



Core (Dubai)

Website Development

May 2021



OUR MISSION

Property Webmasters was founded in 2006 and ever since we have been helping Estate Agents succeed online.

Our mission at Property Webmasters is simple... To help estate agents perform well online so that they can; spend more time selling, attract more clients and grow their business.

Through constant R&D and reinvestment it is our duty to adapt to external online trends that have a direct impact on Estate Agencies, this not only gives our company a better value proposition, it ensures that all of our clients always have the most up to date products and services.

“We are passionate about the success of traditional estate agencies across the world & we have been very fortunate to work with the world’s leading brands”.

Jamie Arthur



ABOUT

Property Webmasters is a property marketing company based in the United Kingdom. We are made up of a team of innovative/experienced marketers, designers and developers.

We offer a number of Property Marketing solutions to businesses within the property industry on a global scale.

Property Webmasters is a highly recognized industry leader with over 40+ years of combined experience in Property Marketing. We work exclusively in the property industry to bring you the most unique property marketing services with optimal performance.

We pride ourselves on providing cost-effective web based marketing solutions to our clients.

You can always expect us to be available, punctual, polite, knowledgeable and capable. We are also big believers in building relationships with our clients so that we understand the business objectives of each end every one of you.



Your Project...

We would like to present to you our proposal for your Website Design project. A breakdown of all services included in this project are as follows:

- Fully Responsive Website
- Property Editor
- CMS Dashboard
- Dynamic Meta & URLs
- Comprehensive Property Search
- Map Integration (Google)
- Social Media Integration
- Blog/Journal Management
- Online Enquiry System
- 1 Language (English)
- 3 Currencies (GBP, AED and USD)

Design

Website Design

Taking the existing designs that you currently have for the Homepage, Property Search and Property Details we will create designs for the following pages:

- Homepage
- Property Search Results
- Property Details
- Members Area
- Services Pages (All Services pages to follow the same Page layout)
- Team Page
- Testimonials
- Careers
- Knowledge Research (With Downloadable PDFs)
- Vision/Mission/Values
- Area Guides
- News/Blog Archive
- News/Blog Article
- Contact Us

The price quoted includes the design of 14 page types, also highlighted below as part of the HTML work required.

HTML

Responsive HTML

We will transfer the designs, when approved, into HTML pages the following pages. The HTML for the design will be responsive ensuring that users can view an optimised version of the website no matter what browser or device is being used. HTML Pages:

- Homepage
- Property Search Results
- Property Details
- Members Area
- Services Pages (All Services pages to follow the same Page layout)
- Team Page
- Testimonials
- Careers
- Knowledge Research (With Downloadable PDFs)
- Vision/Mission/Values
- Area Guides
- News/Blog Archive
- News/Blog Article
- Contact Us

Website testing and Cross Browser testing to ensure accessibility to all:

Testing of website to ensure that the site is fully functional in all major web browsers & devices and on all current operating systems, in both the front-end and back-end will be completed.

Development

Database Set-Up:

Development of SQL database and structure to hold content submitted within the CMS. The database will be well structured to ensure that the website is capable of growing at the same rate as the business.

Dynamic Meta Data and Page Titles:

Creating dynamic meta data, page titles, headers & URLs on the Search & Detail pages to ensure maximum exposure within the search engines.

Property Search Page and Engine:

The website will include a simple search facility where the user can refine results based on the Location (Auto-Suggest for Location only), Price Range, Number of Bedrooms, Property Type & Property Reference.

- From this page users would have the ability to Draw a Map Search

Property Detail Pages:

Property details pages can be accessed directly from the search results page. These pages will include details such as images, description, key details, enquiry form & downloadable documents. Call To Actions will be precise and easy to use. All details will be pulled from the PropertyBase API.

Interactive Maps:

Integration of interactive maps on search pages & development details pages. Maps will display the region that the property/development is located in on the detail page.

