

Offer Runway User Manual



OFFER RUNWAY
offer management system

by **RealtyPilot**

HOME SUBMIT OFFER ADD PROPERTY HELP

SIGNUP | LOGIN

Offer Management for FREE!

Realty Pilot introduces Offer Runway,
an online offer management system.

- Offers routed to your Offer Runway platform
- Offers can be uploaded or faxed to a dedicated offer fax number
- Easily manage all offers for a property from one site
- Accept, counter or decline offers from the property detail page
- Automatic dual-agency or transaction broker agreement for buyers with no agent
- Email alerts for buyer and seller
- Property settings include showing number of offers, email seller & auto-counter

Check out our Offer Runway demo video!

Sign Up Below !

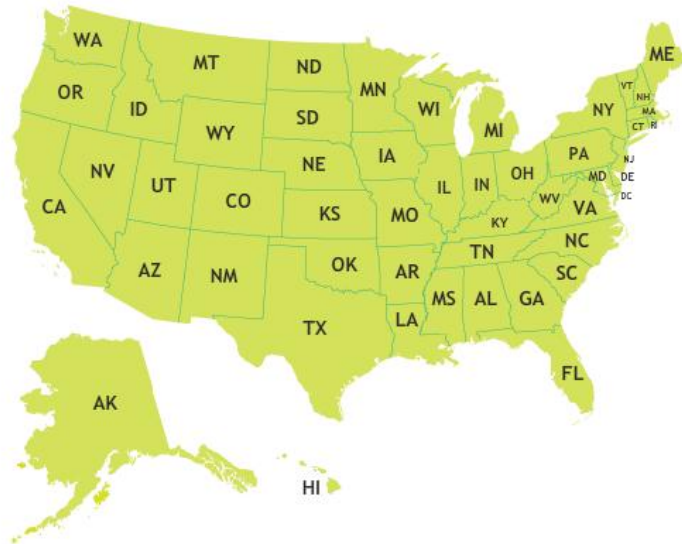
*Signup!

SIGN UP NOW FOR FREE

Streamline your offer process and save lots of time.

* an account is not required in order to submit an offer on a property

Make an Offer or View Property Details: SELECT A STATE ON THE MAP TO GET STARTED



Property Search

State :

House # :

SUBMIT

CLEAR

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Making an Offer

① Make an Offer or View Property Details: SELECT A STATE ON THE MAP TO GET STARTED



Two simple ways to locate the property

1. Click the state on the map
 - A. Enter House#
 - B. Click SEARCH

OR

2. Below the map select a state and enter a house#

Property Search

State :

House # :

②   10017 E MOUNTAIN VIEW Road, Scottsdale, Arizona, 85258






Click the Make Offer button

SECTION 1

③ Offer Made By : Buyer Buyer's Agent Buyer's Attorney 

④ Fill in the required fields marked by an *. If you are logged in as a user, these fields will auto-populate and password field will not show.

SECTION 2 : AGENT INFORMATION *(REQUIRED FIELDS)

Company :*	<input type="text"/>		Agent Name:*	<input type="text"/>	
Phone :*	<input type="text"/>		Fax :*	<input type="text"/>	
Email :*	<input type="text"/>		Password :	<input type="text"/>	
Password retype :	<input type="text"/>		<input type="checkbox"/> I agree to terms and conditions and to receive at least one newsletter or similar email with opt-out provisions.		

Enter a password for a free account to manage your offers online instead of through email.
Username = email address

Making an Offer

- 5 Fill in the buyer required fields marked by an *. This data will be included when sending offer details through email to a third party

SECTION 3 : BUYER INFORMATION

Person Buyers Entity

First Name :*	<input type="text"/>	M.I.	<input type="text"/>	Last Name :*	<input type="text"/>
Address :*	<input type="text"/>	City :*	<input type="text"/>		
State :	<input type="text" value="Alabama"/>	Zip :*	<input type="text"/>		
Buyer Type :	<input type="text" value="Owner"/>				
Phone :	<input type="text"/>	Fax :	<input type="text"/>		
Email :	<input type="text"/>				

- 6 Fill in the offer required fields marked by an *. All fields above description require a number or '0' to be entered.

