Web Development Proposal for our Website and Content Management System (WCMS)
Contents.....

- Introduction - Our services
  - About us
  - Website development
  - Online marketing services

- Part 1 - Developing your Website and Content Management System
  - Design options
  - Content options
  - How the Content Management System works
  - Additional features of the Website Management System
  - Initial investment

- Part 2 – Additional functional options
  - Product and Property Management
  - Customer Management (and email functionality)
  - Additional investment

- Conclusions
  - The web development process
  - Recommendations and summary of costs
Anicca Solutions Ltd

- Anicca Solutions was formed as a web development company in 2004 and became a full digital agency in 2006.
- We are an East Midlands accredited supplier and carry out work directly for Business Link.
- We have collaborative partnerships with other agencies and technology companies and carry out work for them on a sub-contract basis.
- We have set up a new training company called PPC-School to provide independent practical training around the UK.
- The management team includes;
  - Ann Stanley (MD) is responsible for providing online marketing consultancy and training to clients. Ann is a chartered marketer and a Google AdWords Professional.
  - Alex Fowler (Technical Director) is responsible for building clients websites and developing and maintaining our own stable of websites.
  - Dawn Clode (Property Sales Director) is responsible for sourcing and selling property to individual investors and commercial investors via our property portals www.new-homes-direct.com and www.overseas-homes-direct.com.
Clients
Our Services to develop and promote your website

Website Development & Portals

Online Marketing Services

Your products or services

Sales
Website Development

- We will develop a website for you with a modern design and if required the content can be optimised for the search engines.
- All of our websites are search engine friendly and have a Website and Content Management System that allows you to edit the pages yourself and modify elements of the design and layout.
- You can choose a range of extra modules to meet your business and clients’ needs, including:
  - Property, product or service database
  - Customer database, profiling and filtering with email alerts
  - Ecommerce and shopping carts to take orders or reservations online
- You can export (or import) product or property details into key portals and other directories.
Online Marketing Services

- Strategic review of your website and online marketing activities
- Production of online marketing strategy and plans
- Audit of yours and competitor websites to review the design, content and functionality; in order to improve sales conversion
- Online surveys and customer feedback to determine site strategy
- PPC campaigns, including setting up new plans or improving the effectiveness of current campaigns
- Search engine optimisation of your site
- Link development strategies, ePR, directories etc
- Other online marketing activities including:
  - Email marketing
  - Affiliate marketing
  - Banner ads
- Ongoing management & reporting
Part 1

Developing your new website with a bespoke design and our Website & Content Management System
Requirements of your new site - design

- We create a bespoke design for you:
  - Incorporate logo and corporate colours
  - Integrate and develop branding to reflect size and status of company
  - Crisp clear and attractive design to attract target audiences
  - Prominent Search “calls for action” on each page – to encourage the user to leave their details and interact
  - The design will not compromise usability, content or navigation (eg the user should be able to tell where they are)

- We then integrate your design with our Website and Content Management System, enabling you to
  - Add and change your content and tags, change the menus and re-order content
  - Modify elements of the design, eg change the images, logos, colours etc

- The site will be accessible; this means the user will have the ability to increase the font of the text, and it will be compatible with major browsers and work at lower screen resolutions
Examples of our sites
Our award winning designs

Helping first-time buyers to get on the property ladder

With some lenders now offering mortgages equivalent to 3-5 times single or joint income - there is a much better chance for first time buyers to get on the property ladder. However many buyers are still unable to save enough cash for their deposit, stamp duty and all the fees! So we have developed 2 schemes to help first times buyers purchase their first home.

First Steps - With a commitment deposit of only £2500 you will get a brand new homes with 5% deposit paid, no stamp duty and no fees to pay, plus a bonus of £500 per month for the first year and £2500 worth of Ikea vouchers!

London Scheme - With a commitment deposit of £5000 you will get 5% deposit, 1% stamp duty and all your fees paid, plus a bonus of £500 per month for 6 months and £2500 worth of Ikea vouchers!

First Steps Scheme -
5% Deposit, stamp duty and all fees paid, plus a bonus of £500 per month for a year!
Different Elements of the design

- Branding
- "Calls for action"
- Search results from database
- Main navigation
- Log-in
- Search on every page
Requirements of the new site - content

- Our Content Management System allows you to add pages and modify the main page content yourself – however you need to define the top level navigation as this will be incorporated into the design.

