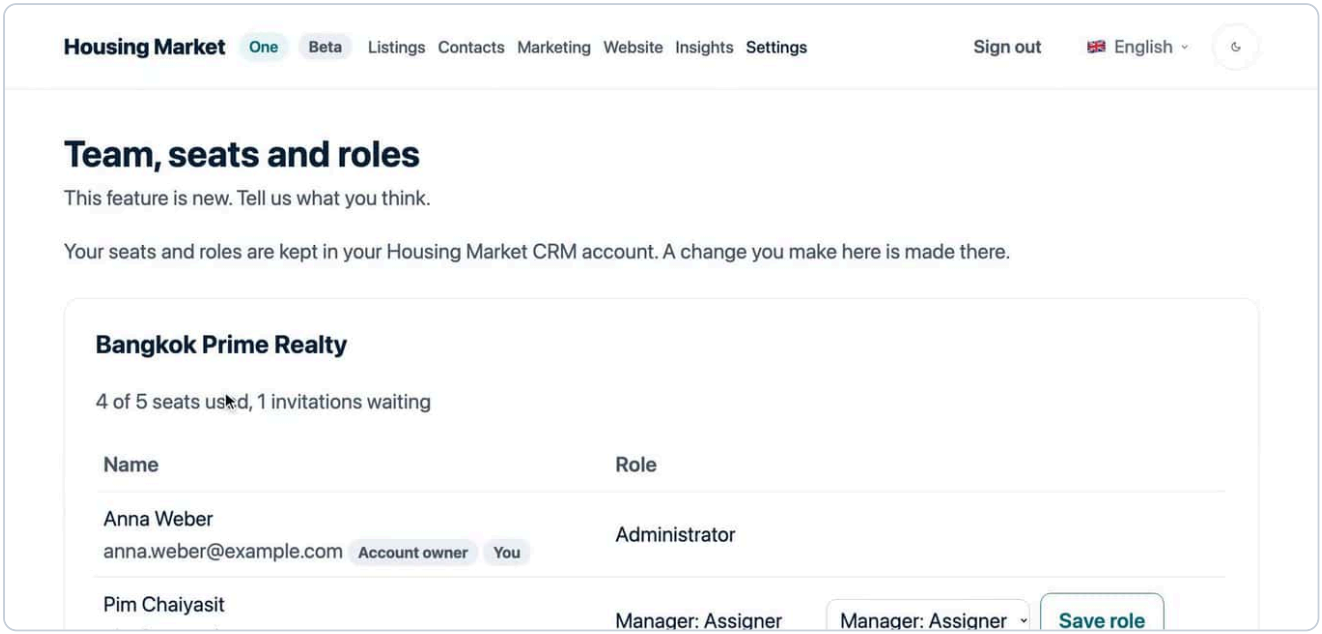


Figure 7.2 · Screen recorded 13 November 2026

3 It shows how many **seats** are used.

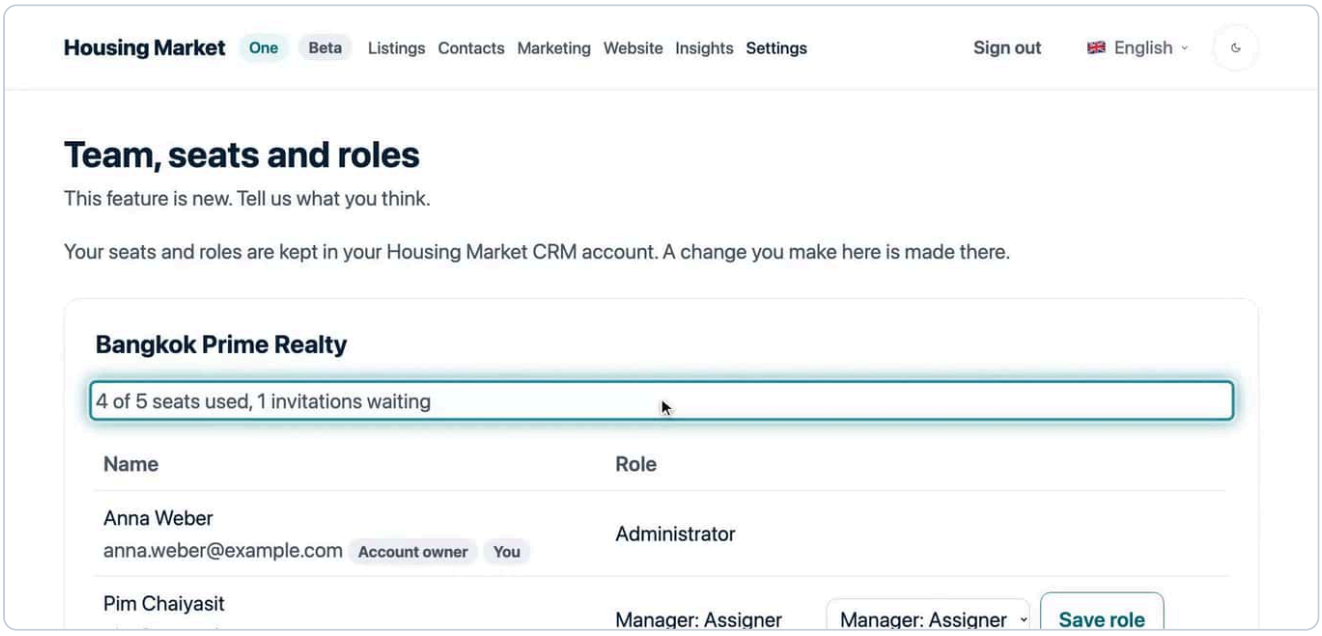


Figure 7.3 · Screen recorded 13 November 2026

4 Each person has a **role**: administrator, manager or agent.

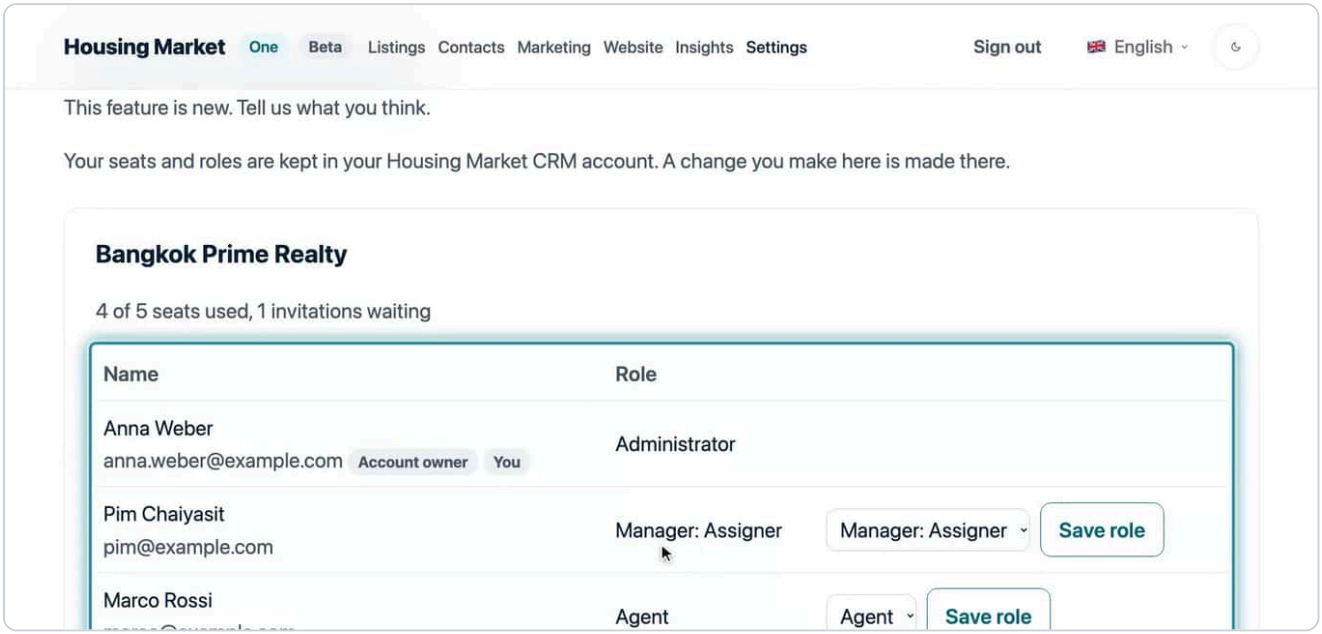


Figure 7.4 · Screen recorded 13 November 2026

5 **Invitations** that are waiting can be sent again or withdrawn.

