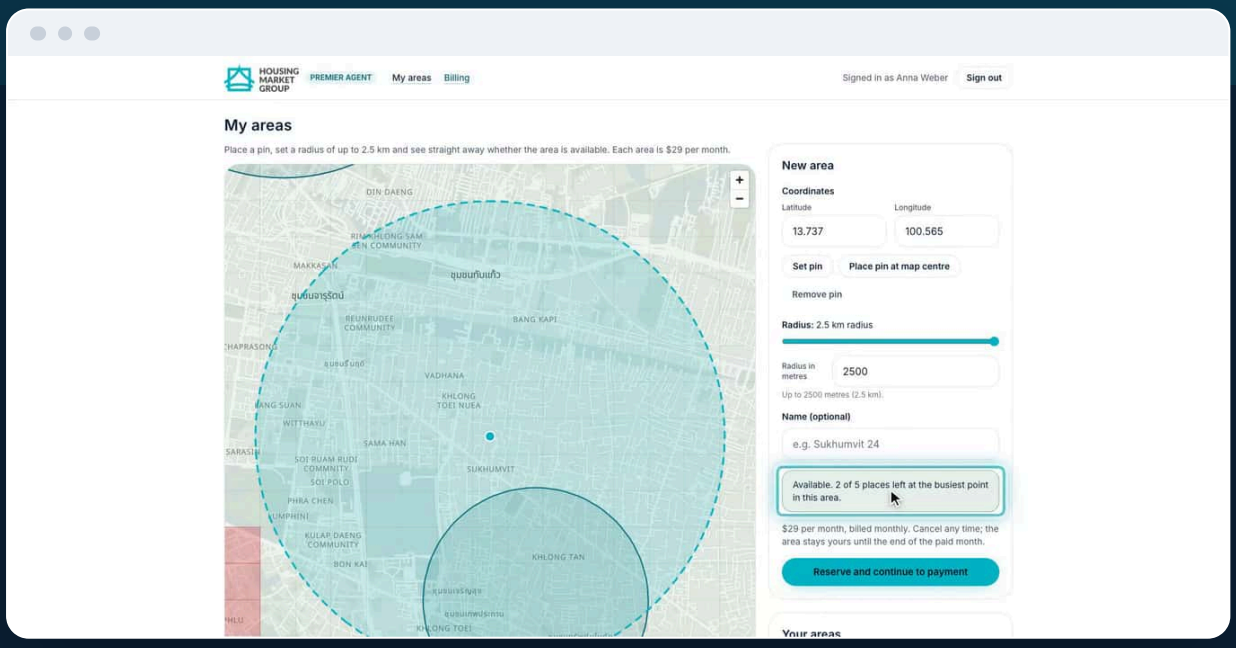
HOUSING MARKET GROUP

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# Housing Market Premier Agent Handbook

For real estate agents

**Edition November 2026**






HOUSING MARKET GROUP

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Housing Market Premier Agent Handbook · Edition November 2026


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PART 1

# Getting started


1 Pricing and area availability

2 Sign up and sign in

1 CHAPTER 1

# Pricing and area availability

$29 USD per area per month | For agents | Watch the video

## OVERVIEW

$29 USD per area per month, billed monthly. All your areas sit on one monthly subscription, with one line per area. Each area is billed on its own, and the price does not change with the size of the circle or when you resize it.

You can see your invoices, and update your payment method, on the Billing page of the Premier Agent app. There is no charge per lead.

From the Help Center: **How much does a Premier Agent radius area cost?**

So that a lead stays worth answering, at most 5 Premier Agents with radius areas can cover any one property. A placement that would put more than 5 on any property is refused, and the check is made again at the moment you pay, so two agents cannot take the last place at once.

The map marks the spots that are already full. A full area cannot be reserved: move the pin or make the circle smaller. Agents with a city subscription bought on the portals do not count towards the 5.