- Examples of top-level pages
  - Home
  - About us
  - Property types & specifications
  - Property locations
  - Property investment guides
  - News & events
  - Contact us

- Admin and footer menu
  - Enquiry/order form
  - FAQ’s
  - Terms and conditions
  - Privacy policy
  - Careers & jobs
  - Useful links
Content management system – how does it work?

- Go to your admin page on your website, for example: www.interactionmedia.co.uk/admin
- Log into back-office
- Select “Page text manager”
- Select page to be modified eg “Index” (homepage)
- Select “Edit page”
- Got to “Editing Page” screen
- Highlight area to be changed with cursor
- Make change eg bold text
- Hit submit
- Go to relevant page on the website and find the text has already been changed
Website and Content Management System

This management system is best used with firefox.

Page Text Manager
News Manager
Clients Manager

Website Management
Layout Manager
Menu Manager
Website Status
Web site Statistics

Page - index

List of all static pages:
- about-us
- careers
- contact-us
- digital-and-online
- digital-and-online-marketing
  - index
- media-channels
- media-planning-and-buying
- traditional-media

Page Version History - Edit and view archived pages

- Date: 2007-12-04 11:03:36
  Notes: Changed fonts
  Live: yes

- Date: 2007-12-04 11:01:41
  Notes: Changed fonts
  Live: yes

- Date: 2007-11-20 15:21:25
  Notes: Changed Images
  Live: yes

- Date: 2007-11-13 00:00:00
  Notes: Page Created
  Live: yes

- Date: 2007-11-09 00:00:00
  Notes: Page Created
  Live: yes

Edit Page
Preview Page
Change Live Status

Page Operations - Create and delete pages
Page SEO - Edit title and meta tags

ann@anicca-solutions.com | www.anicca-solutions.com | www.anicca-web.com (demo site)
Welcome to Interaction Media - altogether more effective

Interaction Media is a specialist media agency with over 20 years experience in the marketing communications industry. We are a privately owned media company, so we are totally independent and offer a highly customer-focused approach. Our speciality is to provide media planning and buying, taking a strategic view through to the daily practicalities of implementation.

Our communication experience encompasses both brand building and direct response advertising. This means that as our client you will always receive a commercially relevant and impartial media solution focusing on your business needs.

See below for more details of our services.

Notes for this page (required)

Notes must be entered before the update button will work.

Update Page

ann@anicca-solutions.com | www.anicca-solutions.com | www.anicca-web.com (demo site)
See changes on the live site

Interaction Media – Altogether More Effective

Welcome to Interaction Media - altogether more effective

Interaction Media is a specialist media agency with over 20 years experience in the marketing communications industry. We are a privately owned media company, so we are totally independent and offer a highly customer-focused approach. Our specialty is to provide media planning and buying, taking a strategic view, through to the daily practicalities of implementation.

Our communication experience encompasses both brand building and direct response advertising. This means that as our client you will always receive a commercially relevant and impartial media solution focussing on your business needs.

See below for more details of our services

- Traditional (offline) media planning and buying
- Digital and online marketing

ann@anicca-solutions.com | www.anicca-solutions.com | www.anicca-web.com (demo site)
Other features of the Website and Content Management System

Website Management

- Web management system (WMS) allowing modification of the design and content with search engine friendly web addresses (urls)
- Database for clients, news, events, PR and testimonials
- PDF management – allowing users to download brochures
- Enquiry/registration form or brochure request

Technical

- Hosting included for the first year (£250/annum subsequent years)
- Free web statistics and metrics (using the server metrics and/or links to Google Analytics)
Layout Manager for modifying elements of the layout, design, menus and footer

<table>
<thead>
<tr>
<th>General Site</th>
<th>Header</th>
<th>Main Image</th>
<th>Menu</th>
<th>Main Text</th>
<th>Footer</th>
<th>Help</th>
</tr>
</thead>
</table>

**Header Settings**
- **Header Height**: 220px
- **Background Colour**: [ ]

**Left Image**

**Image Information**
- **Image Path**: /images/logo.png
- **Vertical Space**: 10px
- **Horizontal Space**: 10px
- **Interaction Media**
- **Choose a new image file to upload**
- **Upload a new image file**

