


A property listing solution for your website

Marketing your properties to a wider audience



PropertyMall.com

an activity of **MaxiMalls.com**
where your website gets attention

A group of children are gathered around a table outdoors. In the foreground, a child is holding a large, striped ice cream bar (red, white, and blue). Other children are looking on with interest. The background shows a blurred outdoor setting with a railing and greenery.

**'Our website is
generating opportunities
for new business
development.'**

Lyn Howgate
Head of Marketing, Matthews & Goodman



We help companies do business online

We would like to introduce our Property Listing solution. It's an application developed by MaxiMalls, to use as a part of your website.

Visitors can search your properties, view details and email you with enquiries. You can easily add, edit or remove properties using a content management system. We call it the Property Listing Database. Before we tell you more about our system, you may want to know more about us.

MaxiMalls was formed in 1996 to help companies do business online. We do this by providing three core services. These are advertising, website design and analysis.

If you want your space on the web to work, you need to attract, engage and understand the visitors to your website. That is the central principle to everything that we do. If you get it right you may be surprised at how effective your online efforts can be.

Our websites - PropertyMall.com and ConstructionMall.com - attract thousands of visitors every month. Your website will attract more visitors if you advertise on ours.

We've developed lots of ways to make your website more engaging. Interesting websites with strong design and features, such as our Property Listing Database, generate more business. We can measure how visitors use your website. This helps you understand how to make it more effective and generate more sales. Your website will attract more visitors. A virtuous circle has begun that keeps improving the return on investment of your website.

Attract

Attract visitors using links in our portal websites PropertyMall.com or ConstructionMall.com

Get highly ranked on search engines such as Google, Yahoo! and MSN.

Visitors

Engage

Create an engaging website with a Property Listing Database.

Use the content management system to update your website from anywhere. Even send data from your website to other websites.

Ask visitors to subscribe to emails for your property list, research reports etc.

Information

Understand

Analyse your website visitor information.

Convert visitors into sales leads. View meaningful reports and statistics on your website's visitors and what they do.

To find out more about MaxiMalls.com please visit our website, www.MaxiMalls.com and request or download a brochure.

'The property search facility in our website continues to provide us with quality leads. The deals we have already done mean the site has been a great investment.'

Stephen Cradick
Brian Cradick & Company

Carter Jonas | www.carterjonas.co.uk



Shelley Sandzer | www.shelley-sandzer.co.uk



Adding power to your website with a ready-made Property Listing Database

Strutt & Parker | www.struttandparker.co.uk



A Property Listing Database in your website increases visitors, enquiries and deals.

The online Property Listing Database is a state-of-the-art internet application. It is for use as a part of your website. Visitors can search your properties, view details and email you with enquiries. You can add or delete properties and change their descriptions anytime. You can add an image and a PDF to the details. You can create automatic feeds of your property listings to other online databases, such as the central property database on PropertyMall.com or EG PropertyLink.

The Property Listing Database can have the 'look and feel' that you specify - we can make it seamless with your existing website.

Anywhere anytime

You have secure access enabling you to upload properties anywhere, anytime.

Great looking properties

You can upload images from your PC; the software even re-sizes these for you if you wish.

Technologically challenged?

You don't need to get involved in anything technical. We do all that for you. The Property Listing Database sits on our very large, very fast servers with round the clock continuous access.

Choices choices

You can add maps, email subscription forms and many other features to make your Property Listing Database an even more effective sales tool.

Search engine optimised

Your property details are automatically optimised for the search engines so more people will find them.

Get seen

You can automatically send your properties to the central Property Listing Database on PropertyMall.com and EG PropertyLink where thousands of people will see them.

Colliers CRE | www.colliers.com



Three ways of using the Property Listing Database:

When to use the Property Listing Database	Where to enter the property details	Where people will be able to see the details		
If you only have a few properties to list	Direct into PropertyMall.com		PropertyMall.com	
If you do not already have a property database	Your own control panel	Your own website	PropertyMall.com	Other listing service (EG PropertyLink etc)
If you have an existing property database	Your existing database	Your own website	PropertyMall.com	Other listing service (EG PropertyLink etc)



'Our website now has an improved Google rank and we receive an excellent number of visits and enquiries. We are very pleased with the work MaxiMalls have done.'

Ted Schama
Shelley Sandzer



The visitor's experience or 'front end'

The quality of your property presentations will increase the number of property transactions.

The professional look and feel of the Property Listing Database in your website and the up-to-date information will impress people and give them the confidence to do business with your company.