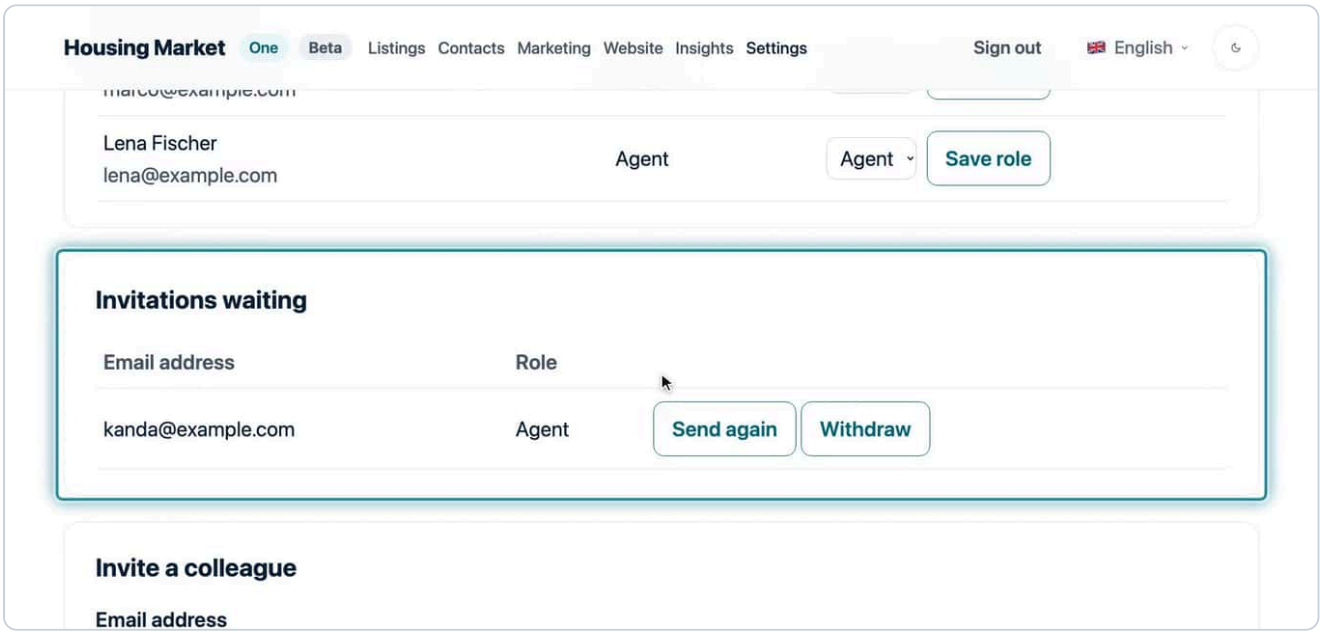


Figure 7.5 · Screen recorded 13 November 2026

6 To add someone, enter their **email address**, choose a **role** and send an invitation.

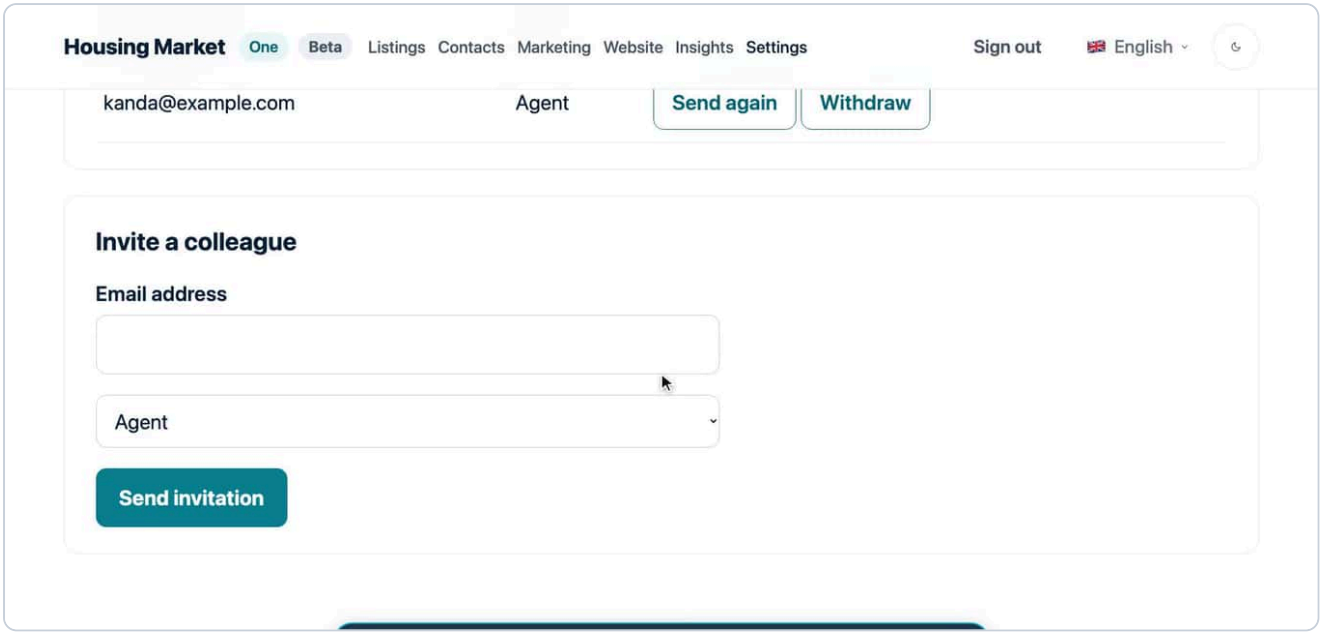


Figure 7.6 · Screen recorded 13 November 2026

7 Your seats and roles are kept in your **Housing Market CRM** account, so a change here is made there.

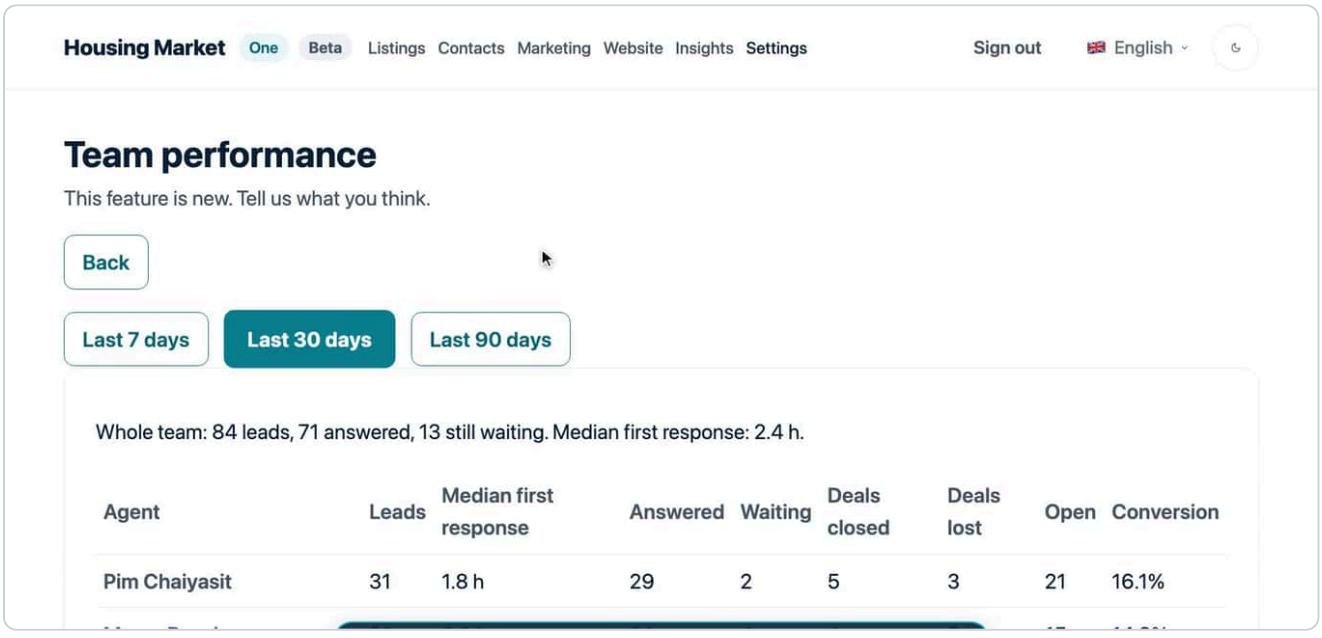


Figure 7.7 · Screen recorded 13 November 2026

8 **Team performance** can be read over the last **7, 30 or 90 days**.

