# A System And Method For Recommending Property

## TECHNICAL FIELD

The present disclosure relates broadly to a system for recommending property and to a method of recommending property.

## BACKGROUND

In the marketing and advertising of property sales/rental such as for real estate or physical property, electronic portals or websites are typically used. Such a portal typically operates as a platform that allows agents to list or post available properties to attract buyers.

Furthermore, there are now multi level services (MLS) websites that serve to aggregate or gather property postings from agents or agencies. These MLS websites may be closed networks for agents only, or they may be open to public for searching of property postings. One disadvantage of such websites is that a client needs to browse and search through property listings in order to contact the responsible agents one at a time for enquiries on selected property listings.

In addition, there are also individual agent websites that make use of MLS databases to republish property postings onto these individual websites. One disadvantage of such websites is that a client may be limited in the choice of working with agents of the client's selection. For example, the owners of such individual websites may not wish to work with certain agents chosen by the client.

The above platforms are typically focused on the selling side with the purposes of agent advertisements/promotions etc. The current platforms are mainly for generating leads for agents through, for example, advertisements and featured posts. However, the platforms do not go beyond generation of leads.

For buyers/clients, such platforms are inefficient because such platforms may typically contain numerous listings by numerous sellers or seller agents. The buyers are typically expected to search the postings and contact the agents of the desired postings. Thus, the buyers may find that such platforms are tedious and confusing. Typically, buyers may forget or lose track of which sellers or agents, or which postings, have been enquired previously.

Furthermore, using current platforms, buyers/clients may find it tedious to feedback interest or information to agents such as agents representing the buyers or the seller agents. Typically, a buyer searches through portals or platforms to identify properties that the buyer is interested in. Thereafter, the buyer needs to contact each seller agent based on the identified properties. This may be tedious if the buyer is interested in a plurality of properties which is typically the case.

Therefore, it has been recognised that the above platforms may need to be improved and be less tedious for buyers, even though the platforms may be seen as useful to sellers or seller agents.

Hence, in view of the above, there exists a need for a system for recommending property and a method of recommending property that seek to address at least one of the above problems.

**SUMMARY**

In accordance with an aspect, there is provided a system for recommending properties, the system comprising a client module for registering clients; an agent module for registering agents; a property module for storing a property listing input by a posting agent, the property listing associated with the posting agent contact information and associated with a property information; a client display module for a client to access the system; an agent display module for an agent to select the property listing and for recommending the property listing to a client contact; a communication module for generating a recommendation message to the client contact for the recommended property listing; wherein the communication module functions to generate a link to the property listing in the recommendation message for a recipient of the recommendation message to access the property information of the property listing and wherein the client display module is configured to omit the posting agent's identity.

The system may further comprise a relationship identifier module; wherein the relationship identifier module may be configured to store a relationship between the posting agent and one or more other agents registered in the agent module.

The relationship identifier module may be further configured to store a relationship between the posting agent, the recommending agent and the recommended property listing.

The relationship identifier module may be further configured to store a relationship between an agent registered in the agent module and a client of that agent.

The relationship identifier module may be further configured to store a relationship between the recommending agent, the client contact and the recommended property listing.

If the client contact is determined to be registered in the client module to a registered client, the client display module may be configured to allow the registered client to indicate feedback on the recommended property listing to the recommending agent.

The client display module may be further configured to provide a Graphical User Interface for accessing the property information and the contact information of the recommending agent.

The property module may be further configured to store a privacy setting for the property listing.

The property listings each having a privacy setting that allows the agent to view associated property information may be configured to be bookmarked for later consideration by the agent.

If the client contact is determined to be registered in the client module to a registered client, the client display module may be configured to allow the registered client to search for property listings having a public privacy setting stored in the property module and to allow the registered client to indicate interest on one or more of such property listings to one or more agents selectable by the registered client.

The property listings each having a public privacy setting may be configured to be bookmarked for later consideration by the registered client.

The communication module may be further configured to send a command to a communication device of the agent to send the recommendation message.

The posting agent contact information may be only visible to registered agents.

The communication module may be configured to generate an agent notification message for sending to the posting agent based on one or more actions taken in association with the property listing.

The agent display module may be configured for an agent to report a property listing that is no longer available, a property listing that contains incorrect property information, or both.

In accordance with another aspect, there is provided a method of recommending properties using a system, the method comprising storing registered clients in a client module; storing registered agents in an agent module; storing a property listing input by a posting agent, the property listing associated with the posting agent contact information and associated with a property information; allowing an agent to select the property listing and to recommend the property listing to a client contact; allowing a client to access the system; generating a recommendation message to the client contact for the recommended property listing; wherein said generating the recommendation message comprises generating a link to the property listing in the recommendation message for a recipient of the recommendation message to access the property information of the property listing; and further wherein said allowing a client to access the system comprises omitting the posting agent's identity.

The method may further comprise storing a relationship between the posting agent and one or more other registered agents stored in the agent module.

The method may further comprise storing a relationship between the posting agent, the recommending agent and the recommended property listing.

The method may further comprise storing a relationship between a registered agent stored in the agent module and a client of that agent.

The method may further comprise storing a relationship between the recommending agent, the client contact and the recommended property listing.

The method may further comprise determining whether the client contact is registered in the client module to a registered client, and allowing the registered client to indicate feedback on the recommended property listing to the recommending agent.

The method may further comprise allowing the client to access the property information and the contact information of the recommending agent.

The method may further comprise storing a privacy setting for the property listing.

The method may further comprise allowing the property listings each having a privacy setting that allows the agent to view associated property information to be bookmarked for later consideration by the agent.

The method may further comprise determining whether the client contact is registered in the client module to a registered client, and allowing the registered client to search for property listings having a public privacy setting and allowing the registered client to indicate interest on one or more such property listings to one or more agents selectable by the registered client.

The method may further comprise allowing the property listings having a public privacy setting to be bookmarked for later consideration by the registered client.

The method may further comprise sending a command to a communication device of the agent to send the recommendation message.

The method may further comprise making the posting agent contact information visible only to registered agents.

The method may further comprise generating an agent notification message for sending to the posting agent based on one or more actions taken in association with the property listing.

In accordance with yet another aspect, there is provided a non-transitory computer readable storage medium having stored thereon instructions for instructing a processor module to execute a method of recommending properties using a system, the method comprising

storing registered clients in a client module; storing registered agents in an agent module; storing a property listing input by a posting agent, the property listing associated with the posting agent contact information and associated with a property information; allowing an agent to select the property listing and to recommend the property listing to a client contact; allowing a client to access the system; generating a recommendation message to the client contact for the recommended property listing; wherein said generating the recommendation message comprises generating a link to the property listing in the recommendation message for a recipient of the recommendation message to access the property information of the property listing; and further wherein said allowing a client to access the system comprises omitting the posting agent's identity.

**BRIEF DESCRIPTION OF THE DRAWINGS**

Example embodiments of the invention will be better understood and readily apparent to one of ordinary skill in the art from the following written description, by way of example only, and in conjunction with the drawings, in which:

Figure 1 is a schematic block diagram of an exemplary environment/system for facilitating a property sales process in an example embodiment.

Figure 2 is a schematic block diagram for illustrating a server system of Figure 1.

Figure 3 is a schematic flowchart for illustrating an exemplary method of recommending a property listing to a client in an example embodiment.

Figure 4(a) is a schematic flowchart for illustrating an agent registration into an agent module in an example embodiment.

Figure 4(b) is a schematic flowchart for illustrating a client registration into a client module in an example embodiment.

Figure 4(c) is a schematic flowchart for illustrating an input of property information into a property module in an example embodiment.

Figure 4(d) is a schematic flowchart for illustrating sending property listing recommendations in an example embodiment.

Figure 4(e) is a schematic flowchart for illustrating retrieving property recommendations in an example embodiment.

Figure 5 is a schematic drawing showing a graphical user interface of an agent partners' display in an example embodiment.

Figure 6 is a schematic drawing showing a graphical user interface of an agent profile display in an example embodiment.

Figure 7 is a schematic drawing showing a graphical user interface of an add property listing display in an example embodiment.

Figure 8 is a schematic drawing showing a graphical user interface of an agent notification message display in an example embodiment.

Figure 9 is a schematic drawing of a graphical user interface of a listings display in a server system in an example embodiment.

Figure 10 is a schematic drawing showing a graphical user interface of a posting details display in a server system in an example embodiment.

Figure 11 is a schematic drawing showing a graphical display of a recommendation message for sending to a client in an example embodiment.

Figure 12 is a schematic drawing showing a graphical user interface of a listings display for a registered client in an example embodiment.

Figure 13 is a schematic drawing showing a graphical user interface of a posting details display displayed to a registered client in an example embodiment.

Figure 14 is a schematic drawing showing a graphical user interface of a posting interest display for a registered client in an example embodiment.

Figure 15 is a schematic drawing showing a graphical user interface of a posting details display for a registered client in an example embodiment.

Figure 16 is a schematic drawing for a computer system suitable for use in or implementing an example embodiment.

Figure 17 is a schematic drawing for a wireless device suitable for use in or implementing an example embodiment.

Figure 18 is a schematic flow chart illustrating a method of recommending properties using a system in an example embodiment.

## DETAILED DESCRIPTION

Example embodiments described herein may provide a system for recommending property and a method of recommending property.

In example embodiments, an agent may recommend one or more property listings/postings to a client. In example embodiments, an agent who posts/lists a property is referred to as a posting agent; and an agent who recommends a property posting to a client is referred to as a recommending agent.

In some example embodiments, a plurality of recommended property postings may be associated with a relationship between a client and one or more agents who have recommended the postings to the client (through a relationship identifier module). The example embodiments may be directed at ordering/retrieving the list of recommended property postings and generating a recommended property list. In some example embodiments, the recommended property postings are provided to the client with the property information (such as a text summary) and contact information of the recommending agent. In example embodiments, the posting agent's information is not provided to the client. It will be appreciated that the posting agent's information is provided to the client as a recommending agent's contact information if the posting agent is also the recommending agent.

In example embodiments, it is arranged that different information are presented to agents and to clients. Agents may access contact information of posting agents, subject to the visibility of the property listings to the agents. Clients, upon logging into the system for recommending property, may access only contact information of recommending agents. If a recommending agent is a posting agent for a property listing, the client is informed only of the recommendation by the recommending agent. That is, during access by the client, the identity of the posting agent is omitted (i.e. not identified) to the client. Thus, the client is not aware of the identity of the posting agent.