**Right Image**

**Image Information**
- **Path**: /images/phone_number.png
- **Vertical Space**: 20px
- **Horizontal Space**: 20px
- **Choose a new image file to upload**
- **Upload a new image file**

Call now 020 7647 8600
Layout Manager for modifying elements of the layout, design, menus and footer

Main Text Settings

Vertical Space: 25px
Right Horizontal Space: 10px
Bottom Space: 50px
Width: 550px
Background Colour: #FFFF00

Setting the width

The width of the main text panel can also be set here, but care should be taken not to set this value too wide. There is only so much space that can be taken up by the main text and the menu and if there is not enough room then one of them will be displayed below the other.
Layout Manager for modifying elements of the layout, design, menus and footer

<table>
<thead>
<tr>
<th>Menu Name</th>
<th>Menu Title</th>
<th>Order</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interaction Home</td>
<td>Back to the home page</td>
<td>1</td>
</tr>
<tr>
<td>about-us</td>
<td>All about us</td>
<td>2</td>
</tr>
<tr>
<td>media-channels</td>
<td>Media Channels</td>
<td>3</td>
</tr>
<tr>
<td>media-planning-and-buying</td>
<td>Our Media planning and buying services</td>
<td>4</td>
</tr>
<tr>
<td>digital-and-online</td>
<td>Our Digital and online services</td>
<td>5</td>
</tr>
<tr>
<td>Latest News</td>
<td>The latest news from Interaction Media</td>
<td>6</td>
</tr>
<tr>
<td>Clients &amp; Portfolio</td>
<td>Our clients and portfolio</td>
<td>7</td>
</tr>
<tr>
<td>contact-us</td>
<td>How to contact us</td>
<td>8</td>
</tr>
<tr>
<td>news</td>
<td></td>
<td></td>
</tr>
<tr>
<td>clients</td>
<td></td>
<td></td>
</tr>
<tr>
<td>about-us</td>
<td></td>
<td></td>
</tr>
<tr>
<td>careers</td>
<td></td>
<td></td>
</tr>
<tr>
<td>contact-us</td>
<td></td>
<td></td>
</tr>
<tr>
<td>digital-and-online</td>
<td></td>
<td></td>
</tr>
<tr>
<td>digital-and-online-marketing</td>
<td></td>
<td></td>
</tr>
<tr>
<td>digital-and-online/affiliate-market</td>
<td></td>
<td></td>
</tr>
<tr>
<td>digital-and-online/display</td>
<td></td>
<td></td>
</tr>
<tr>
<td>digital-and-online/link-building</td>
<td></td>
<td></td>
</tr>
<tr>
<td>digital-and-online/listings</td>
<td></td>
<td></td>
</tr>
<tr>
<td>digital-and-online/pay-per-click</td>
<td></td>
<td></td>
</tr>
<tr>
<td>digital-and-online/search-engine</td>
<td></td>
<td></td>
</tr>
<tr>
<td>digital-and-online/social-networking</td>
<td></td>
<td></td>
</tr>
<tr>
<td>digital-and-online/web-design</td>
<td></td>
<td></td>
</tr>
<tr>
<td>index</td>
<td></td>
<td></td>
</tr>
<tr>
<td>media-channels</td>
<td></td>
<td></td>
</tr>
<tr>
<td>media-planning-and-buying</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Try it for yourself - www.anicca-web.com our demo site

Anicca Solutions
Experts in content management

Technical Overview
Anicca's content management system (CMS) uses a multitude of technologies to produce the web site that is displayed to the end user. This approach enables the CMS to easily control the website and also ensure that the site can be easily modified should any major changes may be needed in the future. It is also possible to view all the configuration files used from the Website Management System for a more detailed understanding of how the system works.

How a web page is created using the management system

MySQL Database

XML Page Data

Website Configuration Files

ann@anicca-solutions.com | www.anicca-solutions.com | www.anicca-web.com (demo site)
Results measurement - Google Analytics package

- Ability to measure and analyse the results from your search engine marketing - natural searches, pay per click and online advertising
- Ability to show:
  - Source of the visitor e.g. which search engine and which keyphrase
  - Conversions (purchase, register, request info, download…)
  - Calculate your cost per…
Google Analytics – www.CopperHomes.co.uk

Dashboard

5 Mar 2008 - 4 Apr 2008
Comparing to: Site

Site Usage

<table>
<thead>
<tr>
<th>Visits</th>
<th>Page Views</th>
<th>Bounce Rate</th>
<th>Avg. Time on Site</th>
<th>% New Visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>436</td>
<td>2,493</td>
<td>8.03%</td>
<td>00:02:15</td>
<td>90.83%</td>
</tr>
</tbody>
</table>
Google Analytics report from www.CopperHomes.co.uk as compared to national averages

**Benchmarking (Beta)**

Comparing: All sites of similar size

**436 Visits**
Benchmark: 127 (+243.31%)
Also see the [All Traffic Sources](#) report for additional analysis of this metric.