Online Enquiry System:

Online enquiry system which diverts all enquiries to the necessary recipients. All enquiries will be held in the CMS as well as emailed to the administrator and also sent to your PropertyBase CRM.

Social Media:

Integration of Social Media tools such as Facebook and Twitter to be positioned throughout the website. The chosen Social media platforms to be confirmed by yourself. Social Media AddThis technology may also be used on listing pages, where users are able to share information on their chosen social network.

Exclusive/Featured:

The website will display flagged properties as Exclusive or Featured on the front-end website. This will either come from PropertyBase or you could manage which properties are featured from the CMS that we provide.

Master Admin

Content Management:

Administrator will have the ability to manage content on all pages on the website. A simple text editor will allow admin to add & edit content, as well as the styling of the content (bold, heading, tables etc.) and uploading images. Manageable content on the website will be body content on each page.

News/Blog Articles Admin:

Section within your admin that will enable you to add news/blog articles to the site. When a news article is added it will appear 'live' at the front-end of the website.

Featured Properties:

From the admin you will be able to apply specific properties to the featured properties section of the homepage.

Area Guides:

For SEO purposes, we will build in a solution that allows you to add Area pages to the website, so that you can write meaningful content for certain areas with the view of attracting organic traffic to the website.

Research Reports

Production of a system that allows you to upload research reports, they would be managed in the main dashboard for the website. This would allow you to upload content, PDF download and an image for each report.

Meta:

For each content page on the website you would also be able to manage the following:

- Meta description
- Meta keywords
- Meta Title
- H1 Tag tag
- Canonical link
- Index/no-index

Front-End Users

Property Search:

Front-end Property search facility will be included allowing users to easily locate properties that match their specific requirements. Users will be able to search by location, price range, size, type & property reference.

Critical CTA's:

'Call to Actions' will be implemented throughout the website to ensure the user always has the opportunity to communicate with the business. This will include forms, contact details and eye-catching propositions.

Newsletter Sign-up Facility:

Ability for visitors to sign-up to receive newsletters, each sign-up will go into the newsletter section of your admin for you to manage. This does not include the design and development of a newsletter system for sending. Newsletter subscribers would also be sent to your PropertyBase CRM

Currency Conversion:

Dynamic currency conversion will be implemented onto the properties for the following currencies: GBP / AED/ USD. Currency rates can be set in the admin system.

Draw Map Search:

Users will have the functionality at the front-end to draw a map location for their property search.

Live Chat

Integration of the TAWK live chat solution.

WhatsApp

Integration of the WhatsApp Chat Solution.

Careers

The careers section would be populated using your new Careers platform, we would need to know more detail about the feed itself. We have speculatively included some time to integrate this as part of the overall pricing, this could need more work but we will confirm that during the build.

Research Reports

Users can view and download the research reports that have been submitted through the website dashboard.

Office Space Calculator

Using the current logic seen on the existing website here: <https://www.core-me.com/office-space-calculator> - We will produce a new solution in alignment with the new design. From what we see there is no online calculation, but it simply prompts the user to submit a form as an enquiry.

Member Sign Up

Users of the website will be able to create an account on the website and enjoy the benefits highlighted below in the Members section.

Facebook/Google login

Users of the website would be able to login to the system by using their Facebook/Google account details, they would also be able to simply create an account with their email address.

Members

Members Section:

The creation of the members section would sit in sync with the PropertyBase solution, at the front end of the website users would be able to create a members account to enable the following features:

- Property Shortlist
- Property Alerts
 - This is a solution that allows users to submit their requirements and then get alerted when a property that matches their requirements becomes available.
- Saved Searches
 - The ability to save their most common searches
- Notes
 - Ability to make notes on specific properties

The members section is arguably the biggest feature of our PropertyBase integration as it allows you to react to activity that is happening on your website efficiently. We can also feed in a clients search activity when they have signed up as a member.

PropertyBase

PropertyBase Integration:

Full integration with your PropertyBase org, this will include a 2-way integration.