In example embodiments, logging into the system for recommending property has an effect of the system identifying the user. For example, if a registered client does not log into the system, the client is only able to search and view property listings having a public privacy

setting, similarly to a non-registered user. No contact information is provided for such property listings.

In example embodiments, if a recommending agent recommends a property listing to a client, a recommendation message is generated by the system for sending by a communication device of the recommending agent. The recommendation message comprises a link to details of the property listing and preferably, a summary of the property listing. The link may be a web link. As the recommendation message is sent from the recommending agent's communication device, the client may know the contact information of the recommending agent. For example, if the recommendation message is sent as an email from the recommending agent, the client may view the email address of the recommending agent. The client receiving the recommendation message may view the details of the property listing by accessing the link. The client may even send the recommendation message to another client and said another client may view the details of the property listing by accessing the link. In this latter scenario, said another client is linked to the recommending agent if said another client decides to register and log into the system to take action for the recommended property listing, e.g. to indicate interest in the recommended property listing.

In example embodiments, if the clients access the link and do not log into the system, the clients may only view details of the recommended property listing. It will be appreciated that as long as a link is provided to a client, the client may view details of the recommended property listing even if the recommended property listing has a non-public privacy setting. That is, as long as the property listing is made visible to the recommending agent and the recommending agent may generate the recommendation message with a link to the recommended property listing, the link may be used to access the recommended property listing.

Figure 1 is a schematic block diagram of an exemplary environment/system 100 for facilitating a property sales process in an example embodiment. The property may be real estate property. The sales process is between agents and their existing clients. The system 100 comprises a server system 102 that seeks to link agents with their existing clients. The clients are also buyers of properties.

In the example embodiment, an agent who posts/lists a property information to the server system 102 is referred herein as a "posting agent". An agent who recommends a property posting/listing from the server system 102 is referred herein as a "recommending agent". An agent may be both a "posting" and "recommending" agent, when the agent recommends the agent's own posted/listed property listing to a client. In the example embodiment, a client herein refers to a property buyer and may also be referred to as an existing client to an agent.

The system 100 further comprises a communication network 104 that facilitates communication between an agent and a client. The system also comprises another communication network (not shown) for facilitating communication between the agent and the client and the server system 102. In some example embodiments, said another communication network may be the same network as the communication network 104. The communication network 104 may represent an internet communication network, a telecommunication or cellular network, or any network that allows communication of messages. The communication network 104 facilitates communication between one or more agent communication devices e.g. 106, 108 and one or more client communication devices e.g. 110, 112.

In the example embodiment, the agent communication devices e.g. 106, 108 and the client communication devices e.g. 110, 112 are used by agents and clients respectively. The communication devices may be any device known in the art such as mobile cellular phones, smartphones, personal digital assistants (PDA) devices, personal/desktop computers, laptops, tablet computers or any electronic devices that are capable of accessing/retrieving/transmitting data/information using the communication network 104.

In the example embodiment, communication between the agent communication devices e.g. 106, 108 and the client communication devices e.g. 110, 112 may be conducted through the communication network 104 using e.g. messages, such as, but not limited to, short messaging system (SMS) messages, emails or in-application "push" notifications etc. The

communication e.g. sending a recommendation message from an agent to a client may be achieved using an external messaging application/software e.g. using the short messaging system (SMS), email or instant messaging application/software etc. already provided on the communication devices e.g. 106, 108, 110, 112.

The server system 102 is accessible by the one or more agents using the agent communication devices e.g. 106, 108. For example, an agent is able to register an agent account with the server system 102 using a respective communication device e.g. 106, 108. The agent may then log into the server system 102, for identification by the server system 102. The server system 102 allows an agent to upload or list/post information for a property listing into the server system 102, as a posting agent. The agent is also allowed to set privacy settings to determine visibility/accessibility of the property listing information to other agents. The agent is also allowed to access the server system 102 using the agent's communication device to search and/or recommend one or more property listings to one or more of the agent's clients via the communication network 104. In this case, the agent acts as a recommending agent to the clients.

It has been recognised that agents may have preferences to work with other certain agents (referred to as "partnering agents") to collaboratively market/sell a property listing. The action of collaboratively marketing/selling a property listing by more than one agent(s) is referred to as "co-broking".

In the example embodiment, a client receives one or more recommended property listings, through the communication network 104, at the client's communication device e.g. 110, 112. The client may use the communication device to access and log into the server system 102 to view details of the property listings. The posting agent's information is not made visible to the client.

If the client is not registered with the server system 102, the client may register a client account with the server system 102. After registration and upon logging into the server system

102 for identification by the server system 102, the client may feedback the client's interest for the recommended property listings by the agent using the client's communication device e.g. 110, 112. The feedback information is sent through the server system 102 to the recommending agent at the agent's communication device e.g. 106, 108. For example, the agent may be notified of the feedback through the agent's communication device e.g. 106, 108 by the server system 102.

In the example embodiment, after registration and logging into the server system 102, the client is also allowed to access and search property listings stored in the system 102. The client may shortlist property listings and highlight, or indicate interest for, these property listings to one or more agents of the client's choosing.

In the example embodiment, if the client is not logged into the server system 102, the client may still view and search property listings which have a "public" privacy setting. However, the client is not able to feedback interest about any property listings as agent contact details, such as contact details of the recommending agent and the posting agent, are not made visible to the client not identifiable by (e.g. not logged in to) the server system 102.

Figure 2 is a schematic block diagram for illustrating the server system 102. The server system 102 is implemented in a computer server that is connectable and accessible via wireless and/or wired connections by agent communication devices e.g. 106, 108 (Figure 1) and client communication devices e.g. 110, 112 (Figure 1).

The server system 102 comprises a processor module 216 coupled to various components comprised within the server system 102. The various components are described below in more detail. The processor module 216 communicates with the various components using e.g. bus lines. The processor module 216 is configured for instructing the components of the server system 102.

The server system 102 comprises an agent identification module 202 (shown as agent module 202). The agent identification module 202 may be implemented as a database. The agent identification module 202 stores registration or account information of one or more agents. The agent account information may be agent information such as log-in name, log-in password, agent name, company/agency name, agent license number, agent contact number, email address and other personal information. During registration of a new agent into the server system 102, the agent identification module 202 generates an agent identification number, referred herein as agent ID, which is associated with the account information of the new agent. The agent identification module 202 also functions to control log-in access to the server system 102 by the agents through the agent communication devices e.g. 106, 108 (Figure 1). For example, during a log-in process, upon determination of an agent ID, relevant records such as the agent contact information may be retrieved based on the agent ID.

The server system 102 further comprises a client identification module 206 (shown as client module 206). The client identification module 206 may be implemented as a database. The client identification module 206 stores registration or account information of one or more clients. The client account information may be client information such as login name, log-in password, client name, client contact number, email address and other personal information. During registration of a new client into the server system 102, the client identification module 206 generates a client identification number, referred herein as client ID, which is associated with the account information of the new client. The client identification module 206 also functions to control login access to the server system 102 by the clients through the client communication devices e.g. 110, 112 (Figure 1). For example, during a login process, upon determination of a client ID, relevant records such as the client contact information may be retrieved based on the client ID.

The server system 102 further comprises a property module 210. The property module 210 may be implemented as a database. The property module 210 stores property listings and the corresponding property listing information input by each posting agent. The property listing information may be details/information such as price to sell or rent, location address, unit size, images/photographs, animation or videos, number of bedrooms, bathrooms, car parking lots,

and other information related to each property e.g. for sale or rent. The property module 210 also functions to generate a property identification number, herein referred as property ID, which is associated with each property posting or listing.

In addition, the property module 210 also stores privacy settings of each posted property listing determined by the respective posting agent. The privacy settings comprise options such as "visible to all" (public setting), "visible to partnering agents" (partners-only setting), "visible to selective partners" (custom setting), or "visible to myself" (only-me setting).

In the example embodiment, when the privacy settings are set to public (or referred herein as a "public" property listing), the "public" property listing is visible to all agents. Any agent is able to search and view full details of the "public" property listing. This allows for maximum exposure of a property listing as all agents have accessibility to the property listing and are able to recommend that property listing to their clients.

In the example embodiment, only "public" property listings are searchable by a client whether logged in or not. A client who is logged into the server system 102 may then shortlist property listings and highlight, or indicate interest for, these property listings to an agent of the client's choosing. Contact information of the posting agents are not visible to the client.

For a property listing that is set to be visible to partnering agents (partners-only setting), or visible to selective partners (custom setting), or "visible to myself" (only-me setting), a client is able to access the full information of the property listing only if the property listing has been recommended to the client by a recommending agent. That is, the recommended property listing is recommended to the client using a recommendation message that comprises a link to the details of the property listing. It will be appreciated that as long as a link is provided to a client, the client may view the details of the recommended property listing. That is, as long as the property listing is made visible to the recommending agent and the recommending agent may generate the recommendation message with a link to the recommended property listing, the client may actuate the link to access the recommended property listing. However, the client

may take action regarding the recommended property listing such as indicating interest in the recommended property listing after logging into the system server 102.

Furthermore, one client may even send the recommendation message to another client/recipient and said another client/recipient may view the details of the property listing by accessing the link. In this latter scenario, said another client/recipient is linked to the recommending agent if said another client logs into the server system 102 in relation to the recommended property listing, e.g. to indicate interest in the recommended property listing.

The server system 102 further comprises a relationship identifier module 204. The relationship identifier module 204 stores and identifies a relationship/association between an agent ID and a client ID. The agent ID is stored in the agent module 202 and the client ID is stored in the client module 206. That is, agent-client relationships are stored in the relationship identifier module 204. An agent ID may be associated with one or more client IDs, and a client ID may be associated with one or more agent IDs.

For example, during registration of an agent, the agent may be invited to enter contact information for existing clients. Upon input of client contact information, the processor module 216 instructs the relationship identifier module 204 to send a query to the client module 206 to identify any client IDs that are registered as associated with the client contact information. The relationship identifier module 204 links the agent ID to the identified client IDs. The process for linking a client ID to agent IDs upon registration of a client and input of agent contact information by the client is substantially similar.