SECTION 4 : OFFER

Original Offer Date :*	<input type="text"/>	Offer Price :*	<input type="text"/>
Loan Type :	<input type="text" value="Conventional"/>	Earnest Deposit :*	<input type="text"/>
Down Payment :*	<input type="text"/>	Loan or Cash Amount :*	<input type="text"/>
Closing Date :*	<input type="text"/>	Request Closing Costs :*	<input type="text"/>
Repairs :*	<input type="text"/>	Home Warranty :*	<input type="text"/>
# of Inspection Days :*	<input type="text"/>	Other Costs :*	<input type="text"/>
Other Description :			
<input type="text"/>			
Comments :			
<input type="text"/>			
Highest & Best :	<input type="checkbox"/>		

Making an Offer

- 7 Click BROWSE to locate the offer document to upload

Optional
Check
box to
build a
fax cover
sheet



SECTION 5 : OFFER DOCUMENTS FILE SIZES MUST BE LESS THAN 2.5MB

Check this box if you would like to fax the offer

Offer Documents :*

FILE ...

UPLOAD



* Please include Earnest money or Proof of funds and Prequalification document with Offer documents. Use Upload Additional documents below for separate files if they are not included with Offer Documents.

- 8 Optional:

[UPLOAD ADDITIONAL DOCUMENTS BY CLICKING HERE](#)

- 9



[CLICK THE ARROW TO SUBMIT YOUR OFFER](#)

- 10

A confirmation email will be sent to your email and to the buyer's email if their email was added in the buyer's section. Additionally you may receive another email with offer instructions and/or higher offer notification

Adding a Property

- 1 Go to the My Properties page



OR

Click on the
'ADD PROPERTY FROM MLS'
if you have a RETS feed setup*

- 2 Locate and click:

ADD NEW PROPERTY

- 3 There are four ways a property may be entered on our site:

- 1 MANUAL: Manually entering the property details

- 2 **FILL FROM MLS SERVER**

If you have a *RETS feed, transfer data from MLS by entering an MLS#

- 3 **IMPORT FROM MLS EXPORT**

CSV allows multiple properties to be entered by importing an MLS export file

- 4 

3rd party websites that have the Make Offer button will transfer data into Offer Runway. This does not require the listing agent to enter any data. Once buyer makes an offer, the listing agent will be notified the property and offer is now available on the OR site.



*RETS (Real Estate Transaction System) is an exchange system that allows the MLS to feed data directly into a software's assigned fields



Adding a Property



③ ① MANUAL: Manually entering the property details



- Click on 'Add a Property' in the green title menu bar
- Add property details manually and choose the 'Status'
- Mark your settings as follows:

SETTINGS


Send offer to seller :  ← ① → Seller Email : 


② Show Premarket Properties :  Show Auction Properties :  ③


④ Show number of offers to public :  Send a counter alert to buyer when price of offer is less than highest presented offer :  ⑤


Email the following text and send the selected document to the buyer's agent or attorney :  Select Files: 
no one
Listing language
Prospect Pre-qual Instructions
MLS Offer Instructions

⑥

Email text : 
AZCO Properties broker requirements. All counters must be submitted through www.OfferRunway.com DO NOT DELETE your confirmation email. AZCO Properties

Send Buyer's Agent contact information for initial offers to loan officer, title officer, etc. 

⑦ Email for recipient: 

Client Macros :  ⑧

- ① Check this box and enter the seller's email to have offer sent to seller the moment the buyer's agent submits the offer
- ② Check this box to allow Premarket properties to be searchable and viewed
- ③ Check this box to allow Auction properties to be searchable and viewed
- ④ Check this box to show the number of offers made on a property seen on the property list page
- ⑤ Check this box to set a buyer compete status so lower offers are sent email about the existence of higher offers
- ⑥ Check this box to send selected documents from the My Documents library and the added text to the Buyer's agent or buyer
- ⑦ Check this box and enter the vendor's email to have the buying agent's contact information sent to the vendor the moment the buyer's agent submits the offer
- ⑧ Macro copies offer details to asset platform. Select proper asset platform

Adding a Property

3 2 **FILL FROM MLS SERVER**

If you have a *RETS feed, transfer data from MLS by entering up to twelve MLS #'s

Click on 'ADD PROPERTY FROM MLS' in the green title menu bar



1

Select a property class

2

Select an MLS

4

Click Import

3

Add 1-12 MLS #'s

5

See 3 1 for Settings instructions

*RETS (Real Estate Transaction System) is an exchange system that allows the MLS to feed data directly into a software's assigned fields

Adding a Property

3



IMPORT FROM CSV FILE

CSV allows multiple properties to be entered by importing an MLS export file

1

*Export properties from your MLS into a CSV or TSV formatted file to a file folder

2

From Offer Runway, Click on 'Add a Property' in the green title menu bar

3

Click on 'IMPORT FOM CSV FILE'

4

Click on file and locate the file. Then click upload

STEP 1 - UPLOAD FILE

Select CSV File :

 FILE ...