From the Help Center: **Why are there at most 5 Premier Agents per property?**

## STEP BY STEP

1 This is the **Housing Market Premier Agent** home page.

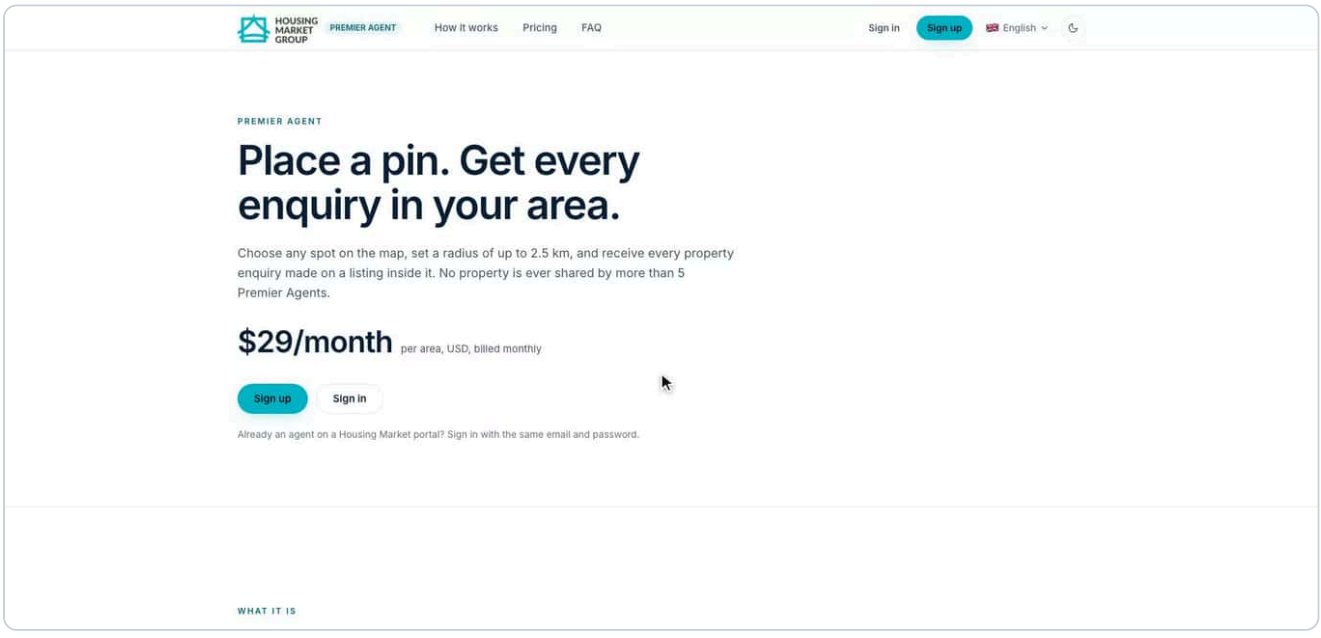



Figure 1.1 · Screen recorded 28 October 2026

## 2 One area costs **$29 per month**, in US dollars, billed monthly.

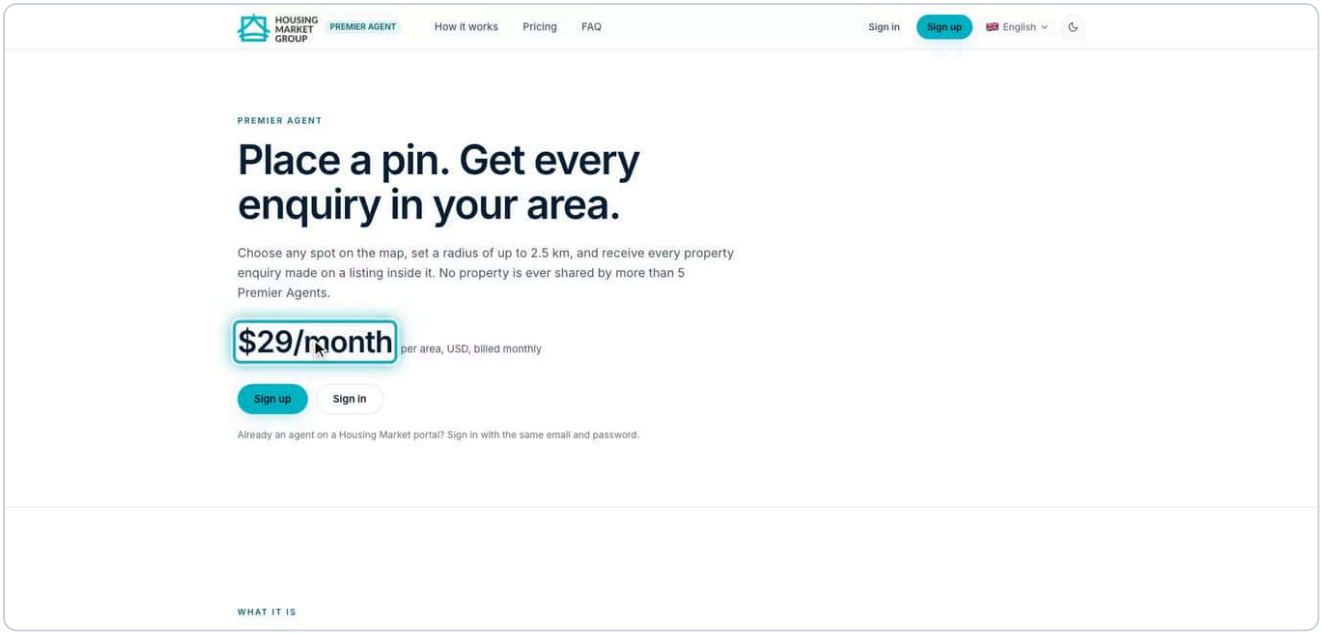



Figure 1.2 · Screen recorded 28 October 2026

## 3 The **offer** spells out what that price includes.

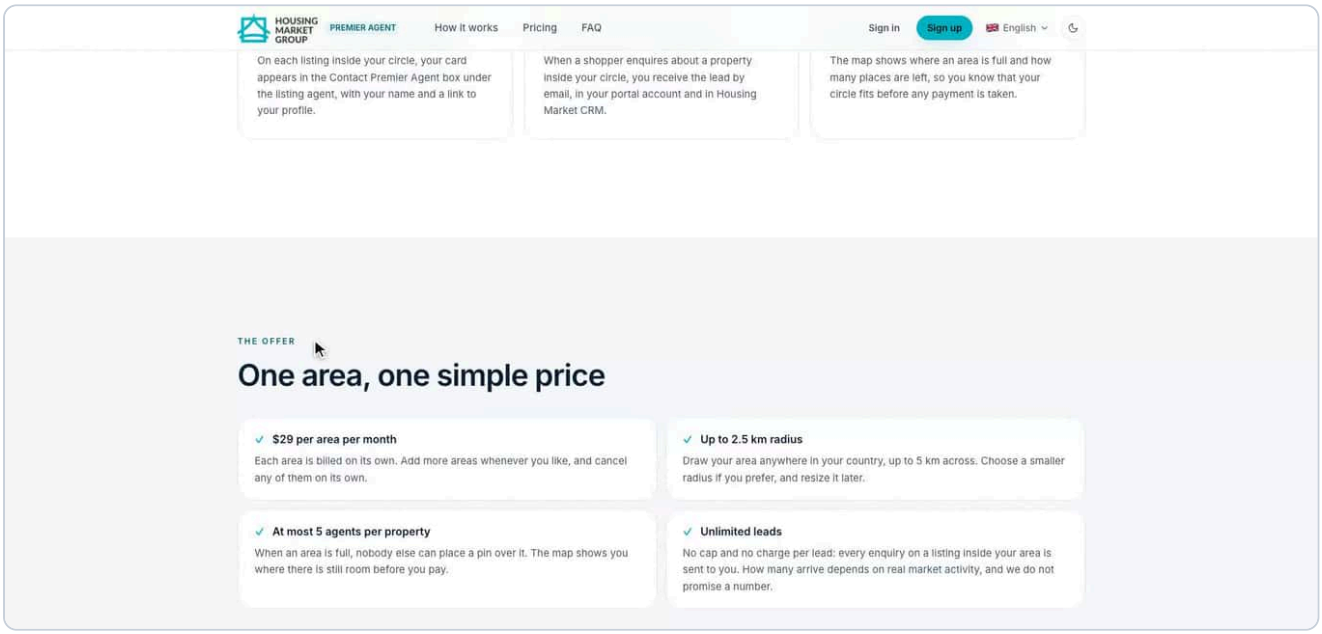



Figure 1.3 · Screen recorded 28 October 2026

4 Each area is **billed on its own**: add or cancel areas one at a time.

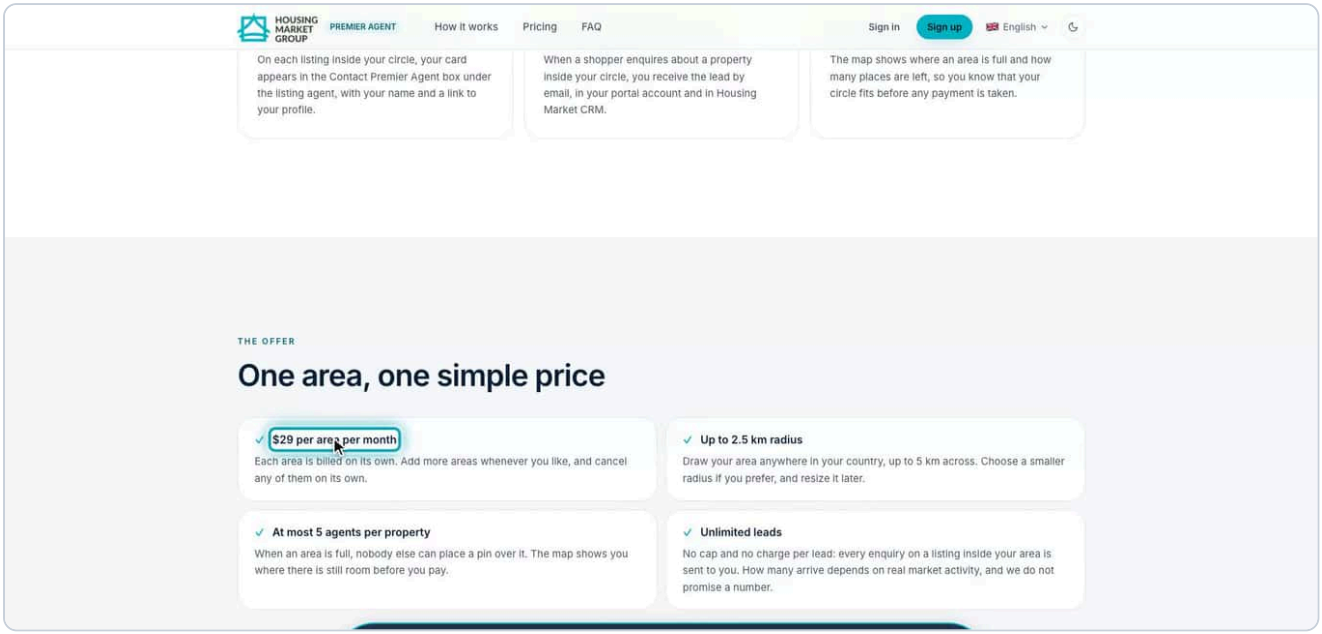



Figure 1.4 · Screen recorded 28 October 2026

5 An area is a circle of up to **2.5 km** radius; the price does not change with size.

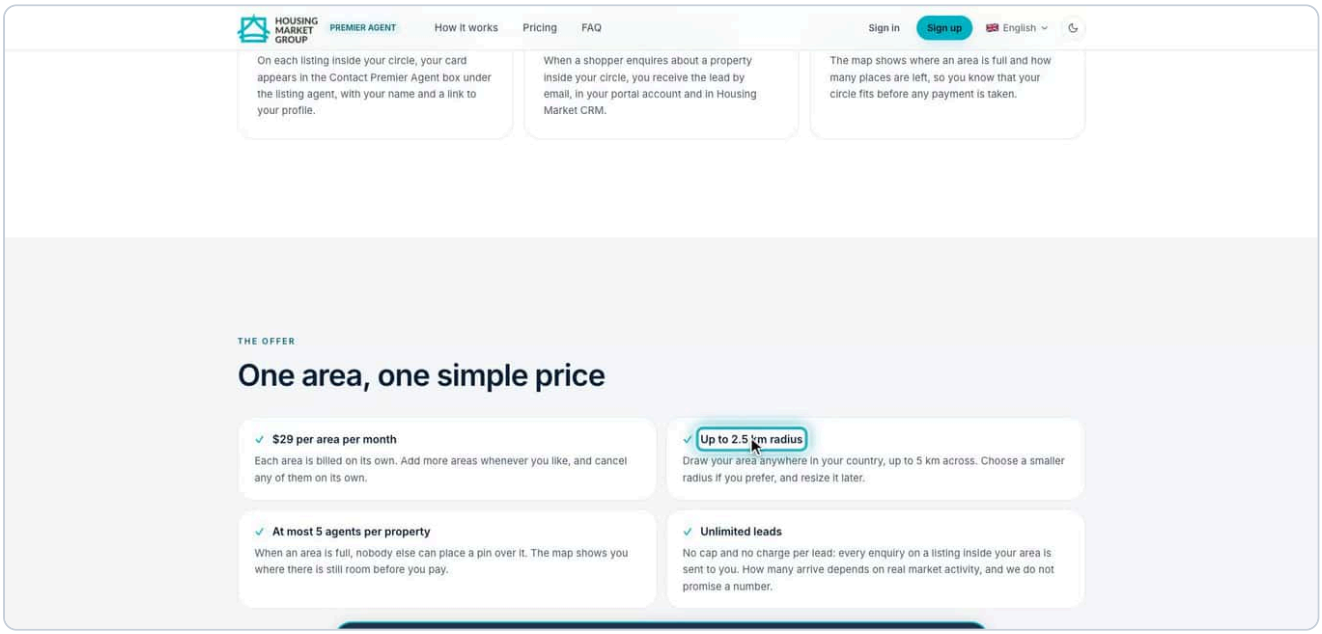



Figure 1.5 · Screen recorded 28 October 2026

## 6 At most **five Premier Agents** can cover any one property.

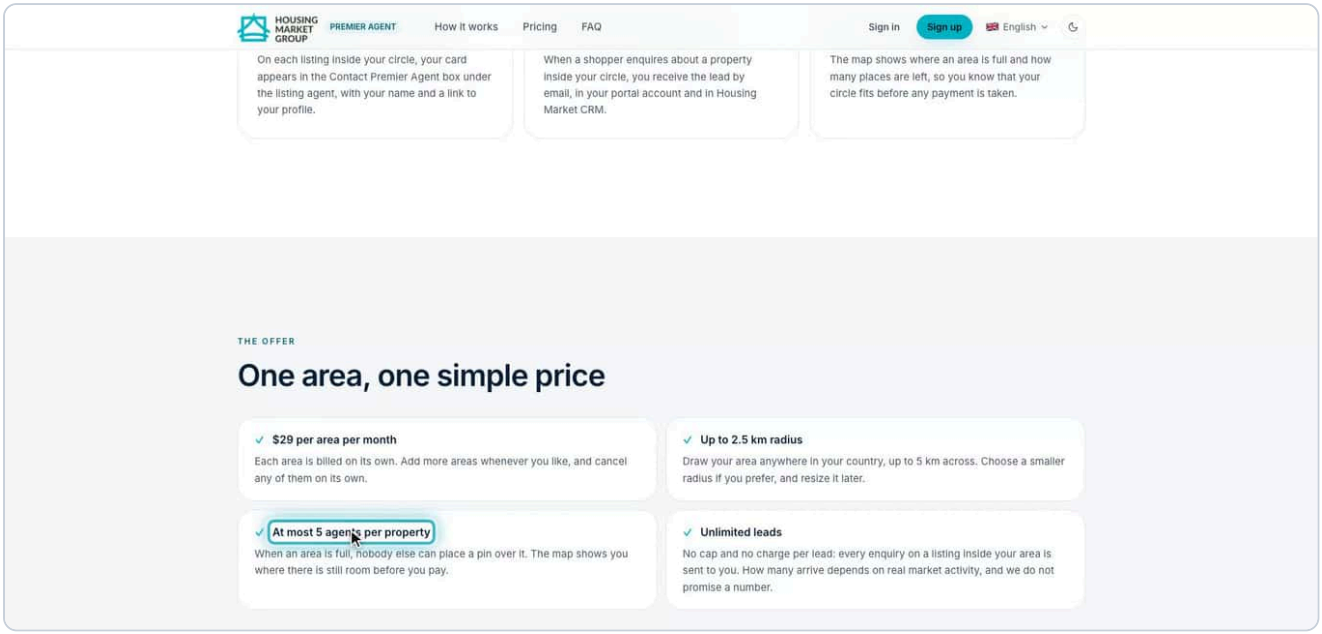



Figure 1.6 · Screen recorded 28 October 2026

## 7 No cap and no charge per lead. **No number of leads is promised.**

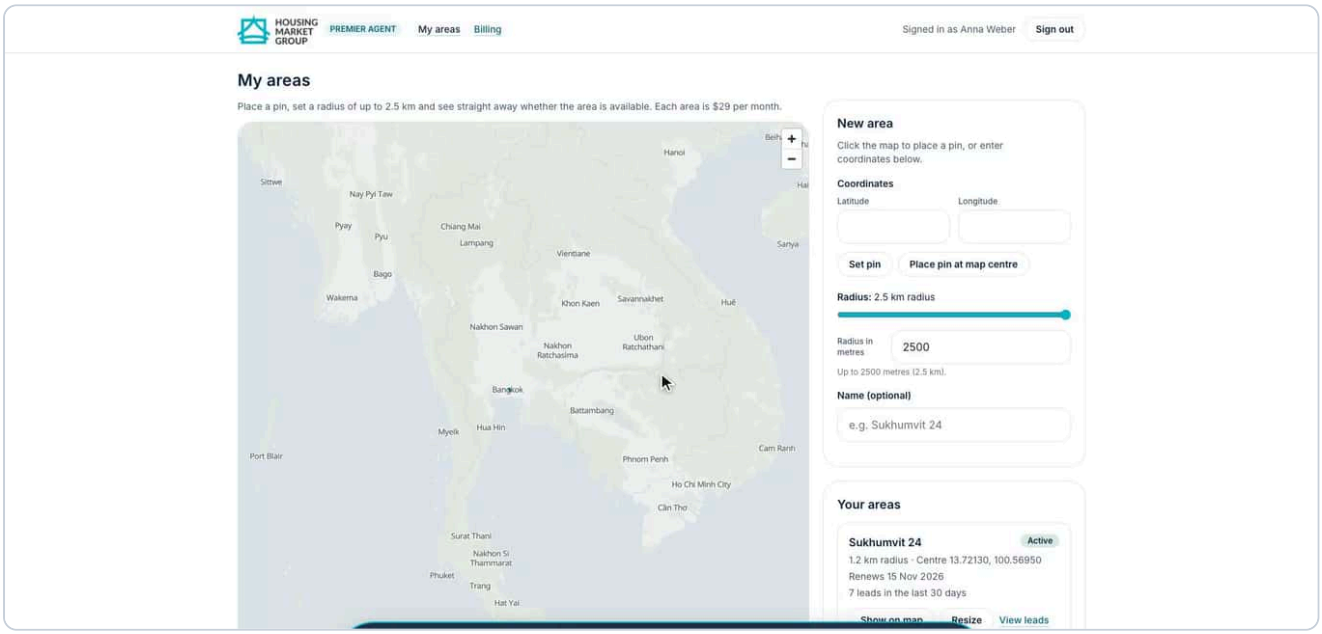



Figure 1.7 · Screen recorded 28 October 2026

## 8 Availability is checked in the **agent app**, before you pay anything.

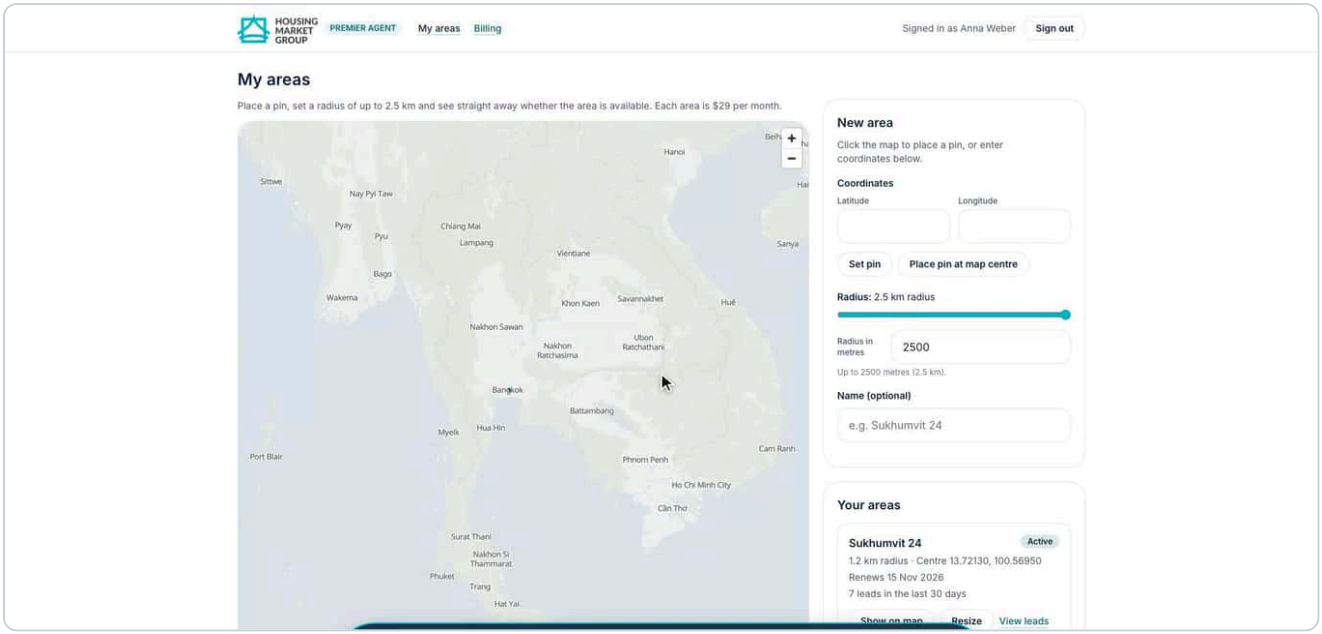



Figure 1.8 · Screen recorded 28 October 2026

## 9 Place a **pin** where you want an area.

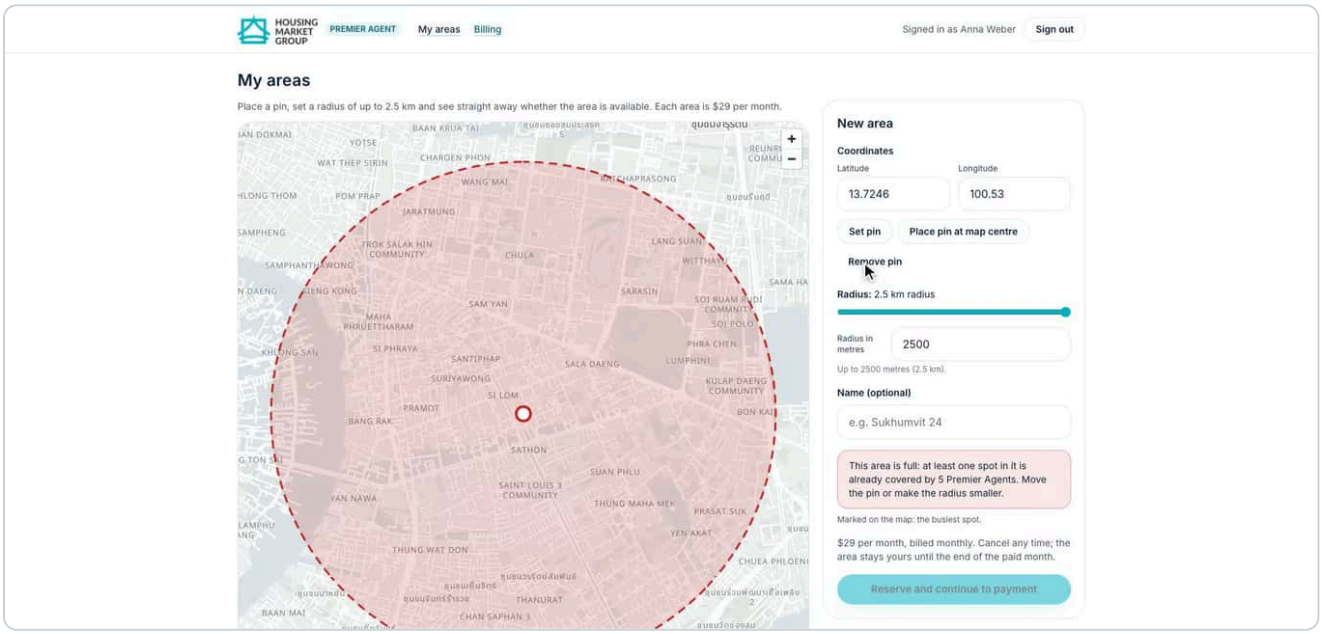



Figure 1.9 · Screen recorded 28 October 2026

## 10 Here five agents already cover it, so the area is **full**.

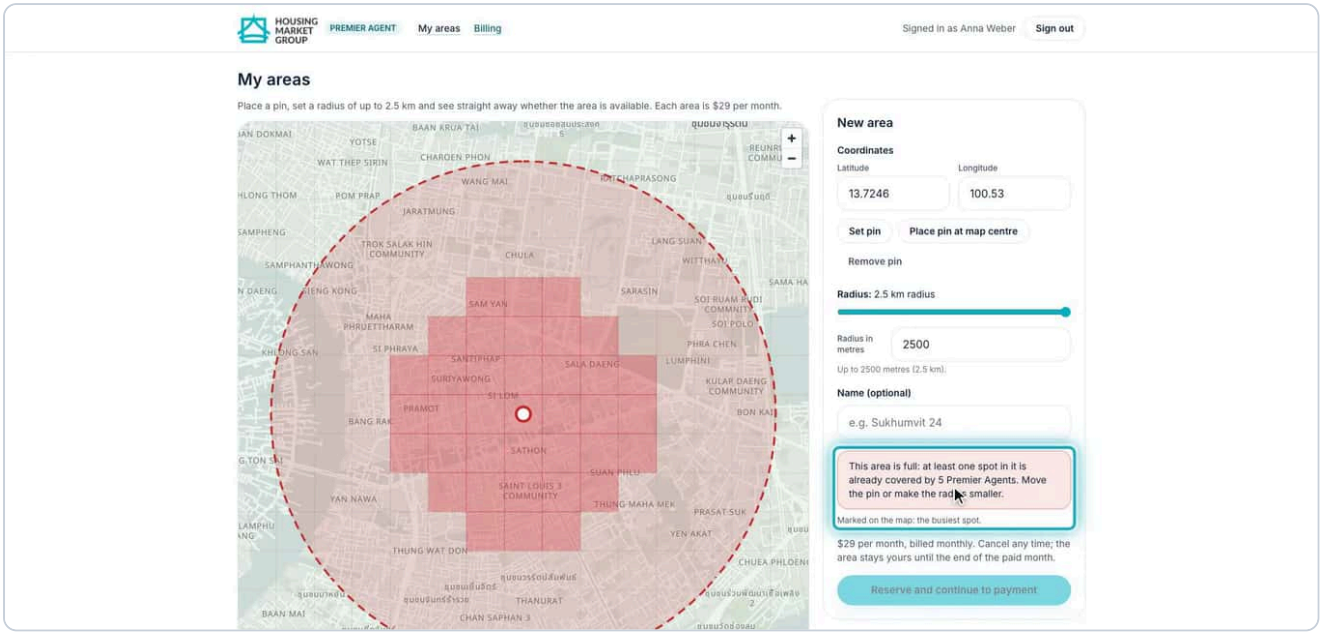



Figure 1.10 · Screen recorded 28 October 2026

## 11 Move the pin, or make the circle smaller.

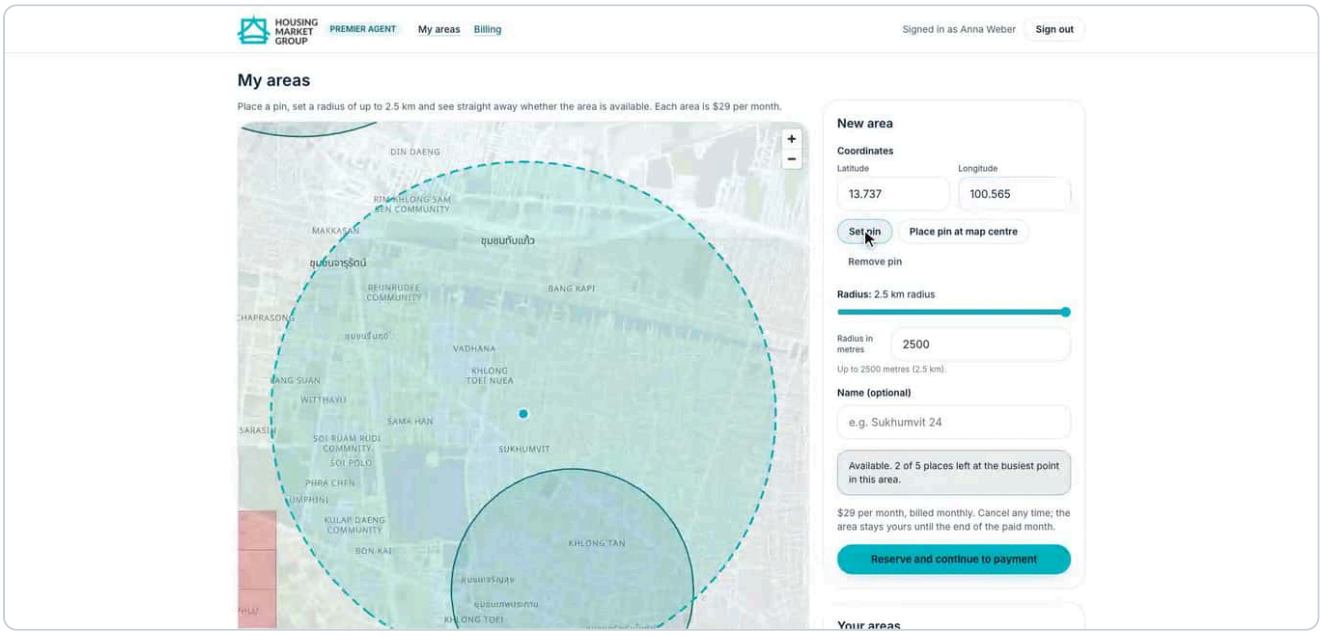



Figure 1.11 · Screen recorded 28 October 2026

**12** This spot is **available**, and the app shows the places left.

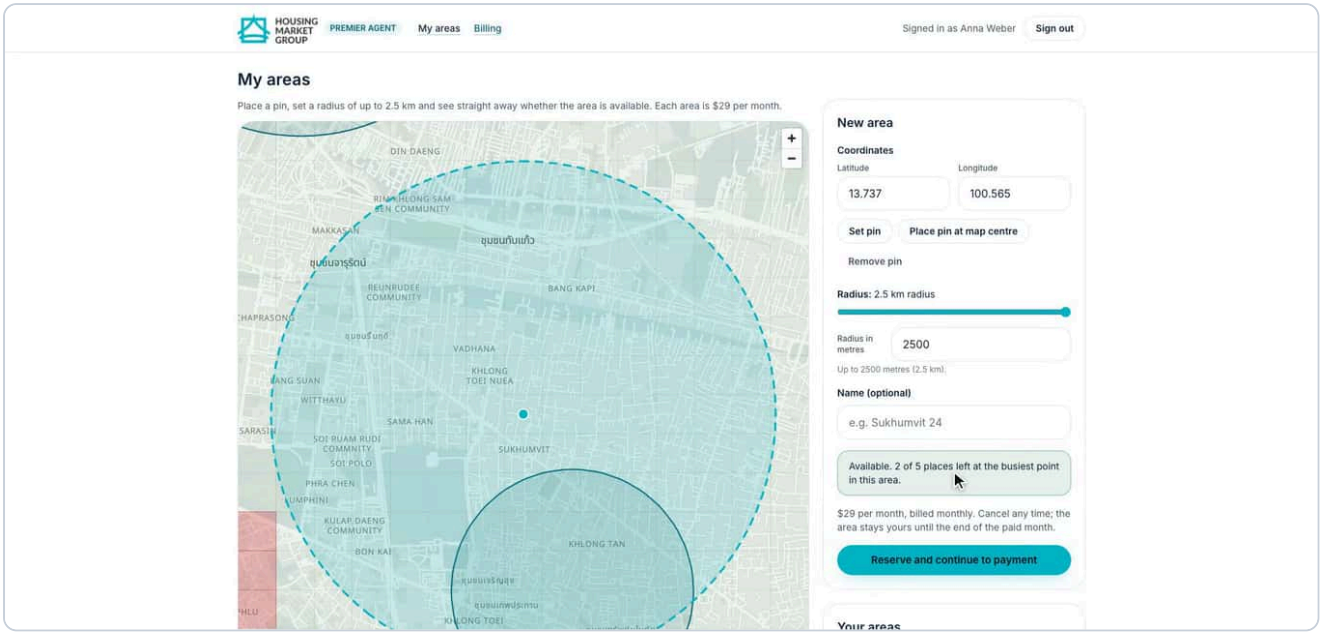



Figure 1.12 · Screen recorded 28 October 2026

## RELATED HELP CENTER ARTICLES

| | |
|---|---|
| How is a Premier Agent radius area different from the city plan? | faq.housingmarketgroup.com/faq/how-is-a-premier-agent-radius-area-different-from-the-city-plan |
| Which markets offer Premier Agent? | faq.housingmarketgroup.com/faq/which-markets-offer-premier-agent |

2 CHAPTER 2

# Sign up and sign in

Agent accounts | For agents | Watch the video

## OVERVIEW

No. Premier Agent is for real estate agents only. Home owner and buyer accounts cannot sign in to the Premier Agent app, so a home owner or buyer who wants to advertise as an agent needs an agent account.

To create one, use the sign-up page at https://housingmarketpremieragent.com: enter your name, email address and a password, and choose your country, because your areas can only be placed there. We send a verification link to your email address, and you can sign in with the same email and password once it is confirmed.

From the Help Center: **Can a home owner or a buyer sign up for Premier Agent?**

Premier Agent uses the email and password of your Housing Market portal agent account. On the sign-in page choose Forgot your password. It opens the portal's own reset page: use the email of your agent account, and follow the link in the email you receive.

Because it is the same account, the new password works on the portal and in the Premier Agent app.

