

## **PRODUCT: Property Site Manager**

The Property Site Manager has been specifically designed and made to suit estate agents/realtors to allow you to manage your property website yourself! You need no skills what-so-ever. If you can use Word then you can build, edit and maintain your website using the ESM. And as long as you have pictures of your properties on your computer, you can upload them to your site! Easy as pie.

### **Features of the Property Site Manager include:**

#### **Unlimited Property Listing**

Properties are listed with thumbnail photograph, location, price, strap line and link to detail, to allow visitors to quickly browse to the properties they are interested in.

#### **Property Detail**

Detailed property information is displayed to visitors when they click on a property they are interested in with bigger picture, additional pictures, description, features, additional information, price, address, etc.

#### **User Options**

Once viewing a property the user has the option of printing the property on a printer friendly page, emailing the link to a friend, booking an appointment to view the property or calculating the cost of a mortgage.

#### **Unlimited Categories**

Site administrators can add as many categories that are needed for their property listings so that they group properties into easily navigated sections, e.g. residential, commercial, new homes, sites, to let, etc.

#### **Search Facility**

The search facility is short and simple, making it easy for the user to narrow the results based on price, location, and property type. Simplicity is the key as opposed to the long 20 questions search facility you see on other similar websites.

#### **Featured Properties**

Administrators can select a number of properties they wish to display on their home page for visitors to see as soon as they enter the website. This facility brings added attention to properties the site owner wishes to push.

#### **Unlimited pages**

In addition to the property listings, the site can also display pages of information about the company, staff, contact details, etc., which is fully controllable from within the site control panel.

#### **Newsletter Signup**

Each page on the site has a newsletter signup form with first name, last name, email address and mail format to be completed. This gives the users of the site the ability to opt in to the mailing list for the website which is all stored within the secure database.

#### **Control Panel**

The password protected control panel, allows the site administrator to login and change virtually anything and everything on the site. Full access is given to property listings, statistics, page content, image upload, mailing list, site settings and more.

### **Site Statistics**

Full statistics are provided in the site control panel, with breakdown on properties viewed, printed, emailed to a friend, booked for viewing by month, category and individual property. Get instant feedback on how your visitors are using your site.

### **Listing Control**

Site administrators can add, edit and delete properties that are displayed on the website. With full control over the photos, information and price displayed as well as the order each property appears in the listing and on the home page.

### **Image Upload**

The image upload feature allows the site administrator to upload pictures of the properties displayed. They can upload a thumbnail which must be of a certain dimension and less than a certain file size, larger images that are not above a set dimension or file size and additional images that can be any size, e.g. floor plans, indoor photographs, landscape, etc.

### **Print for Display**

This feature is set up for the site administrator to print property details directly from the site control panel onto their business letterheads for display in their offices. This feature can save time and energy by the information only having to be entered once.

### **WYSIWYG HTML Page Editor**

For the additional pages on the website, we have included a WYSIWYG HTML Page Editor that allows the administrator to format the design of the page they are editing such as the about us page. They can upload images directly into the page, change text styles (using pre-defined css styles), add links, add text, etc.

### **Newsletter Manager**

The newsletter manager allows the site administrator to view subscribers to the newsletter, purge unverified email address, view statistics on monthly signups, send html or plain text emails and review the previously sent newsletters.

### **Site Settings**

A number of site settings can be edited from within the site control panel, such as defaults, mail settings, page formats, etc. These settings are used in all sections of the site and loaded up from the database for use throughout the site.