**8.03% Bounce Rate**
Benchmark: 44.25% (-81.86%)
Also see the [Top Landing Pages](#) report for additional analysis of this metric.

**2,493 Page Views**
Benchmark: 322 (+744.22%)
Also see the [Content by Title](#) report for additional analysis of this metric.

**00:02:15 Avg. Time on Site**
Benchmark: 00:01:09 (+96.03%)
Also see the [Length of Visit](#) report for additional analysis of this metric.
Investment required to develop your new website

<table>
<thead>
<tr>
<th>Design, build &amp; support</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>• Initial consultation, design-specification and web tree</td>
<td>✓</td>
</tr>
<tr>
<td>• Bespoke website design, incorporating your logo, choice of colours and images</td>
<td>✓</td>
</tr>
<tr>
<td>• Content management system so you can add and edit pages</td>
<td>✓</td>
</tr>
<tr>
<td>• Website build and uploading of content written by you*</td>
<td>✓</td>
</tr>
<tr>
<td>• Website management system so you can modify elements of the design, layout and menus</td>
<td>✓</td>
</tr>
<tr>
<td>• Enquiry form with customer details emailed to you</td>
<td>✓</td>
</tr>
<tr>
<td>• Hosting first year with free email accounts (if required)</td>
<td>✓</td>
</tr>
<tr>
<td>• Training &amp; telephone support (half day training Office hours &amp; emergency support)</td>
<td>✓</td>
</tr>
<tr>
<td>• <strong>Investment for design, build, hosting and support (excluding VAT)</strong></td>
<td><strong>£3000 -£5000</strong>*</td>
</tr>
</tbody>
</table>

* We can also create and optimise content for you
Additional Functional Options
Modules bespoke to your requirements

Product, Service or Property management
- Product, service or property database to allow you to add new entries yourself, with entry fields bespoke to your specific business and product/service type
  - Type of product, service or properties
  - Description
  - Location
  - Type of customers
  - Facilities and features
  - Price
- Import of products or properties to and from 3rd party websites
- Customer search facility using drop down boxes
- Enquiry details sent direct to you by email
- Ecommerce and shopping cart if required

Customer database (necessary for email functionality)
- Initial customer registration and questionnaire for profiling
- Sales staff can search and record communications with potential customers
- Email functionality – to allow latest products or deals to be emailed to your customer database

Others as required eg mapping, news management
Example of a Property database – how to edit or add a property

- Go to your admin website, for example: www.new-homes-direct.com/admin
- Log into back-office
- Select “Property management”
- Select “Live developments”
- Select property to edit (or “Create New”)
- Make changes as required (note these data fields will be bespoke to your requirements)
- Go to the front end of the website, view property by using the search functionality
- Click into property to see more details
Selecting property to edit
### Selecting property to edit

**Development Menu**
- Create New Development
- View All Developments
- View Live Developments

#### Currently displaying all Developments

<table>
<thead>
<tr>
<th>Id</th>
<th>Title</th>
<th>Developer</th>
<th>Development Name</th>
<th>Town</th>
<th>Units</th>
<th>Completion</th>
<th>Status</th>
<th>Viewed</th>
</tr>
</thead>
<tbody>
<tr>
<td>160</td>
<td>Build a £5 million portfolio in ten year</td>
<td>Various Locations</td>
<td>White Water Country Park</td>
<td>Liangollen</td>
<td>1</td>
<td>1</td>
<td>available</td>
<td>342</td>
</tr>
<tr>
<td>159</td>
<td>2, 3 &amp; 4 bed Ecolog homes</td>
<td></td>
<td>West Gate</td>
<td>Acton</td>
<td>4</td>
<td>4</td>
<td>Complete</td>
<td>available 241</td>
</tr>
<tr>
<td>156</td>
<td>2 bed Luxury Apartments</td>
<td></td>
<td>Student HMO</td>
<td>Sheffield</td>
<td>3</td>
<td>3</td>
<td>Complete</td>
<td>available 625</td>
</tr>
<tr>
<td>150</td>
<td>5, 6 &amp; 7 Bed - Managed Lets</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>149</td>
<td>Apartments and houses</td>
<td></td>
<td>Drill Hall, Halifax</td>
<td>Halifax</td>
<td>27</td>
<td>27</td>
<td>Complete</td>
<td>sold 603</td>
</tr>
<tr>
<td>148</td>
<td>1 and 2 bed apartments and duplexes</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>142</td>
<td>1, 2 and 3 bed apartments</td>
<td>The Works</td>
<td>Colne</td>
<td></td>
<td>16</td>
<td>16</td>
<td>Off-Plan</td>
<td>available 961</td>
</tr>
</tbody>
</table>