UPLOAD

5

In Step 2, the right column of drop down menus is required to be matched with the data to the left. Once all drop down fields are matched (some may not match like Property Type). Scroll down to Save Field Name Group and complete the next step

Import Properties

STEP 2 - SLECT FIELDS

Apply Saved Field Name Group:

Select Field Name Group

DELETE FIELD NAME GROUP

First Row in Your Data	Second Row in Your Data	Choose Field on Property Form
Listing Number	4347681	Listing #
Property Type	Residential	None
Approx. SQFT	1546	Square Footage

6

Check the box and enter a name into the field name box and click NEXT STEP. This will save a match Field Name to use for the next time a file import is done

Save New Field Name Group: ARMLS export

NEXT STEP

*For instructions on how to export property details into a CSV or TSV file from your MLS, please contact your local MLS provider

Adding a Property

3



IMPORT FROM CSV FILE

CSV allows multiple properties to be entered by importing an MLS export file

7

STEP 3 appears and a spread sheet of all the data for each property. Click on a cell to edit the data. You may also change the entire column by clicking on the title field and clicking OK or on a YES/NO button. Any cell that says 'False' must be edited or that property will not be added.

Import Properties

STEP 3 - CHECK DATA

Edit	State	Address	City
Yes	Select		Ok
Yes	Arizona	1918 S ARCHER	Mesa
Yes	Arizona	3028 E GLENROSA	Phoenix
Yes	Arizona	2234 E WIER	Phoenix

Click YES to change for entire column


Enter text here and click OK to change for entire column

8

Click

SAVE PROPERTIES

My Properties


OFFER RUNWAY
offer management system
by RealtyPilot

HOME MAKE OFFER HELP MY PROPERTIES TOOLS
HELLO JOHN CAHILL | LOGOUT

My Properties Page

ADD NEW PROPERTY

State:

House #:






SEARCH
CLEAR




advanced search options
 1

RESULTS

Show Map

« first « prev 1 | 2 next » last » records: 1-10 (total: 16)

	IMAGE	ADDRESS, CITY, STATE, ZIP CODE ▲	LIST PRICE	LIST DATE/DOM	OFFERS	AGENT NAME	STATUS	CONTROLS
		12950 E Corrine Dr, Scottsdale, Arizona, 85259	\$159,900.00	03/03/2011	0	John Cahill	Active	  

 - View Details
 - Edit
 - Delete

« first « prev 1 | 2 next » last » records: 1-10 (total: 11)

3 MY LISTING OFFERS

	DATE OF OFFER	ADDRESS	AGENT NAME	AGENT PHONE#	BUYER NAME	NOTES
Respond No Resp Req	06/22/2011	3802 W CARVER Road	Masako Takahashi	480-221-8278	Denise Shulman	Total <input type="text" value="0"/> notes.

4 MY LISTING OFFERS WAITING FOR RESPONSE

	DATE OF OFFER	ADDRESS	AGENT NAME	AGENT PHONE#	BUYER NAME	NOTES
Respond No Resp Req Open Fax Cover	06/23/2011	3802 W CARVER Road	Gordon Wood	480-226-2842	Mark Wiegand	Total <input type="text" value="0"/> notes.

5 MY LISTING FAXED OFFERS WAITING FOR FAX DOCUMENTS

	DATE OF OFFER	ADDRESS	AGENT NAME	AGENT PHONE#	BUYER NAME	NOTES
NO RECORDS						

6 MY PROSPECTIVE LISTINGS

	ADDRESS	MARKET VALUE	OFFER DATE	OFFERS	EXPIRATION DATE	NOTES
NO RECORDS						

1 Advanced search options allow to search by city, zip code, agent name, listing number and minimum & maximum price

My Properties

2

Check box to show mapped search results



Click header text to sort

RESULTS

Show Map

« first « prev 1 | 2 next » last »

records: 1-10 (total: 16)

	IMAGE	ADDRESS, CITY, STATE, ZIP CODE ▲	LIST PRICE	LIST DATE/DOM	OFFERS	AGENT NAME	STATUS	CONTROLS
		12950 E Corrine Dr, Scottsdale, Arizona, 85259	\$159,900.00	03/03/2011	0	John Cahill	Active	