In the example embodiment, when an agent recommends a property listing, through the communication network 104 (Figure 1), to a client that is not a registered client in the server system 102, the client identification module 206 stores the client contact information, such as email address or SMS contact number, used by the agent to recommend the property listing through the communication network 104 (Figure 1). A client ID is generated and associated with the contact information. When the client registers an account with the server system 102, the

client identification module 206 assigns the pre-generated client ID to the newly registered client, e.g. by matching the previously stored contact information and the input contact information during registration using e.g. a search-check operation. The relationship identifier module 204 also functions to identify the relationship between the agent ID and the generated client ID.

The relationship identifier module 204 also stores agent-property listings information relationships and client-property listings information relationships. An agent ID may be associated with one or more property IDs that the agent has posted and/or recommended, and a client ID may be associated with one or more property IDs that the client has indicated or highlighted interest to agents and/or that the client has been recommended with. Such relationships are stored in the relationship identifier module 204.

In the example embodiment, when an agent recommends a property listing, through the communication network 104 (Figure 1), to a client, a link is embedded in a recommendation message. The link allows the client to activate (e.g. by clicking on the link) the link to view full details of the property listing. Each link is a generated link that is associated with the recommending agent ID. The relationship identifier module 204 stores the relationship between the agent ID and the generated links. That is, the relationship identifier module 204 stores agent and recommended property listings information.

In addition, the relationship identifier module 204 also identifies the relationship between any client ID that has access to the generated link. For example, this may include a client that is newly associated to the recommending agent, a newly registered client as well as an existing client that accesses the server system 102 using the generated link. That is, the relationship identifier module 204 stores client and recommended property listings information.

In addition, when an agent recommends a property listing to a client, the relationship identifier module 204 stores the association of the recommending agent ID and the client ID to the "recommended" property ID. In the example embodiment, when a client feedbacks interest

on a "recommended" property listing to a recommending agent, the interest feedback signal is processed and the information is stored in the relationship identifier module 204. That is, an interest association is created between the recommending agent ID and the client ID to the "recommended" property ID.

Furthermore, the relationship identifier module 204 stores and identifies the association between a property ID with an agent ID of the posting agent (the agent who posted the property listing) and/or an agent ID of one or more recommending agents (agents who have recommended the property listing). That is, agent-to-agent relationships are also identified and stored in the relationship identifier module 204.

In the example embodiment, when an agent searches for property listings, the relationship identifier module 204 queries the property module 210 and identifies property listings with privacy settings that allow visibility to the agent ID of the agent. Thus, for example, property listings with "public", "partners only" and/or "custom" settings that provide permission to allow the agent to view the property details are provided. For the "partners only" and/or "custom" settings, for example, permission has to be given by the agent's partnering agents, or in this case, the posting agents.

On the other hand, when a client searches for property listings, only "public" property listings are provided. Other non-"public" property listings may only be viewed or accessed via recommendation links sent by recommending agents. Upon logging into the server system 102, the client may indicate interest in the property listings as feedback.

When a logged-in client searches for and shortlists a property listing to a chosen agent, the relationship identifier module 204 stores an association between the chosen agent ID and the client ID to the "shortlisted" property ID.

In the example embodiment, a list of agents may be generated for the logged-in client, by the server system 102, for choosing by the client e.g. if the client has few or no linked agents.

When a client "bookmarks" a property listing, the relationship identifier module 204 stores an association between the client ID to the "bookmarked" property ID. When agent "bookmarks" a property listing, the relationship identifier module 204 stores an association between the agent ID to the "bookmarked" property ID.

In the description, 'shortlist' refers to an action of a client sending a property listing for action by an agent linked to the client; and "bookmark" refers to an action of retaining a property listing for consideration/viewing later by an agent or a client.

The described relationships stored in the relationship identifier module 204 may be reflected as links or pointers in a database table containing record entries of property listings.

The server system 102 further comprises an agent display module 208. The agent display module 208 is provided for generating data for display on the agent communication devices e.g. 106, 108 (Figure 1). The data comprises information generated/retrieved by the server system 102. The information may comprise property listing information retrieved from the property module 210, agent information retrieved from the agent module 202, client information retrieved from the client module 206 etc. The information may also comprise relationships/associations between an agent and other agents; between the agent and clients; between the agent and posted/recommended/shortlisted/bookmarked property listings etc.

The agent display module 208 also stores a graphical user interface (GUI) for an agent account. The data generated is then modulated in a signal for display on the agent communication devices e.g. 106, 108 (Figure 1).

For example, the agent display module 208 may be used by an agent for log-in into the server system 102 and for searching for property listings etc. The agent may use the GUI of the agent display module 208 to retrieve and transmit information (such as input of new property listings) to the server system 102.

The server system 102 further comprises a client display module 212. The client display module 212 is provided for generating data for display on the displaying on the client communication devices e.g. 110, 112 (Figure 1). The data comprises information generated/retrieved by the server system 102. The information may comprise property listing information retrieved from the property module 210, client information retrieved from the client module 206 etc. The information may also comprise relationships/associations between a client and agents; between the client and recommended/shortlisted/bookmark property listings etc.

The client display module 212 also stores a graphical user interface (GUI) for a client account. The data generated is then modulated in a signal for display on the client communication devices e.g. 110, 112 (Figure 1).

For example, the client display module 212 may be used by a client for log-in into the server system 102 and for searching for property listings or indicating feedback on recommended listings etc. The client may use the GUI of the client display module 212 to retrieve and transmit information to the server system 102.

For example, an agent may select one or more property details of one or more property listings, such as thumbnail photographs of the properties. The processor module 216 may retrieve stored property information such as other details e.g. full-scale photographs, property address based on the property IDs from the property module 210. The retrieved details are modulated into a signal for display. The agent display module 208 may be coupled to a display component such as a light-emitting diode (LED) screen for displaying the retrieved details. Alternatively, the agent display module 208 may be configured to wirelessly transmit the retrieved details as data for display. The data may be received e.g. at a mobile communication device of the agent and displayed on a screen of the mobile device.

The client display module 212 is provided for displaying property information to a client. For example, a logged-in client may select one or more property details of one or more

recommended properties, such as thumbnail photographs of the properties. The processor module 216 may retrieve other property details such as e.g. full-scale photographs, property address. The retrieved details are then modulated into a signal for display. The client display module 212 may be coupled to a display component such as a light-emitting diode (LED) screen for displaying the retrieved details. Alternatively, the client display module 212 may be configured to wirelessly transmit the retrieved details as data for display. The data may be received e.g. at a mobile communication device of the client and displayed on a screen of the mobile device.

During access by the client using the client display module 212, the identity of the posting agents of the property listings are omitted (i.e. not identified) to the client. Thus, the client is not aware of the identities of the posting agents. That is, the client display module 212 is instructed to retrieve and present information to clients such that clients are not aware of who are the posting agents.

The server system 102 further comprises a communication module 214. The communication module 214 is provided for allowing agents to send "recommended" property listing information to clients e.g. in a recommendation message. The message comprises property information or a summary and a recommendation link for a client to access the server system 102. An example is shown in Figure 11. The communication module 214 may gather relevant information and order a command for an agent communication device e.g. 106, 108 (Figure 1) to generate e.g. a SMS or email to be sent via the communication network 104 (Figure 1) to a client communication device e.g. 110, 112 (Figure 1). The communication module 214 may also order a command through the server system 102 to communicate information such as "recommended" or "shortlisted" property listings and interest feedback on "recommended" property listings etc., between agent communication devices e.g. 106, 108 (Figure 1) and client communication devices e.g. 110, 112 (Figure 1). The communication module 214 may also be configured to "push" a notification via email or to "push" "pop-up" notifications on agent communication devices e.g. 106, 108 (Figure 1) and client communication devices e.g. 110, 112 (Figure 1).

In the example embodiment, a client may be identified by the server system 102 in order for the client to feedback interest on a recommended listing. The identification may be by the client logging into the system.

In the example embodiment, although the various modules are described as comprised within the server system, it will be appreciated that the modules may be implemented as distinct and separate components.

Figure 3 is a schematic flowchart 300 for illustrating an exemplary method of recommending a property listing to a client in an example embodiment.

At step 302, an agent registers an account in a server system using an agent module (compare 202 of Figure 2). Upon logging into the server system, the agent may input agent information such as, but not limited to, agent name, contact information such as contact number and email address etc. The agent information is stored with a generated agent ID in the agent module.

At step 304, the agent invites or adds other agents as partners or partnering agents in the agent module. The agent-agent relationship information is stored in a relationship identifier module (compare 204 of Figure 2). Thus, the relationship information may provide a platform for agents to form a "team" and collaborate or work together.

At step 306, the agent posts or lists property to a property module (compare 210 of Figure 2). The property may be stored as property information in the property module. The posting may be used in a collaboration with the partners of the agent. The postings are searchable for collaboration. The agent may also set privacy settings such that the posting is available only to partners of the agent. Newly posted property information may be broadcasted to partners via e.g. "push" notifications, depending on notification settings of the partners.

At step 308, the agent is able to receive notifications from the server system based on feedback from the relationship identifier module if the posting is recommended or bookmarked by other agents who are able to view the posting depending on the privacy settings set for the posting.

At step 310, the agent may search the property module for property postings. The agent may recommend property information or postings to send to one or more clients. The property information excludes the contact information of the posting agent whom posted the property information. The sending of the property information may be performed through a communication module (compare 214 of Figure 2). The communication module in turn interacts with a communication device (compare e.g. 106 of Figure 1), e.g. a mobile device of the agent, to actuate the sending of the property information.

At step 312, a client receives the recommendation property information on a client device e.g. the property information may be received in a recommendation message from the recommending agent (compare e.g. 110 of Figure 1). The property information excludes the contact information of the posting agent whom posted the property information. The recommendation message contains a link such as a website link for the client to log into the client module through the client's device. As the recommendation message is sent from a communication device of the recommending agent, the client may view the contact information of the recommending agent. Upon actuating the link to the details of the property listing in the recommendation message, if prior to logging into the server system, the client may access the property listing details, e.g. using a mobile web browser, but is not able to take further actions such as shortlisting or bookmarking the property listing. Upon registration and logging into the server system, the identified client may further access information of agents linked to the client, the recommending agents associated with the recommended property listing, and to take further action such as shortlist properties to the recommending agents.

At step 314, the client registers an account in the client module (compare 206 of Figure 2). The client may input client information such as, but not limited to, client name, contact

information such as contact number and email address etc. The client information is stored with a generated client ID in a client module.