From the Help Center: **I forgot my Premier Agent password. What do I do?**

STEP BY STEP

## 1 Open **Sign up** on housingmarketpremieragent.com.

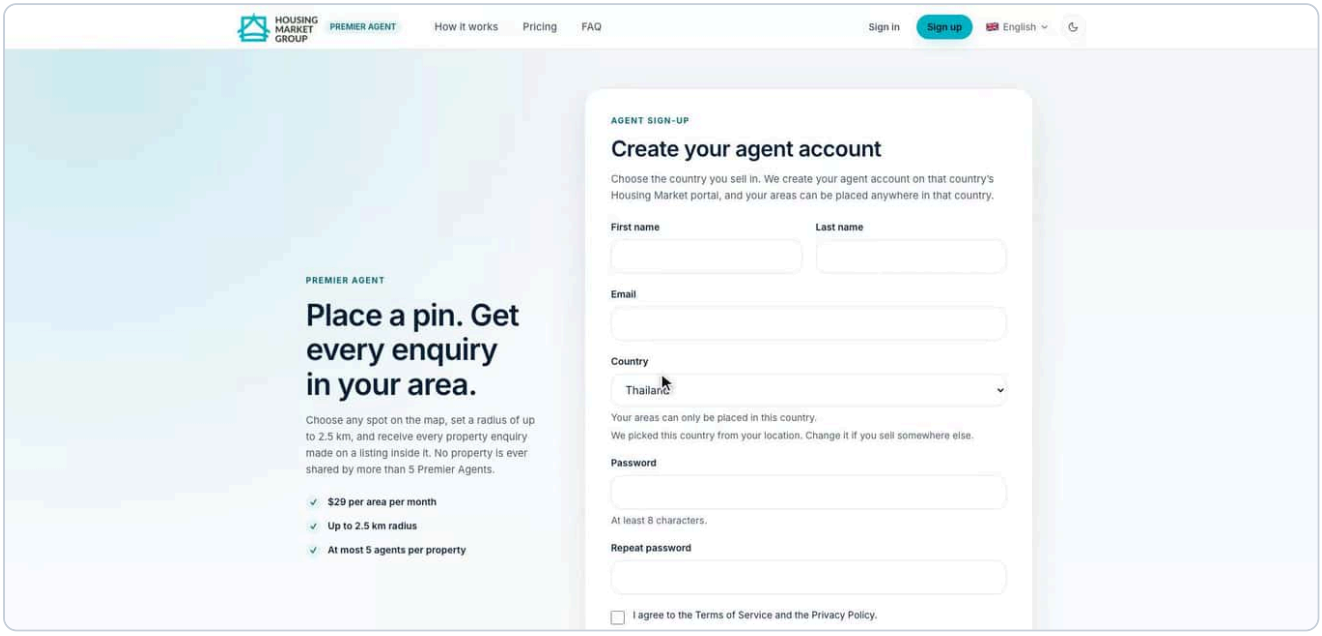



Figure 2.1 · Screen recorded 28 October 2026

## 2 Enter your **first** and **last name**.

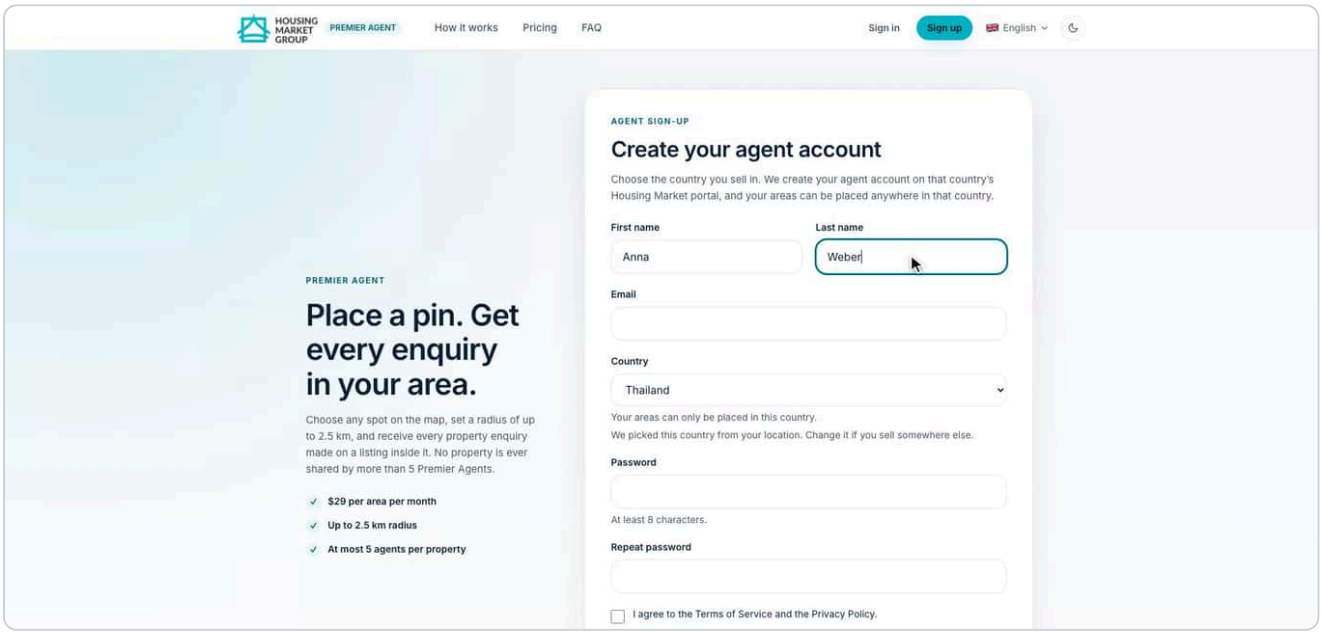



Figure 2.2 · Screen recorded 28 October 2026

## 3 Enter the **email** you will sign in with.

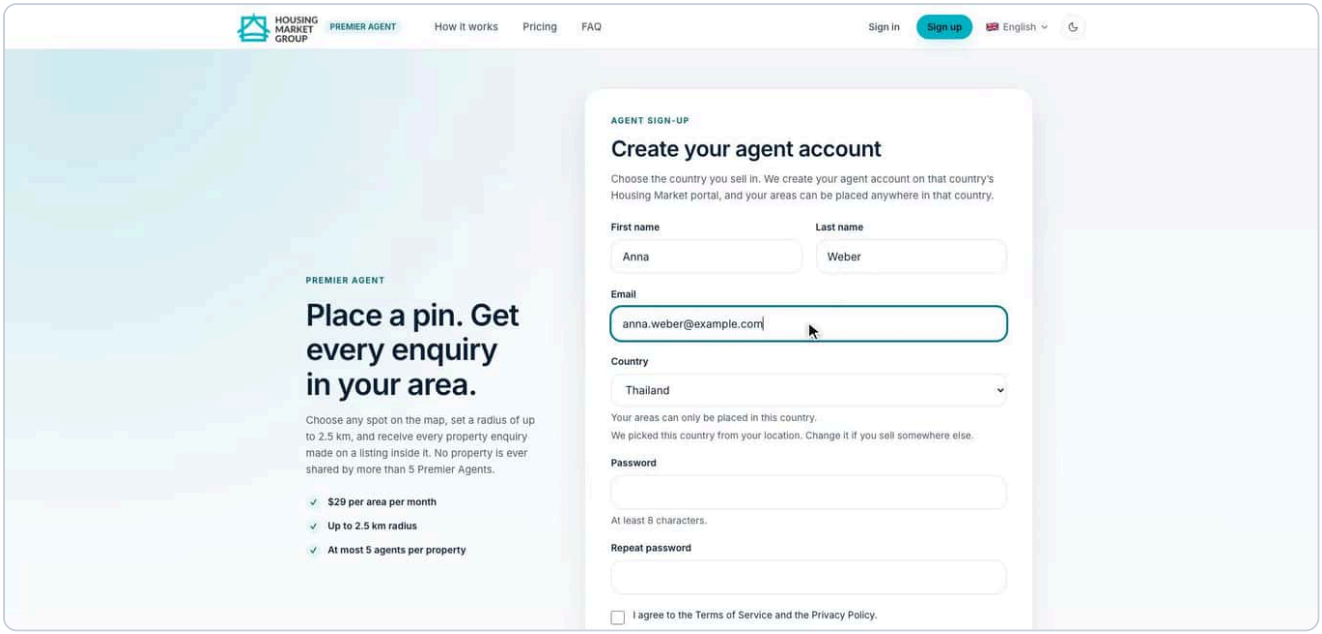



Figure 2.3 · Screen recorded 28 October 2026

## 4 The **country** is suggested from your location; change it if you sell elsewhere.

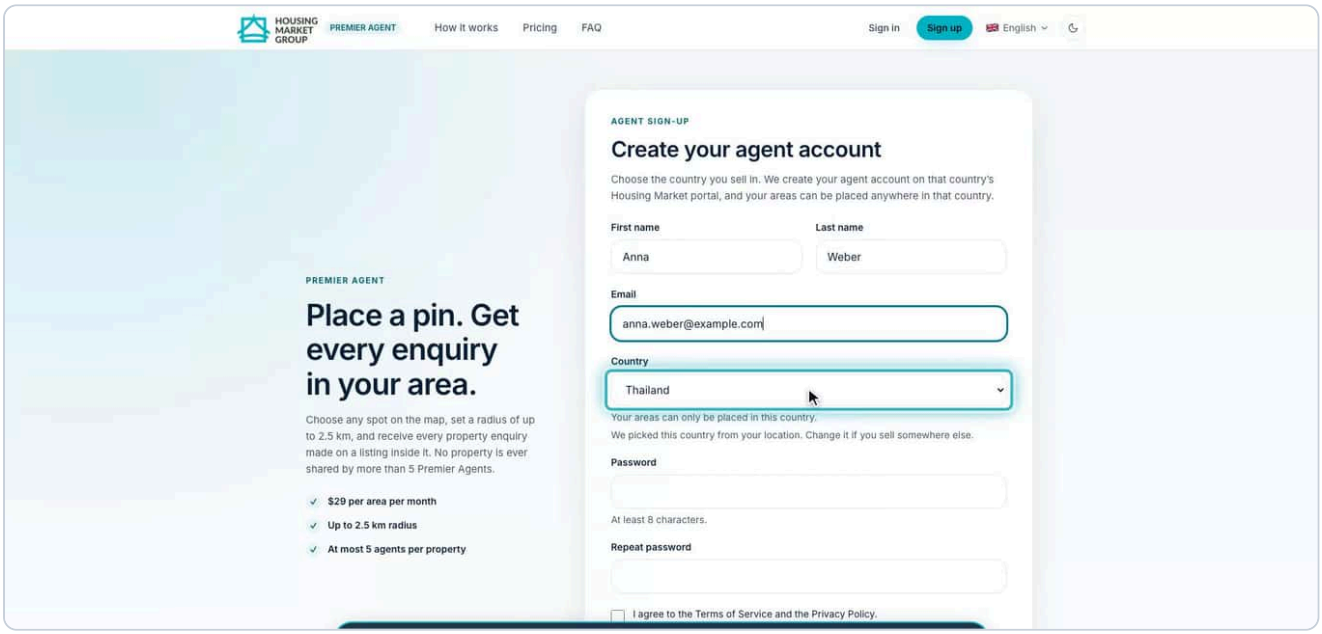



Figure 2.4 · Screen recorded 28 October 2026

## 5 Your areas can **only** be placed in this country.

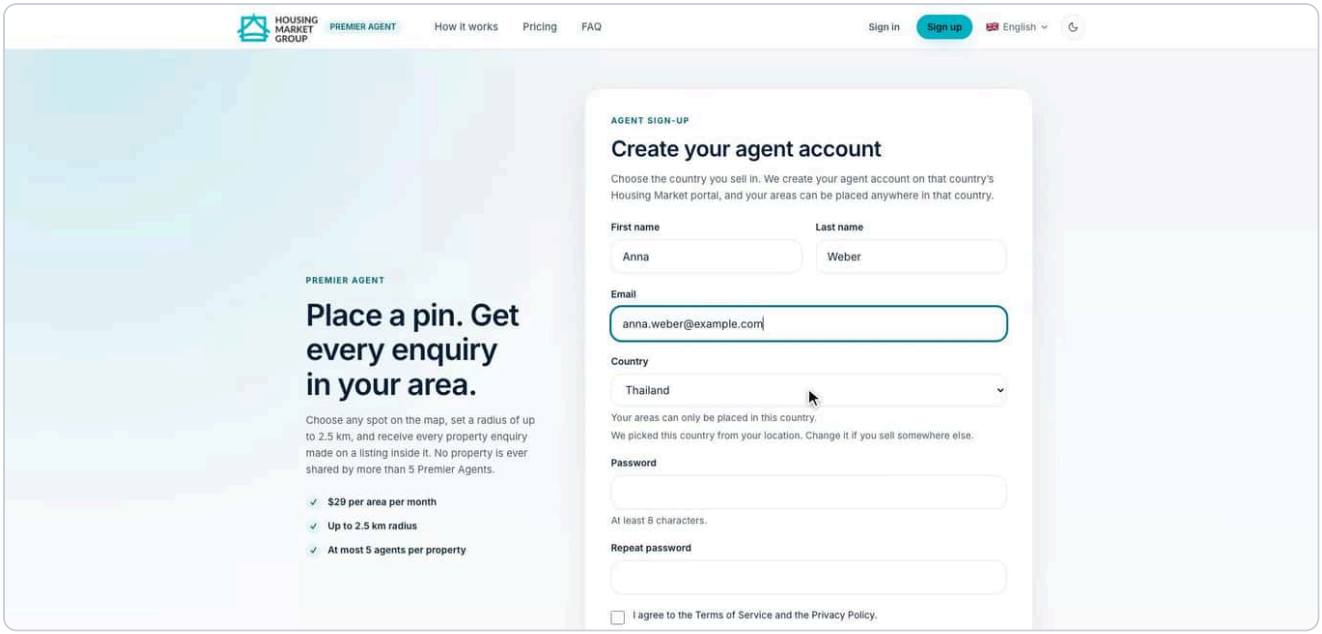



Figure 2.5 · Screen recorded 28 October 2026

## 6 Choose a **password** of at least **8 characters**, and repeat it.

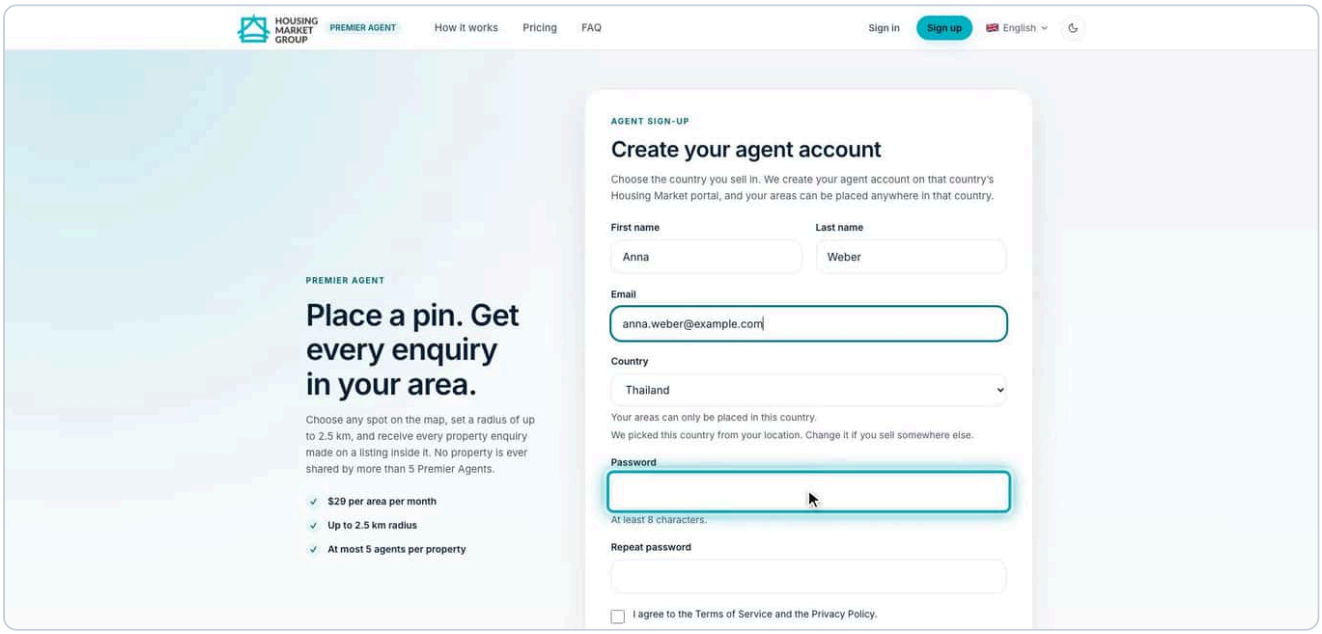



Figure 2.6 · Screen recorded 28 October 2026

## 7 Tick the box to agree to the **terms** and the **privacy policy**.

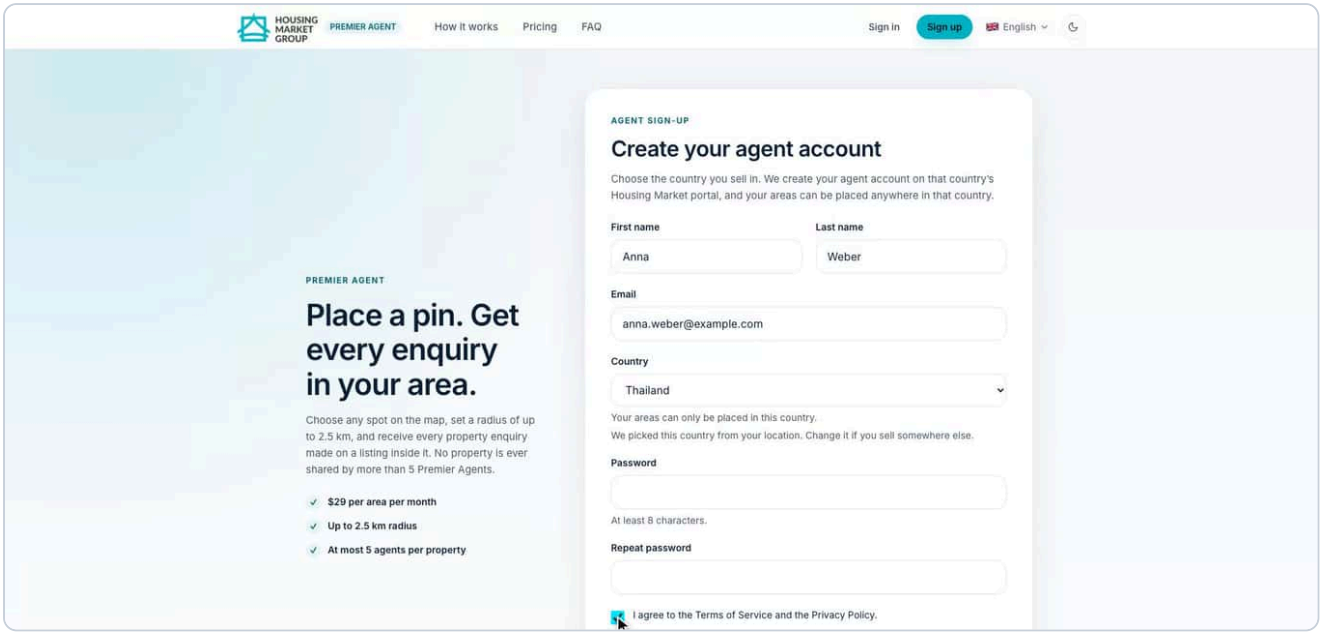



Figure 2.7 · Screen recorded 28 October 2026

## 8 **Create account** opens your agent account.

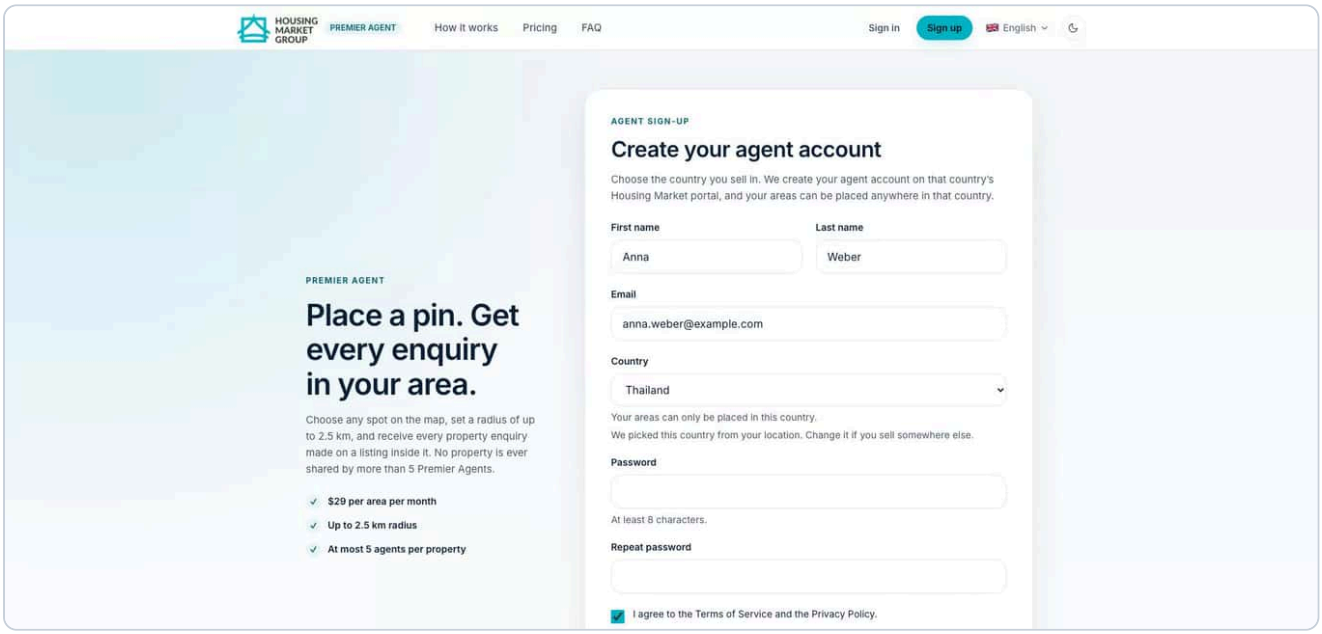



Figure 2.8 · Screen recorded 28 October 2026

**9** Already have an account? Click **Sign in**.

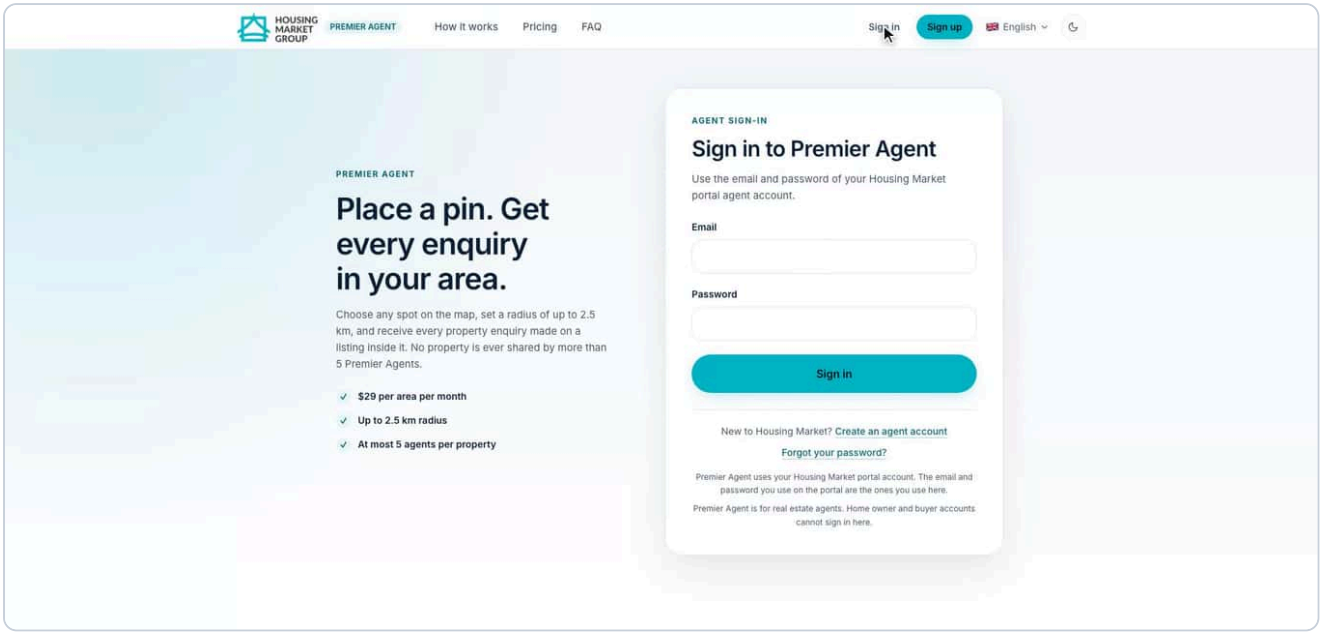



Figure 2.9 · Screen recorded 28 October 2026

**10** Use the **same email and password** as your portal agent account.

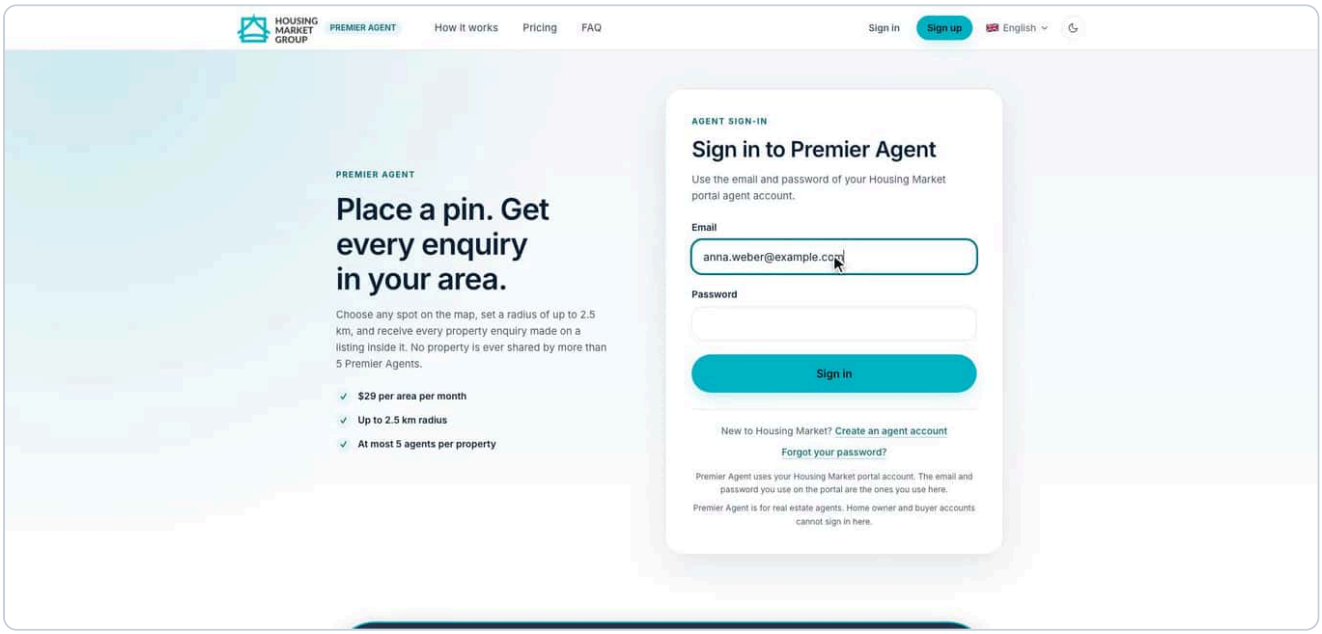



Figure 2.10 · Screen recorded 28 October 2026

## 11 Then click **Sign in**.

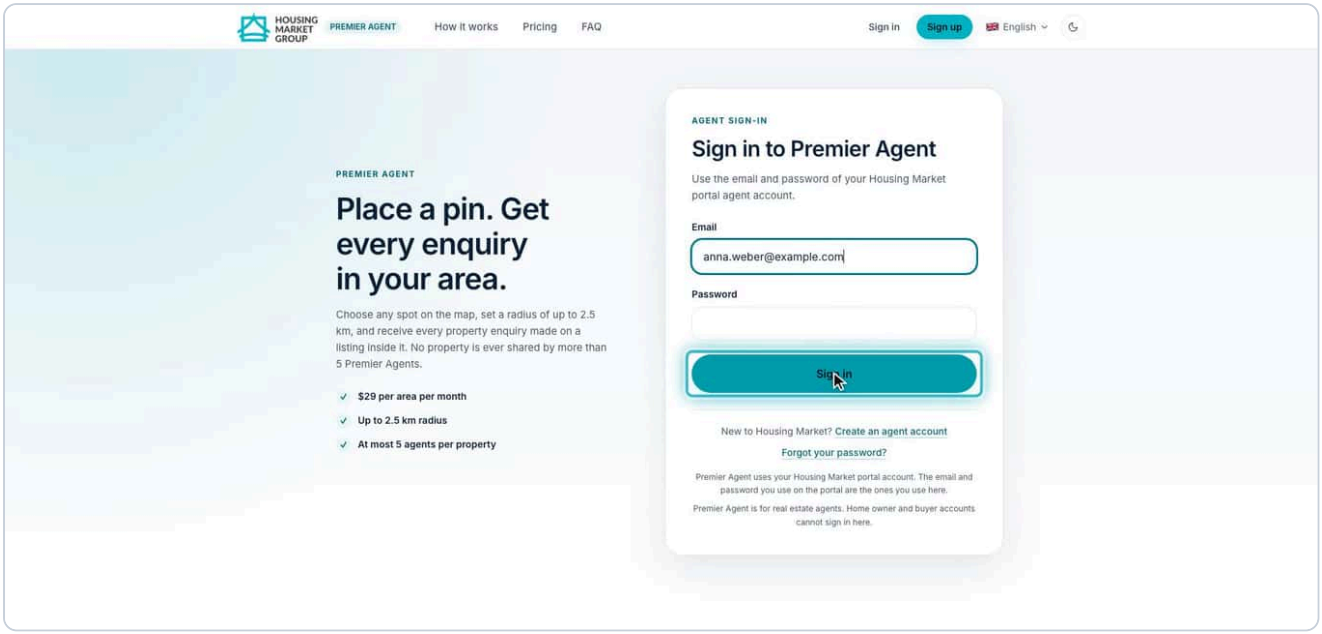



Figure 2.11 · Screen recorded 28 October 2026

## 12 **Forgot your password?** sends a reset link to your email.

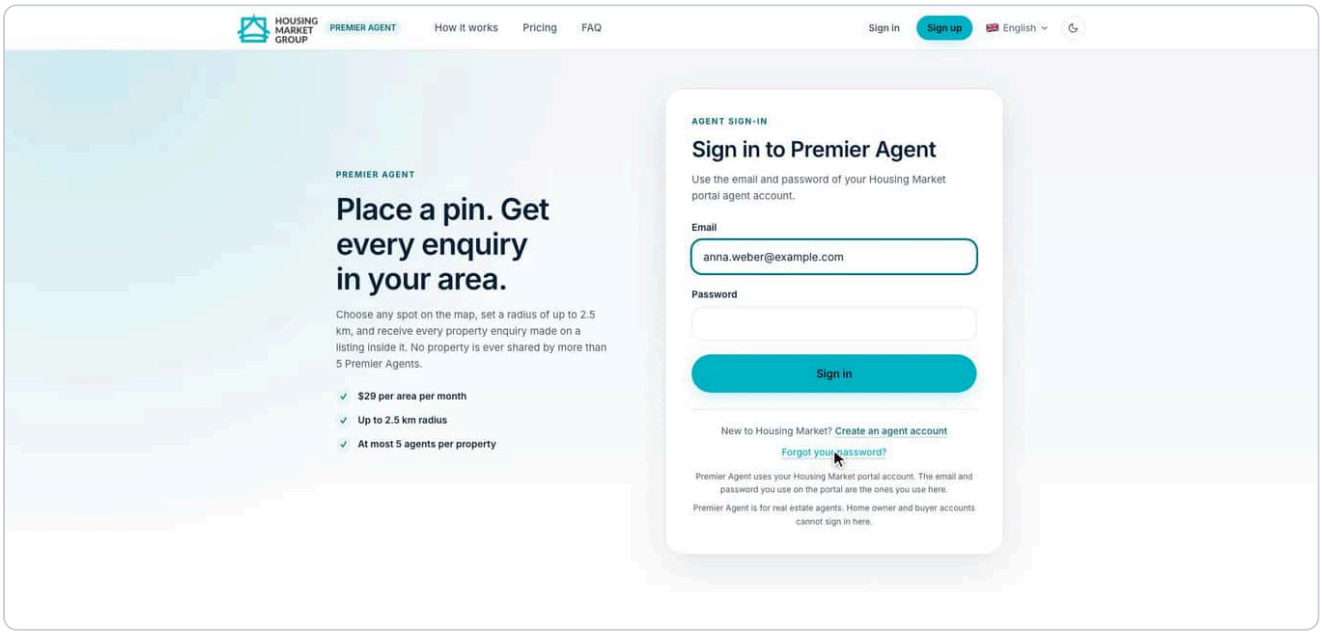



Figure 2.12 · Screen recorded 28 October 2026

### RELATED HELP CENTER ARTICLES

| | |
|---|---|
| How do I get help with my Premier Agent radius area? | faq.housingmarketgroup.com/faq/how-do-i-get-help-with-premier-agent-radius-areas |

PART 2

# Areas and leads


3 Place a radius area

4 Resize or cancel a radius area

5 See the leads from your area

3 CHAPTER 3

# Place a radius area

$29 USD per area per month | For agents | Watch the video

## OVERVIEW

A radius area is a circle you draw on a map. You place a pin and choose a radius of up to 2.5 km, which is 5 km across. Every property inside the circle shows your agent card under the listing agent, and every enquiry a shopper sends about a property inside it is sent to you too, as well as to the listing agent.

- Sign up or sign in at https://housingmarketpremieragent.com with your Housing Market portal agent account.
- Place a pin on the map in My areas, and choose a radius.
- Check that the area is available: the app says how many places are left at its busiest point.
- Reserve the area and pay securely online.
- When the payment is confirmed, usually within a minute, the area goes live.
- The area renews every month until you cancel it.

You can place an area anywhere in the country of your agent account. At most 5 Premier Agents can cover any one property, and the price is $29 USD per area per month.

From the Help Center: **How do Premier Agent radius areas work?**

Every place is checked again at the moment of payment. If the last place was taken while your payment was in progress, the area is not activated and your payment for that area is refunded.

The refund covers that area only. Your other areas are not affected, and you can place a pin somewhere else, or make the circle smaller, and try again.

From the Help Center: **What happens if a Premier Agent radius area is full when I pay?**