[Create New Development]
Property details in the database & what the customer sees

<table>
<thead>
<tr>
<th>Currently Displaying Development 142 - 1, 2 and 3 bed apartments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Development Status</td>
</tr>
<tr>
<td>Development Name</td>
</tr>
<tr>
<td>Title</td>
</tr>
<tr>
<td>Developer/Vendor</td>
</tr>
<tr>
<td>Location</td>
</tr>
<tr>
<td>Location Description</td>
</tr>
<tr>
<td>Postcode</td>
</tr>
<tr>
<td>Entry Date</td>
</tr>
<tr>
<td>End Date</td>
</tr>
<tr>
<td>Source</td>
</tr>
<tr>
<td>Incentive</td>
</tr>
<tr>
<td>Stamp Duty Exempt</td>
</tr>
<tr>
<td>Description</td>
</tr>
<tr>
<td>Leasehold term</td>
</tr>
<tr>
<td>Guarantees</td>
</tr>
<tr>
<td>Completion Status</td>
</tr>
<tr>
<td>Completion Date</td>
</tr>
</tbody>
</table>
Property details in the database & what the customer sees

Off-Plan - 1, 2 and 3 bed apartments - Colne

Gross Price: £101,160-£202,320
Incentive: 17% discount - ideal for bulk buyers!
Plots available: 16

Location: Colne, Lancashire
Quaint Town in east Lancashire. Situated 23 miles to the west of Preston and 25 miles North of Manchester.

This small development, situated close to the centre of Colne, is ideally located for those wishing to live in a small country town, yet work in either of the busy local cities of Leeds, Manchester and Preston. Colne is a principal town in the district of Pendle, and is the last station on the Colne to Preston railway. Colne is located 2.5 miles north-east of Nelson (the administrative centre of Pendle), 6 miles north-east of Burnley, 25 miles east of Preston, 25 miles north of Manchester and 30 miles west of Leeds.
Property details in the database & what the customer sees

1, 2 and 3 bed apartments

This small development situated close to the centre of Colne is ideally located for those wishing to live in a small country town, yet work in either of the busy local cities of Leeds, Manchester and Preston. Colne is a principal town in the district of Pendle, and is the last station on the Colne to Preston railway. Colne is located 2.5 miles north-east of Nelson (the administrative centre of Pendle), 6 miles north-east of Burnley, 23 miles east of Preston, 25 miles north of Manchester and 30 miles west of Leeds.

This is a great investment with a genuine discount and many of the units having a 100% rental cover - based on the gross price. We envisage that a number of IFAs and other intermediaries may wish to package this deal for their clients so we will reduce the line levy fee if you are purchasing more than 5 units.

Please call sales team on 01179 783795

Location Details

Address
Colne
Lancashire
England

Quaint Town in east Lancashire. Situated 2.5 miles to the west of Preston and 25 miles North of Manchester.

Development Details

Incentive
17% discount - ideal for bulk buyer!