At step 316, the relationship identifier module (compare 204 of Figure 2) identifies the agent or agents who have recommended property information to the client. The agent IDs are stored as linked to the client ID, or as client-to-agent relationship information. For example, the relationship between the client and agent(s) is identified by matching the contact information of the client that the agent has recommended property to with the client information. Alternatively, the relationship may be identified by the client actuating the link in the recommendation message to register with the client module e.g. at step 312, and logging into the server system.

At step 318, the relationship identifier module generates a list of recommended properties to the client. Property information relating to the list of properties is also generated. The property information excludes the contact information of the posting agent(s) whom posted the property information. The identity of the posting agents of the property listings are omitted (i.e. not identified) to the client. Thus, the client is not aware of the identities of the posting agents.

At step 320, the client views the recommended property information. Upon logging into the server system, the client may feedback and/or communicate interest on the recommended property information to the recommending agents linked to the recommended property information. The feedback or communication may be performed through the communication module (compare 214 of Figure 2). The client may also select a "shortlist to agent" option to communicate to one or more preferred agent(s) the property that the client is interested in, if these preferred agents are not ones whom recommended the posting.

Figure 4(a) is a schematic flowchart 400 for illustrating an agent registration into an agent module in an example embodiment. At step 402, using a GUI provided by an agent display module, an agent inputs into an agent module agent information such as a log-in name, photograph, agent name, contact details such as contact number, email address etc. At step

404, a processor module instructs the agent module to generate an agent ID linked to the agent information. At step 406, the agent module is updated with the agent ID and the agent information. At step 407, the agent may enter one or more client's information, and the agent ID is linked by a relationship identifier module to one or more registered client IDs associated with the client's information.

In the example embodiment, during recommendation of a property listing to a new client, the agent may enter client information of the new client and a "pre-assigned" client ID is generated in a client module (e.g. waiting for the new client to register with the system). A property ID module stores the recommended property listing of the "pre-assigned" client ID. The relationship identifier module stores the associated relationships to the "pre-assigned" client ID.

In the example embodiment, during log-in, the agent may input a log-in name and the processor module retrieves the agent ID based on querying the agent module using the log-in name.

Figure 4(b) is a schematic flowchart 408 for illustrating a client registration into a client module in an example embodiment. At step 410, using a GUI provided by a client display module, a client inputs into a client module client information such as client log-in name, client name, contact details such as contact number, email address etc. At step 412, a processor module instructs the client module to generate a client ID linked to the client information. If there is a pre-assigned client ID associated with the client information, the client ID is used for identifying the client. At step 414, the client ID module is updated with the client ID and the client information. At step 416, the processor module queries a relationship identifier module using the client contact information to determine whether any agents had sent recommendation messages to the client. The relationship identifier module is updated with one or more linked agent IDs depending on the query result.

In the example embodiment, during log-in, the client may input a log-in name and the processor module retrieves the client ID based on querying the client module using the log-in name.

Figure 4(c) is a schematic flowchart 418 for illustrating an input of property information into a property module in an example embodiment. At step 420, using a GUI provided by an agent display module, an agent inputs into a property module property details such as property address and photographs of a property etc. At step 422, a processor module instructs the property module to generate a property ID linked to the property information. At step 424, the property module is updated with a property listing/posting linked to the property information. The agent is also invited to input a privacy setting associated with the property listing. The privacy setting is stored with the property listing in the property module. The property ID and the agent ID of the agent who inputted the property information (i.e. the posting agent) are linked and recorded in a relationship identifier module. At step 426, the processor module performs a search in the relationship identifier module to identify partnering agents to the agent and based on notification settings, sends notification messages for the property listing to the partnering agents.

Figure 4(d) is a schematic flowchart 428 for illustrating sending property listing recommendations in an example embodiment. At step 430, using a GUI provided by an agent display module, an agent searches through a property module for public property listings and/or property listings that have privacy settings that allow visibility to the agent. The agent selects one or more property postings as a recommendation(s) to a client. A processor module instructs a communication module to begin generation of a notification message. At step 432, the agent enters/selects the client's contact information. At step 434, the processor module queries a client module to determine whether the client is registered with the client module, for example based on matching of the client contact information within the client module. If the client contact information is not registered, a client ID is pre-assigned to the client contact. The processor module updates a relationship identifier module to link the agent ID to the determined or pre-assigned client ID. At step 436, the recommendation message is generated comprising a text

summary of the property listing(s) and a recommendation link for the client to access property details of the property listing(s). At step 438, the recommendation message is transmitted to the client using a communication device of the agent based on an instruction by the communication module. At step 440, the processor module updates the relationship identifier module to indicate that the property posting(s) sent as recommendation(s) have been recommended by the agent ID to the client ID, e.g. by linking to the property ID.

In the example embodiment, if any property posting(s) have been bookmarked by the agent, the processor module updates the relationship identifier module to indicate that the property posting(s) have been bookmarked by the agent ID of the agent.

Figure 4(e) is a schematic flowchart 442 for illustrating retrieving property recommendations in an example embodiment. At step 444, a client receives a recommendation message containing property information of recommendations. At step 446, the client actuates a link to details of a recommended property listing provided in the recommendation message to access the details of the property listing. At step 448, upon identification of the client by a server system, for example the client registers with and logs into the system, a processor module queries a relationship identifier module to determine the recommendations linked to the client ID. For example, a property ID search of the property postings may be used. If there are multiple recommendations of the posting, the recommending agents' IDs are collated into, and linked to, a single posting recommendation display. At step 450, the recommended postings are provided to the client as a display. The identity of the posting agents of the property listings are omitted (i.e. not identified) to the client. Thus, the client is not aware of the identities of the posting agents. At step 452, the client is invited to feedback interest in the recommended postings. It may be provided that the client may select an agent to indicate interest in the postings to. At step 454, the feedback signal(s) are processed by the processor module. The processor module instructs generation of an agent notification message to send the feedback signal to the recommending agent.

In the example embodiment, the client is allowed to search any public property posting. If a property posting has been bookmarked by the client after logging into the system, the processor module updates the relationship identifier module to indicate that the property posting has been bookmarked by the client ID of the client. If a property posting has been shortlisted by the client after logging into the system, the processor module updates the relationship identifier module to indicate that the property posting has been shortlisted by the client ID of the client. The processor module also identifies an agent ID of the agent selected by the client for the shortlisting. An agent notification message is generated by the processor module to notify the agent to follow-up with the client.

Figure 5 is a schematic drawing showing a graphical user interface of an agent partners' display in an example embodiment. The display 502 may be a web page. The display 502 may be displayed when a first agent logs into an agent module (compare 202 of Figure 2). On the display 502, a list of agents e.g. 504, 506, 508 who are partners of the first agent is displayed.

The list of agents e.g. 504, 506, 508 are identified based on identifying agent IDs linked to the agent ID of the first agent e.g. using a query within a relationship identifier module (compare 204 of Figure 2). The identified linked agent IDs are used to retrieve agent information of the partnering agents from the agent module and the retrieved agent information is displayed graphically in the display 502. In the example embodiment, the agents e.g. 504, 506, 508 are identified by agent names in the display 502. The retrieved agent information may also contain other data of the agents such as photographs e.g. 510, 512, 514 respectively corresponding to the agents e.g. 504, 506, 508, and if available, the employers or company information e.g. 516, 518, 520 of the agents e.g. 504, 506, 508 respectively.

In addition, the display 502 provides an add actuator 522 in the form of an action icon. The add actuator 522 may be actuated by e.g. a mouse click or a touch command sensed via a touch screen. The add actuator 522 allows the first agent to instruct a command to add more partners. Actuating the add actuator 522 leads to a display of available agents in the agent module (compare 202 of Figure 2). The display may be based on a retrieval of agent information

of agents who are not linked as partners to the first agent from the agent module. Each agent information may be accessed and viewed graphically in the form of a profile page.

In the example embodiment, selecting a partner agent name e.g. 504, 506, 508 or a partner photograph e.g. 510, 512, 514 leads to a profile page of the selected partnering agent. The selection may be performed by e.g. a mouse click or a touch command sensed via a touch screen.

Figure 6 is a schematic drawing showing a graphical user interface of an agent profile display in an example embodiment. The display 602 may be a web page. The display 602 is displayed when an agent is selected from a partners display (compare 502 in Figure 5).

On the display 602, a photograph 604 of the agent is displayed. Details of the agent are also listed at numeral 606. The details may comprise the agent's name, the agent's employer or company information and contact details of the agent. The details are retrieved from an agent module (compare 202 of Figure 2).

In addition, a postings display 608 of the agent is displayed. The agent-property postings information is retrieved using a relationship identifier module (compare 204 of Figure 2) and a property module (compare 210 of Figure 2). The postings display 608 functions to list the postings that the agent has input into the property module. In the postings display 608, each posting comprises a photograph e.g. 610, 612, 614 of a property. Each photograph e.g. 610, 612, 614 may preferably be accompanied by a summary e.g. 616, 618, 620 of the posting. A summary is not intended to show the full details of a posting and is a brief description of the posting. For example, a summary may describe the property type, location and size.

"Bookmark" or "shortlist" actuators e.g. 622, 624, 626 in the form of action icons are provided linked to each posting. The bookmark actuators e.g. 622, 624, 626 may be actuated by e.g. a mouse click or a touch command sensed via a touch screen. Each bookmark actuator e.g. 622, 624, 626 allows an agent to "bookmark" the posting. A bookmark command is sent to

the property module to retrieve the property ID and to link the property ID with the agent ID, of the agent actuating the bookmark actuators e.g. 622, 624, 626, as a bookmark relationship to be stored in the relationship identifier module.

In addition, recommendation actuators e.g. 628, 630, 632 in the form of action icons are provided linked to each posting. The recommendation actuators e.g. 628, 630, 632 may be actuated by e.g. a mouse click or a touch command sensed via a touch screen. Each recommendation actuator e.g. 628, 630, 632 allows an agent to recommend the posting to a client. A recommend command is sent to the property module to retrieve the property information for generation into a recommendation message for sending to a client. The client may be contacted using a client ID or by inputting of client contact information.

A recommendation message may comprise details of the recommended property listing, and a link such as a web link. The recommendation message may be sent e.g. by an external messaging application e.g. SMS, email or instant messaging application/software etc. The web link, when actuated by e.g. a mouse click or a touch command sensed via a touch screen, generates a client's GUI e.g. on a web browser of a client communication device. For a logged-in client, the GUI may be maintained in a "signed in" (or logged in) state on the web browser of the communication device, and the client may access the client account. If the GUI is not in a logged in state, the client may view the property details, without access to the contact information of any agent. The client may log into the system to access other information and perform other actions such as indicating interest on the recommended property listing etc.