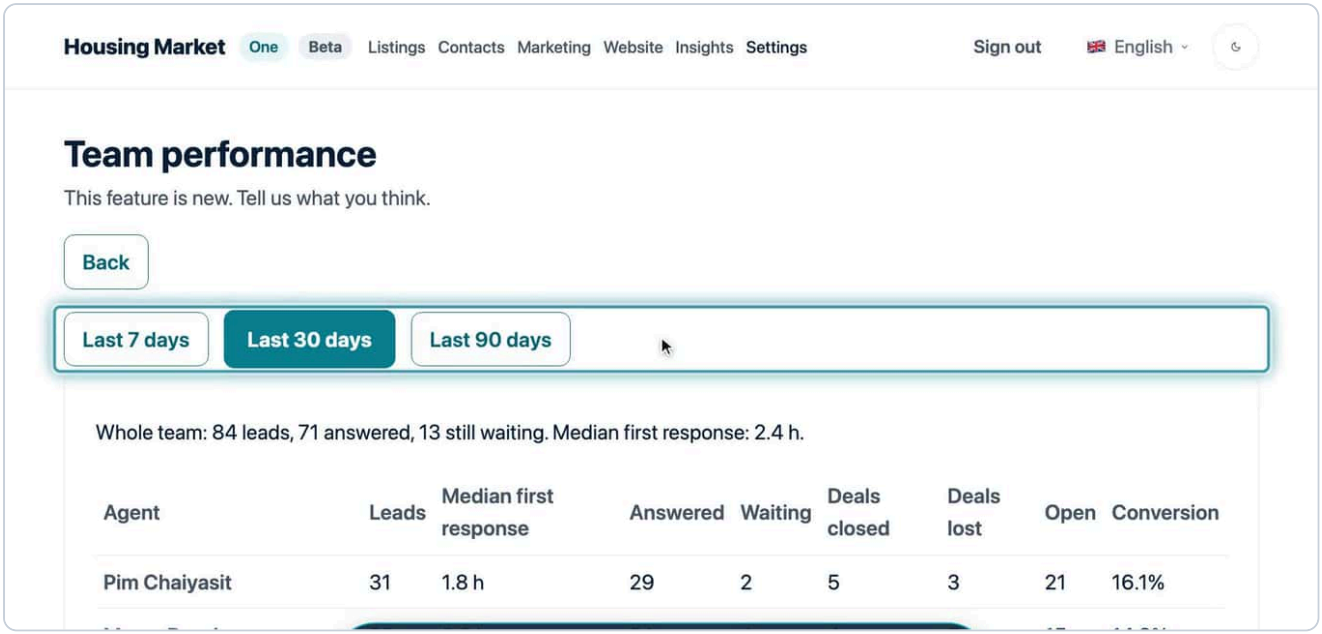


Figure 7.8 · Screen recorded 13 November 2026

9 The line above the table sums up the **whole team**.

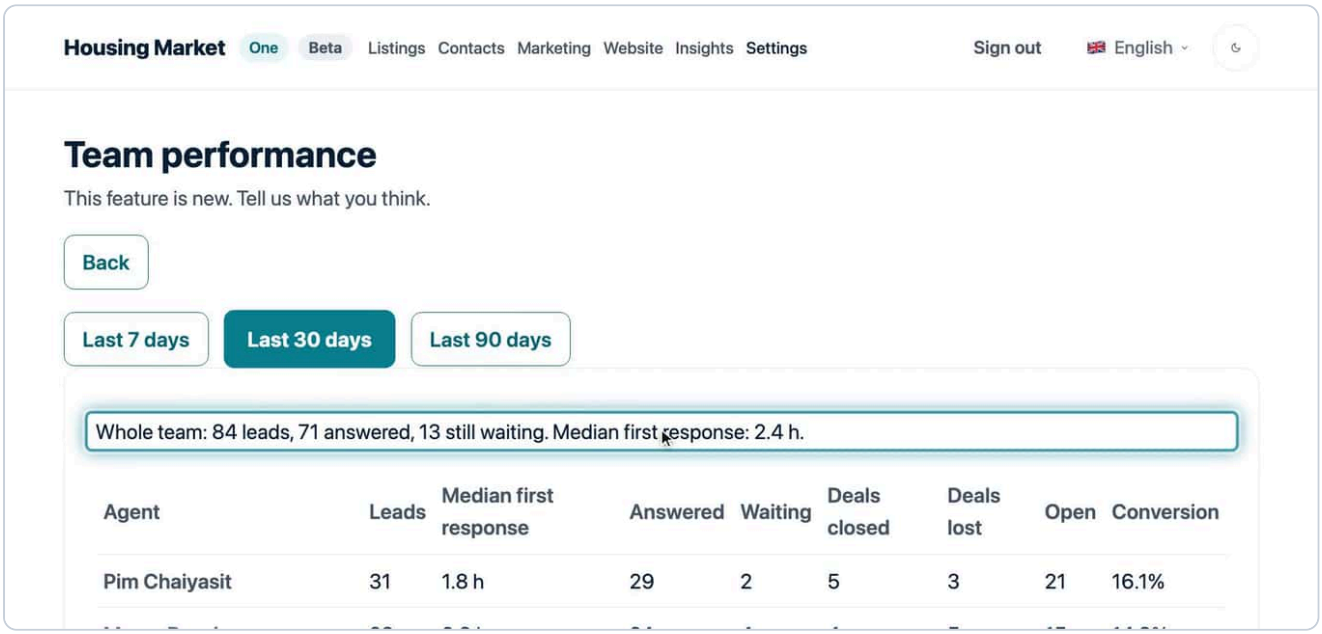


Figure 7.9 · Screen recorded 13 November 2026

10 Each agent: **leads, how fast they answered** and **how many became deals**.

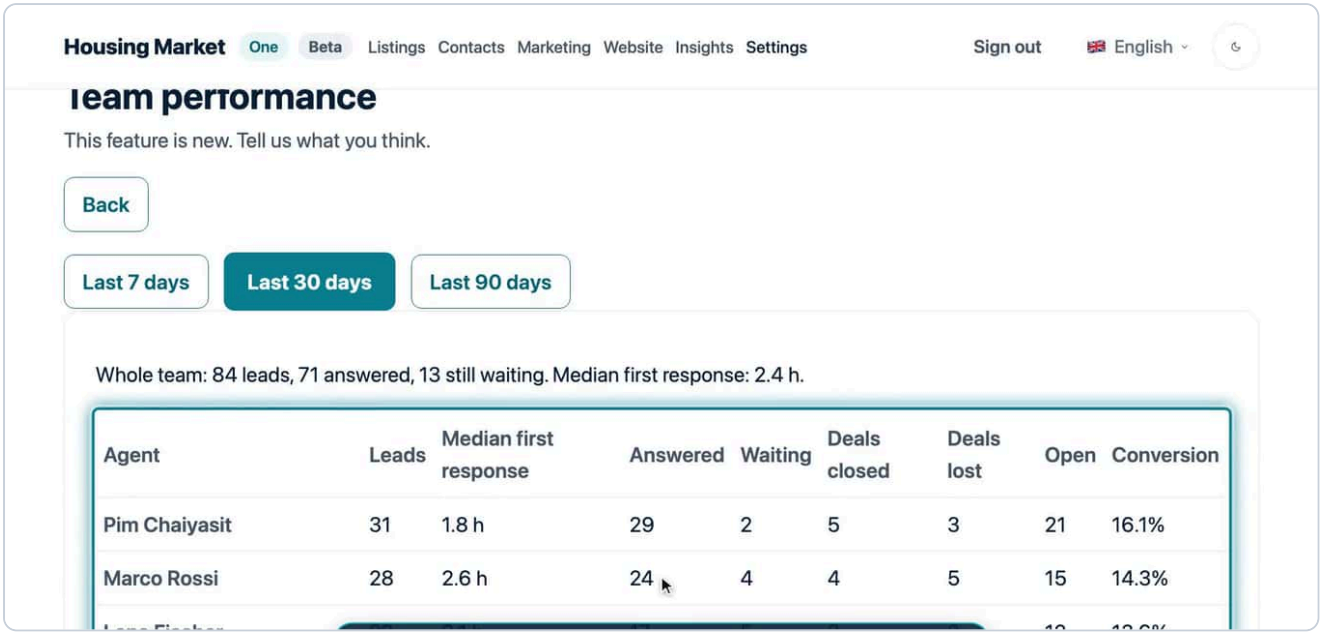