STEP BY STEP

## 1 Open **My areas** in your **Premier Agent** dashboard.

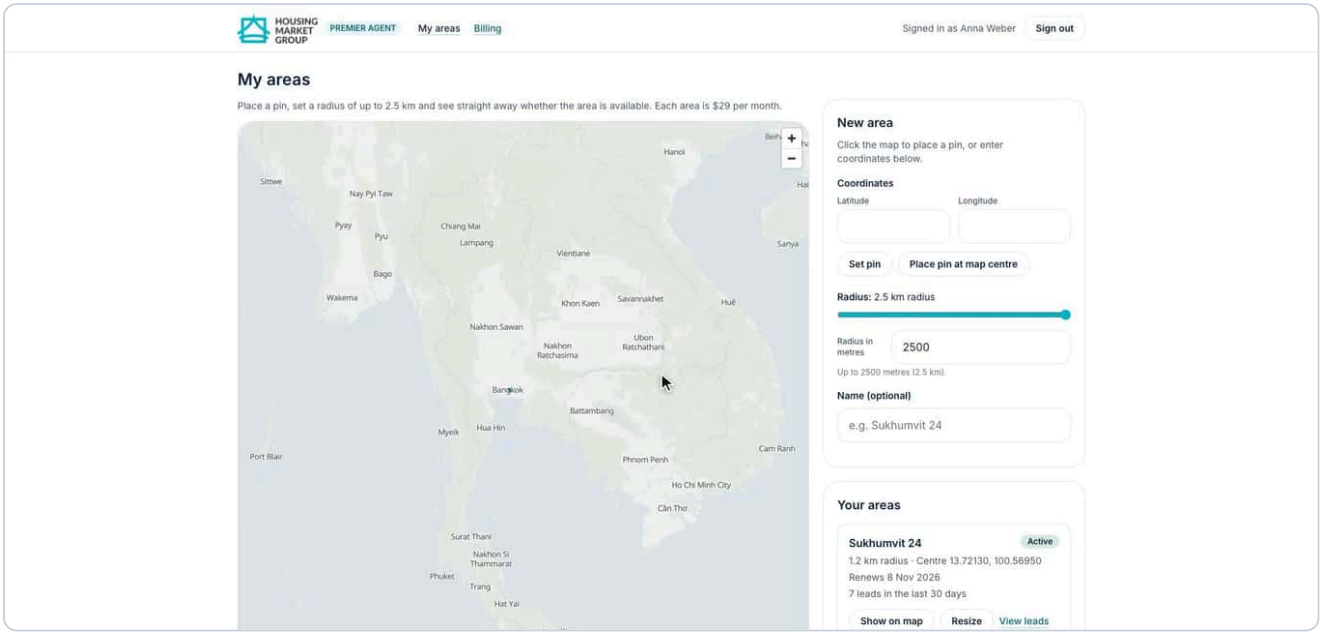



Figure 3.1 · Screen recorded 21 October 2026

## 2 Each area is a **circle** on the map, with a radius of up to **2.5 km**.

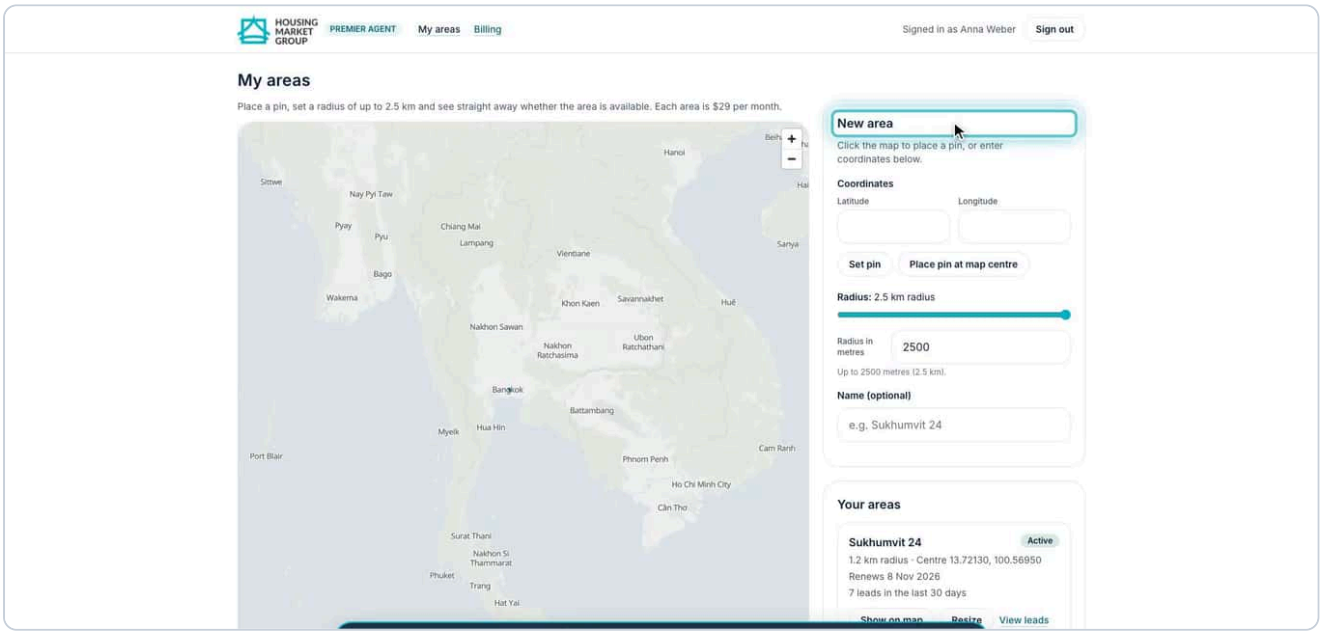



Figure 3.2 · Screen recorded 21 October 2026

## 3 Enter a **latitude** and **longitude**, or click the map.

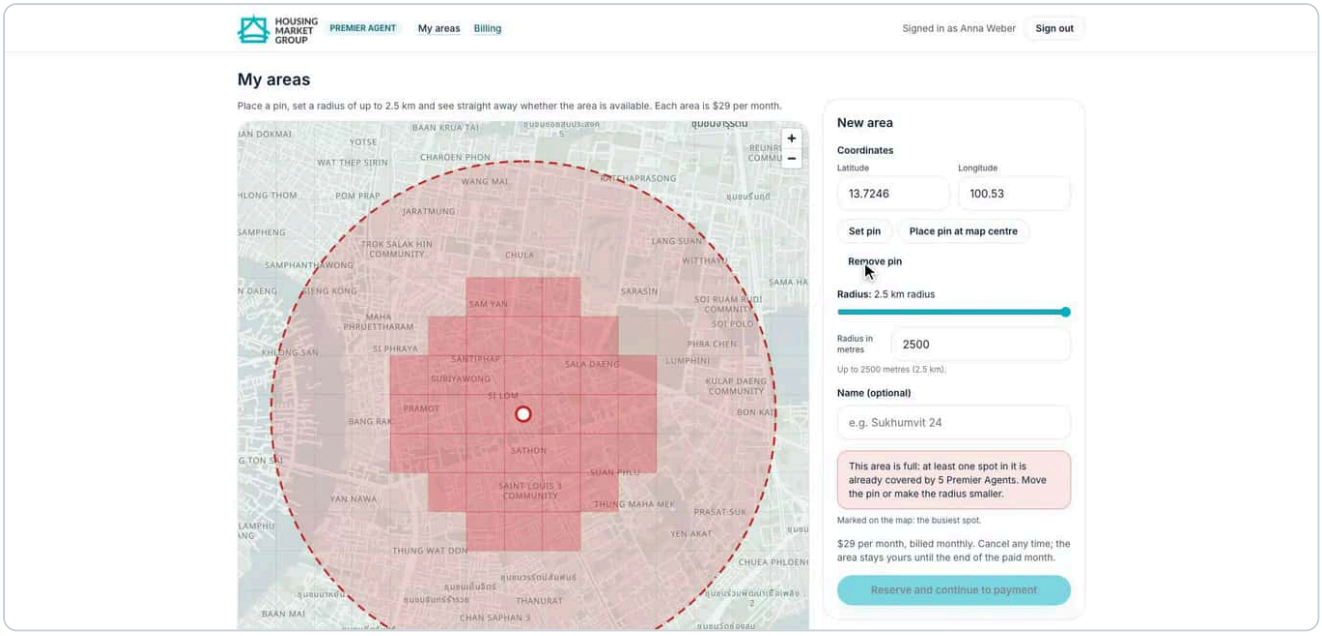



Figure 3.3 · Screen recorded 21 October 2026

## 4 The dashboard **checks the spot at once**.

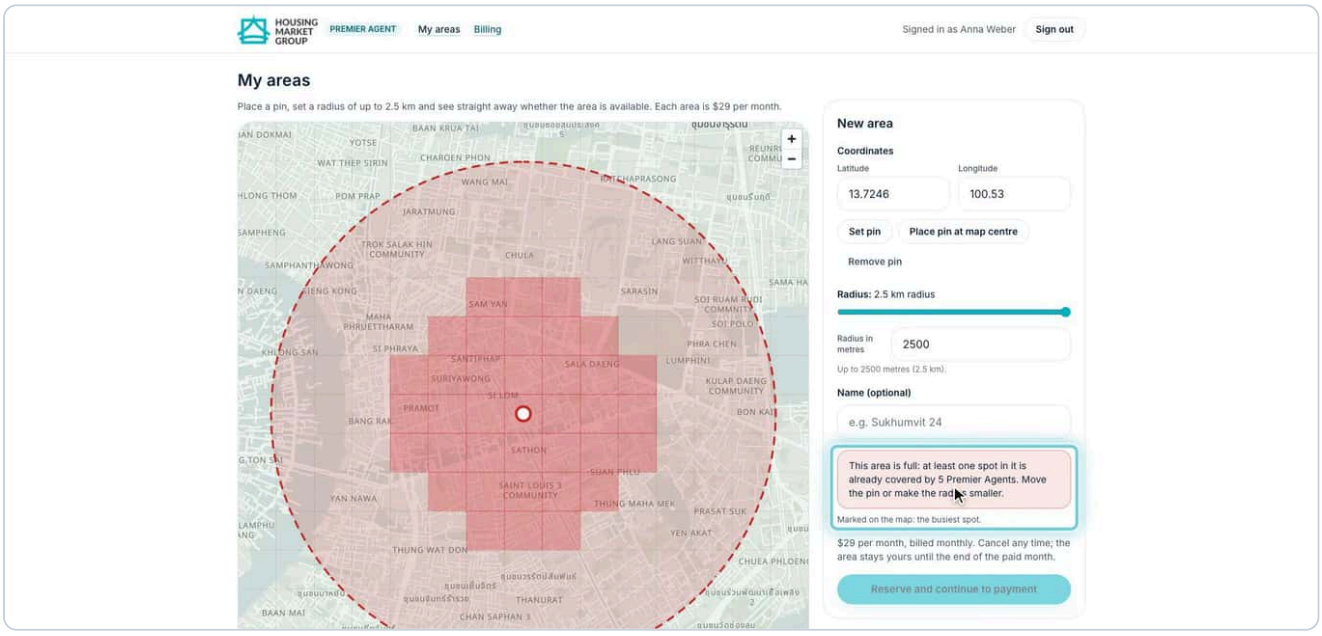



Figure 3.4 · Screen recorded 21 October 2026

**5** At most **five Premier Agents** can cover one property, so this area is **full**.

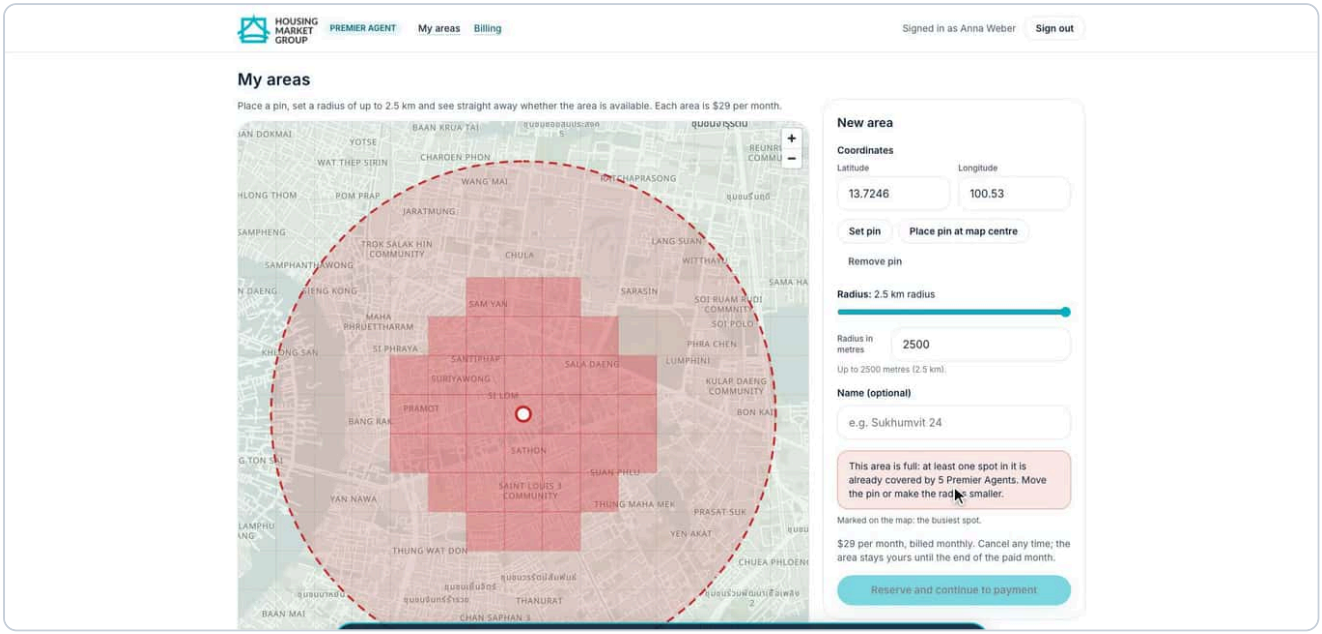



Figure 3.5 · Screen recorded 21 October 2026

**6** Move the pin to a spot with **room**.

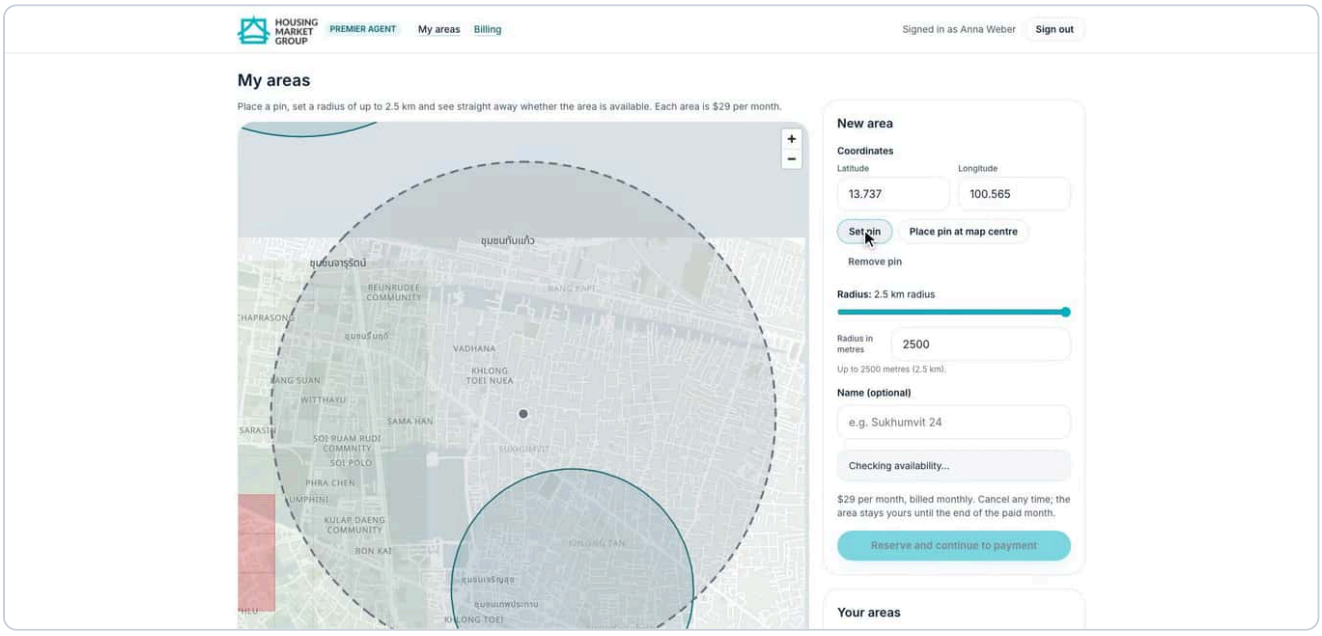



Figure 3.6 · Screen recorded 21 October 2026

## 7 Here the area is **available**, and it shows the places left.

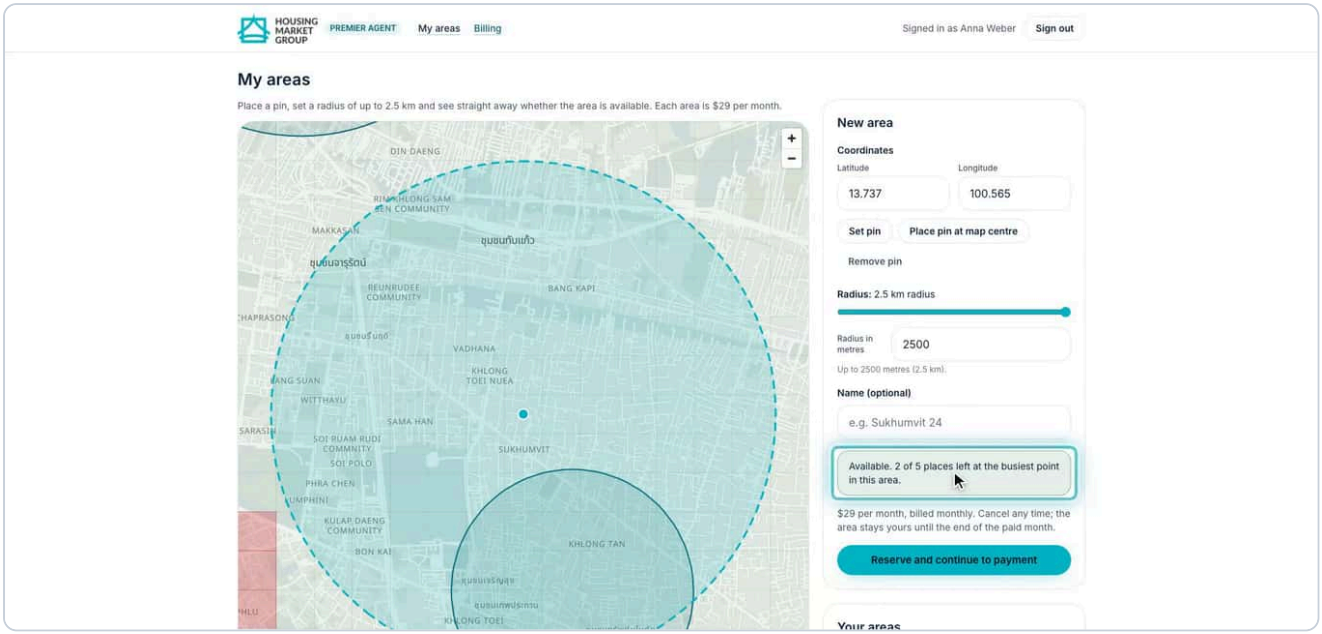



Figure 3.7 · Screen recorded 21 October 2026

## 8 Set the **radius**, up to 2,500 metres.

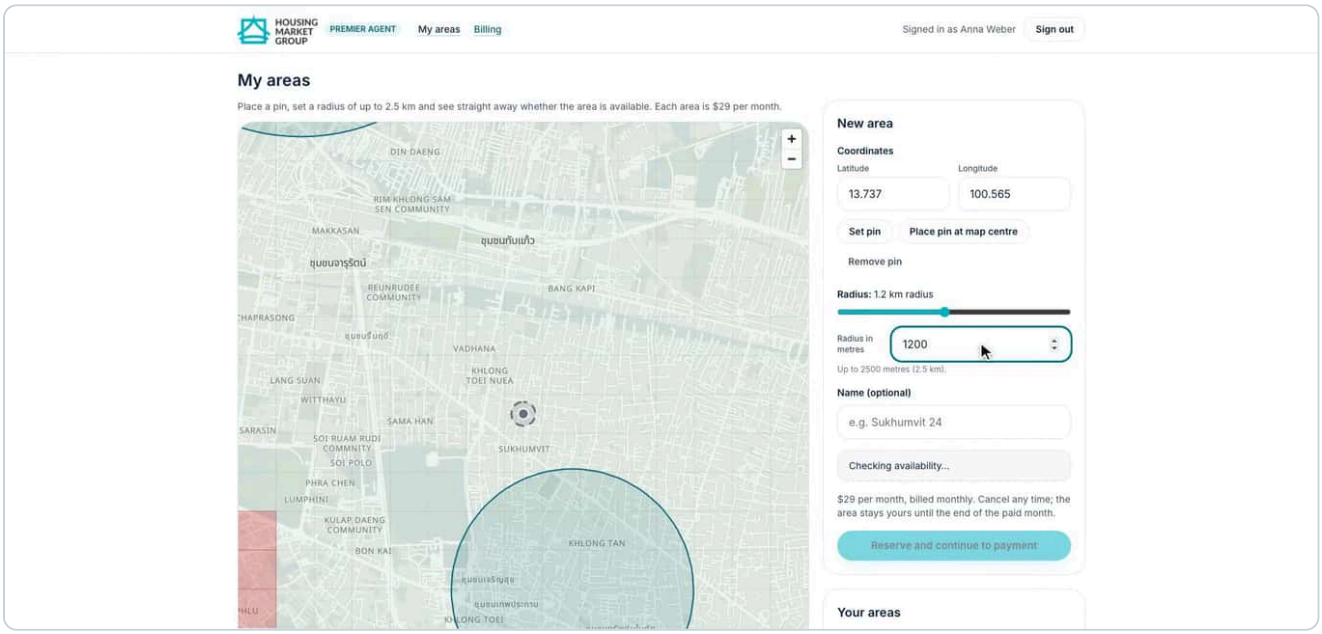



Figure 3.8 · Screen recorded 21 October 2026

## 9 **Name** the area so you can find it later.

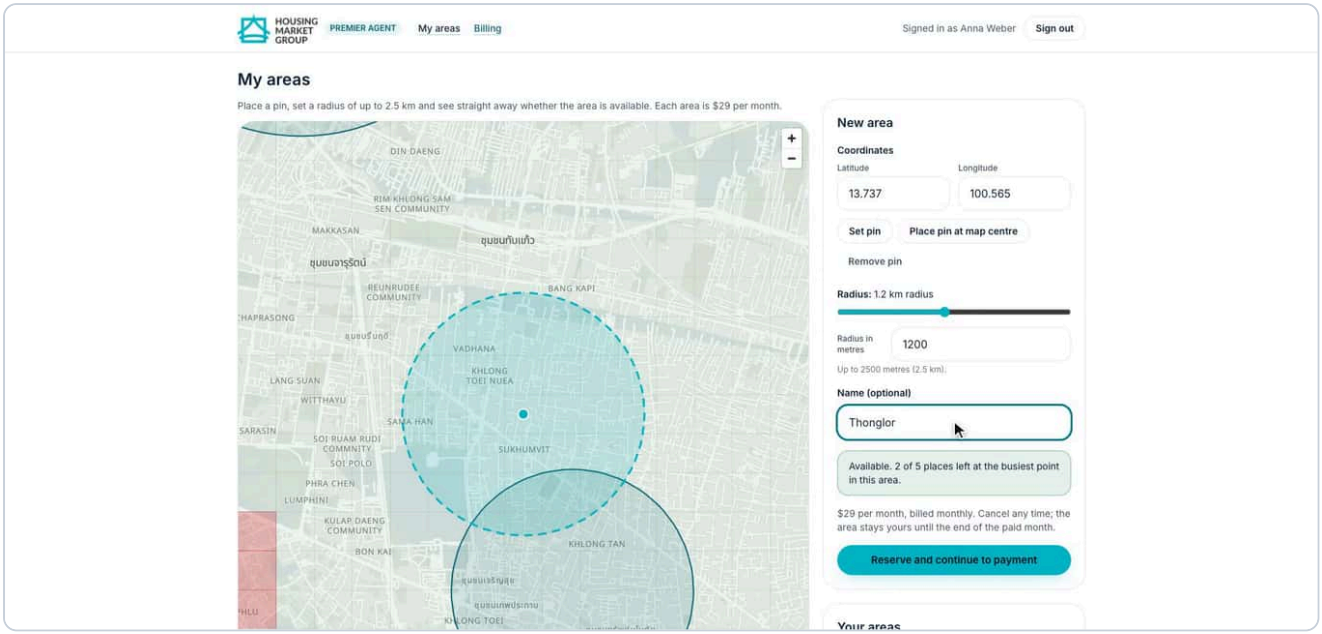



Figure 3.9 · Screen recorded 21 October 2026

## 10 The price is **$29 per month**, and you can cancel any time.

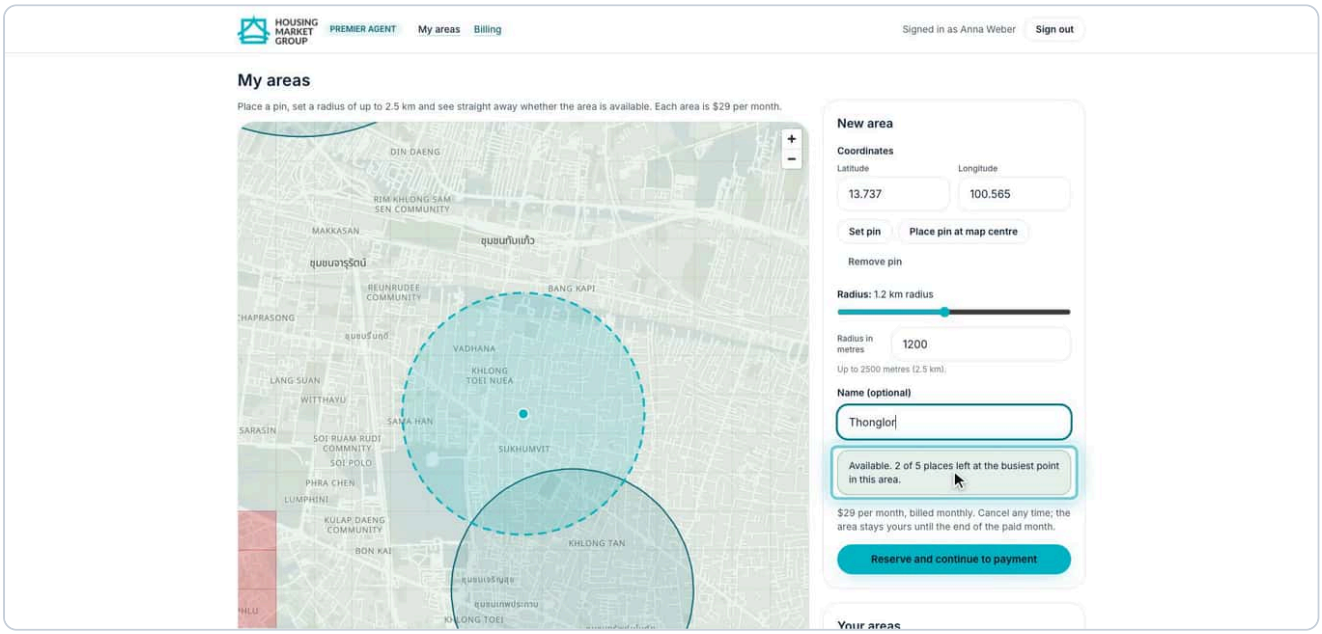



Figure 3.10 · Screen recorded 21 October 2026

## 11 **Reserve** holds the area while you pay on the **secure payment page**.

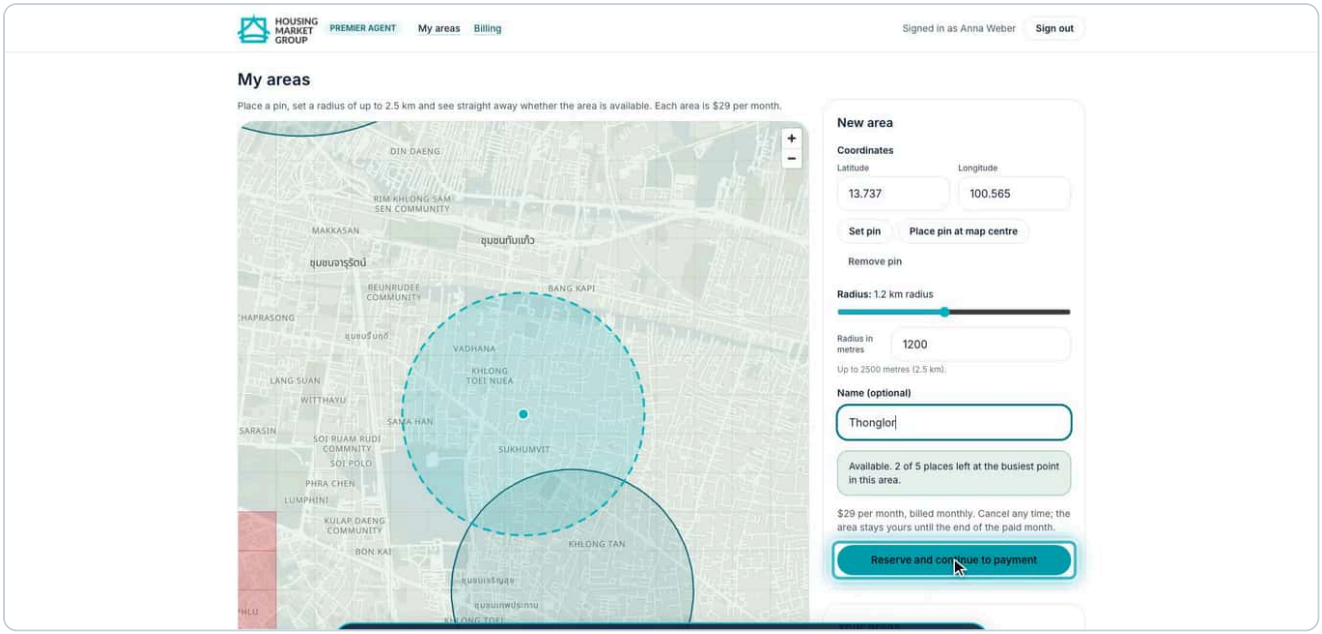



Figure 3.11 · Screen recorded 21 October 2026

## 12 **No number of leads is promised**: it depends on real market activity.

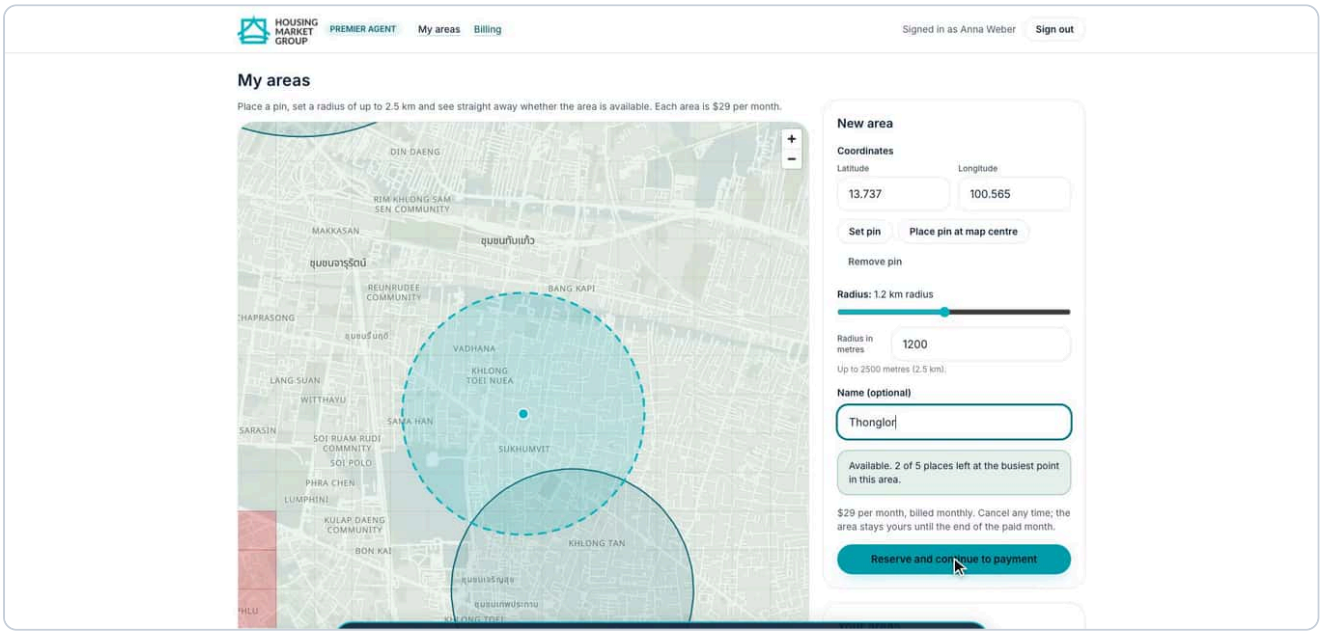



Figure 3.12 · Screen recorded 21 October 2026

### RELATED HELP CENTER ARTICLES

| | |
|---|---|
| What do shoppers see on a listing when I have a radius area? | faq.housingmarketgroup.com/faq/what-do-shoppers-see-on-a-listing-with-a-premier-agent-radius-area |

4 CHAPTER 4

# Resize or cancel a radius area

$29 USD per area per month | For agents | Watch the video

## OVERVIEW

Open My areas in the Premier Agent app and choose Cancel area on the area you want to end. The area stays active, and keeps receiving enquiries, until the end of the period you paid for. After that it ends and is not charged again. Cancelling one area does not affect your other areas.

If you change your mind before the paid period ends, choose Keep this area and it renews as normal. An area you have reserved but not yet paid for is released straight away when you cancel it.