In the example embodiment, upon receipt of a "bookmark" and/or "recommend" command, the relationship identifier module is updated to indicate the agent ID has sent the "bookmark" and/or "recommend" command.

A partner actuator 634 is provided in the form of an action icon. The partner actuator 634 may be actuated by e.g. a mouse click or a touch command sensed via a touch screen. If the agent whose profile is displayed is already a partner of an agent viewing the profile, actuating

the partner actuator 634 removes the partner as a link. For example, a command may be transmitted to the relationship identifier module to update the termination of the link in the agent IDs.

In an alternative display, if the display 602 is displayed when a non-partnering agent is selected from an agent module (compare actuating the add actuator 522 in Figure 5 and selecting an agent), the partner actuator 634 shows an add option instead of a remove/block option. In this case, actuating the partner actuator 634 adds the agent as a partnering agent. For example, a command may be transmitted to the relationship identifier module to update a linkage between the respective agent IDs.

Figure 7 is a schematic drawing showing a graphical user interface of an add property listing display in an example embodiment. The display 702 may be a web page. It may be e.g. on a GUI on a mobile application. The display 702 is displayed when an agent is adding a property to a property module (compare 210 of Figure 2).

The display 702 comprises an add photograph field 704. The add photograph field 704 allows an agent to upload a photograph of the listing to the property module.

The display 702 further comprises a details field 706 for adding property details of the posting to the property module. For example, for real estate, the agent may input an asking price of the property, a floor size of the property, a property type, the number of bedrooms of the property, the number of bathrooms of the property etc.

The display 702 also comprises a privacy field 708. The privacy field 708 allows the agent to input, for example, whether or not other agents, who are not partners to the agent, are allowed to view the property information. The privacy settings are stored in the property module. Depending on the settings of the privacy field 708, a flag status (such as "visible to all" (public setting), "visible to partnering agents" (partners-only setting), "visible to selective partners" (custom setting), or "visible to myself" (only-me setting) etc.) is provided in the property module

to determine whether or not e.g. the posting is only available to linked agent IDs, i.e. partnering agents only.

Upon completion of the inputting of the property information, the property information is stored as a record into the property module. A unique property ID is generated by the property module to be assigned to the record.

In the example embodiment, upon storage of the new posting, the property ID may be transmitted to linked agent IDs (of partnering agents) identified in a relationship identifier module (compare 204 of Figure 2), e.g. to alert the partners of the new posting.

Figure 8 is a schematic drawing showing a graphical user interface of an agent notification message display in an example embodiment. The display 802 may be a web page. The display 802 may be triggered by actions taken by other agents in relation to an agent. The actions may be in relation to postings input by the agent.

For example, a partner notification 804 may be shown when a partner of the agent takes an action e.g. posting a new property. A bookmark notification 806 may be shown when another agent bookmarks a listing of the agent. A recommendation notification 808 may be shown when another agent recommends a listing of the agent to a client. The relationships to the agent are retrieved from a relationship identifier module (compare 204 of Figure 2).

The notifications e.g. 804, 806, 808 may be provided to be selectable such that the agent may view e.g. property information, partnering agent details etc. The selection may be performed by e.g. a mouse click or a touch command sensed via a touch screen on the notifications.

The notifications e.g. 804, 806, 808 may be triggered upon another agent adding a new posting as described in Figure 7 or another agent "bookmarking" and/or "recommending" a posting as described in Figure 6.

Figure 9 is a schematic drawing showing a graphical user interface of a listings display in a server system in an example embodiment. The server system may be the server system 102 of Figure 1. The display 902 may be a web page. It may be e.g. on a GUI on a mobile application.

There is provided, for example, two tabs 904, 906. One tab 904 allows an agent to browse or search postings input by partnering agents. Another tab 906 allows an agent to search postings stored in a property module (compare 210 of Figure 2).

Under the search tab 906, a search filter page is provided for the agent to determine a search criterion. For example, the agent may search by property size etc. The agent is able to access "public" property listings from non partner agents based on the search criteria and retrieved from the property module. The property listings search results under tab 906 include postings both from partnering agents as well as non partner agents. Therefore, the tab 906 functions like a "search more" function. This may put more emphasis on listings/postings from partnering agents.

The display of the property information in each tab 904, 906 is substantially similar, and only description of the property information under the tab 904 is provided for ease of illustration.

Under the property listings display 902, for the postings by partners, a list 908 of postings is provided. Each posting comprises a photograph e.g. 910, 912, 914 and a summary e.g. 916, 918, 920 of the posting. Each posting further comprises a corresponding posting agent's contact information e.g. 922, 924, 926.

Bookmark actuators e.g. 928, 930, 932 in the form of action icons are provided linked to each posting. The bookmark actuators e.g. 928, 930, 932 may be actuated by e.g. a mouse click or a touch command sensed via a touch screen. Each bookmark actuator e.g. e.g. 928, 930, 932 allows the agent to "bookmark" the posting. The bookmark actuators e.g. 928, 930,

932 perform substantially similarly to bookmark actuators e.g. 622, 624, 626 described with reference to Figure 6.

In addition, recommendation actuators e.g. 934, 936, 938 in the form of action icons are provided linked to each posting. The recommendation actuators e.g. 934, 936, 938 may be actuated by e.g. a mouse click or a touch command sensed via a touch screen. Each recommendation actuator e.g. 934, 936, 938 allows the agent to recommend the posting to a client. The recommendation actuators e.g. 934, 936, 938 perform substantially similarly to recommendation actuators e.g. 628, 630, 632 described with reference to Figure 6.

In the example embodiment, selecting a photograph e.g. 910, 912, 914 leads to a details page of the selected posting. The selection may be performed by e.g. a mouse click or a touch command sensed via a touch screen.

Figure 10 is a schematic drawing showing a graphical user interface of a posting details display in a server system in an example embodiment. The details have been input by a posting agent. The display 1002 may be a web page. It may be e.g. on a GUI on a mobile application.

The display 1002 may comprise relevant property details 1004 such as details listed in numeral 706 of Figure 7. The posting agent's contact information is also shown in a contact field 1006.

Retrieval of the property details 1004 is performed by obtaining the property information from a property module (compare 210 of Figure 2) and linked to the property ID selected e.g. by an agent selecting a photograph (compare e.g. 910, 912, 914 of Figure 9) of a posting. Retrieval of the posting agent contact information is performed by obtaining the information from an agent module (compare 202 of Figure 2) based on the property ID.

A bookmark actuator 1008 in the form of an action icon is provided linked to the posting. The bookmark actuator 1008 may be actuated by e.g. a mouse click or a touch command

sensed via a touch screen. The bookmark actuator 1008 allows an agent to "bookmark" the posting. The bookmark actuator 1008 performs substantially similarly to bookmark actuators e.g. 622, 624, 626 described with reference to Figure 6.

In addition, a recommendation actuator 1010 in the form of an action icon is provided linked to the posting. The recommendation actuator 1010 may be actuated by e.g. a mouse click or a touch command sensed via a touch screen. The recommendation actuator 1010 allows an agent to recommend the posting to a client. The recommendation actuator 1010 performs substantially similarly to recommendation actuators e.g. 628, 630, 632 described with reference to Figure 6.

Figure 11 is a schematic drawing showing a graphical display of a recommendation message for sending to a client in an example embodiment. The display 1102 may be in the form of e.g. a Short Messaging System (SMS) message or an email or an instant message etc., to be sent using a third party function/application provided on the communication device of the agent such as the SMS application, the email function or an instant messaging application/software etc.

The recommendation message is a message sent by an agent through a communication network (compare 104 of Figure 1) to a client device (compare e.g. 110, 112 of Figure 1). The display 1102 is generated based on a recommendation command by the agent, e.g. if the agent actuates a recommendation actuator.

A property summary field 1104 is provided to display the summary (compare e.g. 916, 918, 920 of Figure 9) input by the agent posting or listing the property in a property module (compare 210 of Figure 2).

In the example embodiment, the property summary includes a recommendation link for the client to access and view full details of the property listing, e.g. on a web browser. An example is illustrated later in Figure 13.

In the example embodiment, actuating the link enables a user to view details of the property listing. The user may register with the system. The user may log into the system as a logged in client to take further action relating to the property listing such as indicating interest as feedback to the recommending agent, or bookmaking the property listing etc.

An agent contact field 1106 is provided for displaying the contact information of the recommending agent or the agent sending the recommendation of the property listing via the recommendation message. The posting agent's contact information is not provided in the recommendation message. If the posting agent is the recommending agent, the agent is identified as the recommending agent. That is, the identity of the posting agent of the property listing is omitted (i.e. not identified) to the client. Thus, the client is not aware of, or cannot access, the identity of the posting agent.

Figure 12 is a schematic drawing showing a graphical user interface of a listings display for a registered client in an example embodiment. The display 1202 may be a web page. In the example embodiment, the registered client logs into a server system using a client module (compare 206 of Figure 2).

There is provided, for example, two tabs 1204, 1206. One tab 1204 allows a client to browse or search postings recommended by agents linked to the client. Another tab 1206 allows a client to search postings stored in a property module (compare 210 of Figure 2).

Under the search tab 1206, a search filter page is provided for the client to determine a search criterion. For example, the client may search by property size etc. The client is able to access "public" property listings from agents not linked or engaged to the client based on the search criteria and retrieved from the property module. The property listings search results under tab 1206 include postings both from recommending agents as well as agents not linked to the client. Therefore, the tab 1206 functions like a "search more" function. This may put more emphasis on listings/postings recommended by recommending agents.

The display of the property information in each tab 1204, 1206 may be substantially similar, and only description of the property information under the tab 1204 is provided for ease of illustration.

Under the property listings display 1202, for the postings recommended by agents linked to the client, a list 1208 of postings is provided. Each posting comprises a photograph e.g. 1210, 1212, 1214 and a summary e.g. 1216, 1218, 1220 of the posting. With each posting, there is provided a "recommended by" field 1222. The agent information, such as agent names, of one or more agents who recommended the respective postings are provided in respective identification fields e.g. 1224, 1226, 1228.

The property information such as photographs e.g. 1210, 1212, 1214 and summaries e.g. 1216, 1218, 1220 may be retrieved from the property module. The identification fields e.g. 1224, 1226, 1228 may be populated with information processed by a relationship identifier module (compare 204 of Figure 2). For example, different agents recommending a same posting are listed under one posting.