Figure 7.10 · Screen recorded 13 November 2026

11 An agent with only a few leads is **marked** and listed last.

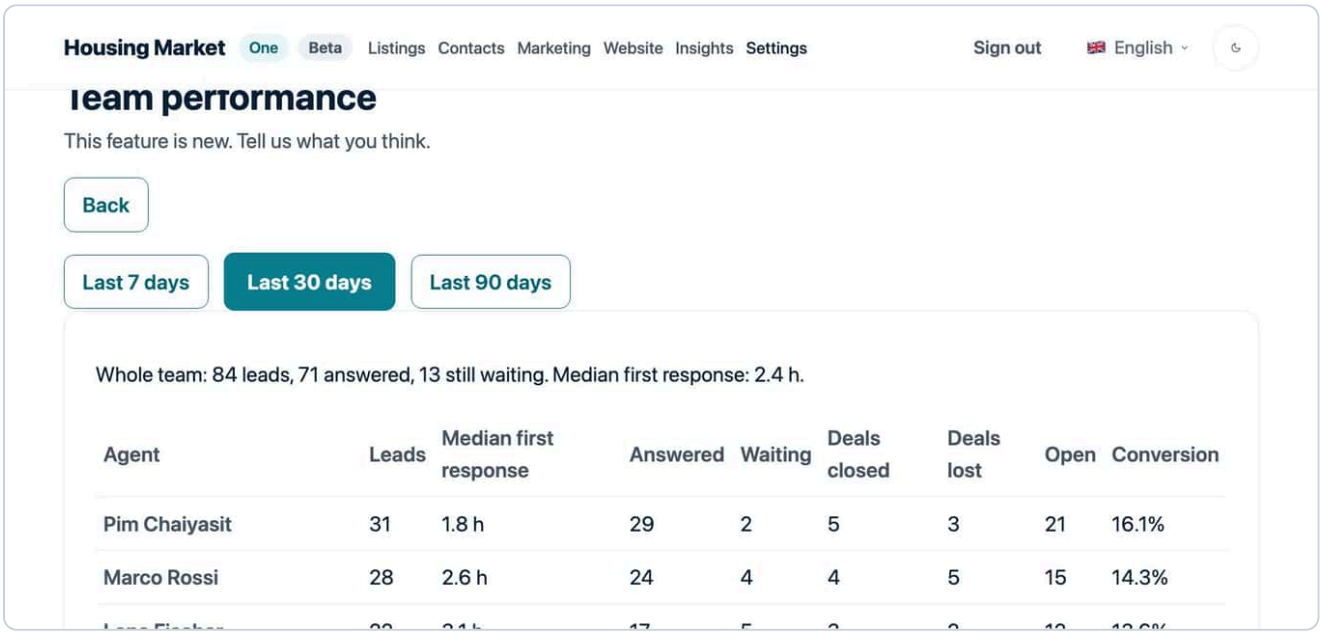


Figure 7.11 · Screen recorded 13 November 2026

8 CHAPTER 8

The shared inbox

Beta | For brokerage accounts | Watch the video

STEP BY STEP

1 In **Settings**, a Brokerage account has the **Shared inbox**.

