



Real Estate Pro Website Solution

Multiple Business Models

Our solution is designed to meet the needs of multiple business models – from the single agent real estate business listing properties for sale, multi-agent businesses, and community sales portals offering FSBO listing services. We will configure it to meet the needs of your business model.

Profiling System

We allow your sellers to promote their business, and share their contact details. Supports multiple contact methods, including direct contact, snail mail, email, telephone, SMS via Clickatell, and 3 online messaging systems.

PayPal IPN Enabled

Turn your site into a money-maker with the paid listings functionality. Two sales levels allow you to charge for upgrades from free listings to "premium" and "featured" listings – or run in paid listings only mode.

Expiry Management System

Limit your listings based on page impressions or time – eg. 30 day listings. Easy to use "clean listings" function to remove expired listings, and email notification for expired listings.

SEO

Incept Design will configure SEF-friendly URL choices for your property listings. Also, you can add a meta description and meta keywords to your description, and the meta title is generated from existing data.

Professional Image Presentation

In an industry where looks is everything, our site gives you a top-quality image display system. Templates come with Javascript rollover images, and some have the slimbox image system available.

Leads Management

Don't miss sales opportunities just because you don't have a listing people want. The leads management systems allows you to collect details of purchaser requirements, and display those on the front-end as a "wanted properties" listing page. Communicate with other members of the sales team on the status of a lead via the notes area.

Mapping Support

Comes with Google and Yahoo mapping support built-in - your choice for your needs - or turn it off to use hyperlinks to external mapping services. Our solution includes a mapping system that displays both the property address - and supports driving directions.

RSS 2.0 Feeds

Two RSS 2.0 feeds - new property listings and open house days. Also included are 3 experimental RSS feeds - to export your listings to external property listing sites.

Integration for Bookings Functionality

If your business is tourism or rental properties and you need bookings functionality - Incept Design can configure it for that purpose.

Customer Tools

Cross-browser "add to favorites" bookmarking function, recommend to friend email, print property details, contact seller/agent, add to mailing list request. Add to mailing list requests are now saved to database, and can be exported in XML format for import into a mailing list manager.

Multi-Lingual

Our solution has multi-lingual support - meaning it is coded with language tags and has a language file system to enable the translation of embedded page text.

Bonus Addons

Our solution also comes with a range of modules to extend your site, including:- new property listings, random property listings, single featured property listing, multiple featured property listings, mortgage calculator, loan calculator, featured seller, latest sellers, large search filter, agent/seller search by locality. RealtyMap component - a Google mapping component that displays your property listings on a single map. **Call 813-401-7395 for pricing and link to demonstration site.**