Bank Guarantee
TBC

Lease Type
99 years

Reservation Fee
£1,000

Completion Status
Off-Plan

Completion Date
2008-02-20

Assignable Contract
Yes

Exchange bond acceptable
Yes

Deposit at exchange
7.50%
Customer & sales database – customer registration, profiling and customer search

- Go to your admin website, for example: www.new-homes-direct.com/admin
- Log into back-office
- Select “Customer management”
- Select “search customers”
- Search by various factors including where they want to buy, name, where they live etc
- Bring up list of possible customers, colour coded according to the likelihood that they want to buy
- Click on customer profile to get personal details and what they want to buy
- Sales staff can contact customers, modify details and add notes
Searching customers in the database
Searching customers in the database

**Search All Customers**

- Enter an email address
- Enter a county
- Enter a surname
- Enter a postcode
- Enter an id
- Staff Member
- Notes
- Customer Type
- Limit
- Order

**Search Questionnaire Customers**

- Customer Type
- Staff Member
- Region
- Notes Field
- UK Places Interested
- Order

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ann@anicca-solutions.com | www.anicca-solutions.com | www.anicca-web.com (demo site)
### Clicking into a customer profile

#### New-Homes-Direct.com

**The new way to buy and sell property**

<table>
<thead>
<tr>
<th>Id</th>
<th>Name</th>
<th>Company Name</th>
<th>Email Address</th>
<th>Phone</th>
<th>City</th>
<th>Created</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>1208</td>
<td>Mr Michael Braithwaite</td>
<td></td>
<td><a href="mailto:121@trinicom121.com">121@trinicom121.com</a></td>
<td>0871 288 2434</td>
<td>Peneg</td>
<td>2006-07-06</td>
<td>valid</td>
</tr>
<tr>
<td>1202</td>
<td>Miss Alyson Rhoden</td>
<td></td>
<td><a href="mailto:a.rhoden@yahoo.co.uk">a.rhoden@yahoo.co.uk</a></td>
<td>020 8351 1127</td>
<td>London</td>
<td>2006-10-01</td>
<td>active</td>
</tr>
<tr>
<td>1219</td>
<td>Mr Afewerki Abraha</td>
<td></td>
<td><a href="mailto:aabraha@aol.com">aabraha@aol.com</a></td>
<td>02084380498</td>
<td>London</td>
<td>2006-10-11</td>
<td>pending</td>
</tr>
<tr>
<td>2198</td>
<td>Mr Emmett Browne</td>
<td></td>
<td><a href="mailto:ccairds@hotmail.com">ccairds@hotmail.com</a></td>
<td>07900084635</td>
<td>Cambridge</td>
<td>2007-09-02</td>
<td>pending</td>
</tr>
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<td><a href="mailto:alastair@bennfamily.co.uk">alastair@bennfamily.co.uk</a></td>
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Clicking into a customer profile
Clicking into a customer profile

The questionnaire used to collate the profile, will be modified to meet your specific requirements.
Email functionality – how to email a property

- Go to your admin website, for example: www.new-homes-direct.com/admin
- Log into back-office
- Select “Email management”
- Select the property (ies) to be emailed
- Preview the email
- Make changes as required to the property details
- Select the customers you want to send the email to (use test customers first)
- Check test email and resend to the main database
Selecting property to email
Selecting property to email

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Unable to send

Yes

ann@anicca-solutions.com | www.anicca-solutions.com | www.anicca-web.com (demo site)
New-Homes-Direct.com
The new way to buy and sell property

Off-Plan - 2 bed, 2 bath apartments - Hulme
Hulme
Greater Manchester
15% discount available to bulk purchaser

We are delighted to offer the 1st phase of this exciting new development in Hulme, Manchester. The development will consist of 115 luxury apartments close to the heart of Manchester City Centre. The entire development is planned to enhance the area offering excess of 300 luxury homes and is part of the regeneration plan for Hulme. Office and commercial space will also be available for local businesses which will in turn improve and enhance their services within the community.

All apartments benefit from a very high specification which includes fitted kitchens with dishwasher, fridge/freezer, electric hob, oven, washer/dryer and circular sink with mixer taps. Bathrooms and en-suites are fitted with a contemporary range of suites which include push button flush toilets, space baths and contemporary taps; all bathrooms are also fully tiled. The apartments also benefit from from voice link door entry system, CCTV internal monitoring to car park and secure gated access to sub ground car park.

Off-Plan - 2 bed apartments - Leeds
Leeds
Yorkshire - west
10% Discount!

This is the last phase of a brand new development in the heart of Leeds, which will be ready in September this year. With the earlier phases complete and achieving great rents, the final phase looks like being a sound investment - especially as we have secured an 10% discount!

We are offering single units to first time investors or you can buy a number of apartments in bulk on behalf of your clients or consortium. Bulk buyers will receive a discounted finders fee.