From the Help Center: **How do I cancel a Premier Agent radius area?**

## STEP BY STEP

1 Scroll to **Your areas** in the Premier Agent dashboard.

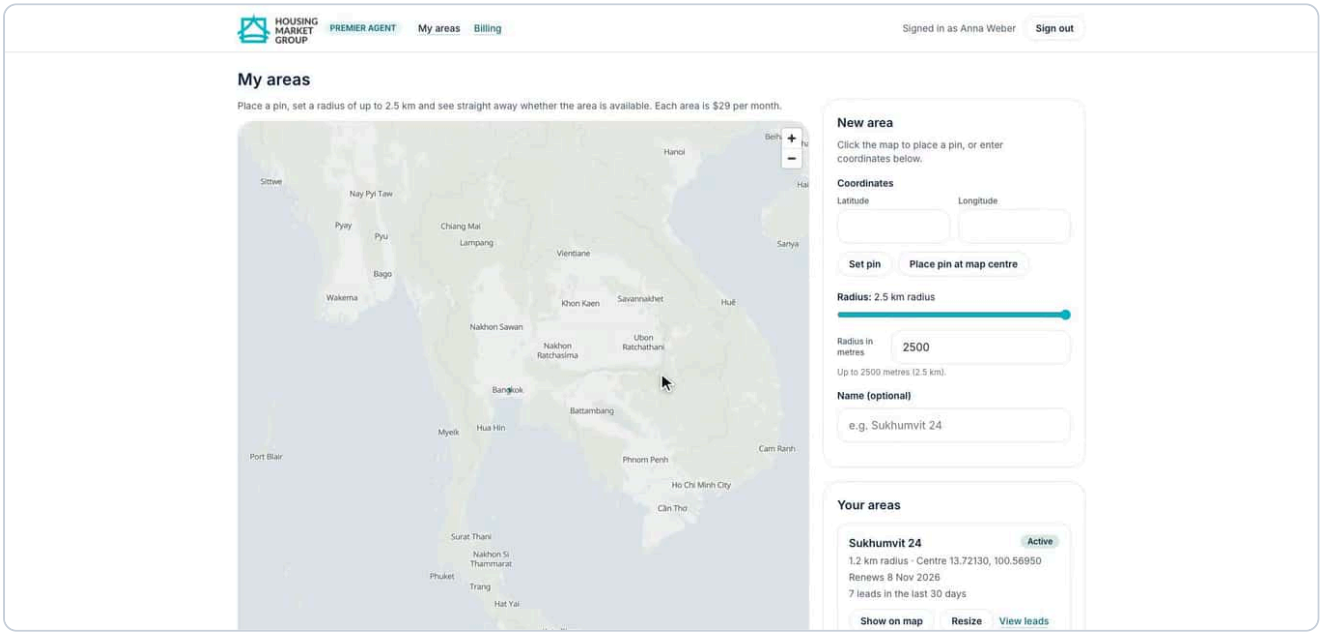



Figure 4.1 · Screen recorded 21 October 2026

## 2 Each area shows its **status**, **radius**, **renewal date** and **leads**.

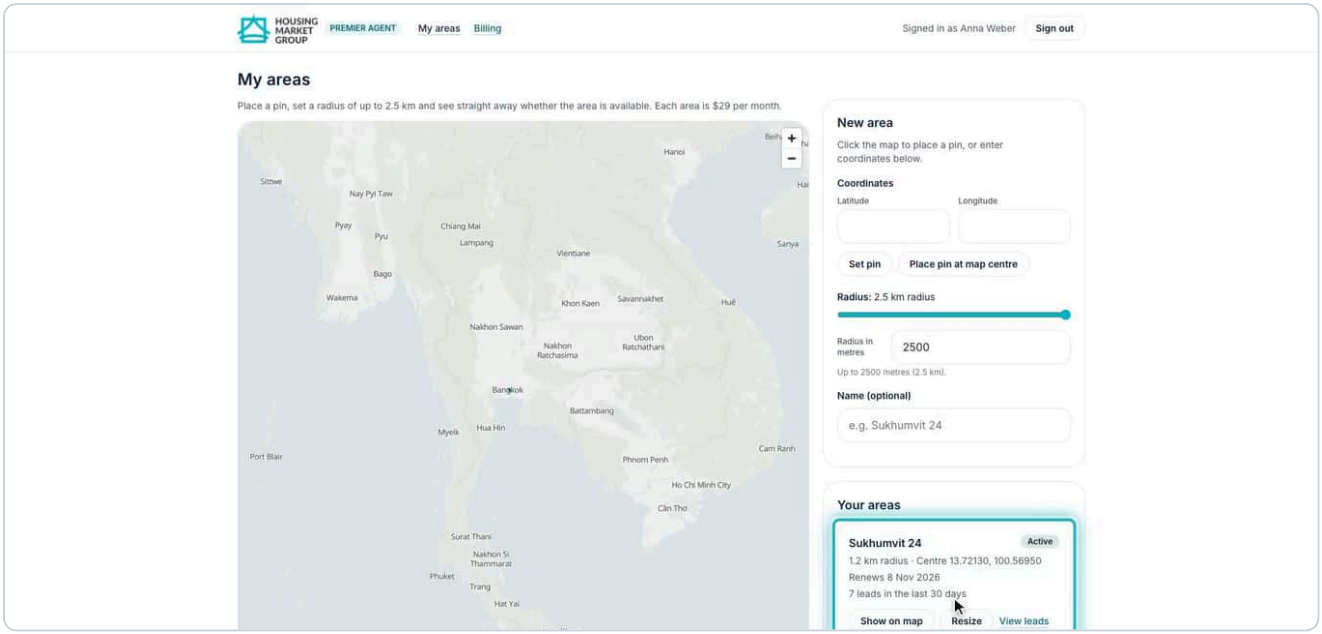



Figure 4.2 · Screen recorded 21 October 2026

## 3 Click **Show on map** to see where it is.

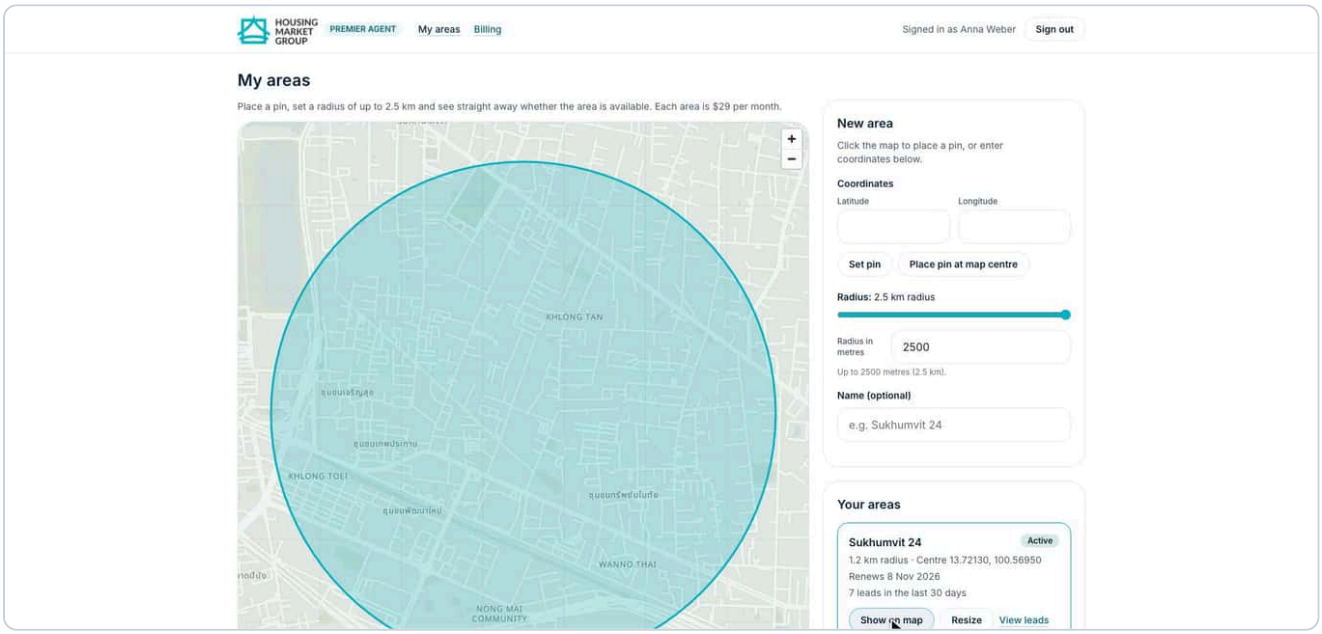



Figure 4.3 · Screen recorded 21 October 2026

**4** Click **Resize** to change the radius.

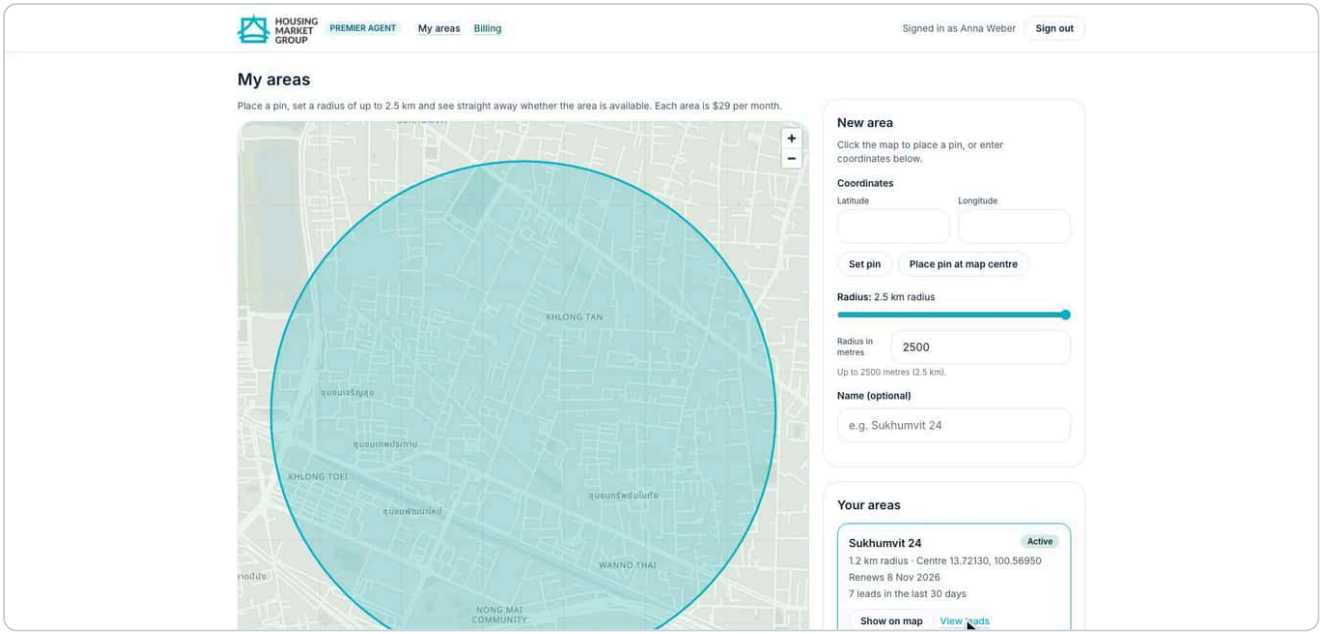



Figure 4.4 · Screen recorded 21 October 2026

**5** The **centre stays where it is**. To move an area, cancel it and place a new one.

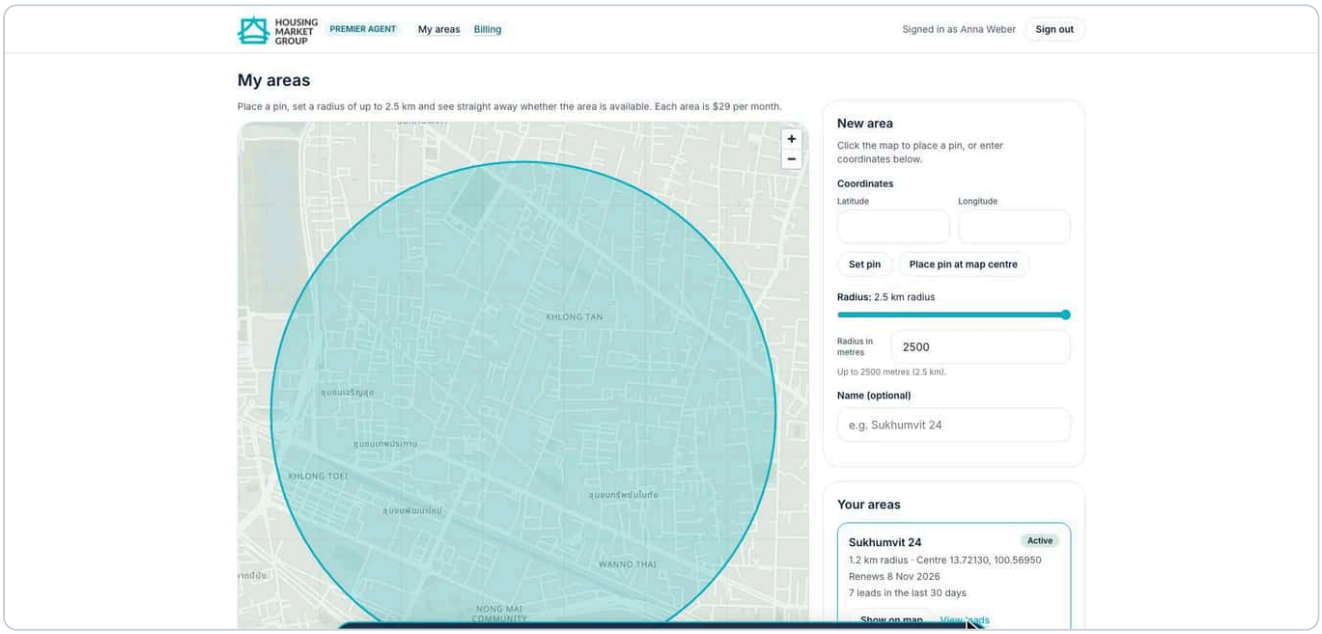



Figure 4.5 · Screen recorded 21 October 2026

## 6 Drag the slider to the **new radius**.

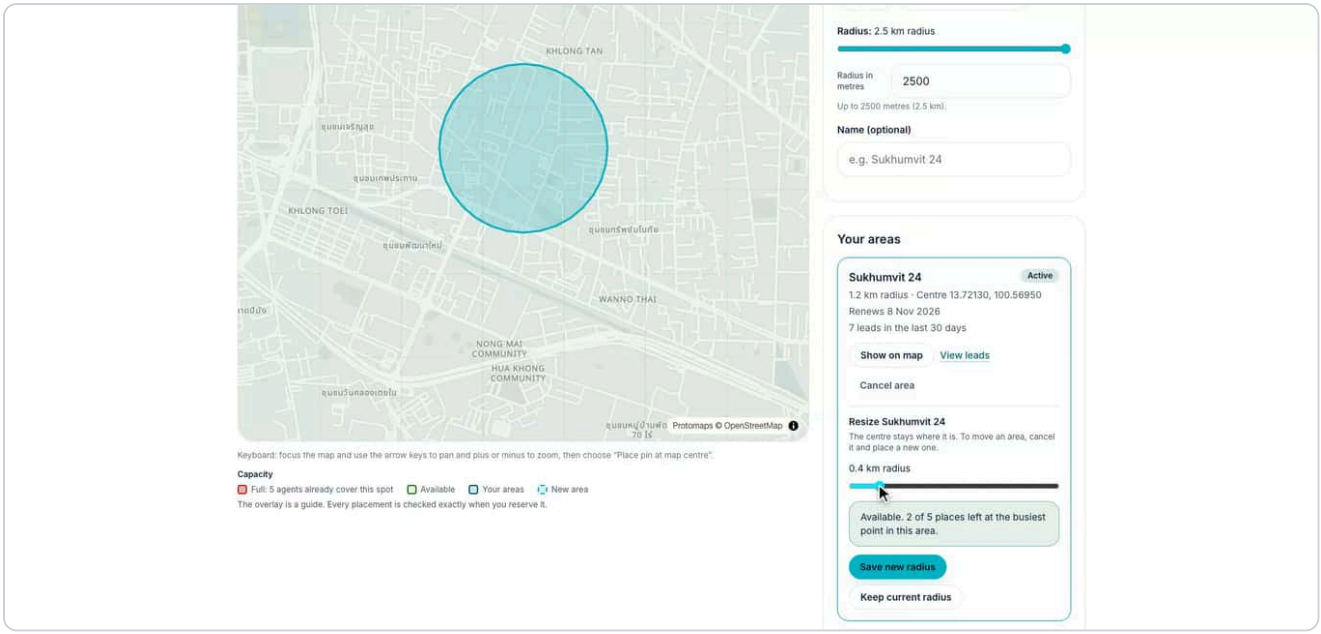



Figure 4.6 · Screen recorded 21 October 2026

## 7 Click **Save new radius**.

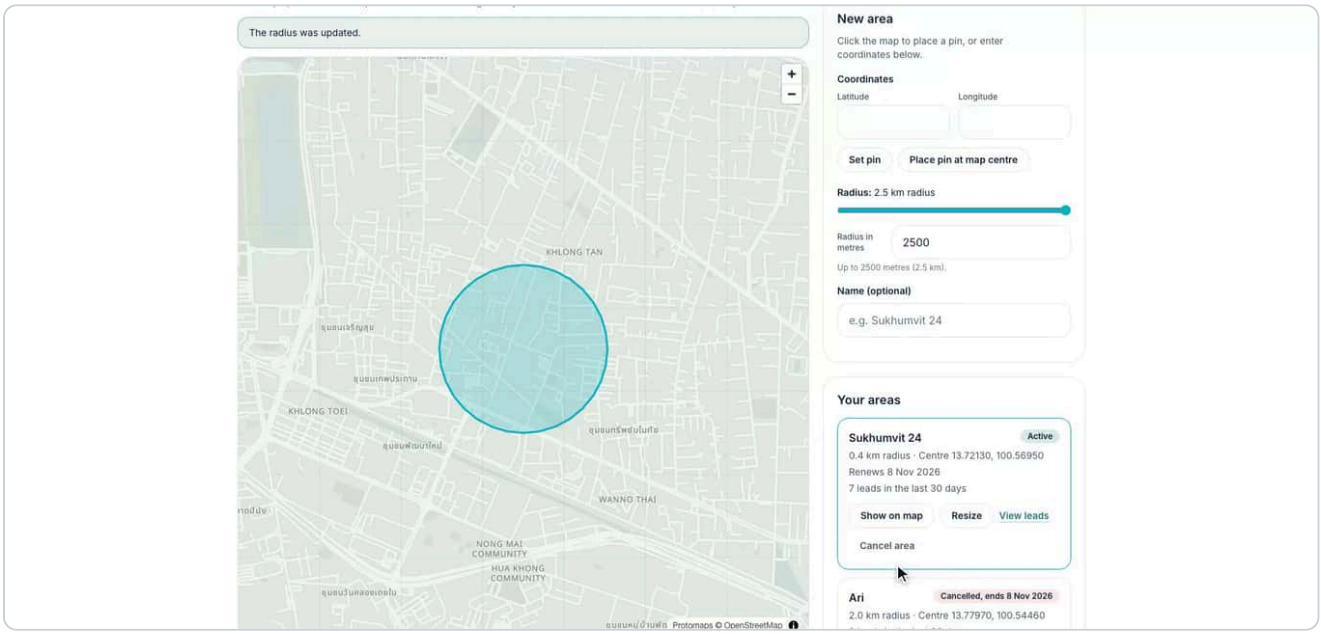



Figure 4.7 · Screen recorded 21 October 2026

## 8 To stop an area, click **Cancel area**.

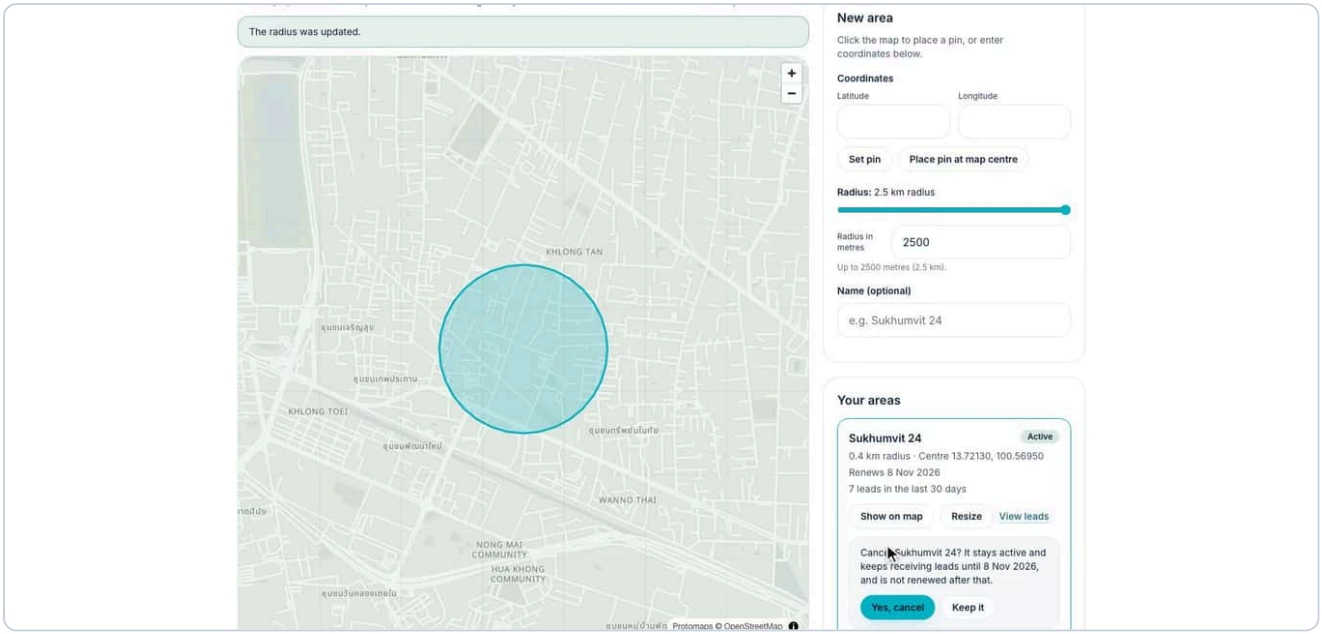



Figure 4.8 · Screen recorded 21 October 2026

## 9 It **stays active until the end of the paid month**, then is not renewed.

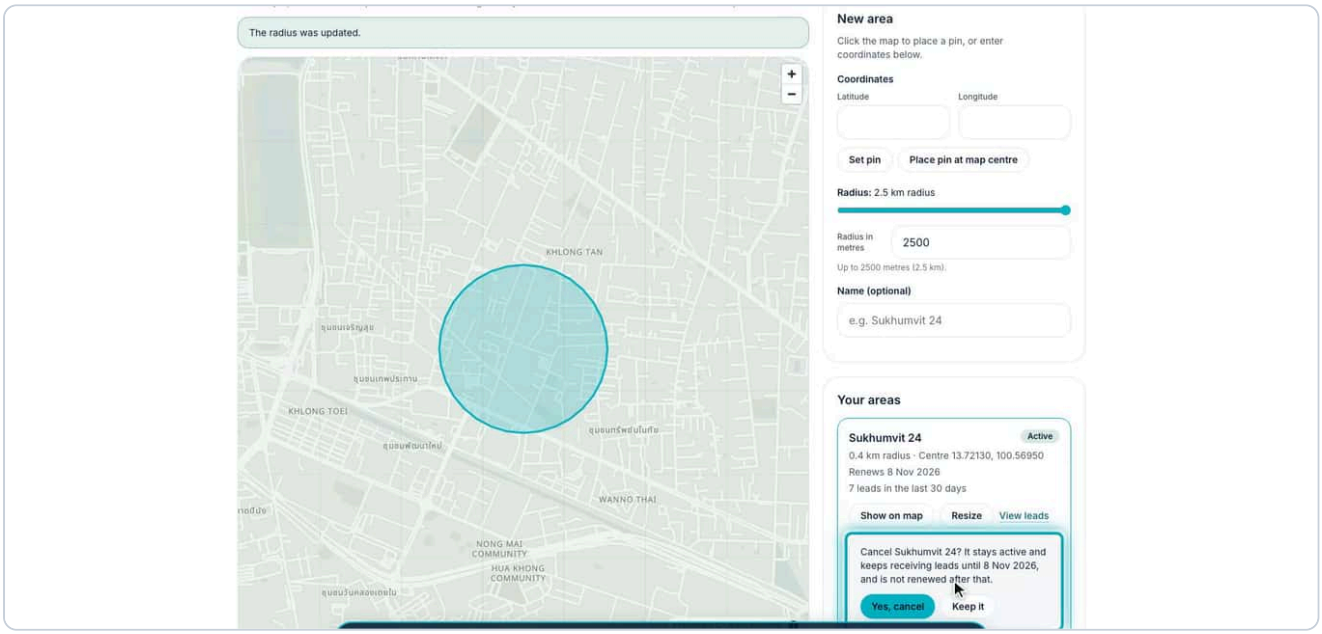



Figure 4.9 · Screen recorded 21 October 2026

## 10 Choose **Keep it** if you changed your mind.

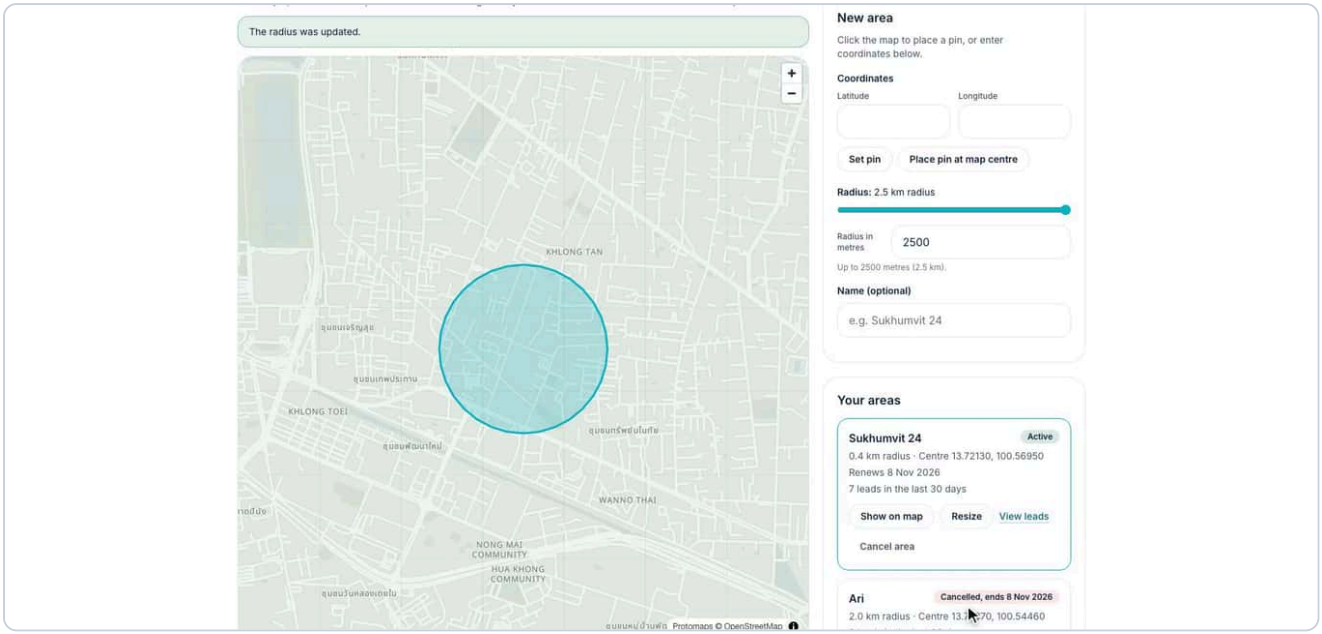



Figure 4.10 · Screen recorded 21 October 2026

## 11 A cancelled area can be kept with **Keep this area**, until it ends.

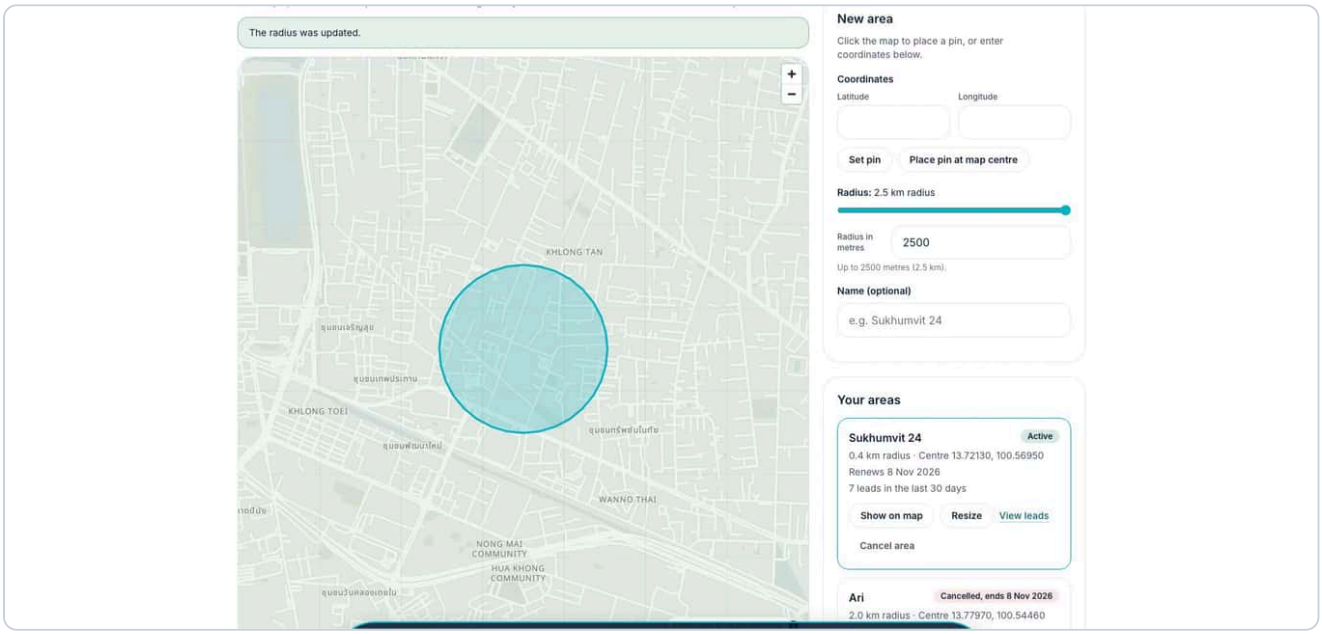



Figure 4.11 · Screen recorded 21 October 2026

5 CHAPTER 5

# See the leads from your area

$29 USD per area per month | For agents | Watch the video

## OVERVIEW

Every enquiry a shopper sends about a listing inside your circle is sent to you as well. There is no cap per agent and no charge per lead. A lead holds the shopper's name, email address and phone number, and the listing's property type, listing type and price. Shoppers fill in the enquiry form themselves, so any of their details can be missing, and the enquiry reaches you as they sent it.

Leads arrive by email, in the Premier Agent section of your portal account and in Housing Market CRM, and the View leads page of each area lists them.

We do not promise a number of enquiries or a sale: how many arrive depends on real market activity in your area. An enquiry can reach every Premier Agent who covers the property, up to 5.

