

ASP Application

NetReal

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The Problem

As the Internet grew and became an important channel of communication, real estate agents needed a way to advertise their image on the web. Considering the size of the market in question (more than one million users in the United States alone), different companies started producing online marketing solutions for real estate agents. But because most of the real estate agents are elders and they don't have extensive computer experience, and also not a lot free time to learn how to use complex systems, the best marketing system needed to be easy to understand and use.

Solution

TreeWorks created a complex system that offers an exhaustive online marketing solution for every real estate agent and broker, regardless of age and computer experience.

The features contained in the system are complex:

1. The website builder *NetReal.net* - that also offers a twice-a-month newsletter for real estate agents with tips on selling and marketing both online and offline, over 450 free articles about marketing, resources directories (containing specialized software, useful websites etc)
2. The newsletter marketing system *NetRealinTouch.net*;
3. The drip-mail system *NetRealCampaigns.net*;
4. The online presentations system *NetRealExpo.net*;
5. The system for generating reports about the local conditions (demographic, economic, institutions etc) *Local-Reports.NetReal.net*;

Describing the Solution

1. The NetReal.net Portal

A project created by TreeWorks for the North-American real estate market, NetReal.net was conceived as a complete website generator for real estate agents and brokers.

Due to the complex programming techniques (template classes, wildcard DNS) and more than 400 templates (designs), NetReal.net's users can change the graphical user interface (GUI) of the website with a click of a button, while maintaining the existing content.

Other important features of the NetReal.net portal are: an article directory, the NetReal newsletter for real estate agents, a technical support module and many others. All the members can advertise their personal websites using the e-Marketing module available on NetReal.net.

a) Front Page:

Our team created a very friendly design for the system. This design was chosen so as to make the website more accessible, so that no user would find difficulties in accessing and using it. Figure 1 shows the front page of the system.

b) Articles

The NetReal portal has a special section dedicated to free, informative articles. This section is divided in categories depending on their subject. The number of collected articles is more than 450 (figure 2).



Figure 1

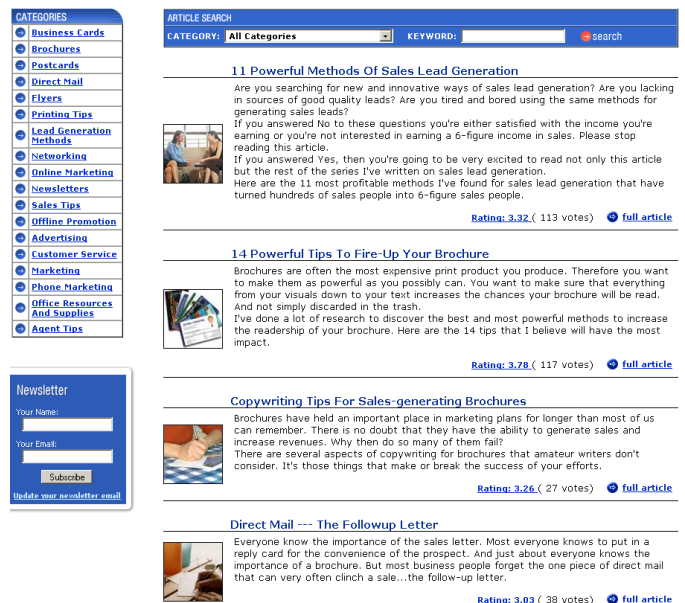


Figure 2

2. The Website Builder

The NetReal system was created to satisfy the needs of any type of user. That is why creating a website with the website-builder developed by our team should no longer be a difficult task for anyone. Figure 3 shows the front-page of the site-builder. One of the most important features of this system is the fact that the user

can take full control of the website (design and content), without having any programming skills.

The complex website structure answers to all the needs of a real estate agents' client. The listings manager supports an unlimited number of listings, lead generation features. (Contact form, Free reports), virtual tours, map

locator and search engine

The content management system enables users to easily modify and customize their websites by activating/modifying/removing the default pages: "About Me", "My Properties", "Rental Properties", "More Listings", "Calculators", "Buy a house", "Weather", "Contact us" etc.