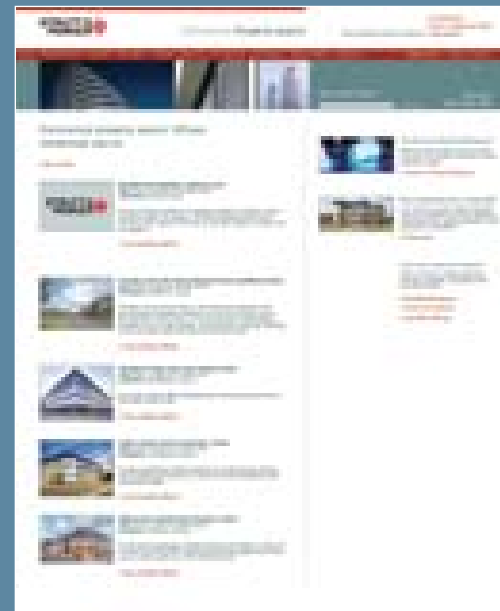
Our client, Strutt & Parker, have our Property Listing Database in their website. Here is how someone visiting the website might use it.



1 A visitor to their website sees an attractive menu of property categories. They are interested in Offices.



2 Strutt & Parker operate nationally so the visitor can specify the location for their search using a map.



3 On the results page they see an attractive list of offices with large thumbnail images.



4 The visitor can then view the full property details and can call or email Strutt & Parker with an enquiry.



‘Our property database is easy to use and update, and we’ve had many favourable comments from clients and visitors to our site.’

Simon Arbon
Brasier Harris



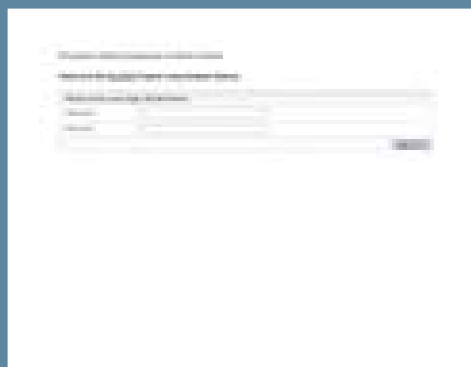
Your control panel or the 'back end'

A powerful business tool.

Your control panel enables you to make changes to your Property Listing Database.

It gives you complete control over the way your properties appear in your website. You can set up 'rights' and authorise who has the ability to add, edit and remove properties from the database.

Your Property Listing Database will quickly become a very powerful business tool and improve your company's profitability.

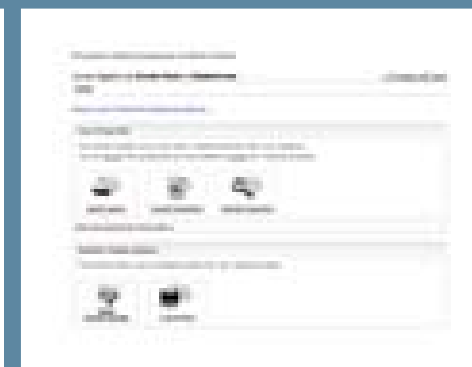


You enter your company's control panel with a password; you can do that anytime from any PC, anywhere.



You make the changes you want and click the 'Save' button which will make your changes go 'live' immediately.

The changes could be adding a new property or deleting one, editing it to add or replace text, numbers and photos.



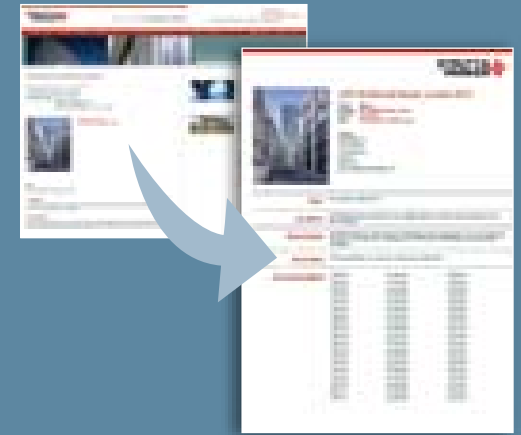
If you operate from more than one office, you can set up multiple branches so that properties are matched with the correct office.

You can choose to purchase an optional feature which allows you to view statistics. You can see how many people looked at each of your properties and how many downloaded a PDF. You can also see how many people sent you emails.

'We had a number of fairly complex requirements from our commercial property database and the solution provided by MaxiMalls has surpassed all of our expectations.'