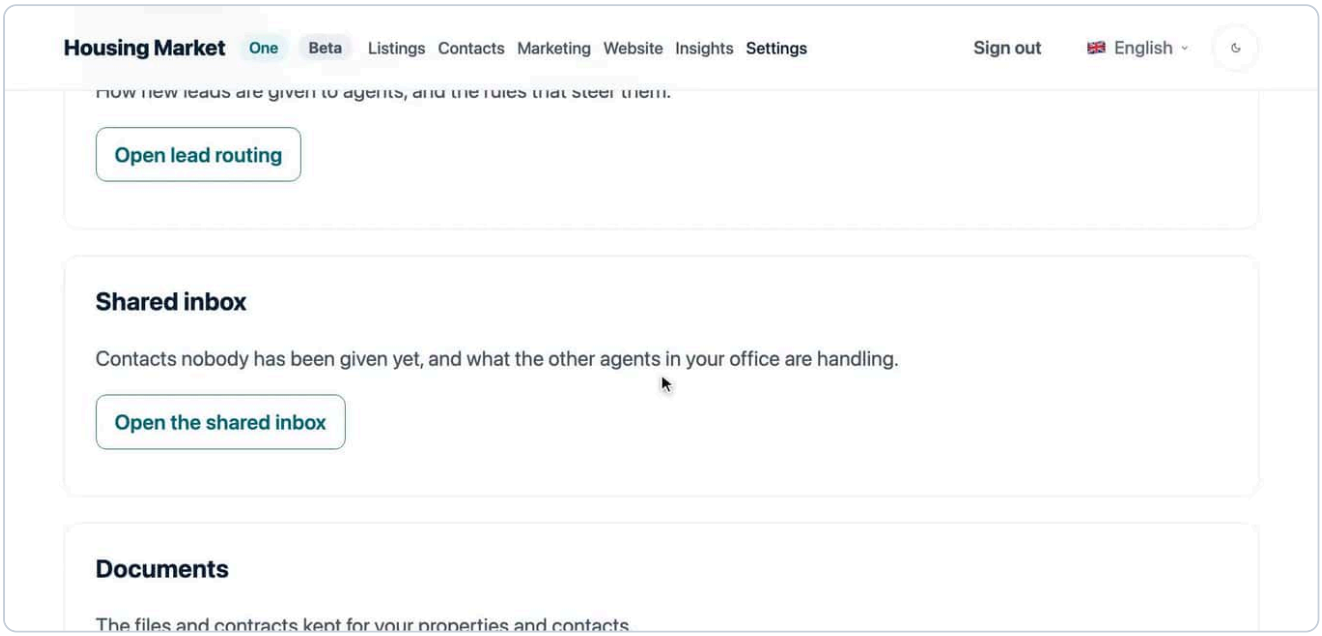


Figure 8.1 · Screen recorded 13 November 2026

2 Select **Open the shared inbox**.

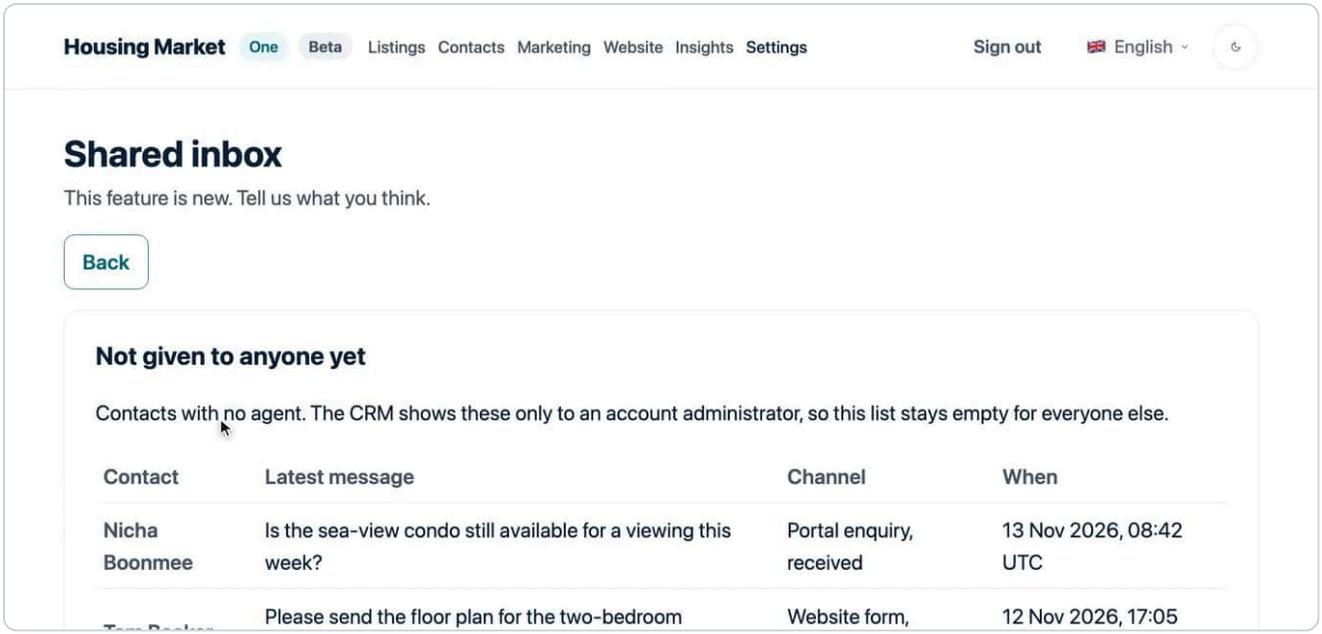


Figure 8.2 · Screen recorded 13 November 2026

3 The first list is the contacts **nobody has been given yet**.

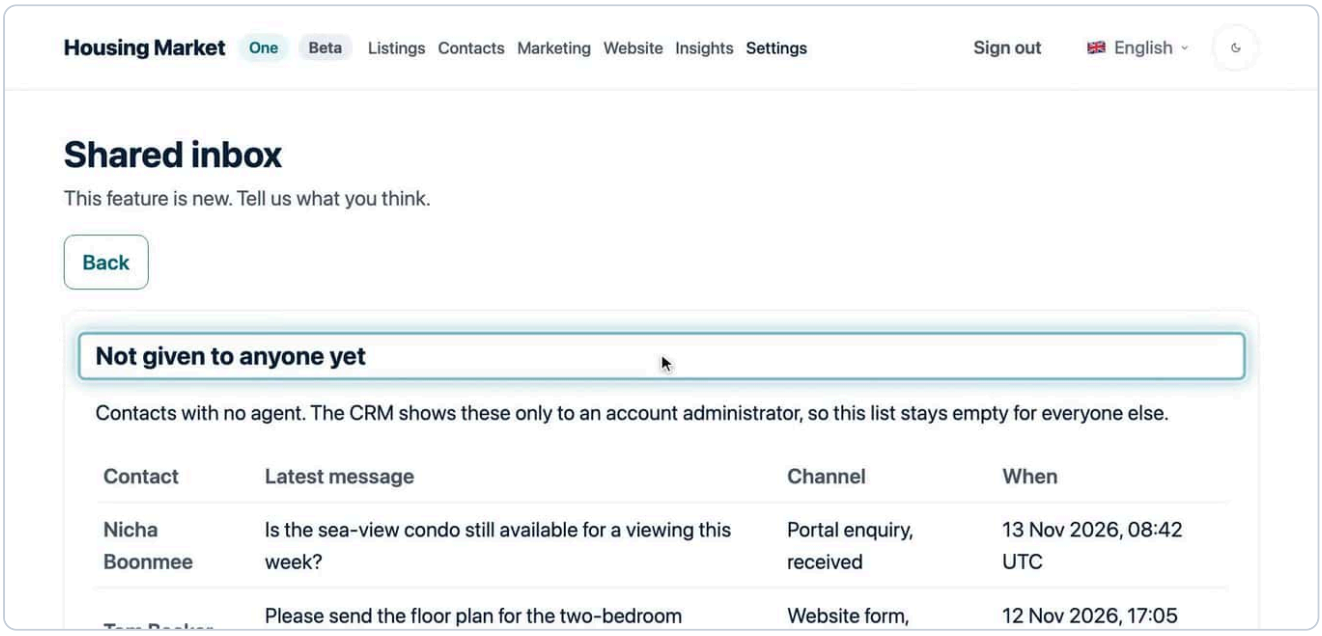


Figure 8.3 · Screen recorded 13 November 2026