Welcome, Robert Carl !

You can create your own custom website in five easy steps, in less than two hours:

1. Choose your website's name ([My site builder > Select Domain](#))
2. Select your template ([My site builder > Template explorer](#)).
Note: You can change this template at any time (and of an unlimited number of times) without having to re-enter the content of the website, with just one click.
3. Select the sections you want to have on your website ([My site builder > Site content](#))
4. Edit the content of each page by adding the desired texts, pictures and links.
5. E-market your website by selecting the keywords you want and submitting the site to the most important search engines on the net.


 **Tip:** For additional help, check out [our online visual tutorials](#) and [our searchable knowledgebase](#) or download our [Step-by-Step Walkthrough manual](#) in .pdf format (you will need Acrobat Reader® to open it – download it for free by [clicking here](#) if you don't have it yet).

Figure 3

a) The My Site Builder Menu

The creation of a personal NetReal website can be easily done from the *My Site Builder* menu. The options for customizing and introducing content or for changing the design are located here: the selection of the domain, of the template or of the fonts that will be used. Figure 4 shows the *Site Content* menu.

MY SITE BUILDER: Manage site content

Using the control panel on this page, you can manage the content of your website. By clicking on the section name or on the **EDIT** button you will be able to customize the content of that particular section. The **PREVIEW** button will show you in real time how your website will appear once completed. By clicking on the **ON/OFF** button, you can activate or deactivate each section of the site.

STATUS	PAGE	VIEW
on	Home (Home section)	edit name edit content
on	About Me (About Me section)	edit name edit content
on	Featured Listings (Featured Listings section)	edit name edit content
on	Rental Properties (Rental Properties section)	edit name edit content
on	More Listings (More Listings section)	edit name edit content
on	Community Info (Community Info section)	edit name edit content
on	Calculators (Calculators section)	edit name edit content
on	Resource Center (Resource Center section)	edit name edit content
on	Recommended Links (Recommended Links section)	edit name edit content
on	Home Evaluation (Home Evaluation section)	edit name edit content
on	Want to buy a home? (Want to buy a home? section)	edit name edit content
on	Testimonials (Testimonials section)	edit name edit content
off	Custom page 1 (Custom page 1 section)	edit name edit content
off	Custom Page 2 (Custom Page 2 section)	edit name edit content
off	Custom Page 3 (Custom Page 3 section)	edit name edit content
on	Weather Forecast (Weather Forecast section)	edit name edit content
on	Contact Us (Contact Us section)	edit name edit content
on	Email me (Email me section)	edit name

Figure 4

b) Templates

NetReal offers its members an extensive template gallery (figure 5) - more than 400 - they can use for changing the look and feel of their website without modifying the content. The templates are varied in theme and color schemes, illustrating various American or Canadian locations, seasons, religious or national holidays etc.

TEMPLATES GALLERY

PAGE: << < 1 2 3 4 5 6 7 > >>

- Autumn Leaf Riot
- Autumn On A Curve
- Autumn Symphony
- Autumn's collection
- Awaiting Friends
- Bachelor Pad
- Back home
- Back home (blue)
- Bay Wilderness

Figure 5

c) The User's Control Panel

The users' personal page has information about their account. The users can change their personal data, their design preference settings, customize the content, communicate with clients or promote their website. This page is shown in figure 6.



Figure 6

d) How Does A Final Website Look Like?

After setting all the preferences concerning the layout and the content, the website has to be activated so that it can be seen on the web by the real estate agents' clients.

In the picture below (figure 7), you can see a generated website:



Figure 7

e) Visual Tutorials

For the NetReal members that have problems with their personal website configuration or with accessing any of the system's features, our team has added a special section with visual tutorials that tries to answer all the possible questions the users might have (figure 8).