Bookmark actuators e.g. 1230, 1232, 1234 in the form of action icons are provided linked to each posting. The bookmark actuators e.g. 1230, 1232, 1234 may be actuated by e.g. a mouse click or a touch command sensed via a touch screen. Each bookmark actuator e.g. 1230, 1232, 1234 allows the client to "bookmark" the posting. Upon selection of a bookmark actuator, a bookmark command is sent to the property module to retrieve the property ID of the posting and to link the property ID with the client ID of the client actuating the bookmark actuators e.g. 1230, 1232, 1234, as a bookmark relationship to be stored in the relationship identifier module.

In addition, interest actuators e.g. 1236, 1238, 1240 in the form of action icons are provided linked to each posting. The interest actuators e.g. 1236, 1238, 1240 may be actuated by e.g. a mouse click or a touch command sensed via a touch screen. Each interest actuator

e.g. 1236, 1238, 1240 allows the client to indicate interest in the posting to one or more agents linked to the client. The client is allowed to select one or more agents to serve the client for the property posting.

Upon selection of an interest actuator e.g. 1236, 1238, 1240, a command is sent to the relationship identifier module to store the interest relationship between the client and the property posting. The agent IDs of the one or more agents are also determined and used to retrieve agent contact information from an agent module (compare 202 of Figure 2) A command is also sent to the property module to retrieve the property information of the corresponding posting for generation into a notification message for sending to the selected agents.

In the example embodiment, selecting a photograph e.g. 1210, 1212, 1214 leads to a details page of the selected posting. The selection may be performed by e.g. a mouse click or a touch command sensed via a touch screen.

Figure 13 is a schematic drawing showing a graphical user interface of a posting details display displayed to a registered client in an example embodiment. The display 1302 may be a web page.

The display 1302 may be accessible when a registered client logs into a server system (compare 102 of Figure 2) e.g. by clicking on a recommendation link that is embedded in a recommendation message sent by a recommending agent on a property listing. Alternatively, the display 1302 may be accessible by the client selecting e.g. a photograph (compare e.g. 1210, 1212, 1214 of Figure 12) of a posting.

In the example embodiment, a Home actuator button (not shown) may be provided for the client to choose to access a property listings display (compare 1202 of Figure 12).

The display 1302 may comprise relevant property details 1304 such as details listed in numeral 706 of Figure 7. Retrieval of the property details 1304 is performed by obtaining the

property information from a property module (compare 210 of Figure 2) and linked to the property ID selected.

A bookmark actuator 1308 in the form of an action icon is provided linked to the posting. The bookmark actuator 1308 may be actuated by e.g. a mouse click or a touch command sensed via a touch screen. The bookmark actuator 1308 allows a client to "bookmark" the posting. The bookmark actuator 1308 performs substantially similarly to bookmark actuators e.g. 1230, 1232, 1234 described with reference to Figure 12.

In addition, a list of one or more recommending agents who recommended the posting is provided in a field 1310. The list of the recommending agents comprises a photograph e.g. 1312, 1314 and contact information e.g. 1316, 1318 of each respective recommending agent. The client may select a photograph e.g. 1312, 1314 or contact information e.g. 1316, 1318 of one or more recommending agents that the client wishes to indicate interest in the posting to. Such selection performs substantially similarly to interest actuators e.g. 1236, 1238, 1240 described with reference to Figure 12.

Retrieval of the linked recommending agents' contact information whom recommended the selected posting are performed by using the property ID of the posting, the client ID and querying a relationship identifier module (compare 204 of Figure 2). The identified recommending agent IDs are then used to query an agent module (compare 202 of Figure 2) and the retrieved contact information is sent for populating the field 1310.

It will also be appreciated that the recommending agents can comprise other agents not linked to the client but who has recommended the posting using e.g. the client contact information or client ID.

In the example embodiment, there is also provided an other agents actuator 1320 in the form of an action icon. The other agents actuator 1320 may be actuated by e.g. a mouse click or a touch command sensed via a touch screen. Selection of the actuator 1320 leads the client to

a list of other linked agents (not shown) who are associated/linked to the client ID but who have not recommended the current posting. The client is then allowed to indicate interest in the posting to these other linked agents. The list may be shown on a separate web page or display.

Retrieval of the such linked agents' contact information whom did not recommend the selected posting is performed by querying the relationship identifier module for the client-agents relationship and thereafter, determining the list of linked agents who are not associated with the property ID (for example, using a NOT operation).

In the example embodiment, the client may also be allowed to search for agents who have not previously been linked to the client. For example, if the client does not wish to select a recommending agent or an agent who is linked to the client, the client is allowed to search for other agents e.g. using agent contact number and/or agent name etc.

Figure 14 is a schematic drawing showing a graphical user interface of a posting interest display for a registered client in an example embodiment. The display 1402 may be a web page. The display 1402 is shown e.g. upon selection of an interest actuator (compare e.g. 1236, 1238, 1240 of Figure 12, and 1312, 1314, 1316, 1318 of Figure 13).

An interest indicator field 1404 is provided for a client to confirm interest in the posting. If the client selects "Yes" 1403, other fields 1406, 1408, 1410 may be displayed sequentially for the client's input. Selection of field 1405 is an indication to e.g. a recommending agent that the agent may proceed to arrange for a follow-up with the client, e.g. arranging for a viewing of the property with the client. Otherwise, selection of "No" 1405 is an indication to e.g. a recommending agent that the client is not interested in the posting and the agent may proceed to arrange for another recommendation with the client, e.g. of a different property type etc. The other fields 1406, 1408, 1410 are provided to give additional feedback information from the client to the agent.

At a ratings field 1406, the client is allowed to input a rating for the interest in the posting. For example, the rating may be on a scale of one to five with five indicating strong interest and one indicating little or no interest. The rating allows the client to feedback the level of interest in the posting.

At a request field 1408, text boxes or predetermined options are provided for the client to request for more information regarding the posting. For example, the client may request for more information such as orientation of the property, available viewing inspection opportunities etc.

At a remarks field 1410, the client is provided with a text box to input any other comments that the client wishes to communicate with a linked agent.

Figure 15 is a schematic drawing showing a graphical user interface of a posting details display for a registered client in an example embodiment. The display 1502 may be a web page. The display 1502 may be provided to a client e.g. after the client selects a public posting that has not been recommended. Such a posting may be selected e.g. after a search conducted in the tab 1206.

Property details of the selected unrecommended posting are shown in a details field 1504. Selection of the posting also provides the property ID of the posting. A notification bar 1506 confirms that the posting has not been recommended by any linked agents to the client. The confirmation may be obtained via a search-check conducted in a relationship identifier module (compare 204 of Figure 2) using the property ID of the posting.

In addition, a list of one or more agents linked to the client is provided in a linked agents field 1508. The list of the agents comprises a photograph e.g. 1510, 1512, 1514 and contact information e.g. 1516, 1518, 1520 of each respective agent. The client may select a photograph e.g. 1510, 1512, 1514 or contact information e.g. 1516, 1518, 1520 of one or more agents that the client wishes to indicate interest in the posting to. Selection may be by e.g. a mouse click or

a touch command sensed via a touch screen. Such selection performs substantially similarly to interest actuators e.g. 1236, 1238, 1240 described with reference to Figure 12.

The list of linked agents in the agents field 1508 is retrieved using the relationship identifier module and an agent module (compare 202 of Figure 2).

Figure 18 is a schematic flow chart 1800 illustrating a method of recommending properties using a system in an example embodiment. At step 1802, registered clients are stored in a client module. At step 1804, registered agents are stored in an agent module. At step 1806, a property listing input by a posting agent is stored. The property listing is associated with the posting agent contact information and associated with a property information. At step 1808, an agent is allowed to select the property listing and to recommend the property listing to a client contact. At step 1810, a client is allowed to access the system. At step 1812, a recommendation message to the client contact is generated for the recommended property listing. The generating of the recommendation message comprises generating a link to the property listing in the recommendation message for a recipient of the recommendation message to access the property information of the property listing. At step 1814, the posting agent's identity is omitted from a client's access to the system.

As the identity of the posting agent of the property listing is omitted (i.e. not identified) to the client, this may encourage agents to adopt and utilise the system with a view of collaborating with other agents. This may enhance the trust levels between agents.

In the above example embodiment, the recipient may be another client that the client contact sends the recommendation message to.

Thus, the above described example embodiments may provide a novel platform, e.g. for property, that facilitates recommendation and/or short-listing of properties. The system in example embodiments may significantly reduce the time taken for clients to search through postings/listings and to contact agents individually e.g. to arrange for viewings. The system in

example embodiments may also enable agents to effectively recommend properties that clients may be interested in, thus increasing efficiency and may foster better trust between clients and agents. The system may also facilitate a real estate sales process using a pre-existing relationship between an agent and a client. Agents may invite their existing clients to register into the system to short list property listings to the clients and vice versa. The facilitation of the real estate sales process mentioned refers to the recommendation and short listing of property listings. The agent has a relatively easier manner to recommend property listings to a client; and the client has a relatively easier manner to feedback interest of recommended properties or to highlight other properties that the client may location find from the system.

The above described example embodiments may also provide a collaborative platform that facilitates agents to form teams, input or post properties, and collaborate by recommending each other's listings/postings to clients. The system in example embodiments may provide a cohesive and collaborative environment while improving efficiency in a sales process. The system may be suited for collaborative purposes and may provide for the community of agents to self-regulate each other's property listings. The system may enable a relatively higher level of accuracy in posting information and ease of collaboration.

In the above described example embodiments, with the combination of clients and agents, self-driven traffic to postings may be provided. Agents may invite other agents to collaborate in the system, and agents may invite clients to the system through recommended property listings. The synergistic effects created may significantly reduce the need for expensive advertising to generate traffic to the website as well as the need for a dedicated sales team to drive subscription.

In the above described example embodiments, as the platform is intended for collaborative purposes instead of merely leads generating, property postings may have a higher level of accuracy, as such information are self-regulated by a community of agents. Furthermore, it is possible to record the time of posting and any agent is able to report inaccurate/duplicated/unavailable listings to the server system. Upon reporting, the listings are

removed from the reporting agent's listing page. The system may also remove automatically the reported property postings if there are several of such reports. For example, an agent display module of a server system may be configured for an agent to report a property listing that is no longer available, a property listing that contains incorrect property information, or both.