4 Only an **account administrator** sees this list.

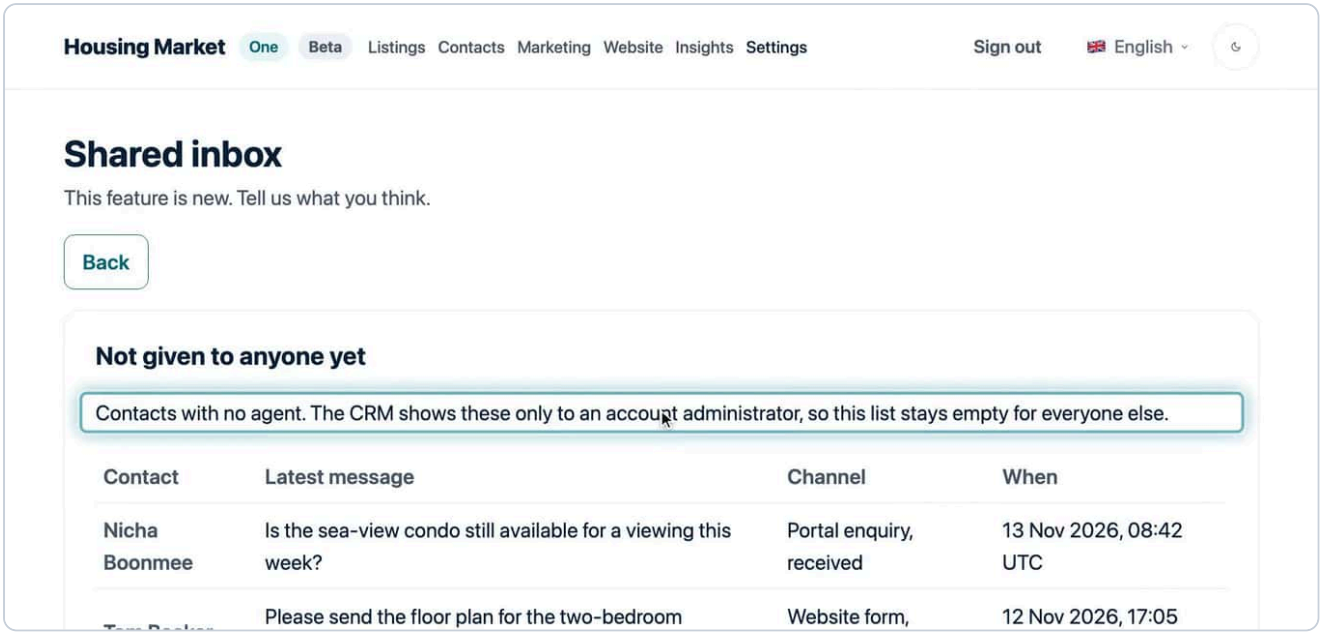


Figure 8.4 · Screen recorded 13 November 2026

5 Each row shows the **contact**, the **latest message**, the **channel** and **when** it arrived.

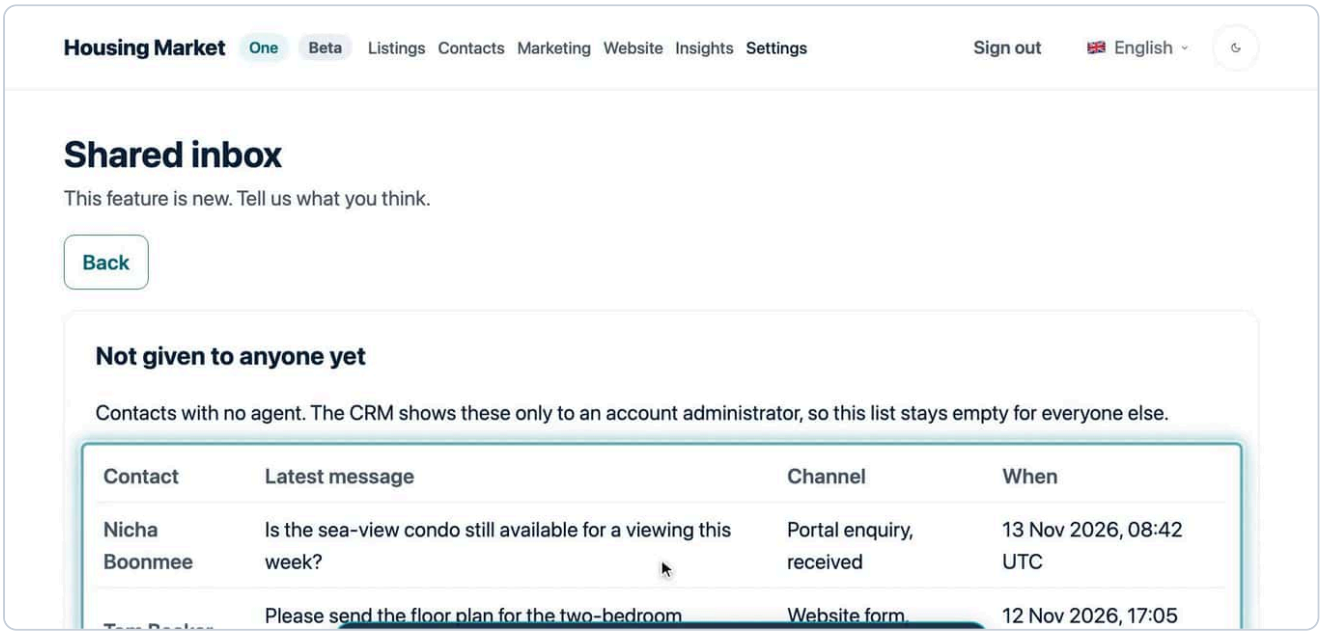


Figure 8.5 · Screen recorded 13 November 2026