Netreal visual tutorials

- 1. How to: Register and start trial**
This tutorial will show you how to register, make an account and start your free 30-day trial.
- 2. How to: Sign in and sign out**
This tutorial will show you how to sign in and sign out of your account.
- 3. How to: Retrieve your password**
This tutorial will show you how to retrieve your password in case you've forgotten it.
- 4. How to: Select a subdomain name**
This tutorial will show you how to choose a subdomain name (www.yourname.netreal.net) for your website.
- 5. How to: Select a template**
This tutorial will show you how select a template for your website.
- 6. How to: Manage your templates**
This tutorial will show you how to manage your templates, including changing your current template and adding a template to your favourites list.
- 7. How to: Create and use a support account**
This tutorial will show you how to create a new support account, open a new support ticket and keep track of your tickets.
- 8. How to: Suspend and activate your website**
When you create your account, your website is automatically published online and if you do not want it published until it is fully customized, you can take it offline, replace it with the "Under Construction" page, and publish it again later. This tutorial will show you how.
- 9. How to: Start managing your site content**
This tutorial will show you how to start managing your site content.
- 10. How to: Create your site identity: header**
This is the first of the three tutorials that will teach you how to build the unique identity of your site. We will start with the header elements: the site title and the site motto.
- 11. How to: Create your site identity: menu**
This is the second tutorial on site identity. You will learn how to use menu elements to make your website unique: personal photo and agency logo.
- 12. How to: Create your site identity: footer**
This is the third tutorial on site identity. You will learn how to customize footer elements: credential logos and the copyright notice.
- 13. How to: Change the font used for your website**
This tutorial will show you how to change the font type and the font size used for your website.
- 14. How to: Use the online editor- Basic operations, text formatting**
This tutorial will show you the basic functions of the online editor such as the copy/cut/paste functions and the principles of text formatting.
- 15. How to: Use the online editor-Inserting special characters, linking**
This tutorial will teach you about more advanced features of the editor such as inserting special characters and links.
- 16. How to: Use the online editor-Image editing**
This tutorial will teach you all about the principles of image editing using the image editor within the online editor.
- 17. How to: Use the online editor-Creating and formatting tables**

Figure 8

3. NetRealinTouch

NetRealinTouch.net is a newsletter marketing system developed for the North-American real estate market, that offers both the content and the technical platform for sending the campaigns.

NetRealinTouch.net has with two types of newsletters: the weekly Farming newsletter (with information on topics of general interest: Family, Food and Drink, Gardening, Health, Home, Leisure, Pets, Tips) and the monthly Prospecting newsletter (with specialized real estate information about

Home Improvement, Seller Tips, Buyer Tips, Moving/ Relocating, Mortgages Info, Real-Estate Investments) (figures 9 and 10). Aside from the quality articles created or selected by the editorial team, the newsletters also contain information about movies, books, weather forecast and mortgage rates.

Figure 9 - Farming Newsletter

Figure 10 - Prospecting Newsletter

The Farming newsletter is addressed to real estate agents' potential clients and it covers subjects of general interest. The Prospecting newsletter is specialized and offers information about real estate transactions: how to sell or buy a house, mortgage and real estate investment guides. This type of newsletter is addressed to the agents' prospects and clients.

The system is complex enough to satisfy even the most experienced users, but at the same time it can be used by those with less knowledge about computers.

The mailing list management system is flexible and accessible, allowing for the creation of an unlimited number of specialized lists (figure 11). Each of these lists can receive customized newsletters allowing for the publishing of targeted marketing campaigns. Users can create mailing lists by adding email addresses either manually, or automatically by importing them from Outlook or Outlook Express. The members can also send individual emails, allowing for a better communication between real estate agents and their clients.

Also, users can choose from a series of professional templates available that can be used to change the appearance of the newsletters (figure 12).