From the Help Center: **What leads do I get from a Premier Agent radius area?**

## STEP BY STEP

1 Open **My areas** in your **Premier Agent** app.

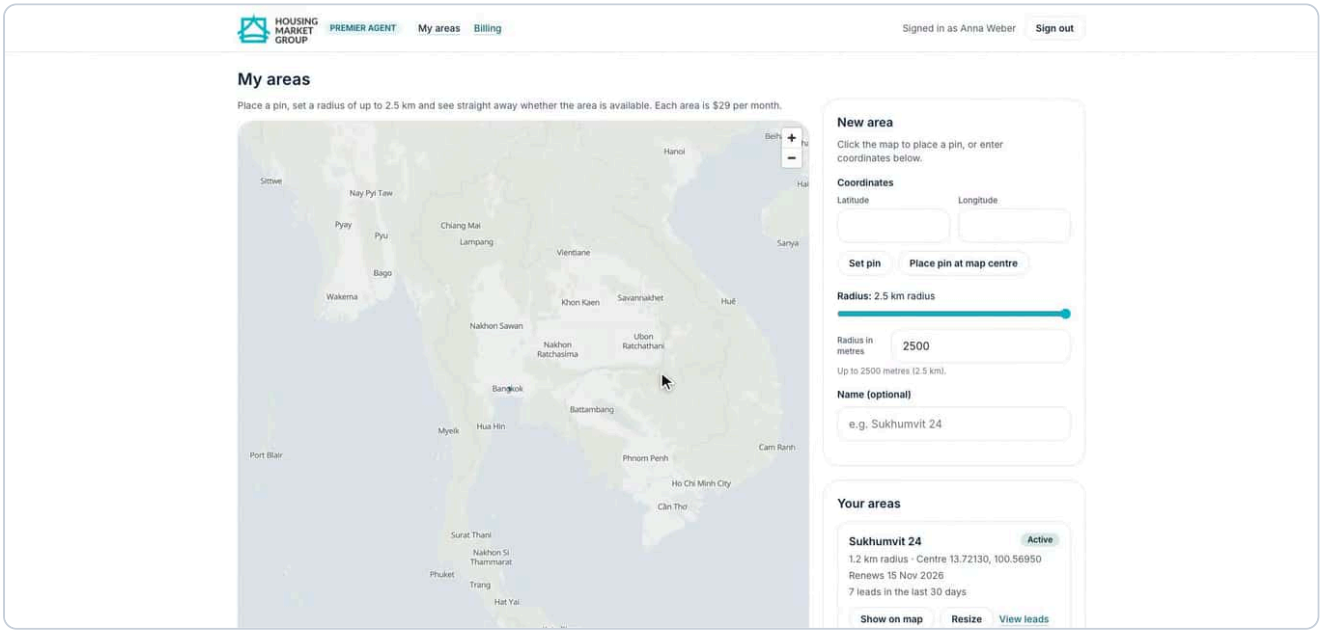



Figure 5.1 · Screen recorded 28 October 2026

## 2 Each area in **Your areas** shows its **leads** of the last 30 days.

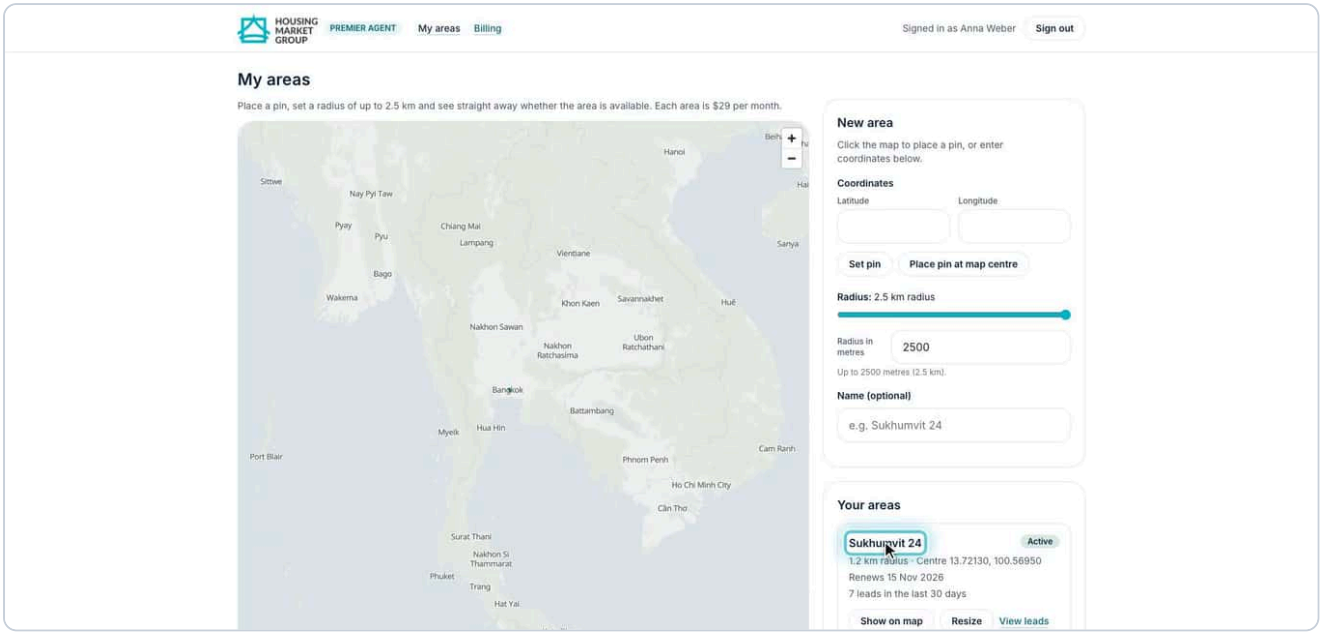



Figure 5.2 · Screen recorded 28 October 2026

## 3 Click **View leads** on an area.

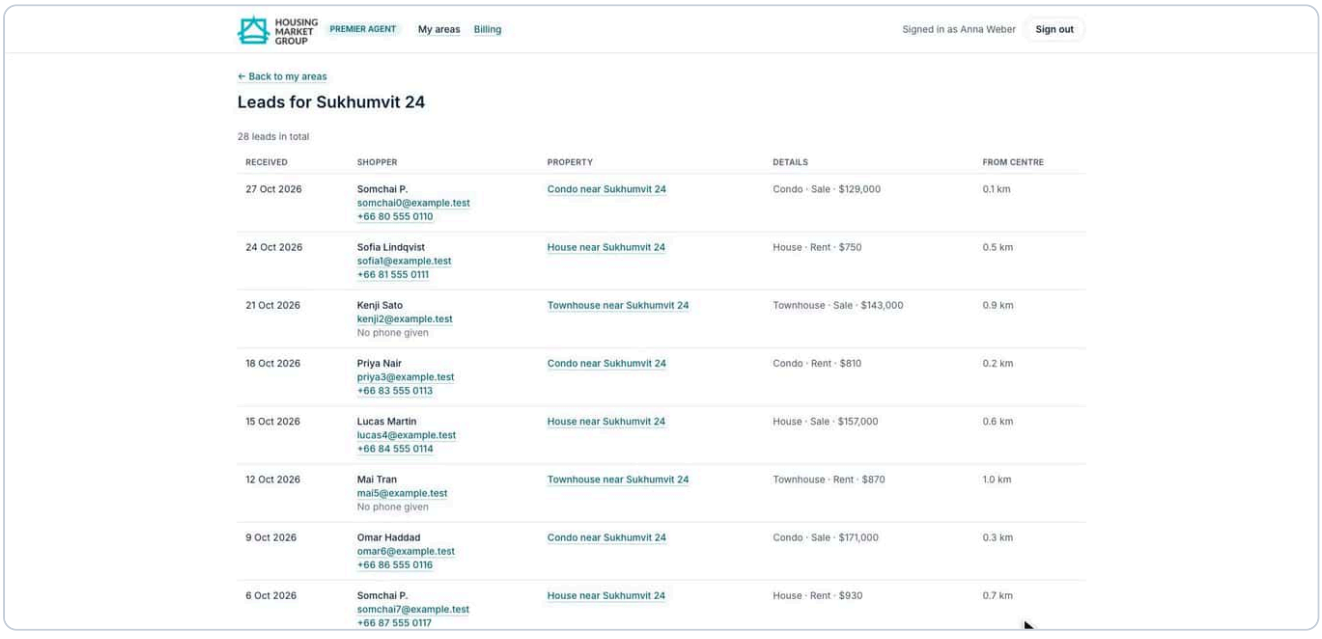



Figure 5.3 · Screen recorded 28 October 2026

## 4 These are the **leads** this area produced, **newest first**.

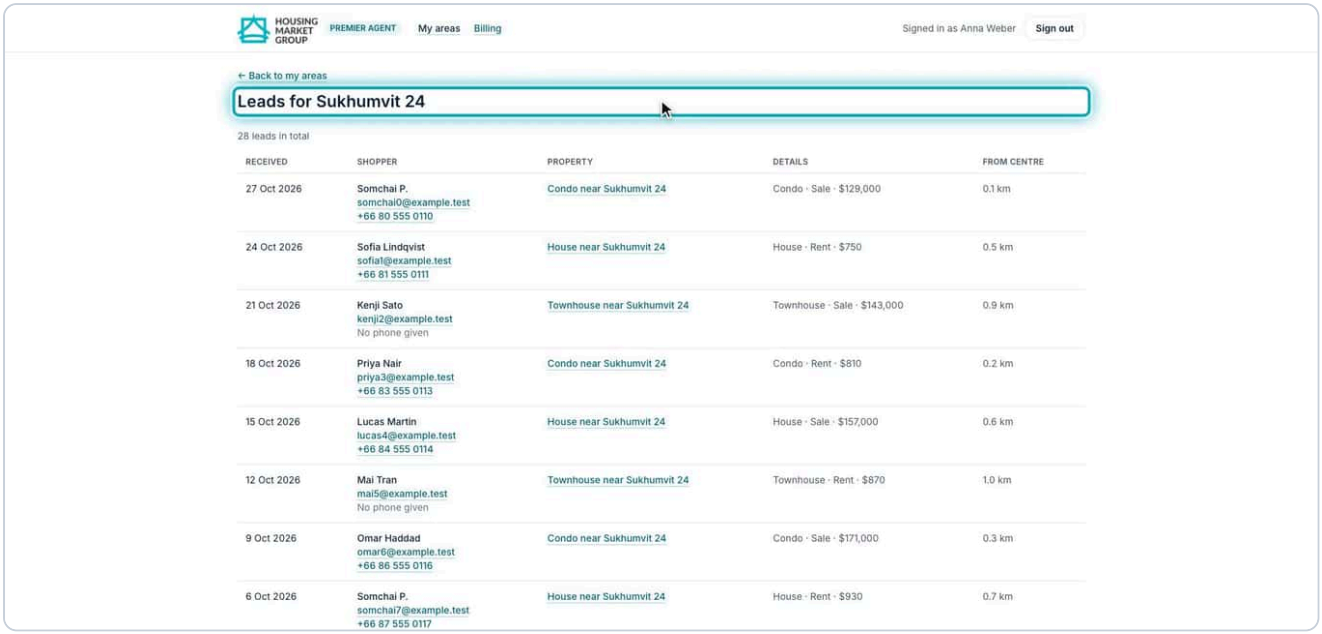



Figure 5.4 · Screen recorded 28 October 2026

## 5 The **total** is shown at the top.

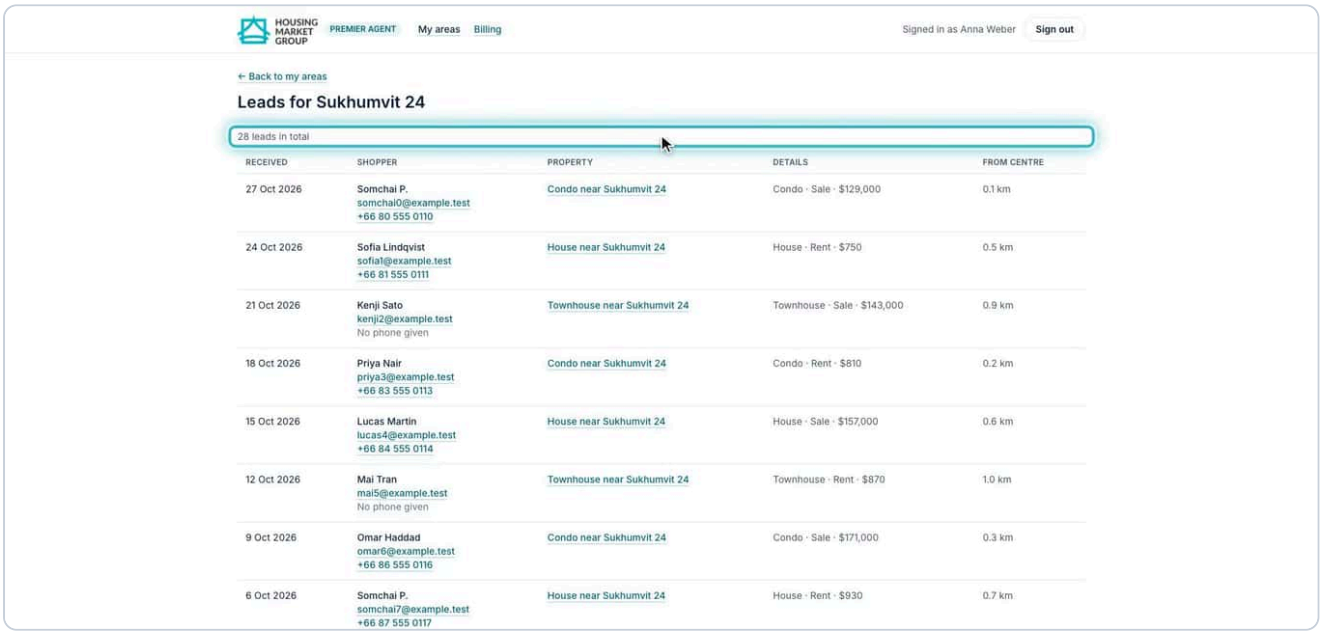



Figure 5.5 · Screen recorded 28 October 2026

## 6 When the lead was **received**.

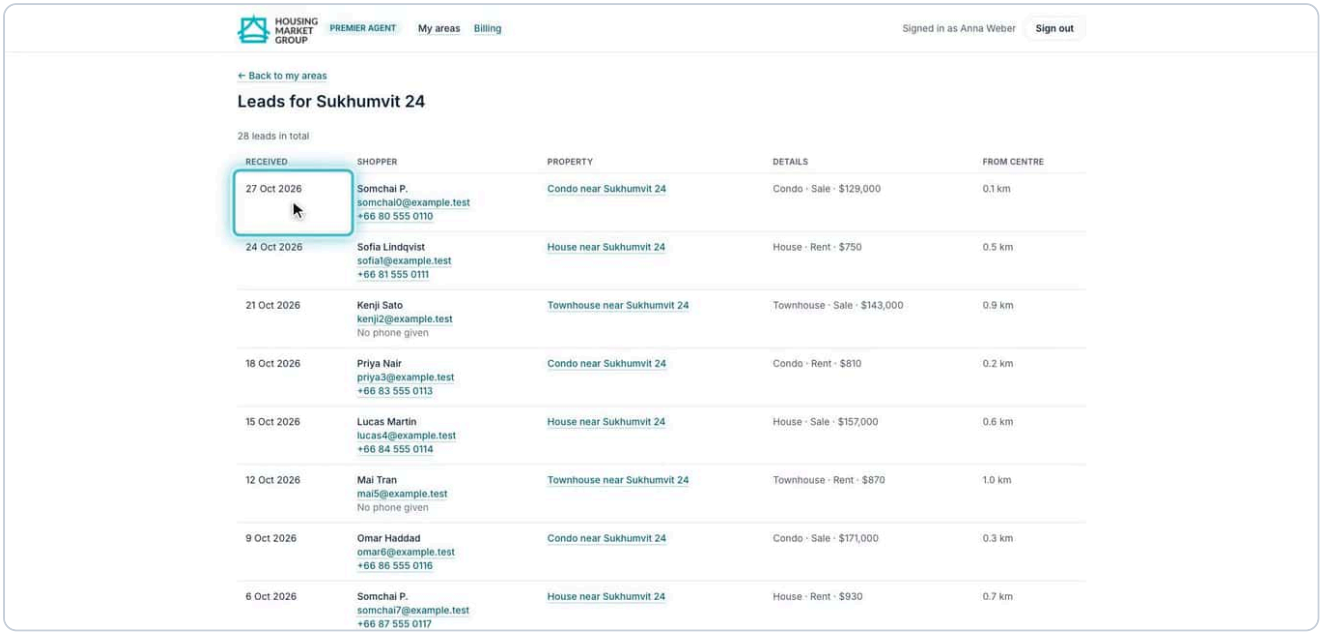



Figure 5.6 · Screen recorded 28 October 2026

## 7 The **shopper**: name, email and phone, ready to reply.

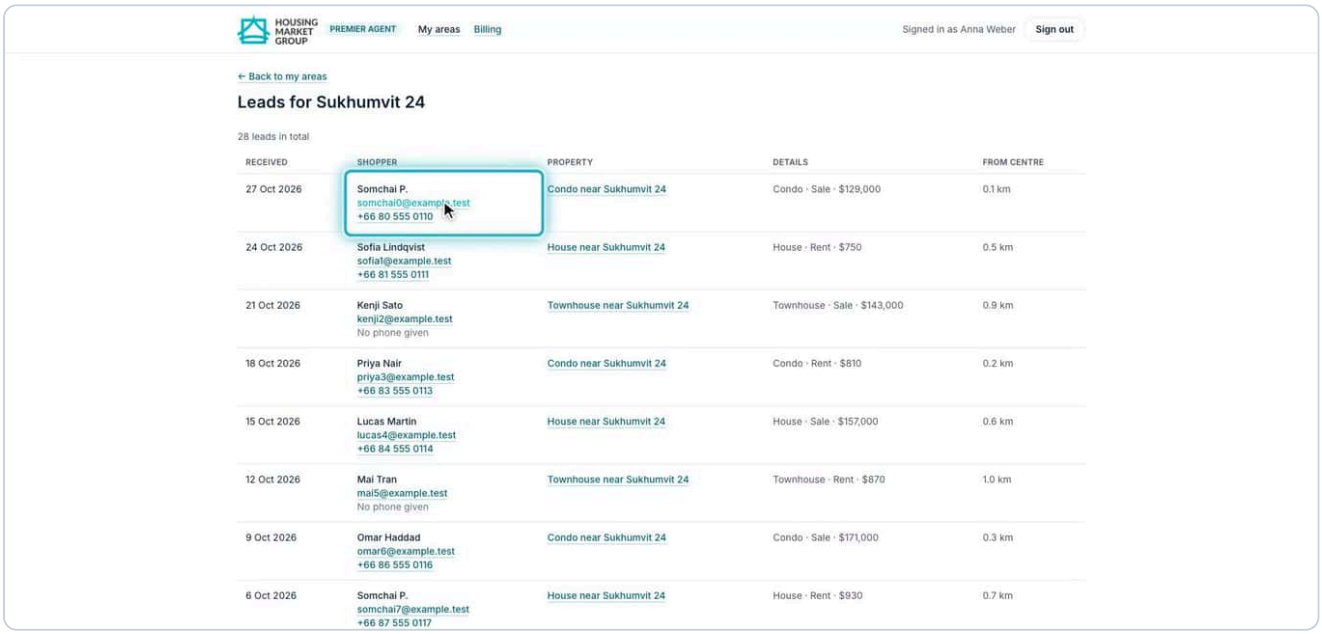



Figure 5.7 · Screen recorded 28 October 2026

## 8 Shoppers fill in the form themselves, so a detail can be **missing**.

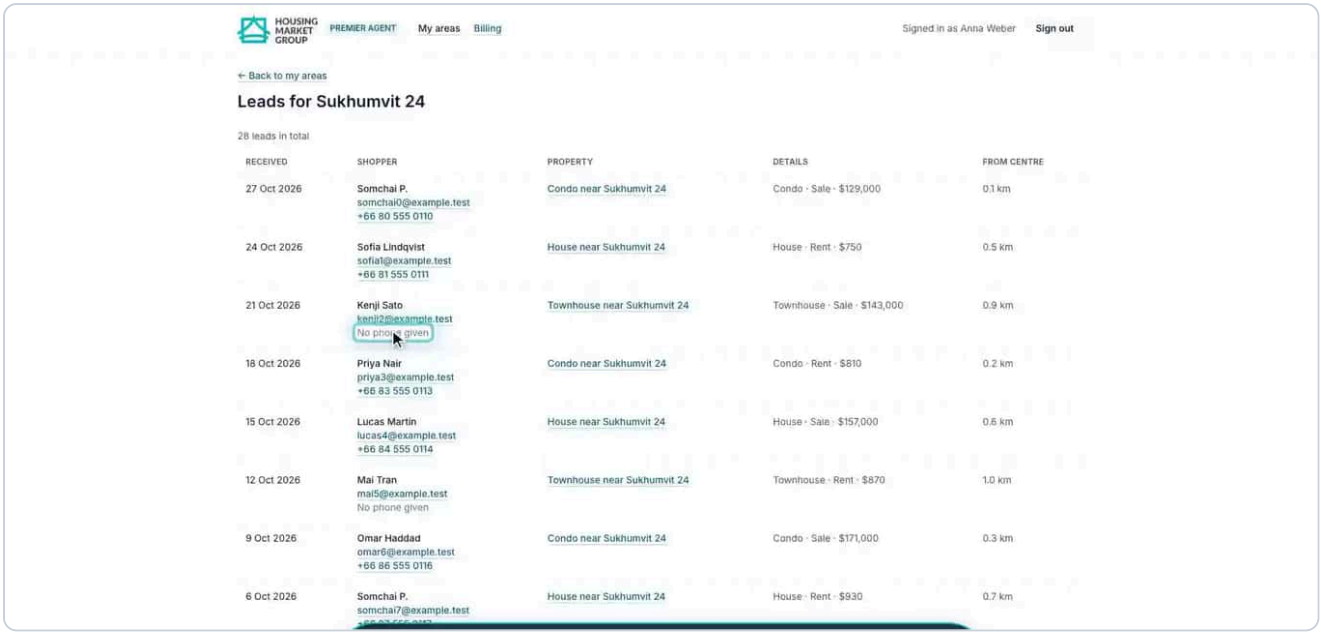



Figure 5.8 · Screen recorded 28 October 2026

## 9 The **property** they asked about, with a link to the listing.

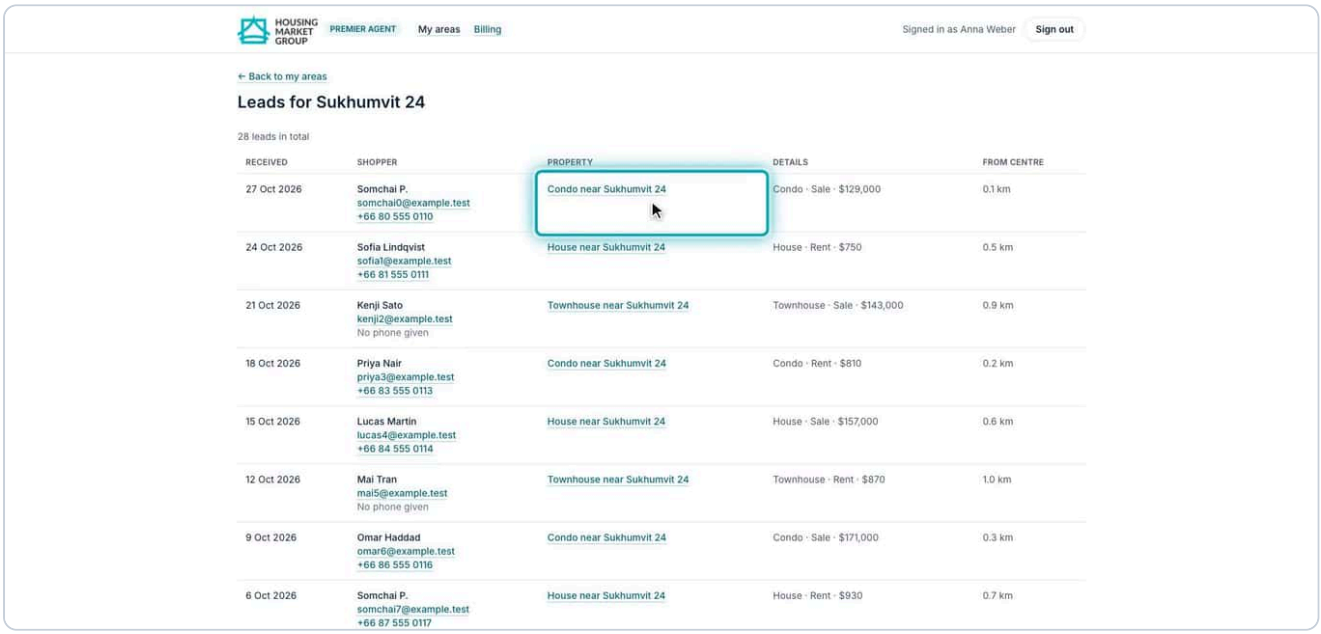



Figure 5.9 · Screen recorded 28 October 2026

## 10 Its **type**, **sale or rent**, and **price**.

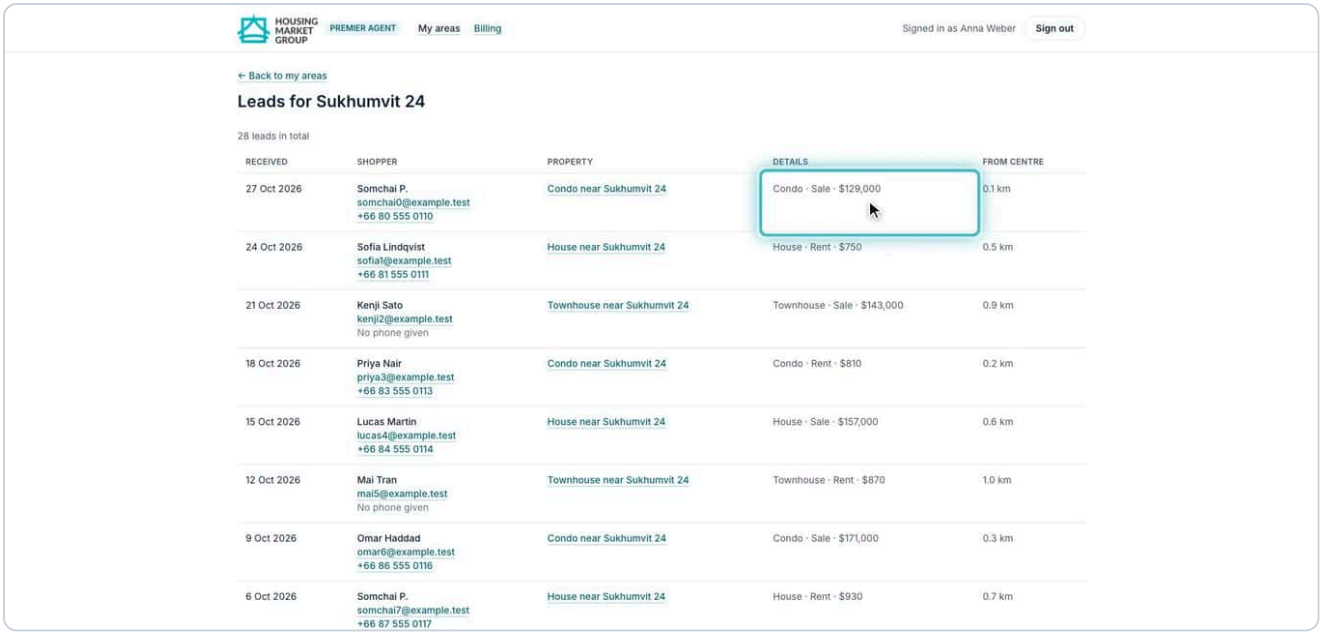



Figure 5.10 · Screen recorded 28 October 2026

## 11 And how far it is from the **centre** of your area.

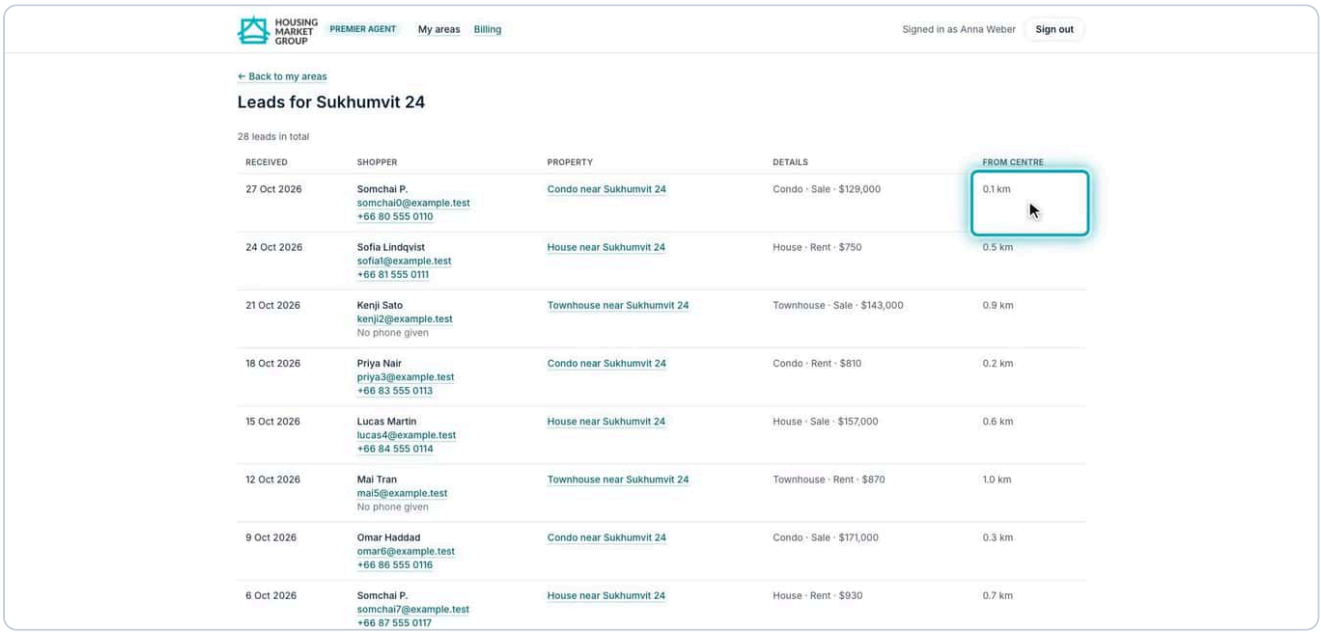



Figure 5.11 · Screen recorded 28 October 2026

## 12 A long list continues on the **next page**.



| | | | | |
|---|---|---|---|---|
| 3 Oct 2026 | Sofia Lindqvist<br>sofia8@example.test<br>No phone given | Townhouse near Sukhumvit 24 | Townhouse · Sale · $185,000 | 1.1 km |
| 30 Sept 2026 | Kenji Sato<br>kenji9@example.test<br>+66 89 555 0119 | Condo near Sukhumvit 24 | Condo · Rent · $990 | 0.4 km |
| 27 Sept 2026 | Priya Nair<br>priya10@example.test<br>+66 810 555 0120 | House near Sukhumvit 24 | House · Sale · $199,000 | 0.8 km |
| 24 Sept 2026 | Lucas Martin<br>lucas11@example.test<br>No phone given | Townhouse near Sukhumvit 24 | Townhouse · Rent · $1,050 | 1.2 km |
| 21 Sept 2026 | Mai Tran<br>mai12@example.test<br>+66 812 555 0122 | Condo near Sukhumvit 24 | Condo · Sale · $213,000 | 0.5 km |
| 18 Sept 2026 | Omar Haddad<br>omar13@example.test<br>+66 813 555 0123 | House near Sukhumvit 24 | House · Rent · $1,110 | 0.9 km |
| 15 Sept 2026 | Somchai P.<br>somchai14@example.test<br>No phone given | Townhouse near Sukhumvit 24 | Townhouse · Sale · $227,000 | 0.2 km |
| 12 Sept 2026 | Sofia Lindqvist<br>sofia15@example.test<br>+66 815 555 0125 | Condo near Sukhumvit 24 | Condo · Rent · $1,170 | 0.6 km |
| 9 Sept 2026 | Kenji Sato<br>kenji16@example.test<br>+66 816 555 0126 | House near Sukhumvit 24 | House · Sale · $241,000 | 1.0 km |
| 6 Sept 2026 | Priya Nair<br>priya17@example.test<br>No phone given | Townhouse near Sukhumvit 24 | Townhouse · Rent · $1,230 | 0.3 km |
| 3 Sept 2026 | Lucas Martin<br>lucas18@example.test | Condo near Sukhumvit 24 | Condo · Sale · $255,000 | 0.7 km |

Figure 5.12 · Screen recorded 28 October 2026

## 13 The same leads also reach you by **email**, in your **portal account** and in **Housing Market CRM**.



| | | | | |
|---|---|---|---|---|
| 3 Oct 2026 | Sofia Lindqvist<br>sofia8@example.test<br>No phone given | Townhouse near Sukhumvit 24 | Townhouse · Sale · $185,000 | 1.1 km |
| 30 Sept 2026 | Kenji Sato<br>kenji9@example.test<br>+66 89 555 0119 | Condo near Sukhumvit 24 | Condo · Rent · $990 | 0.4 km |
| 27 Sept 2026 | Priya Nair<br>priya10@example.test<br>+66 810 555 0120 | House near Sukhumvit 24 | House · Sale · $199,000 | 0.8 km |
| 24 Sept 2026 | Lucas Martin<br>lucas11@example.test<br>No phone given | Townhouse near Sukhumvit 24 | Townhouse · Rent · $1,050 | 1.2 km |
| 21 Sept 2026 | Mai Tran<br>mai12@example.test<br>+66 812 555 0122 | Condo near Sukhumvit 24 | Condo · Sale · $213,000 | 0.5 km |
| 18 Sept 2026 | Omar Haddad<br>omar13@example.test<br>+66 813 555 0123 | House near Sukhumvit 24 | House · Rent · $1,110 | 0.9 km |
| 15 Sept 2026 | Somchai P.<br>somchai14@example.test<br>No phone given | Townhouse near Sukhumvit 24 | Townhouse · Sale · $227,000 | 0.2 km |
| 12 Sept 2026 | Sofia Lindqvist<br>sofia15@example.test<br>+66 815 555 0125 | Condo near Sukhumvit 24 | Condo · Rent · $1,170 | 0.6 km |
| 9 Sept 2026 | Kenji Sato<br>kenji16@example.test<br>+66 816 555 0126 | House near Sukhumvit 24 | House · Sale · $241,000 | 1.0 km |
| 6 Sept 2026 | Priya Nair<br>priya17@example.test<br>No phone given | Townhouse near Sukhumvit 24 | Townhouse · Rent · $1,230 | 0.3 km |
| 3 Sept 2026 | Lucas Martin<br>lucas18@example.test | Condo near Sukhumvit 24 | Condo · Sale · $255,000 | 0.7 km |

Figure 5.13 · Screen recorded 28 October 2026

## 14 **Back to my areas** returns to the map.

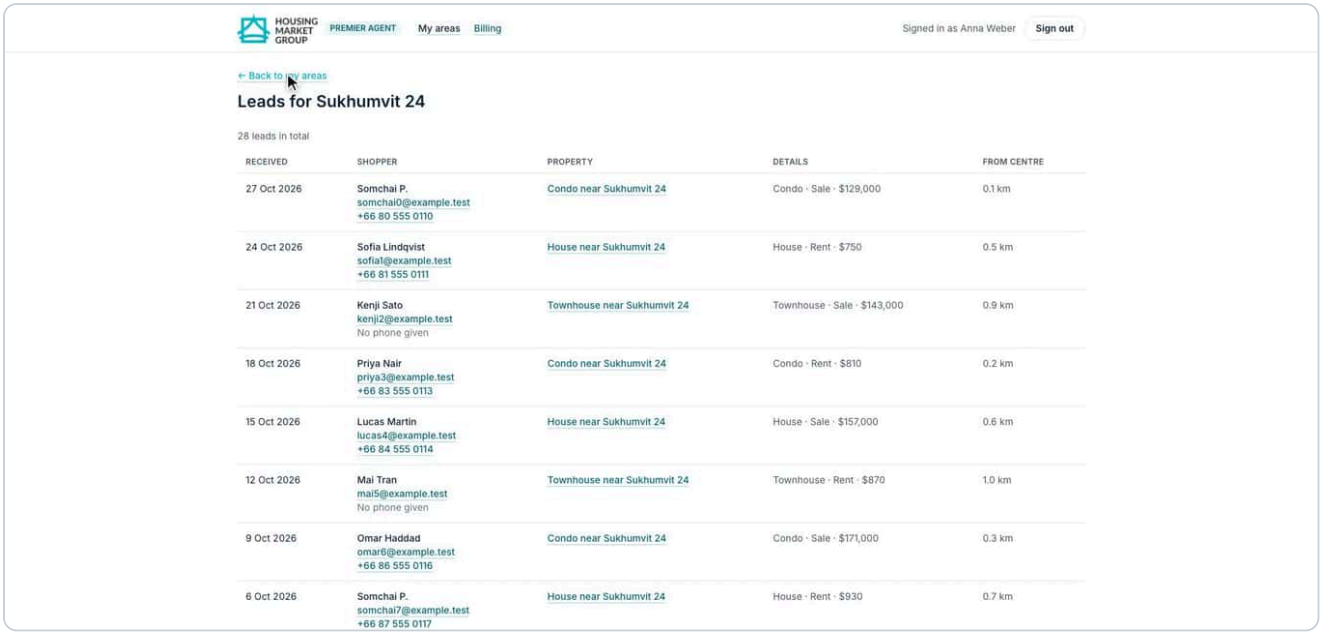



Figure 5.14 · Screen recorded 28 October 2026

### RELATED HELP CENTER ARTICLES

| | |
|---|---|
| Do Premier Agent leads go into Housing Market CRM? | faq.housingmarketgroup.com/faq/do-premier-agent-leads-go-into-housing-market-crm |
| Does Premier Agent guarantee a number of leads? | faq.housingmarketgroup.com/faq/does-premier-agent-guarantee-a-number-of-leads |