6 The second list shows the **conversations of your team**.

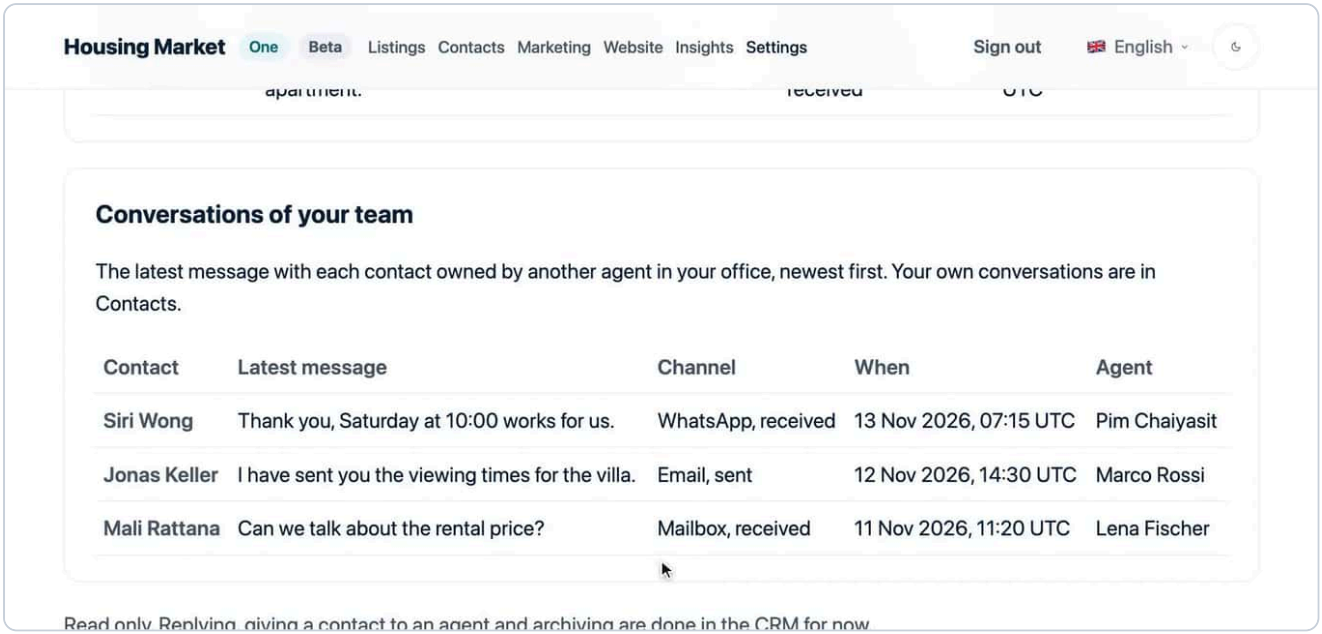


Figure 8.6 · Screen recorded 13 November 2026

7 The latest message with each contact owned by **another agent**, newest first, with the **agent**.

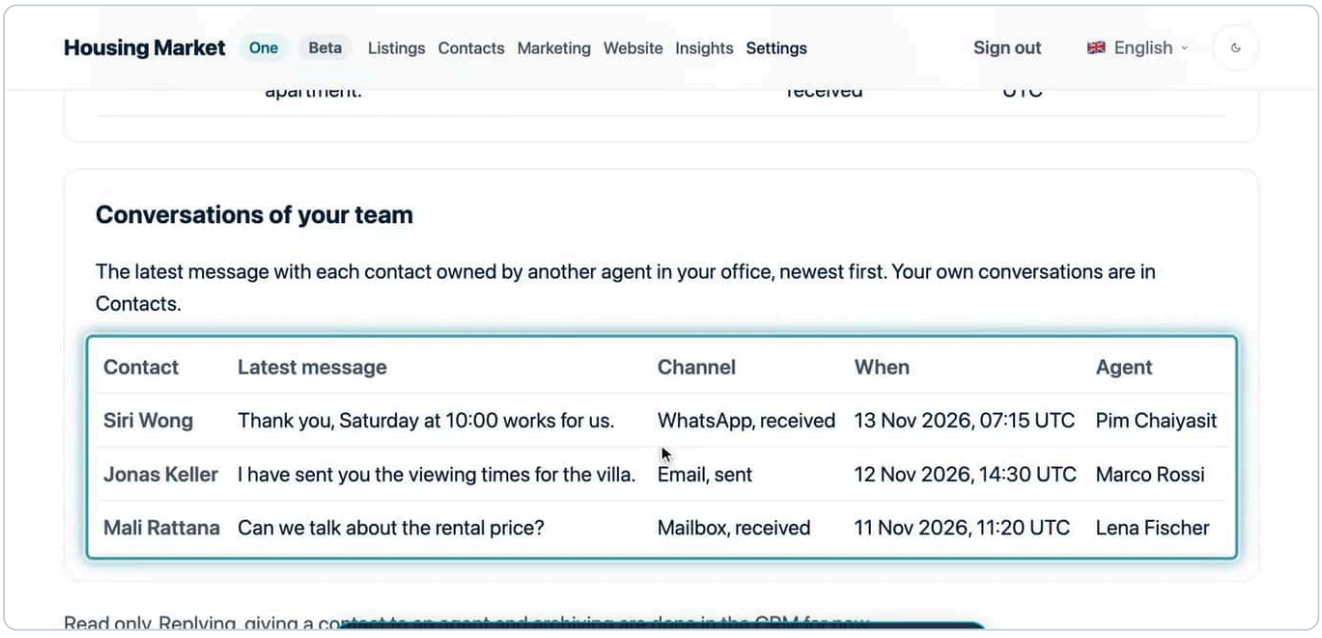


Figure 8.7 · Screen recorded 13 November 2026