Pat Hastings
Head of IT, Carter Jonas

Dynamic PDF brochures

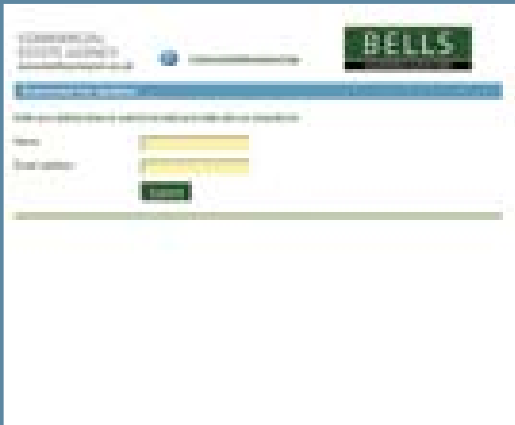


Map-based search



Options

Email subscriptions



Custom fields



You can add many features to your Property Listing Database. Here are some of the most popular:

- **Dynamic PDF brochures**
The system can automatically create PDF files of the full property details with pictures, your branding etc. People can download these from your website and print them.
- **Email subscriptions**
You may want to invite people to register to receive emails from your company about properties that become available. This will help you to quickly build a list of prospects as well as creating a lot of goodwill in the marketplace.
- **Prioritised results**
This option allows you to promote particular properties so they appear at the top of the page when people carry out a search.
- **Multiple images**
This option gives you the ability to display a number of photos or images for each property.
- **Map-based search**
You can include a map of the area you cover divided into separate areas or regions. This allows people to search for properties in the areas they choose.
- **Custom fields**
This option offers the facility to add custom fields and corresponding text to your property details. For example a table of accommodation with areas per floor.
- **Seamless integration**
Your property search can be seamlessly integrated with your website. We work with your web hosting company to achieve this.
- **Postcode-based search**
A search for a postcode (eg London WC2) orders results by the nearest geographical match even if that falls within a different postcode (eg London SE1).
- **Bespoke maps**
The standard option includes a link to a free map for each property. We can also include many other options for creating maps.
- **Setting levels of authority for your staff**
Some members of your staff will have access to edit every property on your website. You may wish other members of staff to have more limited rights so they can only edit some of the properties.
- **Allowing multiple branches to use the same database**
The system can be set up with several accounts accessing the same company's properties, ideal if you have several branches. Staff members can have access to every account or just one (see Setting levels of authority). New accounts can be added on request.



**‘We have used PropertyMall
for the last two years and
have been delighted with
the increased exposure
for our clients’ properties.’**

Charles W M Edwards MRICS Dip.Surv.
Director, Bells Commercial Limited

Marketing your property details to a wider audience

PropertyMall.com, EG PropertyLink and other listing services

1 PropertyMall.com search criteria



The central database on PropertyMall.com is seen by thousands of visitors a month

Our website PropertyMall.com receives thousands of visitors a month, and that number continues to grow. PropertyMall.com automatically lists the properties you enter into your website using our Property Listing Database. Our clients are receiving enquiries every day from people who have found their properties on PropertyMall.com.

EG PropertyLink and other listing services

If you have your property details in a database already (your own database or maybe with another property listing service), we can set up a system to take information and display it on your website. Or, if you want your property details to appear on other property

listing websites such as EG PropertyLink, we can create an XML feed directly from your website to theirs.

Search engines

Your property details are automatically optimised for the search engines so more people will find them.

RSS (Really Simple Syndication)

Really Simple Syndication (RSS) is a system that tells you when your favourite websites have been updated, without you having to visit them. Usually, software on your computer displays a list of new updates to websites that you choose. If an update interests you, you can click on a link to the website for the full details. If you have our property listing database, you can use RSS to offer people updates on new properties you add to your website.