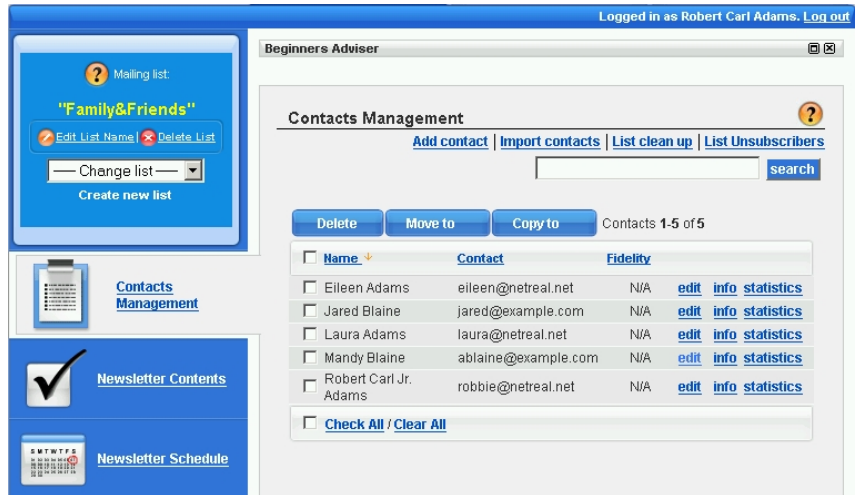


Figure 11

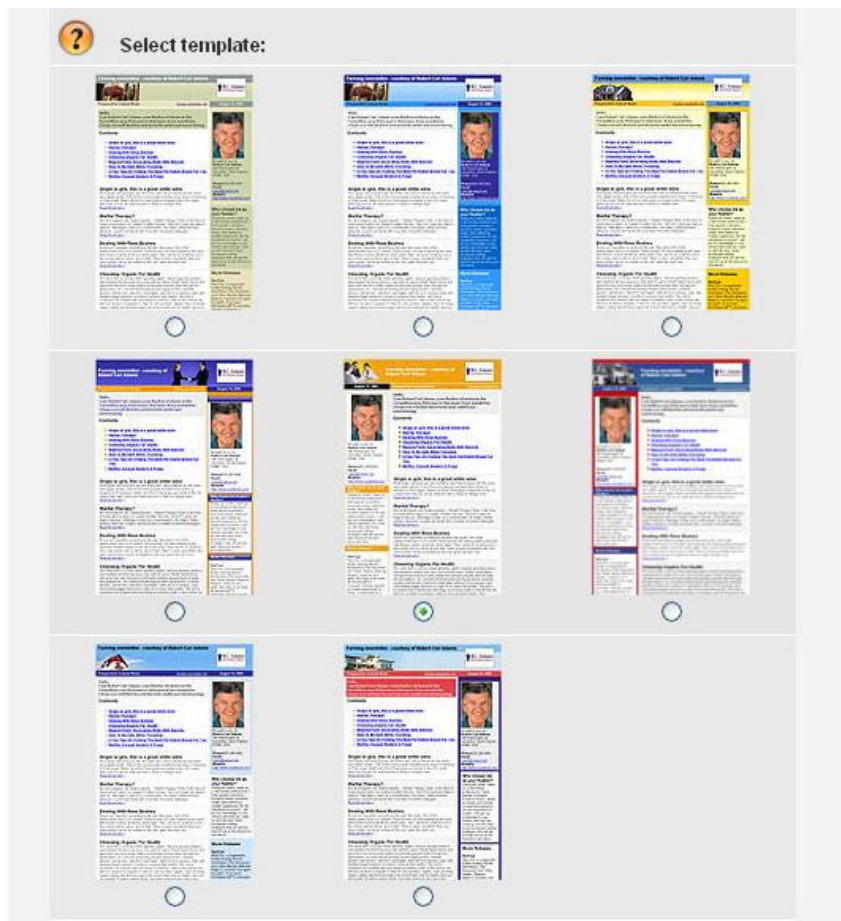


Figure 12

The recipients' response to the newsletters can be monitored closely using a complex statistics module, which offers general data about the campaigns, as well as personalized data about each client (figure 13).

Aside from basic newsletter campaign operations, the NetRealinTouch system also offers additional features such as the ability to insert the newsletters and subscription forms into personal websites.