8 The inbox is **read only**. Replying, giving a contact to an agent and archiving are done in the **CRM** for now.

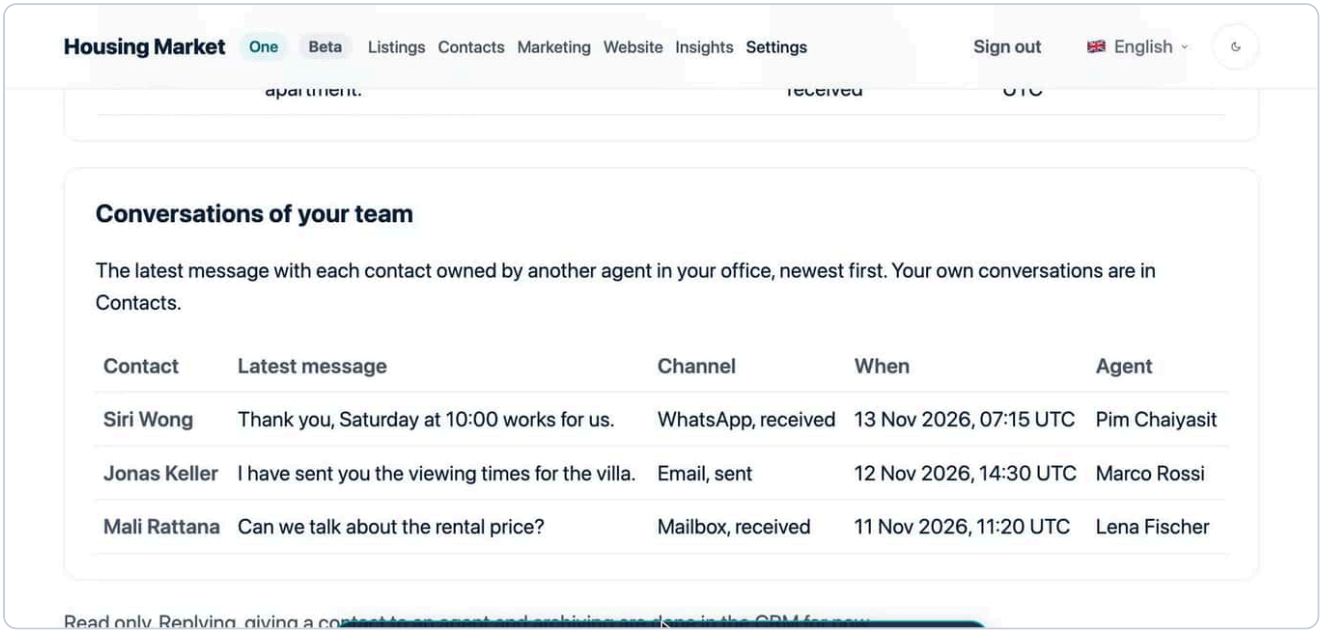


Figure 8.8 · Screen recorded 13 November 2026

Need more help?

Every chapter of this handbook is also a short video, and every explanation in it comes from the Help Center.

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