The terms "coupled" or "connected" as used in this description are intended to cover both directly connected or connected through one or more intermediate means, unless otherwise stated.

The description herein may be, in certain portions, explicitly or implicitly described as algorithms and/or functional operations that operate on data within a computer memory or an electronic circuit. These algorithmic descriptions and/or functional operations are usually used by those skilled in the information/data processing arts for efficient description. An algorithm is generally relating to a self-consistent sequence of steps leading to a desired result. The algorithmic steps can include physical manipulations of physical quantities, such as electrical, magnetic or optical signals capable of being stored, transmitted, transferred, combined, compared, and otherwise manipulated.

Further, unless specifically stated otherwise, and would ordinarily be apparent from the following, a person skilled in the art will appreciate that throughout the present specification, discussions utilizing terms such as "scanning", "calculating", "determining", "replacing", "generating", "initializing", "outputting", and the like, refer to action and processes of an instructing processor/computer system, or similar electronic circuit/device/component, that manipulates/processes and transforms data represented as physical quantities within the described system into other data similarly represented as physical quantities within the system or other information storage, transmission or display devices etc.

The description also discloses relevant device/apparatus for performing the steps of the described methods. Such apparatus may be specifically constructed for the purposes of the methods, or may comprise a general purpose computer/processor or other device selectively

activated or reconfigured by a computer program stored in a storage member. The algorithms and displays described herein are not inherently related to any particular computer or other apparatus. It is understood that general purpose devices/machines may be used in accordance with the teachings herein. Alternatively, the construction of a specialized device/apparatus to perform the method steps may be desired.

In addition, it is submitted that the description also implicitly covers a computer program, in that it would be clear that the steps of the methods described herein may be put into effect by computer code. It will be appreciated that a large variety of programming languages and coding can be used to implement the teachings of the description herein. Moreover, the computer program if applicable is not limited to any particular control flow and can use different control flows without departing from the scope of the invention.

Furthermore, one or more of the steps of the computer program if applicable may be performed in parallel and/or sequentially. Such a computer program if applicable may be stored on any computer readable medium. The computer readable medium may include storage devices such as magnetic or optical disks, memory chips, or other storage devices suitable for interfacing with a suitable reader/general purpose computer. In such instances, the computer readable storage medium is non-transitory. Such storage medium also covers all computer-readable media e.g. medium that stores data only for short periods of time and/or only in the presence of power, such as register memory, processor cache and Random Access Memory (RAM) and the like. The computer readable medium may even include a wired medium such as exemplified in the Internet system, or wireless medium such as exemplified in bluetooth technology. The computer program when loaded and executed on a suitable reader effectively results in an apparatus that can implement the steps of the described methods.

The example embodiments may also be implemented as hardware modules. A module is a functional hardware unit designed for use with other components or modules. For example, a module may be implemented using digital or discrete electronic components, or it can form a portion of an entire electronic circuit such as an Application Specific Integrated Circuit (ASIC). A

person skilled in the art will understand that the example embodiments can also be implemented as a combination of hardware and software modules.

Additionally, when describing some embodiments, the disclosure may have disclosed a method and/or process as a particular sequence of steps. However, unless otherwise required, it will be appreciated the method or process should not be limited to the particular sequence of steps disclosed. Other sequences of steps may be possible. The particular order of the steps disclosed herein should not be construed as undue limitations. Unless otherwise required, a method and/or process disclosed herein should not be limited to the steps being carried out in the order written. The sequence of steps may be varied and still remain within the scope of the disclosure.

Further, in the description herein, the word “substantially” whenever used is understood to include, but not restricted to, "entirely" or “completely” and the like. In addition, terms such as "comprising", "comprise", and the like whenever used, are intended to be non-restricting descriptive language in that they broadly include elements/components recited after such terms, in addition to other components not explicitly recited.

Different example embodiments can be implemented in the context of data structure, program modules, program and computer instructions executed in a computer implemented environment. A general purpose-computing environment is briefly disclosed herein. One or more example embodiments may be embodied in one or more computer systems, such as is schematically illustrated in Figure 16.

One or more example embodiments may be implemented as software, such as a computer program being executed within a computer system 1600, and instructing the computer system 1600 to conduct a method of an example embodiment.

The computer system 1600 comprises a computer unit 1602, input modules such as a keyboard 1604 and a pointing device 1606 and a plurality of output devices such as a display

1608, and printer 1610. A user can interact with the computer unit 1602 using the above devices. The pointing device can be implemented with a mouse, track ball, pen device or any similar device. One or more other input devices (not shown) such as a joystick, game pad, satellite dish, scanner, touch sensitive screen or the like can also be connected to the computer unit 1602. The display 1608 may include a cathode ray tube (CRT), liquid crystal display (LCD), field emission display (FED), plasma display or any other device that produces an image that is viewable by the user.

The computer unit 1602 can be connected to a computer network 1612 via a suitable transceiver device 1614, to enable access to e.g. the Internet or other network systems such as Local Area Network (LAN) or Wide Area Network (WAN) or a personal network. The network 1612 can comprise a server, a router, a network personal computer, a peer device or other common network node, a wireless telephone or wireless personal digital assistant. Networking environments may be found in offices, enterprise-wide computer networks and home computer systems etc. The transceiver device 1614 can be a modem/router unit located within or external to the computer unit 1602, and may be any type of modem/router such as a cable modem or a satellite modem.

It will be appreciated that network connections shown are exemplary and other ways of establishing a communications link between computers can be used. The existence of any of various protocols, such as TCP/IP, Frame Relay, Ethernet, FTP, HTTP and the like, is presumed, and the computer unit 1602 can be operated in a client-server configuration to permit a user to retrieve web pages from a web-based server. Furthermore, any of various web browsers can be used to display and manipulate data on web pages.

The computer unit 1602 in the example comprises a processor 1618, a Random Access Memory (RAM) 1620 and a Read Only Memory (ROM) 1622. The ROM 1622 can be a system memory storing basic input/ output system (BIOS) information. The RAM 1620 can store one or more program modules such as operating systems, application programs and program data.

The computer unit 1602 further comprises a number of Input/Output (I/O) interface units, for example I/O interface unit 1624 to the display 1608, and I/O interface unit 1626 to the keyboard 1604. The components of the computer unit 1602 typically communicate and interface/couple connectedly via an interconnected system bus 1628 and in a manner known to the person skilled in the relevant art. The bus 1628 can be any of several types of bus structures including a memory bus or memory controller, a peripheral bus, and a local bus using any of a variety of bus architectures.

It will be appreciated that other devices can also be connected to the system bus 1628. For example, a universal serial bus (USB) interface can be used for coupling a video or digital camera to the system bus 1628. An IEEE 1394 interface may be used to couple additional devices to the computer unit 1602. Other manufacturer interfaces are also possible such as FireWire developed by Apple Computer and i.Link developed by Sony. Coupling of devices to the system bus 1628 can also be via a parallel port, a game port, a PCI board or any other interface used to couple an input device to a computer. It will also be appreciated that, while the components are not shown in the figure, sound/audio can be recorded and reproduced with a microphone and a speaker. A sound card may be used to couple a microphone and a speaker to the system bus 1628. It will be appreciated that several peripheral devices can be coupled to the system bus 1628 via alternative interfaces simultaneously.

An application program can be supplied to the user of the computer system 1600 being encoded/stored on a data storage medium such as a CD-ROM or flash memory carrier. The application program can be read using a corresponding data storage medium drive of a data storage device 1630. The data storage medium is not limited to being portable and can include instances of being embedded in the computer unit 1602. The data storage device 1630 can comprise a hard disk interface unit and/or a removable memory interface unit (both not shown in detail) respectively coupling a hard disk drive and/or a removable memory drive to the system bus 1628. This can enable reading/writing of data. Examples of removable memory drives include magnetic disk drives and optical disk drives. The drives and their associated computer-readable media, such as a floppy disk provide nonvolatile storage of computer readable

instructions, data structures, program modules and other data for the computer unit 1602. It will be appreciated that the computer unit 1602 may include several of such drives. Furthermore, the computer unit 1602 may include drives for interfacing with other types of computer readable media.

The application program is read and controlled in its execution by the processor 1618. Intermediate storage of program data may be accomplished using RAM 1620. The method(s) of the example embodiments can be implemented as computer readable instructions, computer executable components, or software modules. One or more software modules may alternatively be used. These can include an executable program, a data link library, a configuration file, a database, a graphical image, a binary data file, a text data file, an object file, a source code file, or the like. When one or more computer processors execute one or more of the software modules, the software modules interact to cause one or more computer systems to perform according to the teachings herein.

The operation of the computer unit 1602 can be controlled by a variety of different program modules. Examples of program modules are routines, programs, objects, components, data structures, libraries, etc. that perform particular tasks or implement particular abstract data types. The example embodiments may also be practiced with other computer system configurations, including handheld devices, multiprocessor systems, microprocessor-based or programmable consumer electronics, network PCs, minicomputers, mainframe computers, personal digital assistants, mobile telephones and the like. Furthermore, the example embodiments may also be practiced in distributed computing environments where tasks are performed by remote processing devices that are linked through a wireless or wired communications network. In a distributed computing environment, program modules may be located in both local and remote memory storage devices.

Different example embodiments can be implemented in the context of data structure, program modules, program and computer instructions executed in a communication device. An exemplary communication/mobile device is briefly disclosed herein. One or more example

embodiments may be embodied in one or more communication devices e.g. 1700, such as is schematically illustrated in Figure 17.

One or more example embodiments may be implemented as software, such as a computer program being executed within a communication device 1700, and instructing the communication device 1700 to conduct a method of an example embodiment.

The communication device 1700 comprises a processor module 1702, an input module such as a touchscreen interface or a keypad 1704 and an output module such as a display 1706 on a touchscreen.

The processor module 1702 is coupled to a first communication unit 1708 for communication with a cellular network 1710. The first communication unit 1708 can include, but is not limited to, a subscriber identity module (SIM) card loading bay. The cellular network 1710 can, for example, be a 3G or 4G network.

The processor module 1702 is further coupled to a second communication unit 1712 for connection to a network 1714. For example, the second communication unit 1712 can enable access to e.g. the Internet or other network systems such as Local Area Network (LAN) or Wide Area Network (WAN) or a personal network. The network 1714 can comprise a server, a router, a network personal computer, a peer device or other common network node, a wireless telephone or wireless personal digital assistant. Networking environments may be found in offices, enterprise-wide computer networks and home computer systems etc. The second communication unit 1712 can include, but is not limited to, a wireless network card or an eternet network cable port. The second communication unit 1712 can also be a modem/router unit and may be any type of modem/router such as a cable-type modem or a satellite-type modem.