- **Property Data**

We will *pull* property data *from* your org and display the information accordingly on the website. You can set your own parameters in advance of launching the website to tell us which properties to display, it may be that you wish to hide 'Sold' properties for instance so we would have the discussion during the build.
- **Agent Data**

We will pull agent information from your PropertyBase org to display the

appropriate agents on each listing. We would liaise with PropertyBase to ensure the provision of this data.

- **Website Data**

We will push website activity data to your PropertyBase org so that your data is relevant and efficiently processed. The data that we will push back into PropertyBase as part of this project will include:

- Member Account Creations
- Property Enquiries
- Saved Searches
- Member Search Activity
- Property Shortlist
- Generic Enquiries

Additional Functions

Calendly:

Display agents Calendly Calendar on a property details page, showing the agents availability. The data for the Calendly entry would need to be provided as part of the data we receive from PropertyBase to be displayed on the appropriate property.

Zoom integration through Calendly would be part of the Calendly set up and not something we would have involvement with.

Mortgage Calculator:

A calculator resource that people can use when searching for a property, to know the true cost of the mortgage on a specific property.

Charges and Yield Function:

Display Charges and Yields on a property, the data would need to come across from Propertybase in order for us to display this information on the website against a property.

Similar Properties:

On the property details pages we will display a series of similar properties that are a close match to the property that is being viewed. We will consider the following property attributes: Location, Price and Property Type.

RSS/XML Feed:

Outgoing XML feed that you can send to partners in order for them to take your properties onboard. This will be a private link that you can share with people as you wish.

Other Considerations

Please find below some other considerations that you may wish to implement into the website at this stage, we have also provided a cost for each should you wish to add the functions to the website build.

Share with Friend:

The share with friend functionality will be available to members who have already created an account and are logged in. If they are not logged in they will be prompted to create an account or login to their existing account to use this feature.

This is a good solution as it provides a great data capture opportunity, users would be able to share a Property Search page, Property Details page and a Property Shortlist with up to 5 friends by entering each of their email addresses.

Cost = £550

Landing Pages:

We would create 2 landing page options for you to be able to manage in the admin system. The landing pages would be created so that you can create pages to develop the marketing campaigns for the following reasons:

- To promote a specific property development/complex
- To promote a new service or resource download (Example: buying commercial property in Dubai)

This is a good solution as you can run marketing campaigns directing people to these pages which will convert at a higher rate than standard web pages.

Cost = £1,200

Behavioural overlays / Popups:

Perfect for lead generation, we would implement 3 Popup strategies so that your website users stand the best possible chance of converting into clients. The following 3 popup strategies will be implemented:

- Promoting a Resource download such as a 'Buying Guide'
- Encouraging Users to become a member and highlight the benefits
- Exit Intent – If a user makes the cursor movement to close the page down then we will prompt them with a popup with an appealing message to stay on the website.

This is a great solution for data capture and lead generation.

Cost = £900

Office/Agent Rating:

Members of the website will be able to submit ratings on offices and agents with the agent directory section.

All ratings submitted will be reviewed by the main website administrator before the rating is added to the website.

Cost = £750

Approval

GDPR Compliance

In order to provide a service to you we are required to store personal and business data. This may include (but is not limited to) email addresses, names and telephone numbers. This will be used for (but is not limited to) communication, invoicing and to effectively carry out work agreed. All data will be stored on secure systems. This data will be held on our systems for the length of the business relationship and may be retained for future contact if deemed reasonably necessary.

As we are compliant with GDPR, we expect that any information which is held on the website, dashboard or any part of the database is GDPR compliant. External marketing is your responsibility and by signing this agreement you are confirming that any personal or business data received by Property Webmasters is GDPR compliant.

Signed Agreement

Please sign, and return document to Property Webmasters, (Development Company).

Property Webmasters

Company: Property Webmasters

Signed on behalf: Jamie Arthur

Signature:



Date: 19th May 2021

Client

Company:

Signed on behalf:

Signature:

Date:

CORE VALUES





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