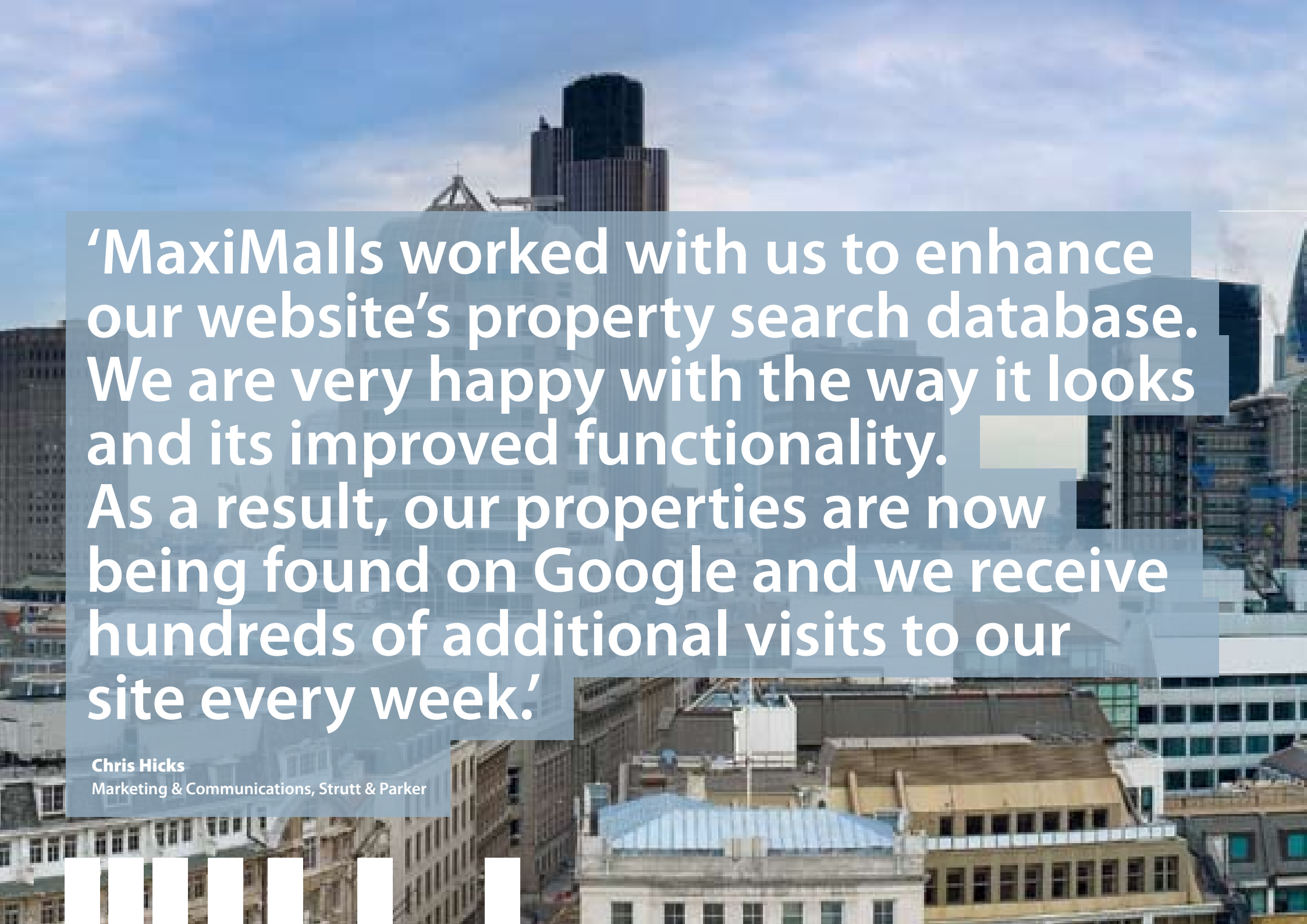
2 PropertyMall.com search results



STRUTT & PARKER

Online form





'MaxiMalls worked with us to enhance our website's property search database. We are very happy with the way it looks and its improved functionality. As a result, our properties are now being found on Google and we receive hundreds of additional visits to our site every week.'

Chris Hicks
Marketing & Communications, Strutt & Parker



New features

We are continuously improving the Property Listing Database as our clients ask for new features.

We are always looking for things that make significant improvements to the system. Below are some examples of upgrades that we are adding right now.

Businesses for sale

Many of the properties that we list for sale can be marketed as a business for sale. We are in the process of developing the functionality within the Property Listing Database to allow these to be listed separately.

Dynamic map locations

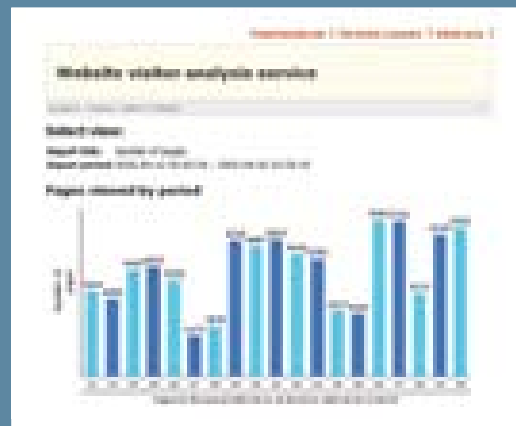
You can display your available properties on a map.