1

2

3

4

5

6

7

- 1 Click to proceed to make offer page
- 2 Click to proceed to Property detail page
- 3 Click to edit List Price or List date
- 4 Number of offers show when setting is set to show number of offers. See section Add a Property Page 7 à 4
- 6 Click to change status to Premarket, Active, Canceled or Taken Off Market Verbally Accepted and pending are changed by the function on the Properties page. See page 14

Click listing agent's name to open message window

Agent Send Mail

Name :

Subject : About 12950 E Corrine Dr

Email :

Text :

Send

7

- View Details - Edit - Delete

My Properties

- 3 When offer is made, listing agent receives an email and then appears under 'MY LISTING OFFERS' section. Each offer must be responded from the Property Information page. This list is a task list of required offer responses.

Respond and address moves to Property Detail page

Click to send email

Click to add note to offer details

MY LISTING OFFERS

	DATE OF OFFER	ADDRESS	AGENT NAME	AGENT PHONE#	BUYER NAME	NOTES
Respond No Resp Req Resend Fax Cover Open Fax Cover	02/22/2011	3802 W CARVER Road	Brian E. Jackson	6026904661	Brian Jackson	Total 0 notes.

- 4 All counter offers sent from Offer Runway responding to offers made by buyer's agent will appear in this section. Use this as a task list for Buyer Agent expected responses

MY LISTING OFFERS WAITING FOR RESPONSE

	DATE OF OFFER	ADDRESS	AGENT NAME	AGENT PHONE#	BUYER NAME	NOTES
Respond No Resp Req Open Fax Cover	06/23/2011	3802 W CARVER Road	Gordon Wood	480-226-2842	Mark Wiegand	Total 0 notes.

- 5 When an offer is faxed and the fax has not been received, the offer will appear in this section. The buyer's agent and listing agent will receive an email reminder 1 hour after offer is made and 24 hours after offer is made.

MY LISTING FAXED OFFERS WAITING FOR FAX DOCUMENTS

	DATE OF OFFER	ADDRESS	AGENT NAME	AGENT PHONE#	BUYER NAME	NOTES
Respond Add Fax No Resp Req Resend Fax Cover Open Fax Cover	03/08/2011	2655 W Test Rd	Joe Smith	555-5555	JOe smith	Total 0 notes.

Click to send or open fax cover sheet

- 6 All offers made by the user as the buyer's agent will appear in this section

MY OFFERS

	DATE OF OFFER	ADDRESS	LISTING AGENT NAME	LISTING AGENT PHONE#	BUYER NAME	STATUS
Resend Fax Cover Open Fax Cover	01/05/2011	2111 Test St	John Cahill	480-206-1258	fake name	Declined

Properties (managing offers)

OFFERS

Show Canceled Offers

ID	NOTES	10002532	# Notes 0
Offer Actions	Accept Counter Decline Cancel Verbal Acceptance Email Offer Details		
OFFER DATE	02/22/2011 Offer submitted through Houzoo		
OFFER PRICE	\$122,400.00		
BUYER'S NAME	Jane Smith		
AGENT NAME	John Smith		
AGENT'S COMPANY	Gateway residential & land sales specialists		
AGENT'S PHONE	6026904661		
BUYER'S TYPE	Owner		
EARNEST DEPOSIT	\$1,000.00		
DOWN PAYMENT	\$21,400.00		
LOAN OR CASH AMOUNT	\$100,000.00		
CLOSING DATE	04/09/2011		
CLOSING COSTS	\$3,672.00		
INSPECTION DAYS	10		
OTHER COSTS			
OTHER DESCRIPTION			
COMMENTS			
OFFER DOCUMENTS	SKMBT_60002030905000.pdf Add file		
RESNET	<input type="checkbox"/> Add to Macro		
RUN MACRO			
HIGHEST & BEST	Yes		
BUYER'S ADDRESS	2123 S. Priest Dr		
BUYER CITY, STATE, ZIP	Tempe, AZ, 85282		
EMAIL ACTION			
RANDOM GENERATED #	f18e96ba1		

Click to show Canceled and Declined

Accept = Sends offer acceptance confirmation and sends decline to all other offers with backup offer option
Counter = Allows to counter offer and send additional documents to buyer's agent
Decline = Sends a Decline email with a Backup Offer option
Cancel = Cancels offer and does not send email
Verbal Acceptance = Sends V.A. confirmation and sends notification to all other offers with backup offer option
Email Offer Details = Opens an email window to send offer details and attachments to loan officer, title officer or any other 3rd party requiring documentation.