PART 3

# Billing and email


6 Read your billing

7 The ten onboarding emails

6 CHAPTER 6

# Read your billing

$29 USD per area per month | For agents | Watch the video

## STEP BY STEP

### 1 Sign in to your **Premier Agent** app.

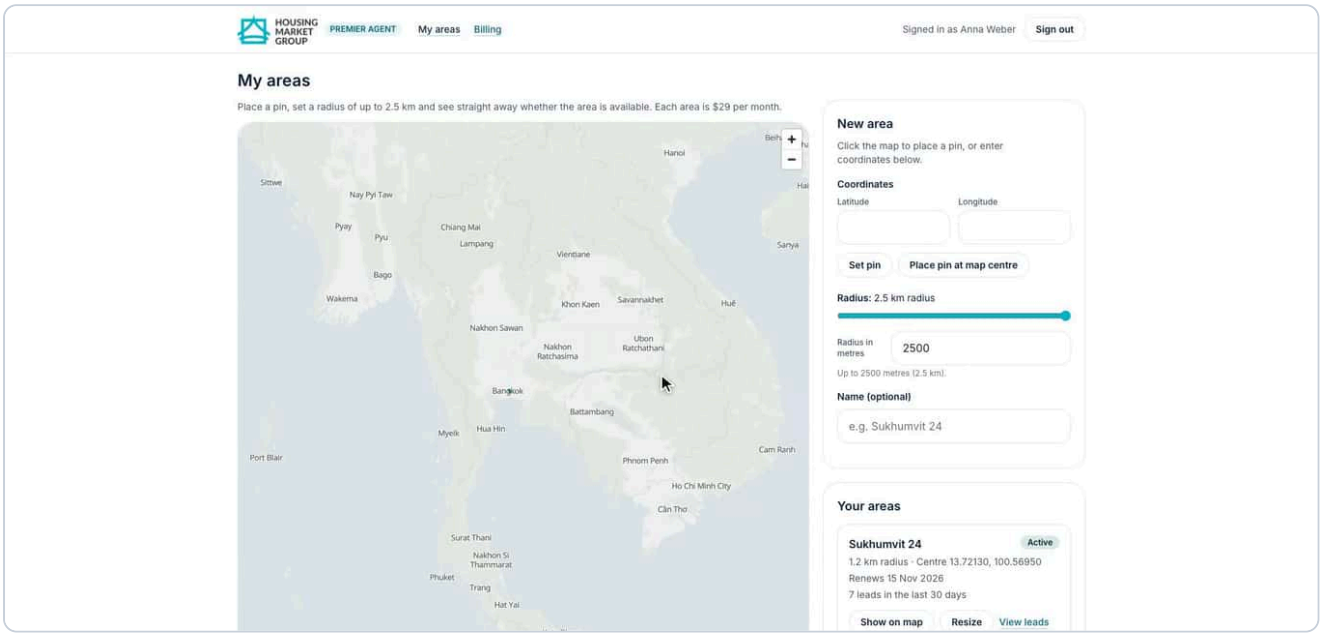



Figure 6.1 · Screen recorded 28 October 2026

## 2 Click **Billing** at the top.

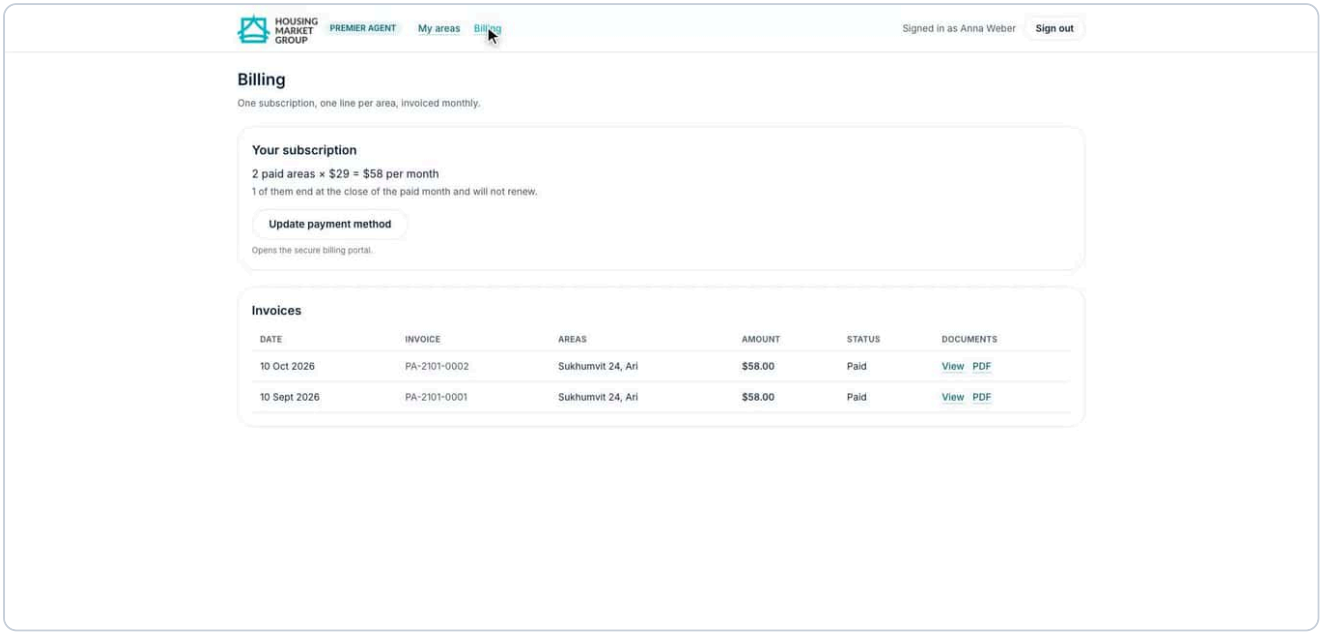



Figure 6.2 · Screen recorded 28 October 2026

## 3 **One subscription**, one line per area, invoiced monthly.

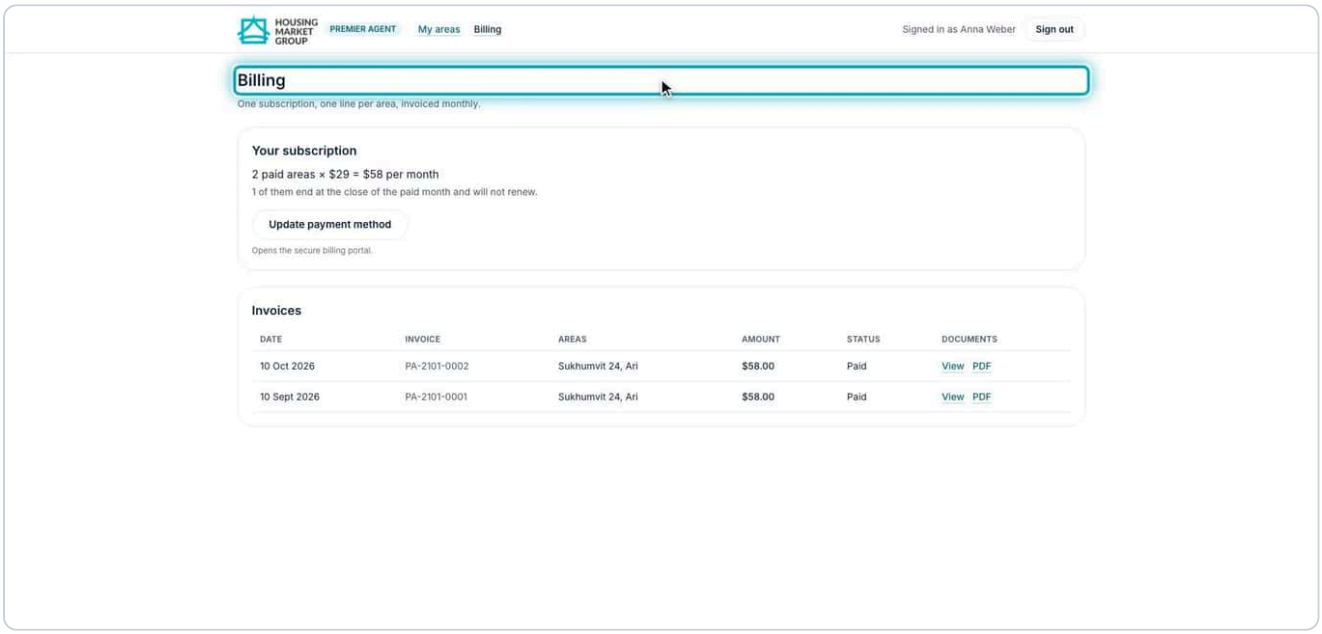



Figure 6.3 · Screen recorded 28 October 2026

## 4 Your total: the **paid areas** times **$29** a month.

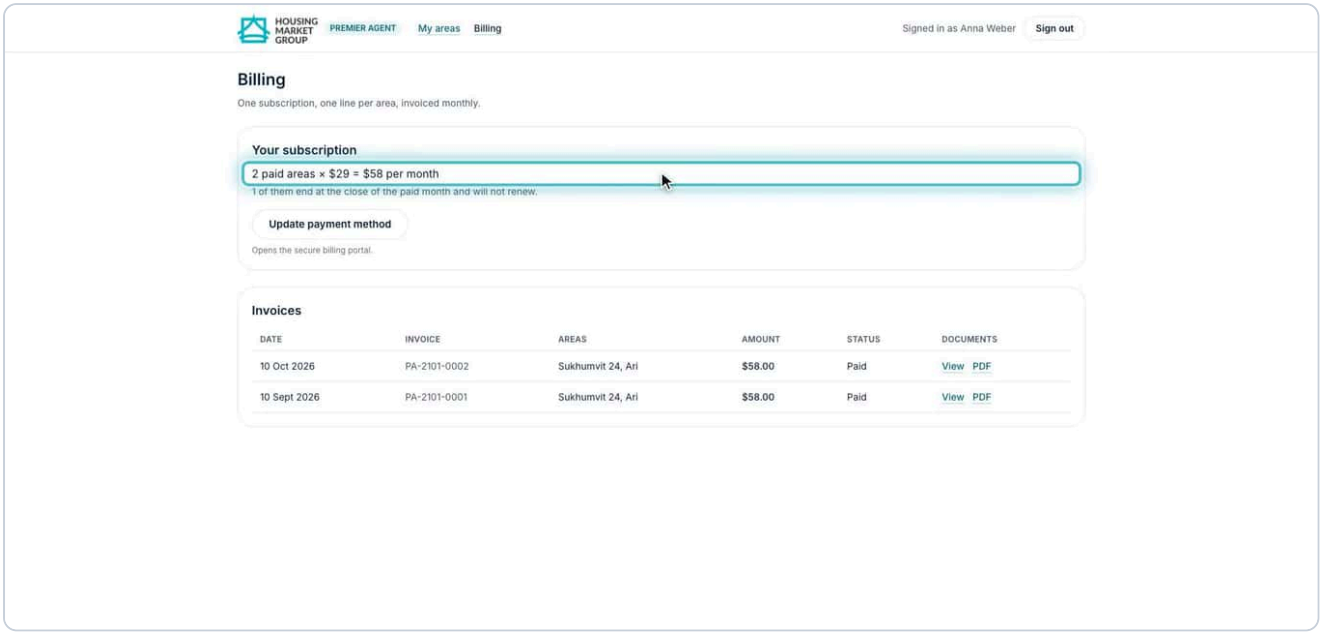



Figure 6.4 · Screen recorded 28 October 2026

## 5 An area you cancelled **ends with the paid month** and is not renewed.

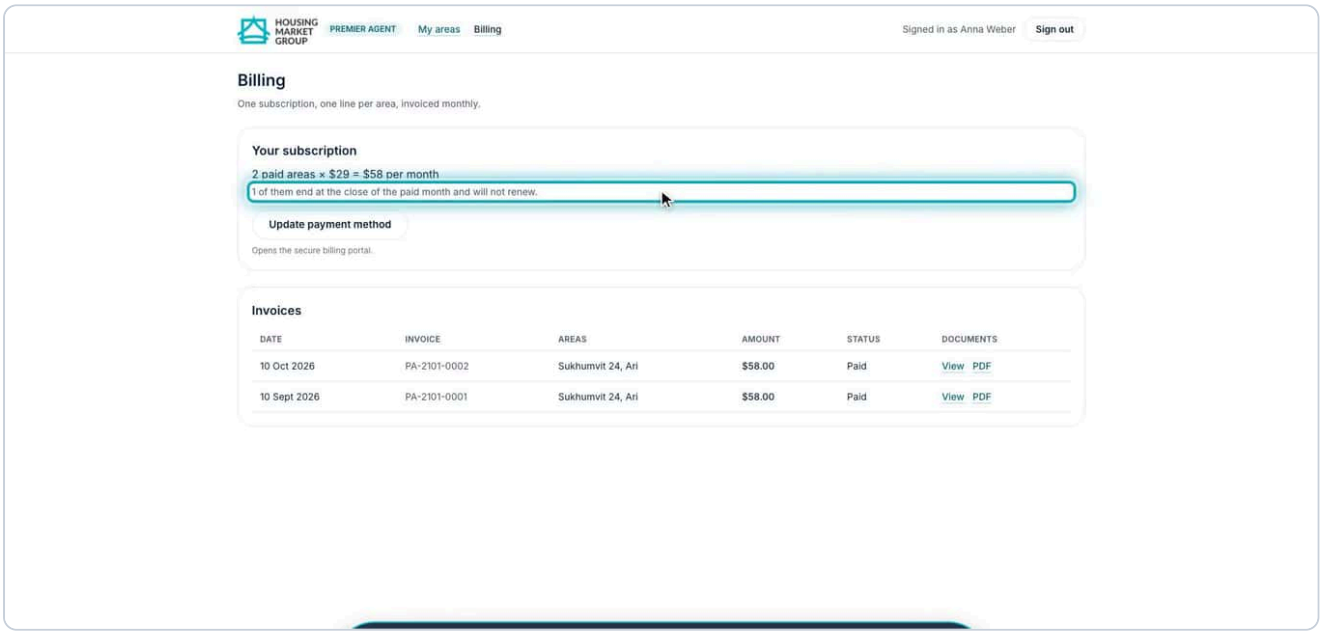



Figure 6.5 · Screen recorded 28 October 2026

## 6 **Update payment method** opens the **secure billing page**.

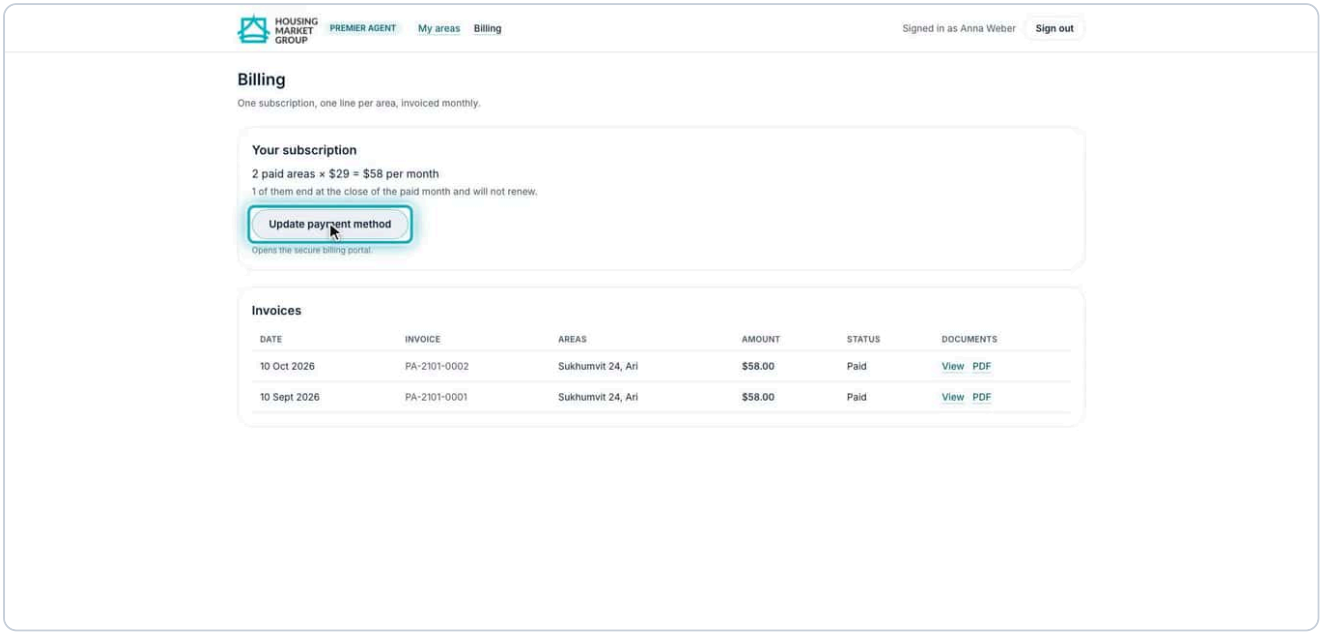



Figure 6.6 · Screen recorded 28 October 2026

## 7 Each **invoice** shows its date, number, areas, amount and status.

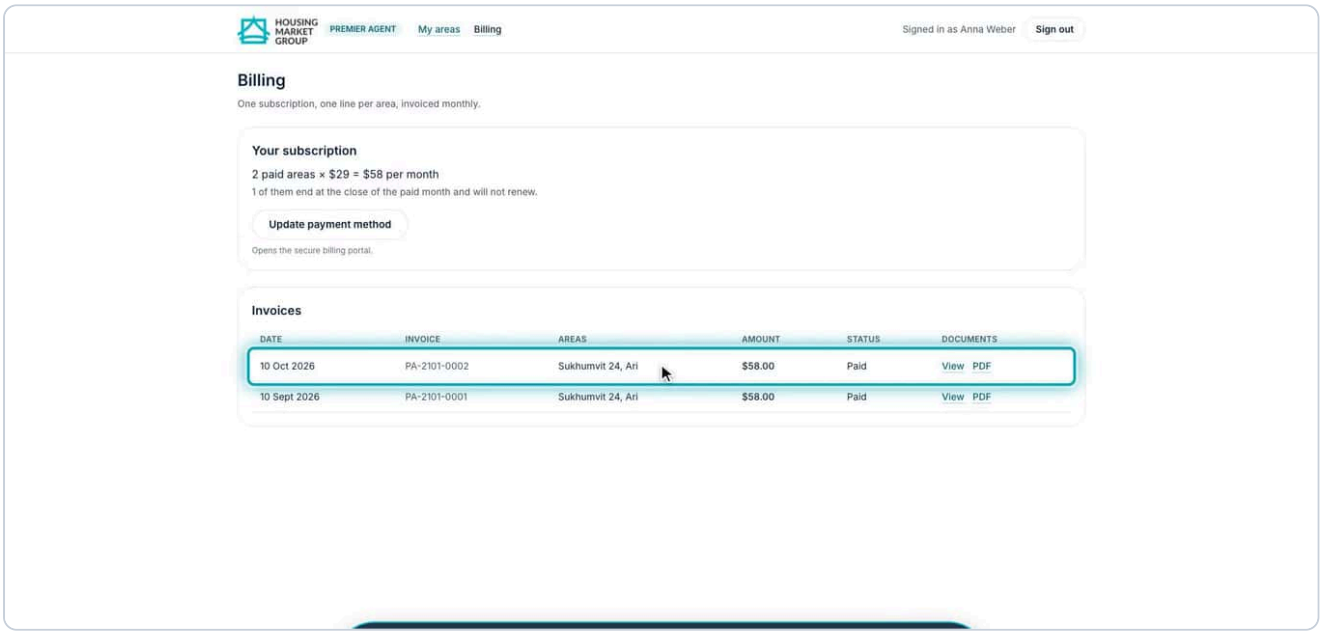



Figure 6.7 · Screen recorded 28 October 2026

## 8 **View** opens the invoice online.

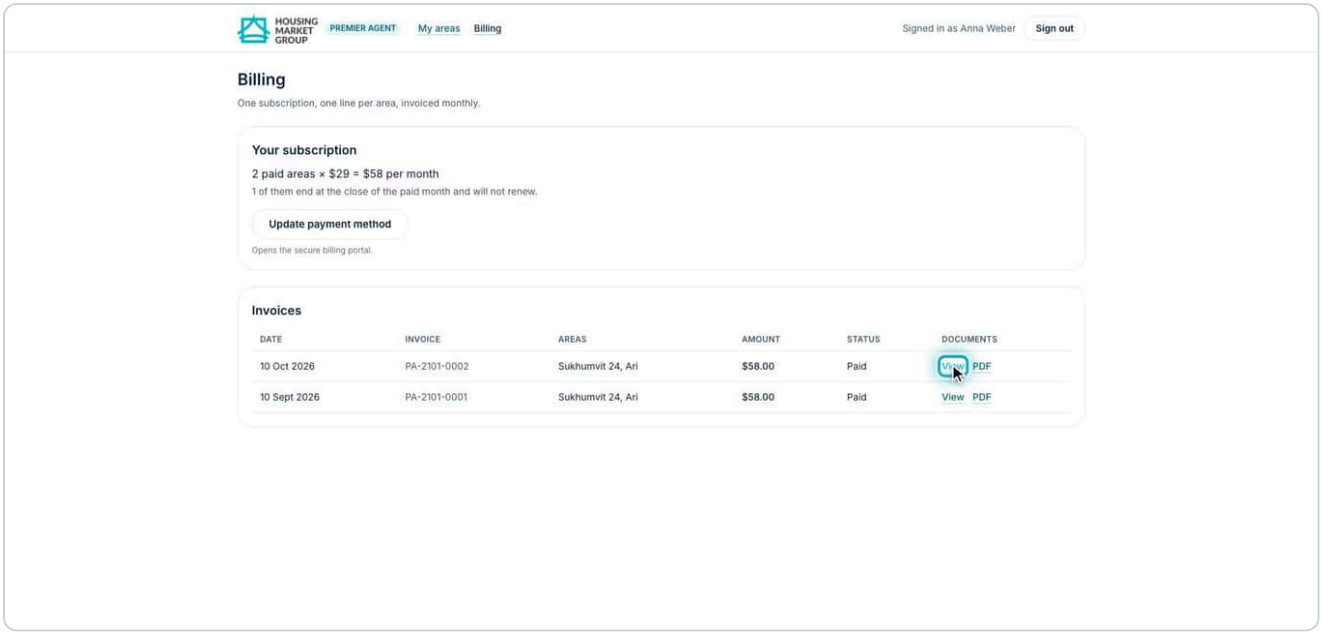



Figure 6.8 · Screen recorded 28 October 2026

## 9 **PDF** downloads a copy for your accounts.

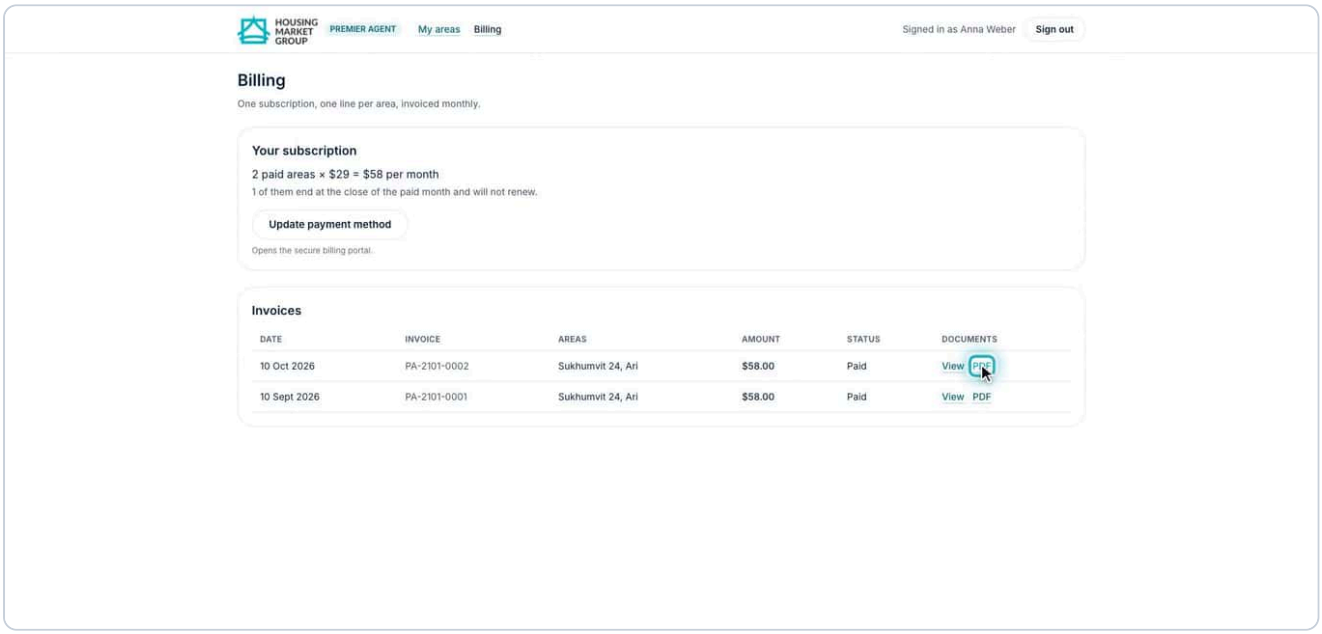



Figure 6.9 · Screen recorded 28 October 2026

## 10 To **cancel** an area, go back to **My areas**.

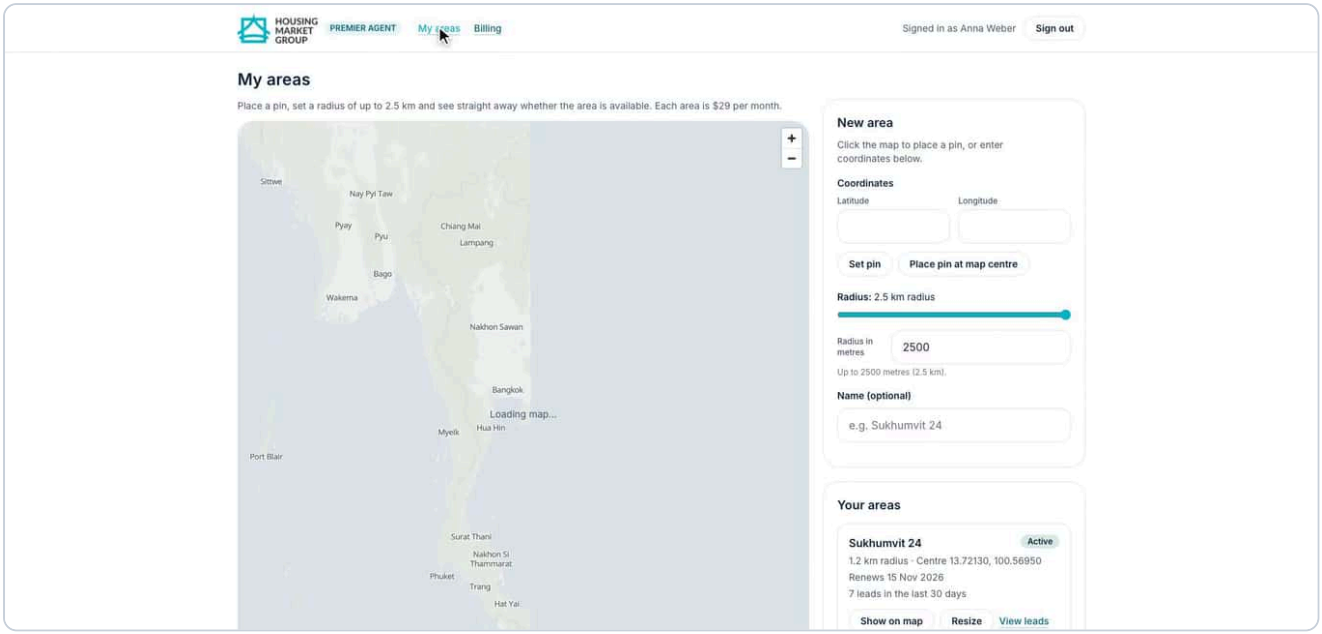



Figure 6.10 · Screen recorded 28 October 2026

## 11 **Cancel area** stops it at the end of the paid month.

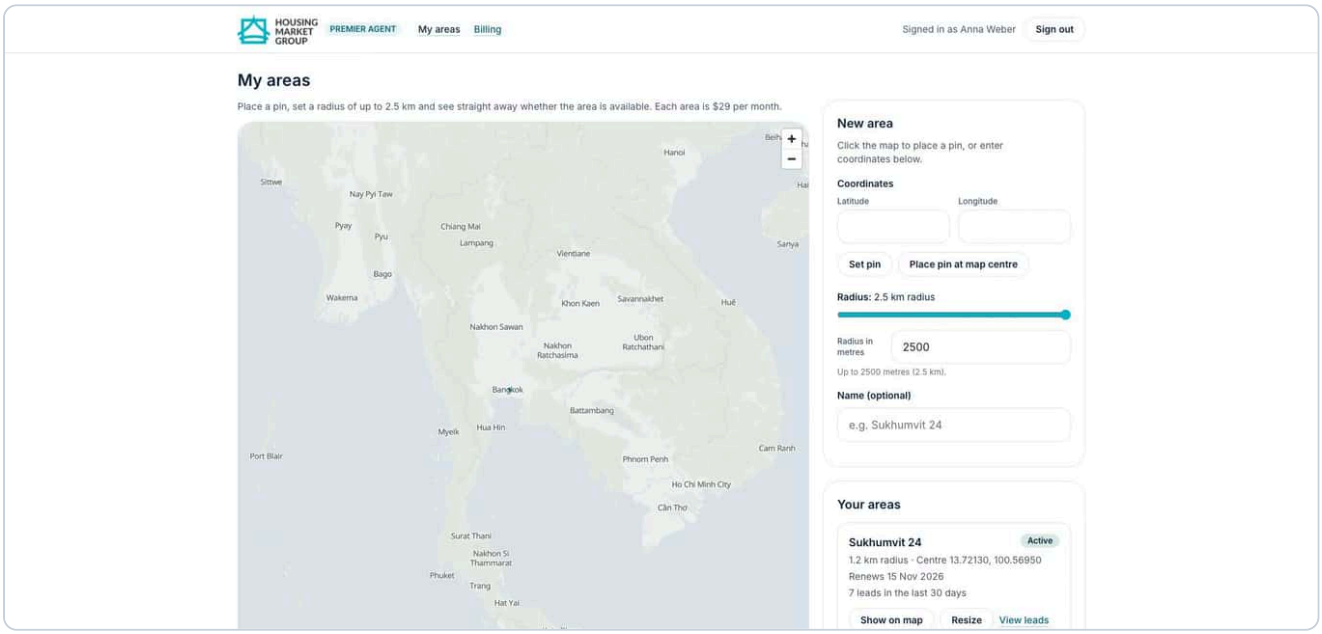



Figure 6.11 · Screen recorded 28 October 2026

### RELATED HELP CENTER ARTICLES

| | |
|---|---|
| How much does a Premier Agent radius area cost? | faq.housingmarketgroup.com/faq/how-much-does-a-premier-agent-radius-area-cost |
| How do I get help with my Premier Agent radius area? | faq.housingmarketgroup.com/faq/how-do-i-get-help-with-premier-agent-radius-areas |