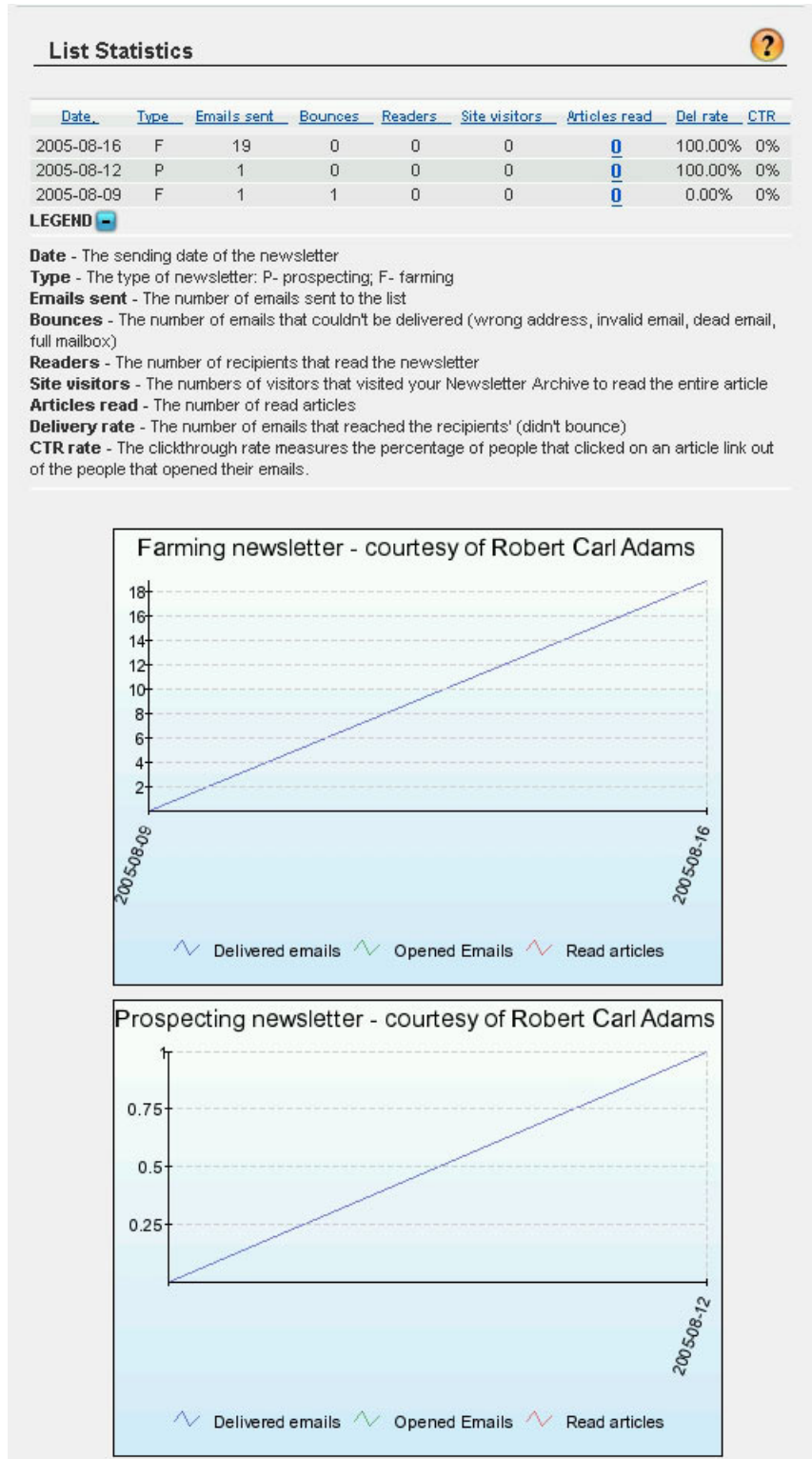


Figure 13

4. NetRealCampaigns

NetRealCampaigns is a complete system for sending drip mail campaigns created by TreeWorks especially for the American and Canadian real estate market. Drip mail campaigns contains highly-personalized, targeted emails (figure 14). These messages have a pre-established frequency (every few days or weeks) and a period of time to cover (from a few weeks to years). The campaigns are managed automatically by specialized

software, and the content appears as if it were written especially for the individual recipient.