It will be appreciated that network connections shown are exemplary and other ways of establishing a communications link between computers can be used. The existence of any of various protocols, such as TCP/IP, Frame Relay, Ethernet, FTP, HTTP and the like, is

presumed, and the communication device 1700 can be operated in a client-server configuration to permit a user to retrieve web pages from a web-based server. Furthermore, any of various web browsers can be used to display and manipulate data on web pages.

The processor module 1702 in the example includes a processor 1716, a Random Access Memory (RAM) 1718 and a Read Only Memory (ROM) 1720. The ROM 1720 can be a system memory storing basic input/ output system (BIOS) information. The RAM 1718 can store one or more program modules such as operating systems, application programs and program data.

The processor module 1702 also includes a number of Input/Output (I/O) interfaces, for example I/O interface 1722 to the display 1706, and I/O interface 1724 to the keypad 1704.

The components of the processor module 1702 typically communicate and interface/couple connectedly via an interconnected bus 1726 and in a manner known to the person skilled in the relevant art. The bus 1726 can be any of several types of bus structures including a memory bus or memory controller, a peripheral bus, and a local bus using any of a variety of bus architectures.

It will be appreciated that other devices can also be connected to the system bus 1726. For example, a universal serial bus (USB) interface can be used for coupling an accessory of the communication device, such as a card reader, to the system bus 1726.

The application program is typically supplied to the user of the communication device 1700 encoded on a data storage medium such as a flash memory module or memory card/stick and read utilising a corresponding memory reader-writer of a data storage device 1728. The data storage medium is not limited to being portable and can include instances of being embedded in the communication device 1700.

The application program is read and controlled in its execution by the processor 1716. Intermediate storage of program data may be accomplished using RAM 1718. The method(s) of the example embodiments can be implemented as computer readable instructions, computer executable components, or software modules. One or more software modules may alternatively be used. These can include an executable program, a data link library, a configuration file, a database, a graphical image, a binary data file, a text data file, an object file, a source code file, or the like. When one or more processor modules execute one or more of the software modules, the software modules interact to cause one or more processor modules to perform according to the teachings herein.

The operation of the communication device 1700 can be controlled by a variety of different program modules. Examples of program modules are routines, programs, objects, components, data structures, libraries, etc. that perform particular tasks or implement particular abstract data types.

The example embodiments may also be practiced with other computer system configurations, including handheld devices, multiprocessor systems/servers, microprocessor-based or programmable consumer electronics, network PCs, minicomputers, mainframe computers, personal digital assistants, mobile telephones and the like. Furthermore, the example embodiments may also be practiced in distributed computing environments where tasks are performed by remote processing devices that are linked through a wireless or wired communications network. In a distributed computing environment, program modules may be located in both local and remote memory storage devices.

In the example embodiments, it will be appreciated that agents and clients are not limited to using the system with mobile devices such as smartphones, tablet computers etc. Rather, the example embodiments may also be realised using desktop computers etc.

In the example embodiments, although it is described that property information is sent to clients, the example embodiments are not limited as such. For example, property IDs may be transmitted instead and property information may be retrieved from a property module.

In the example embodiments, notification messages are not limited to short messaging system (SMS) or email messages and can include, for example, in-app messages, multimedia messages (MMS) etc.

In the example embodiments, although it is described that the property postings are recommended to a client, it will be appreciated that the example embodiments are not limited as such. Rather, "recommending" may include alerting or informing a client about postings.

In the example embodiments, it has been described that various updating such as updating of agent links, of agent to client links, of client to agent links, of bookmarking and/or recommendations of postings etc., for example in a relationship identifier module, are conducted using a search-check. It will be appreciated that such search-checks may be performed on-the-fly or by periodic polling operations etc.

In the example embodiments, although real estate is used as an example of property, it will be appreciated that the example embodiments are not limited as such. For example, any form of property, tangible or intangible, may be recommended, as long as property information may be posted or listed. The example embodiments may for example also apply to facilitating sales and rental of motor vehicles.

In the example embodiments, even though the agent module and the client module are described as distinct and separate modules, the example embodiments are not limited as such. That is, the example embodiments may be modified to provide a user module that allows agents and clients to access the system, based on differentiating between agents and clients.

It will be appreciated by a person skilled in the art that other variations and/or modifications may be made to the specific embodiments without departing from the scope of the invention as broadly described. The present embodiments are, therefore, to be considered in all respects to be illustrative and not restrictive.

**CLAIMS**

1. A system for recommending properties, the system comprising,

a client module for registering clients;

an agent module for registering agents;

a property module for storing a property listing input by a posting agent, the property listing associated with the posting agent contact information and associated with a property information;

a client display module for a client to access the system;

an agent display module for an agent to select the property listing and for recommending the property listing to a client contact;

a communication module for generating a recommendation message to the client contact for the recommended property listing;

wherein the communication module functions to generate a link to the property listing in the recommendation message for a recipient of the recommendation message to access the property information of the property listing and wherein the client display module is configured to omit the posting agent's identity.

2. The system as claimed in claim 1, further comprising a relationship identifier module; wherein the relationship identifier module is configured to store a relationship between the posting agent and one or more other agents registered in the agent module.

3. The system as claimed in claim 2, wherein the relationship identifier module is further configured to store a relationship between the posting agent, the recommending agent and the recommended property listing.

4. The system as claimed in claims 2 or 3, wherein the relationship identifier module is further configured to store a relationship between an agent registered in the agent module and a client of that agent.

5. The system as claimed in any one of claims 2 to 4, wherein the relationship identifier module is further configured to store a relationship between the recommending agent, the client contact and the recommended property listing.

6. The system as claimed in any one of claims 1 to 5, wherein if the client contact is determined to be registered in the client module to a registered client, the client display module is configured to allow the registered client to indicate feedback on the recommended property listing to the recommending agent.

7. The system as claimed in claim 6, wherein the client display module is further configured to provide a Graphical User Interface for accessing the property information and the contact information of the recommending agent.

8. The system as claimed in any one of claims 1 to 7, wherein the property module is further configured to store a privacy setting for the property listing.

9. The system as claimed in claim 8, wherein the property listings each having a privacy setting that allows the agent to view associated property information are configured to be bookmarked for later consideration by the agent.

10. The system as claimed in claims 8 or 9, wherein if the client contact is determined to be registered in the client module to a registered client, the client display module is configured to allow the registered client to search for property listings having a public privacy setting stored in the property module and to allow the registered client to indicate interest on one or more of such property listings to one or more agents selectable by the registered client.

11. The system as claimed in any one of claims 8 to 10, wherein the property listings each having a public privacy setting are configured to be bookmarked for later consideration by the registered client.

12. The system as claimed in any one of claims 1 to 11, wherein the communication module is further configured to send a command to a communication device of the agent to send the recommendation message.

13. The system as claimed in any one of claims 1 to 12, wherein the posting agent contact information is only visible to registered agents.

14. The system as claimed in any one of claims 1 to 13, wherein the communication module is configured to generate an agent notification message for sending to the posting agent based on one or more actions taken in association with the property listing.

15. The system as claimed in any one of claims 1 to 14, wherein the agent display module is configured for an agent to report a property listing that is no longer available, a property listing that contains incorrect property information, or both.

16. A method of recommending properties using a system, the method comprising,

storing registered clients in a client module;

storing registered agents in an agent module;

storing a property listing input by a posting agent, the property listing associated with the posting agent contact information and associated with a property information;

allowing an agent to select the property listing and to recommend the property listing to a client contact;

allowing a client to access the system;

generating a recommendation message to the client contact for the recommended property listing; wherein said generating the recommendation message comprises generating a link to the property listing in the recommendation message for a recipient of the recommendation message to access the property information of the property listing;

and further wherein said allowing a client to access the system comprises omitting the posting agent's identity.

17. The method as claimed in claim 16, further comprising storing a relationship between the posting agent and one or more other registered agents stored in the agent module.

18. The method as claimed in claims 16 or 17, further comprising storing a relationship between the posting agent, the recommending agent and the recommended property listing.

19. The method as claimed in any one of claims 16 to 18, further comprising storing a relationship between a registered agent stored in the agent module and a client of that agent.

20. The method as claimed in any one of claims 16 to 19, further comprising storing a relationship between the recommending agent, the client contact and the recommended property listing.

21. The method as claimed in any one of claims 16 to 20, further comprising determining whether the client contact is registered in the client module to a registered client, and allowing the registered client to indicate feedback on the recommended property listing to the recommending agent.

22. The method as claimed in claim 21, further comprising allowing the client to access the property information and the contact information of the recommending agent.

23. The method as claimed in any one of claims 16 to 22, further comprising storing a privacy setting for the property listing.

24. The method as claimed in claim 23, further comprising allowing the property listings each having a privacy setting that allows the agent to view associated property information to be bookmarked for later consideration by the agent.

25. The method as claimed in claims 23 or 24, further comprising determining whether the client contact is registered in the client module to a registered client, and allowing the registered client to search for property listings having a public privacy setting and allowing the registered client to indicate interest on one or more such property listings to one or more agents selectable by the registered client.

26. The method as claimed in any one of claims 23 to 25, further comprising allowing the property listings having a public privacy setting to be bookmarked for later consideration by the registered client.

27. The method as claimed in any one of claims 16 to 26, further comprising sending a command to a communication device of the agent to send the recommendation message.

28. The method as claimed in any one of claims 16 to 27, further comprising making the posting agent contact information visible only to registered agents.

29. The method as claimed in any one of claims 16 to 28, further comprising generating an agent notification message for sending to the posting agent based on one or more actions taken in association with the property listing.

30. A non-transitory computer readable storage medium having stored thereon instructions for instructing a processor module to execute a method of recommending properties using a system, the method comprising,

storing registered clients in a client module;

storing registered agents in an agent module;

storing a property listing input by a posting agent, the property listing associated with the posting agent contact information and associated with a property information;

allowing an agent to select the property listing and to recommend the property listing to a client contact;

allowing a client to access the system;

generating a recommendation message to the client contact for the recommended property listing; wherein said generating the recommendation message comprises generating a link to the property listing in the recommendation message for a recipient of the recommendation message to access the property information of the property listing;

and further wherein said allowing a client to access the system comprises omitting the posting agent's identity.