Email marketing

Many people looking for property will visit your website long before they intend to act. If you offer to email them your property list on a monthly basis, you will soon build a fantastic list of prospects. Our email marketing module for the Property Listing Database manages your subscriber list and automatically sends email branded with your corporate design.

International

We are building European language options for some of our clients' property listings overseas.



Measuring Results

Measuring success

The Property Listing Database can provide you with immediate feedback on the number of people that looked at your properties online.

You can see which properties they looked at and how many people have sent you emails.



‘We have advertised our company and individual properties on PropertyMall for some time now and have been very pleased with the level of traffic and enquiries generated.’

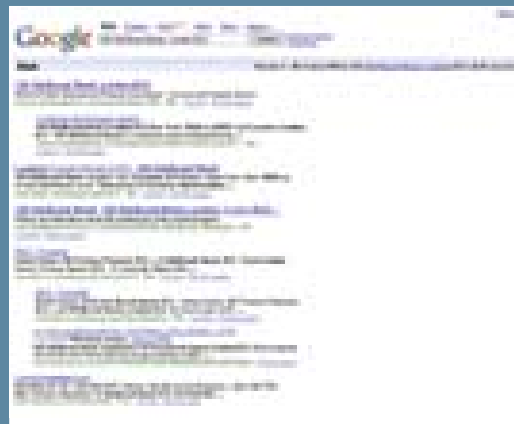
James Friedenthal

Commercial Manager, Workspace Group PLC

Features and benefits

Features:

- Bespoke - You specify how the property listings appear in your website – the branding, colour, style and so on.
- Branding - The property listings include your logo, contact details and standard terms and conditions.
- Comprehensive - The standard property details can include an image, a PDF brochure and a map.
- Flexible - You can specify which search options you wish to offer your visitors.
- Structured - Property details include location, address, size, type of tenancy, description, amenity list, terms and more.
- Printable - The particulars page is set up for printing on A4.
- Secure - The database runs on our own powerful servers.



Benefits:

- Quality - The technology has been fully developed.
- Tested - The database powers the search on many commercial agents' websites.
- Time - we can install a full property search in your website very quickly.
- Download time - visitors to your website will be able to download property details very quickly.
- Reliability - we back up all your information on our professionally managed servers.
- Exposure - your property details can easily reach a very wide audience.
- Ease of use - you can manage all your property listings from any PC, anywhere.

Property visibility

The Property Listing Database automatically optimises the property details for easy listing by the search engines, such as Google, Yahoo! and many others.

Your properties should appear highly in search engine results. Your properties will get more visits that way and you should do more deals.



‘MaxiMalls have provided us with a very cost-effective way to give our properties the widest possible exposure.’

Cliff Bonnett
sbh Page & Read



Prices

Licence and hosting fee

We charge a licence and hosting fee to use the Property Listing Database. The fee starts at £200 per calendar quarter. You can terminate at any time.

Website installation one-off fees

Our fees for installing a standard Property Listing Database in an existing website start at £450. The fee for creating a Property Listing Database that is fully integrated with the look and feel of an existing website depend on the amount of work involved and starts from about £2,000.

Property data transfers

To transfer your property details automatically to and from your website, you must have our Property Listing Database with a licence that is valid for the whole time you want to be able to transfer information.

Information feeds

Automatic XML feed directly from your website to EG PropertyLink:	£500 one-off ¹
Automatic XML feed directly from your website to another third party:	circa £2,000 ²
XML feed from a third party (such as your in-house database) to your website:	from £500 one-off ³
RSS feed for your property database:	£750 per year

¹ EG PropertyLink require additional fees

² This cost may decrease if the third party has an established and documented XML import facility

³ Set-up requires liaison with your database support / IT department

Optional extras

Some options are listed below. Please see page 11 for an explanation of these options. If you don't see what you are looking for, please do contact us. The Property Listing Database is very flexible and we can add many more features.

Fixed one-off fees

Prioritised results facility	£250
Custom fields	£1,000

Guide price one-off fees

Map-based search	£750
Seamless integration (no frames)	£1,000
Postcode-based search	*£1,000

Prices on application

Multiple images
Bespoke maps
Dynamic map locations
Management reports & statistics

* plus annual licence

Our Terms of Business apply; these can be found on our website at www.MaxiMalls.com/pdf/termsofbusiness.pdf