NetRealCampaigns offers the technical platform for sending the campaigns, as well as their content. All the user has to do is to insert his list of contacts and then, the system will automatically generate and send the campaigns. The campaigns can be assigned to entire mailing lists, as well as to individual prospects, therefore answering their every informational need. The

users have complete control over the content of the campaigns.

They can easily edit or erase the existing messages, and also create new campaigns from scratch.

The designer team has created a series of professional templates, which can be used to change the appearance of the messages, without modifying the content. The system also comes with a complex statistics module which allows users to monitor the success of their campaigns.



Figure 14

5. LocalReports

LocalReports offers free reports to real estate agents for their clients, with useful information about cities and areas from the US.

The website has an user-friendly interface, easy to use for anyone, regardless of their computer experience. The real estate agents can get their local reports in html format online, or in pdf format through email (figure 15).

The screenshot shows the LocalReports website interface. At the top is a blue navigation bar with links for HOME, CUSTOMIZED REPORTS, FAQ, SUPPORT, and SIGN IN. Below the navigation bar is a large banner with a background image of a house and a group of people. The banner text reads: "Show your customer you are the neighborhood expert! Completely FREE!". The LocalReports logo is visible in the bottom left of the banner. Below the banner is a section titled "Get your local report in seconds!" with a form to "Enter Zip code" and a "Generate Report" button. To the left of the form is a paragraph of text: "Do your clients need information about a particular city or area? Then Local-Reports.NetReal.Net is here to work for you. Local-Reports.NetReal.Net is a FREE report service for real estate professionals. Simply enter any area zip code and in seconds, you'll get an in-depth report about the city, containing complete statistical data and other info (population and education, weather reports, crime rate, TV and radio stations, real estate market conditions). Then, all you need to do is to send it to your clients or include it in your website. It's that easy." To the right of the form is a section titled "LocalReports.NetReal.Net includes :" followed by a list of features: "In-depth statistical data about a city or area of your choice in .html and .pdf format: local real estate market conditions, general city info (airports, weather, crime rate), population and education data, social and economical conditions (radio and TV stations).", "Access to an index of more than 5000 US locations.", "Tools for publishing reports in .HTML format.", "Tools for getting the .PDF version of your reports in your inbox.", and "Options for customizing reports by including your name, address, contact data, photo and agency logo." At the bottom of the page are four links: "Click here for a sample report.", "Click here for a sample PDF report.", "Click here to see a personalized report.", and "Not a member yet? Click here to register."

Figure 15

6. NetRealExpo

NetReal Expo was built with both the agents, and their prospects in mind. As a result, the members can create a professional presentation in less than 15 minutes, and then invite their prospects to view it via the internet, while they control its flow from their end (figure 16).

The presentations can be easily transformed in pdf documents at the push of a button, thus enabling the recipients to view the contents offline or to print them for easier reading or for reference. Also, these presentations can be included into personal websites. This makes for easy dissemination of the information and enriches the use of a presentation from

an one hour deal to a permanent fixture, a resource that can always be found by prospects. The monitoring tools allow the members to check for who and when has seen their presentation, which presentation has the most views and much more.



Figure 16

7. Directories

The NetReal directory is divided in 3 categories: *agents' directory*, *software directory* and *links directory*.

The Agents Directory contains

listings of real-estate agents from all-over the United States and Canada. Using the advanced search and zip-locator features, one can find the right agent in a matter of seconds.

The Software Directory contains all the information the user might need when deciding to purchase new real-estate software.

Here one can find descriptions, reviews, ratings, pricing and technical specifications of all the listed products.

If someone is looking for the highest rated and most informative websites connected to the real-estate industry they can be find what they're looking for in the Links Directory.



Figure 17

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