Click to edit email addresses

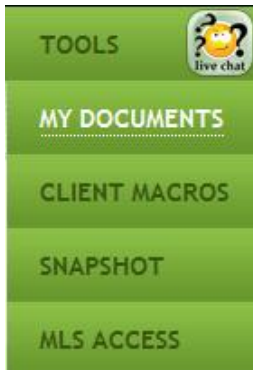
Offer documents located here

Add additional documents

Check box and click RUN MACRO to transfer offer data to REO platform. Username and passwords must be entered on Client Macros page. Freddie Mac macro will transfer 10 offers at a time

Tools Tab

1



- Live chat icon to connect to representative
- 1 - Add documents for sending to Buyer's agent
- 2 - Export offer details to an REO offer platform
- 3 - Edit multiple property settings from one screen
- 4 - Add your MLS to your profile for RETS feeds

1 My Documents

ADD NEW DOCUMENT

Name :

File : Load only PDF documents max size 1Mb!
 FILE ...

Description :

SUBMIT

Enter document name to show in drop down for property settings

Click to view document

Controls allow to Edit or Delete Docs

Email documents by checking box and clicking the envelope

DOCUMENTS

FILE NAME	FILE	CONTROLS
Listing language	Listing language for REOs.pdf	<input type="checkbox"/> <input type="checkbox"/>

Tools Tab

2

Client Macros

Enter username and password for your client platform

Number of free macros left this month: 59

CLIENT NAME	CLIENT URL	USER NAME	PASSWORD
RESNET	http://agent.res.net/AGENT_LOGIN	tango	●●●●●●
Freddie Mac	http://www.freddiemac.com/	alpha	●●●●●●
Fannie Mae	https://amn.efanniemae.com	bravo	●●●●●●
Equator Offers	https://www.equator.com/index.cfm	delta@brokerage.com	●●●●●●

Request new client macro

Click to request new client macro not shown

After entering UN & PW click SAVE

SAVE

3

Snapshot

(Click cell to modify or change all from top of column)

Active

Select status group for editing

Edit	State	Address	City
Yes	Select		Ok
Yes	Arizona	1918 S ARCHER	Mesa
Yes	Arizona	3028 E GLENROSA	Phoenix
Yes	Arizona	2234 E WIER	Phoenix

Click YES to change to No for non-editing of row

Click individual cell to edit text

Enter text here and click OK to change for entire column

Tools Tab

4

Click to add MLS for RETS feed

MLS Access

[Add MLS Access](#)

<< first < prev next > last >> 25

MLS Name	Website Address	RETS Access Address	State	Username for RETS Access	Functions
No records found.					

<< first < prev next > last >> 25

[- Details](#) [- Edit](#) [- Delete](#)

Add [X]

State (*):

MLS (*):

Website Address:

RETS Access Address:

RETS Username:

RETS Password:

RETS User Agent:

SAVE

Select state and choose MLS

UN, PW and User Agent for individual broker RETS feed. This is NOT your MLS UN & PW

User Profile

HELLO JOHN SMITH | LOGOUT

Companies

SELECT AS MANY AS 12 SPONSORED COMPANIES
EACH SELECTION REDUCES MONTHLY FEE BY \$2

Select Mortgage Co. <input type="text"/>	Select Title & Escrow Co. <input type="text"/>
#1 Attorney Sponsored Company <input type="text"/>	Properties R Us <input type="text"/>
State Farm Insurance <input type="text"/>	#1 Sponsored Moving Co <input type="text"/>
Select Home Warranty Co. <input type="text"/>	#1 House Cleaning Sponsored Comp <input type="text"/>
#1 Locksmith Sponsored Co <input type="text"/>	#1 Contractor Sponsored Company <input type="text"/>
#1 Home Inspector <input type="text"/>	#1 Landscaping Sponsored Compan <input type="text"/>

Total monthly deduction: \$20

SUBMIT

Edit Registration Info

PERSONAL INFORMATION

First Name :	<input type="text" value="Joe"/>	Last Name :	<input type="text" value="Smith"/>
Phone :	<input type="text" value="555-555-5555"/>	Fax :	<input type="text" value="fake"/>
Email :	<input type="text" value="joesmith@hotmail.com"/>		

COMPANY INFORMATION

REQUEST BROKER ADMIN ACCOUNT

INVITE YOUR BROKER TO SIGN UP

Company/Brokerage Name :	<input type="text" value="Smith Real Estate"/>	Company ID :	<input type="text"/>
		Please enter a proper company ID	
Address :	<input type="text" value="1234 W Vernon Rd"/>	State :	<input type="text" value="Arizona"/>
City :	<input type="text" value="Phoenix"/>	Zip :	<input type="text" value="85041"/>
Phone :	<input type="text" value="555-555-5555"/>	Fax :	<input type="text" value="555-555-5554"/>
Website :	<input type="text" value="www.SmithRE.com"/>		

User Profile

OPTIONAL E-FAX ROUTING (FAX NUMBER REQUIRED)

Fax Number :
Please point e-fax to offers@realtypilot.com

This is your dedicated fax number that offers are faxed to. A fax Cover sheet with a bar code will direct the file to the property record.