7 CHAPTER 7

# The ten onboarding emails

Agent accounts | For agents | Watch the video

## STEP BY STEP

1 Premier Agent sends you **ten emails, one a day**.

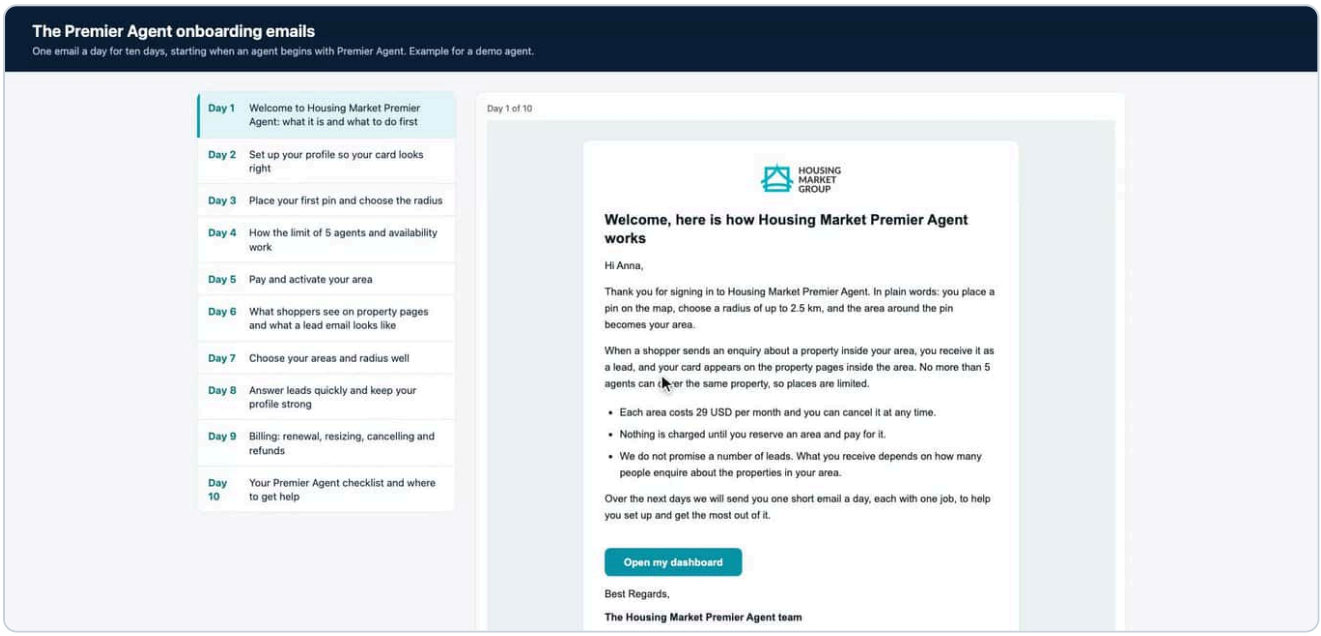



Figure 7.1 · Screen recorded 21 October 2026

## 2 **Day 1** explains what Premier Agent is and what it costs.

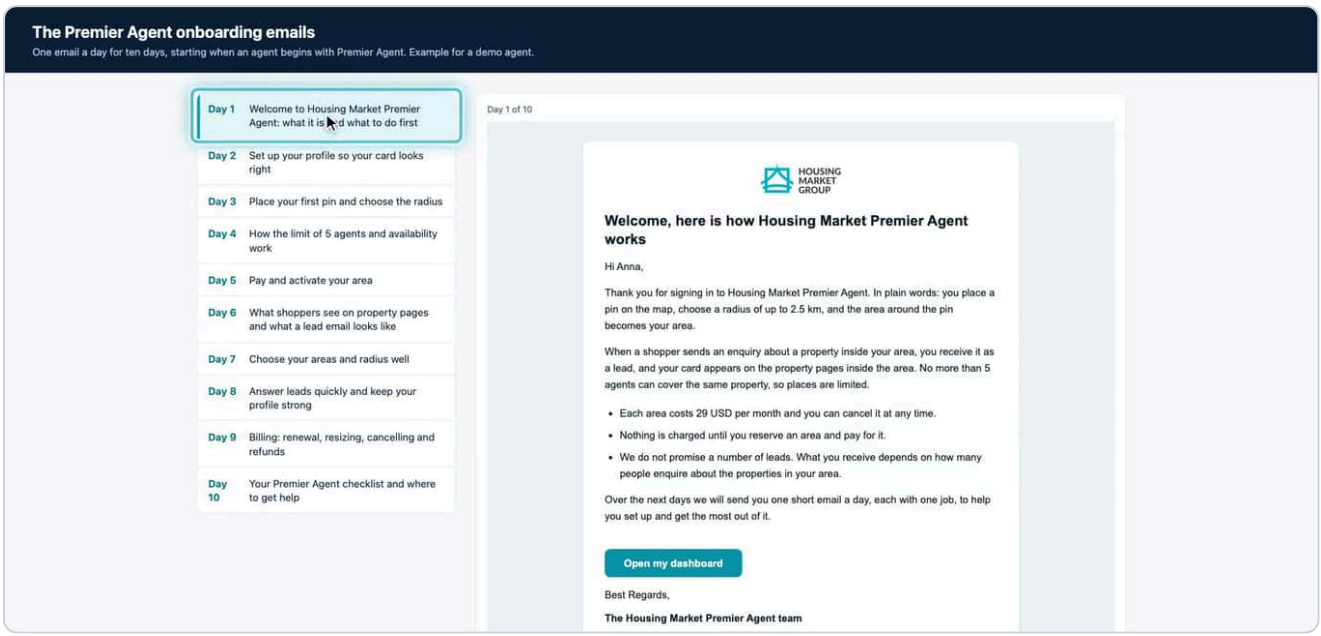



Figure 7.2 · Screen recorded 21 October 2026

## 3 It says **plainly** what you get, with **no promised lead numbers**.

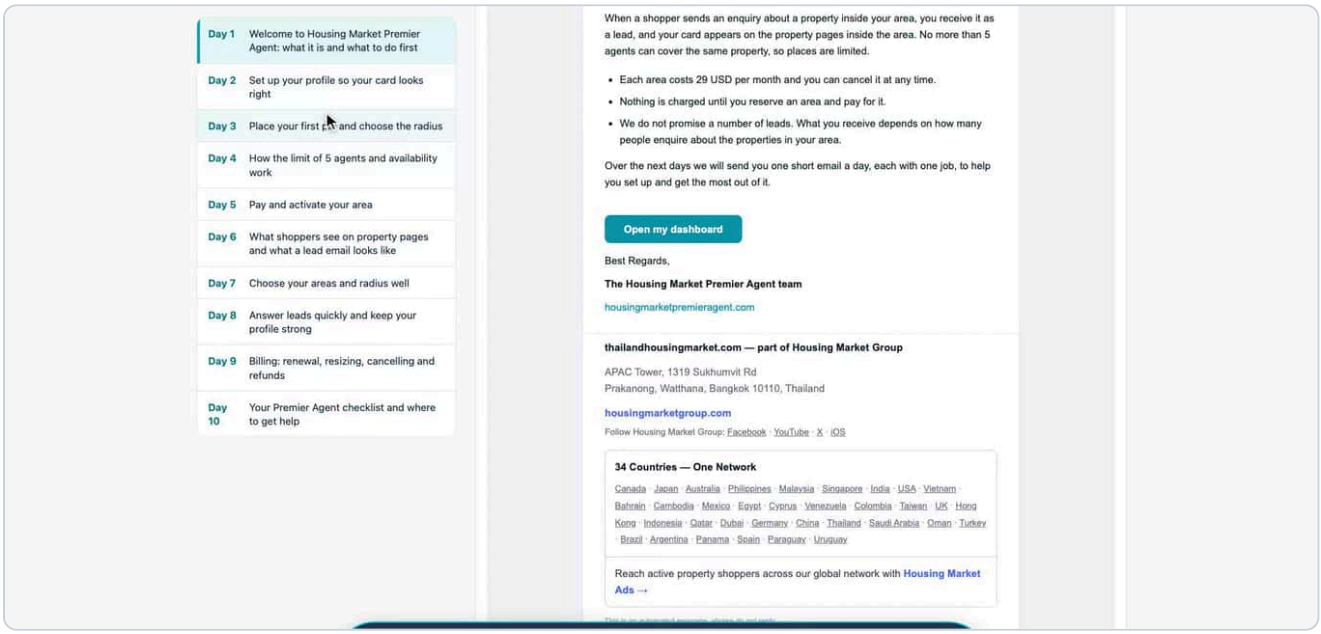



Figure 7.3 · Screen recorded 21 October 2026

## 4 Day 3: place your first pin and choose the radius.

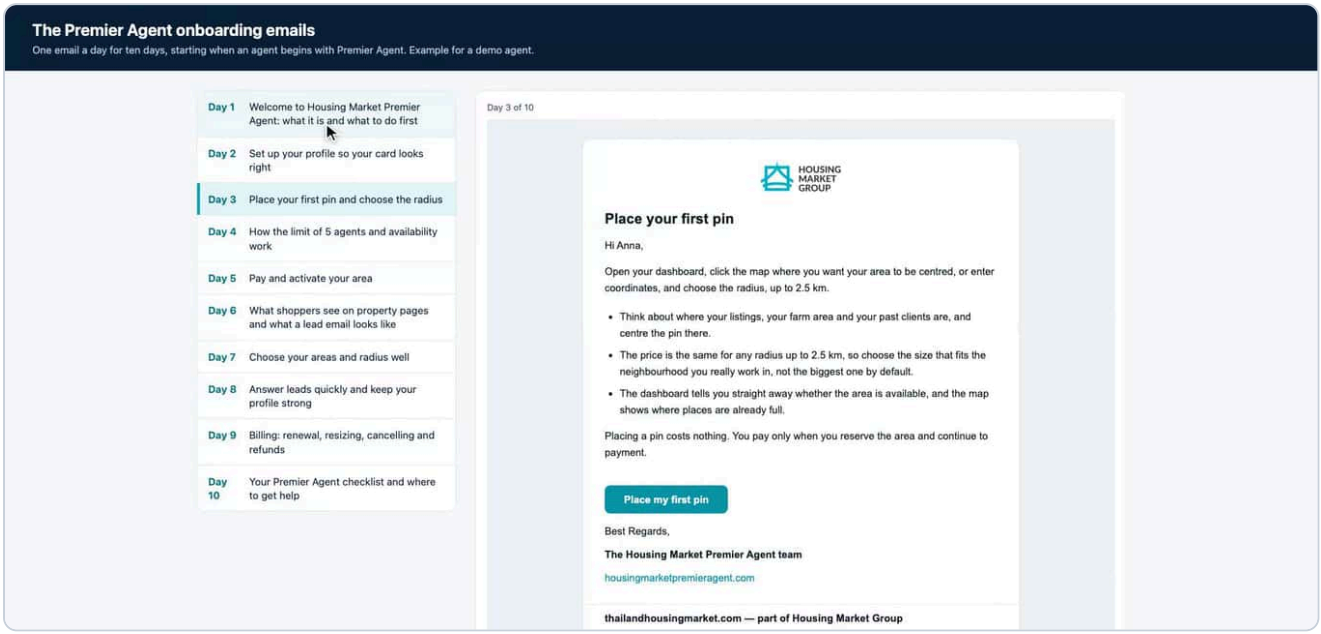



Figure 7.4 · Screen recorded 21 October 2026

## 5 Day 5: pay and activate, and what happens if the area fills up.

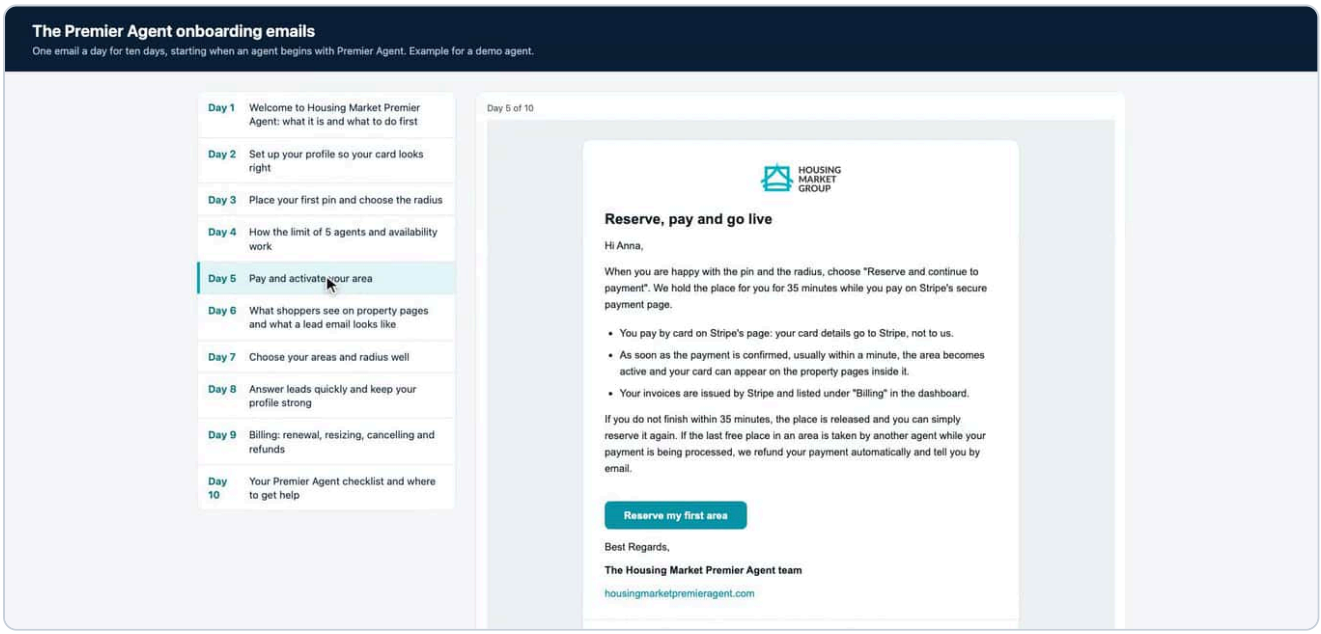



Figure 7.5 · Screen recorded 21 October 2026

## 6 The reservation is held while you pay.

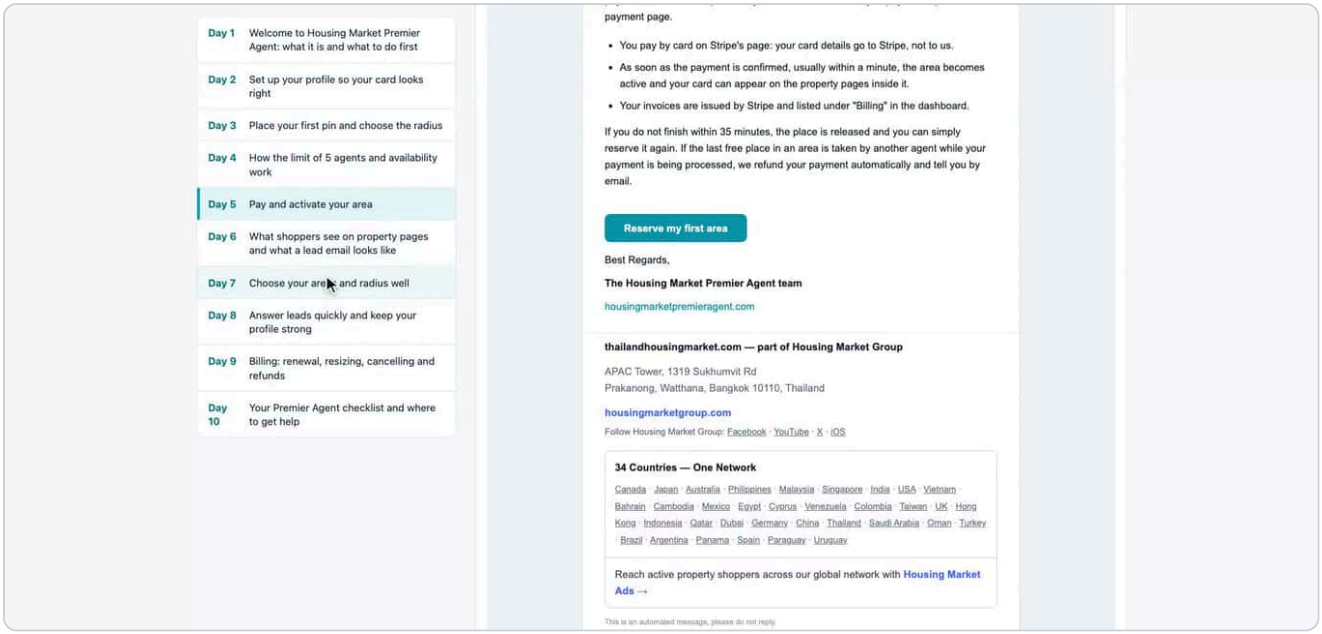



Figure 7.6 · Screen recorded 21 October 2026

## 7 Day 9: renewal, resizing and cancelling.

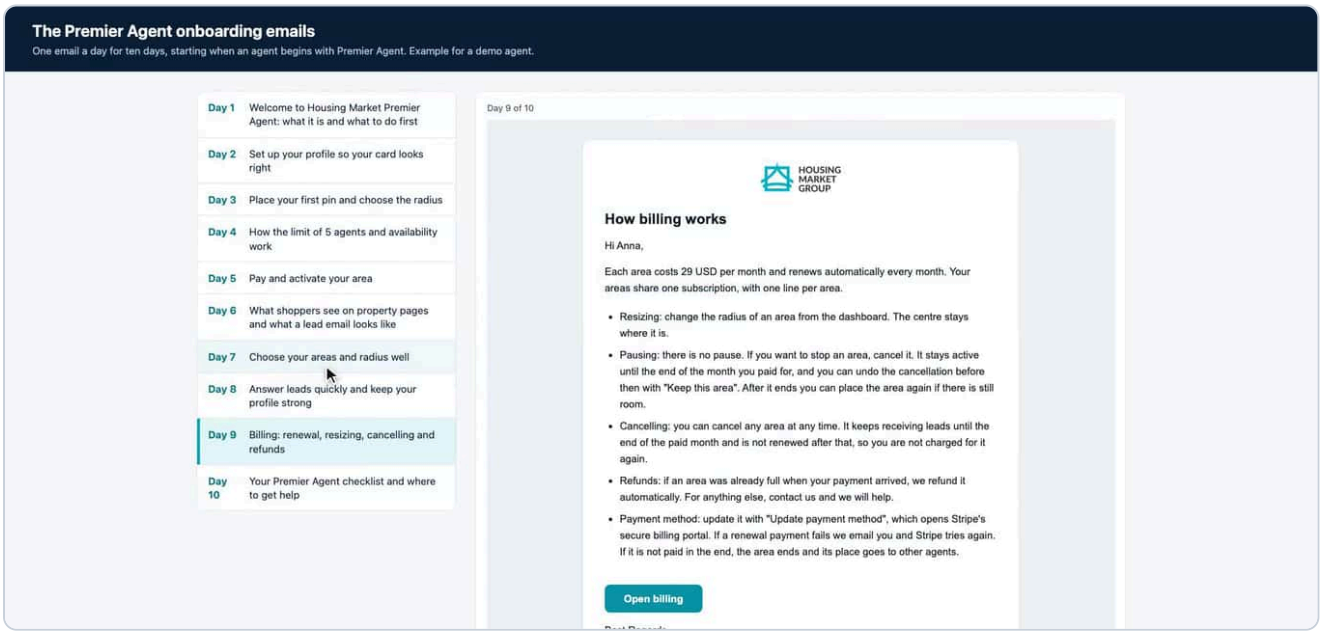



Figure 7.7 · Screen recorded 21 October 2026

## 8 Day 10: a recap, a checklist and where to get help.

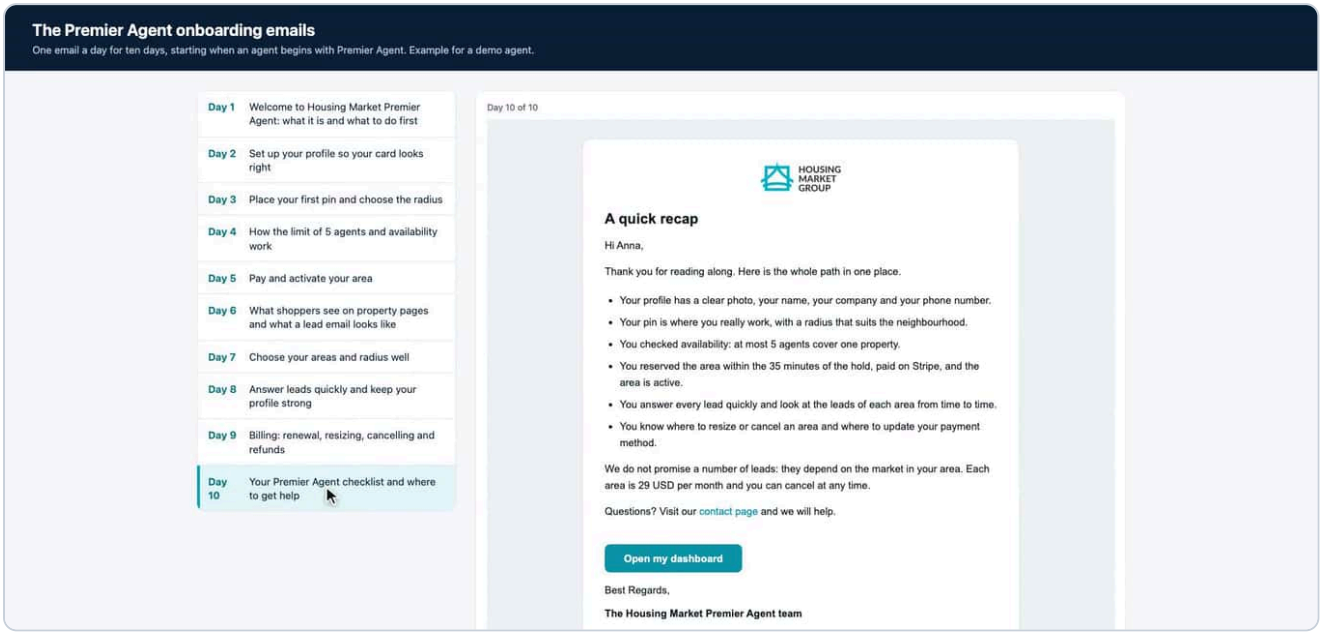



Figure 7.8 · Screen recorded 21 October 2026

## 9 Every email ends with why you are receiving it.

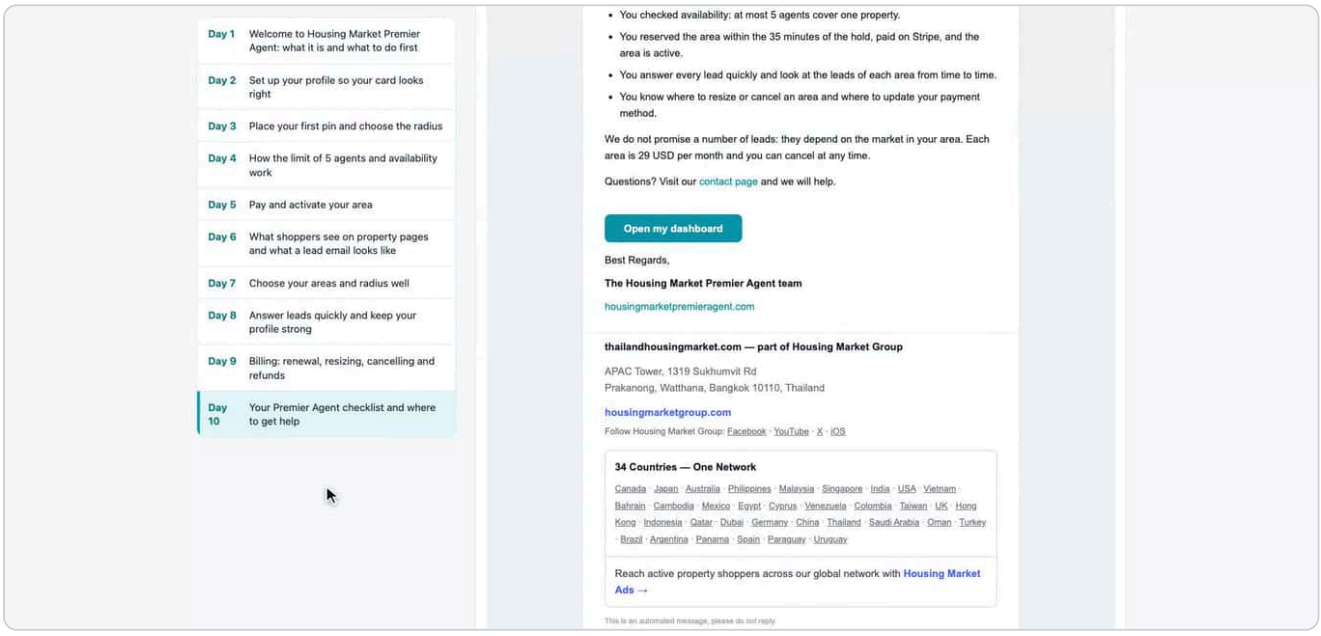



Figure 7.9 · Screen recorded 21 October 2026

**10** To stop the series, use the **unsubscribe option** in your mail app.

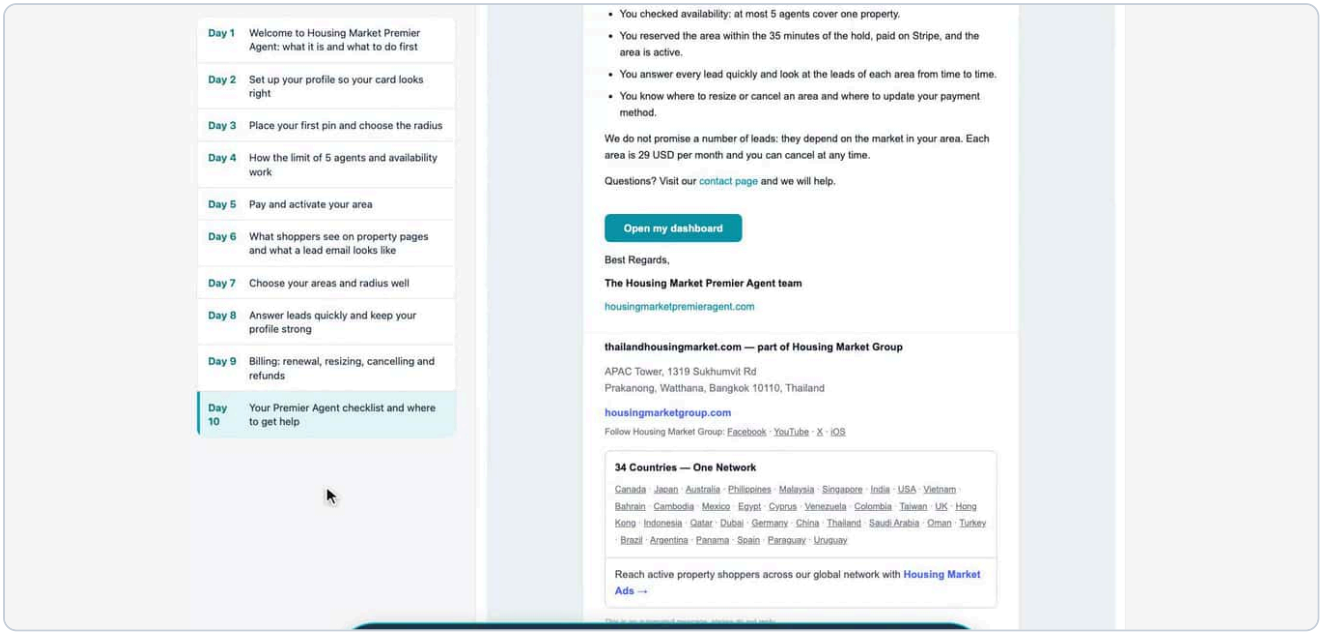



Figure 7.10 · Screen recorded 21 October 2026

# Need more help?

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

| | |
|---|---|
| **HELP CENTER** | faq.housingmarketgroup.com<br>Answers about every Housing Market Group product |
| **CONTACT US** | faq.housingmarketgroup.com/contact<br>Write to the support team |
| **VIDEOS** | www.youtube.com/@HousingMarketGroup<br>Step-by-step tutorials |
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Screens shown were recorded up to 28 October 2026; your screen may differ slightly after later releases.

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