The units range from £60,000 - £160,250, so you will need to find an initial 10% deposit at exchange (ie within 4 weeks from reservation). Then on completion in September, you can either:

- buy at the discounted (net) price
- buy at the full gross price and use your discount to fund the other 5% of your deposit, all your fees and have cash to spare

With the recent interest rate increase, it is even harder to find deals that stack up; however, this development is already achieving rents of £425 to £550, giving you 99-137% rental coverage, (based on 85% LTV of the full asking price and a 2 year fixed mortgage rate of 5.49% - July rate).

Our broker can advise you on whether you are eligible to take advantage of these great rates and if required, to organise a bridging facility on your behalf (so that you can use the discount to fund your deposit and purchasing costs).
Dear Ms Ann Stanley,

Here are details of some of the latest developments added onto New-Homes-Direct.com

**Off-Plan - 2 bed, 2 bath apartments - Hulme**

**Hulme**
**Greater Manchester**
**16% discount available to bulk purchaser**

We are delighted to offer the 1st phase of this exciting new development in Hulme, Manchester. The development will consist of 115 luxury apartments close to the heart of Manchester City Centre. The entire development is planned to enhance the area offering excess of 300 luxury homes and is part of the regeneration plan for Hulme. Office and commercial space will also be available for local businesses which will in turn improve and enhance their services within the community.

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**Off-Plan - 2 bed apartments - Leeds**

**Leeds**
**Yorkshire - west**
**18% Discount!**

This is the last phase of a brand new development in the heart of Leeds, which will be ready in September this year. With the earlier phases complete and achieving great rents, the final phase looks like being a sound investment - especially as we have secured an 18% discount!

We are offering single units to first time investors or you can buy a number of apartments in bulk on behalf of your clients or consortium. Bulk buyers will receive a discounted finders fee.

---

From: mail@new-homes-direct.com
To: ann@new-homes-direct.com
Cc: 
Subject: Latest properties from New Homes Direct
## Functional modules

### Property management module
- Import/export functionality with feeds from/into 3rd party websites (stored in bespoke property database)
- Ability to add properties directly to database
- Search facility for customers (drop-down boxes)
- Enquiry form for each property, with customer details sent to the 3rd party website and emailed to client

£3000

### Customer database module (with email functionality)
- Customer database with registration form, customer questionnaire (for profiling).
- Sales database to find and manage customers
- Email management to email latest deals or from the database, auto-responders and text emails

£3000

**Investment if both modules chosen (excluding VAT)**

£5000

## Additional option

### Integration with 3rd party mapping software eg Google maps or Michelin

£1000 excluding 3rd party costs
The process of developing your website
Web development process

Specification and planning
1. Complete web build specification including all aspects of design, layout, content and functionality
2. Determine detailed page content and navigation links (web tree)
3. Determine calls for action, enquiry form and any other points of contact
4. Keyphrase research for each service offering in order to produce page plan

Developing the design and building initial site
1. Produce brief for designer with examples of designs that you like
2. Determine top level navigation links and “calls for action” for inclusion in design concepts
3. Receive design concepts
4. Source or purchase photos from image library
5. Iterative process of making modification to the design (usually 3 steps) until you get the final design
6. Sign off design
7. Convert design into a style sheet (CSS)
8. Add Website and Content Management System and navigation links to CSS
9. Demo site live

Developing and uploading the content
1. You provide first draft of content trying to incorporate any keyphrases
2. Content optimised if required (additional cost for creation and optimisation of text)
3. Content and tags uploaded to the site via the content management system

Addition of extra functionality and client review
1. Additional functional modules built and tested
2. Site reviewed by client and changes made
3. Site QC’ed and any modification made

Site goes live and ongoing support
1. Site live
2. Site re-submitted to search engines and Yahoo directory ($250)
3. Years hosting (optional provision of email accounts)
4. Training on use of the content management system
5. Ongoing phone support
Our recommendations
Our recommendations – initial project

Part 1
Web Design and Build using our Website & Content Management system = £5000

Part 2
Additional functional modules (£5000 if you choose both modules)
- Property management = £3000
- imports/exports of property details stored in a bespoke property database
- DIY addition of properties
- customer search facility
- simple enquiry form
- Full customer database allowing email functionality = £3000

Ongoing marketing and search engine optimisation
- This can be provided at a later stage.