DISCOUNT COUPON







Discount Code : 

You can find discount code at your profile details at RealtyPilot.com

Payment Information

Make this a FREE account. By checking this box, you agree to the default sponsored companies that can be changed after the account is active. Your FREE account can be changed to a paid account at any time and the sponsored companies can be unselected at that time.

Do you want to remove current sponsored companies from list?

Name on Card :  Card Type : 
Card Number :  Expiration Month : 
Expiration Year :  Card Security Code : 

Free agent

Change Password

Password :  Password retype : 

Cancel account

Reason : 

User Profile

HELLO JOHN SMITH | LOGOUT

Broker Admin Accounts:

Apply for a broker account by clicking on the 'REQUEST BROKER ADMIN ACCOUNT' button under the user's profile.

COMPANY INFORMATION

REQUEST BROKER ADMIN ACCOUNT ①

INVITE YOUR BROKER TO SIGN UP

Company/Brokerage: ⓘ Company ID: ②

Name: Please enter a proper company ID

All agents listed under a broker must have the EXACT same brokerage name and Company ID in order to be seen by the broker

Company ID is provided once brokerage is approved

① Upload company and managing broker licenses for approval to view all agents within your brokerage that is using Offer Runway

BROKERAGE MANAGER

Company License	<input type="text" value="offerrunway CSV Sample file.csv"/>	<input type="button" value="BROWSE"/>	Expiration Date	<input type="text" value="08/18/2011"/>
Managin Broker License	<input type="text" value="offerrunway CSV Sample file.csv"/>	<input type="button" value="BROWSE"/>	Expiration Date	<input type="text" value="09/08/2011"/>

The following Fee Structure is charged to the credit card on the broker admin account. The charge is issued on the same day of the month the account is turned on. There are no refunds. Data is stored and maintained live for five years and then moved to an archive storage for recall. If you would like to cancel the Broker Admin account simply click the Cancel button on your profile page of the broker account. The account will remain accessible but no other properties can be added to your account.

# of agents	Monthly Subscription
1-24	\$50.00
25-149	\$200.00
149-249	\$450.00
250-499	\$900.00
500-999	\$1500.00
1000-2500	\$3850.00

Companies larger than 2500 agents please call for pricing

User Profile

HELLO JOHN SMITH | LOGOUT

Coming Soon:

Social Media

TWITTER

Subscribed to application TWIT_PROPERTY. [Unsubscribe.](#)

FACEBOOK

Subscribed to application OFFER_POST. [Unsubscribe.](#)

```
<a href="http://offerrunway.com/make_offer/942.html" target="_blank">
```

Copy and Paste the code above to add a make offer button to your website for this property

POST PROPERTY TO SOCIAL MEDIA

Post Offer To Social Media

Check out my new listing at 123 on OfferRunway. <http://bit.ly/jc2Cbz>

Post to Twitter

New property at 123! come check it out... <http://bit.ly/jc2Cbz>

Post to Facebook	<input type="checkbox"/>
Post to AOL Real Estate	Coming Soon
Post to CLR Search	Coming Soon
Post to CyberHomes	Coming Soon
Post to FrontDoor	Coming Soon
Post to Google Maps	Coming Soon
Post to HomeFinder	Coming Soon
Post to Homes&Land	Coming Soon
Post to Homes.com	Coming Soon
Post to Hotpads	Coming Soon
Post to Oodle	Coming Soon
Post to Property Pursuit	Coming Soon
Post to Trulia	Coming Soon
Post to Zillow	Coming Soon
Post to Vast	Coming Soon
Post to Yahoo	Coming Soon
Post to Realtor.com	Coming Soon

POST | **CANCEL**

Advanced Features

- O-frame – integrates into personal websites (go to: Tools/Outside code)
- Make Offer Button – on any site will feed to your platform on Offer Runway



List Service Websites



Broker Websites