

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



Contents.....

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 - About us
 - Website development
 - Online marketing services

- **Part 1 - Developing your Website and Content Management System**
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 - 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

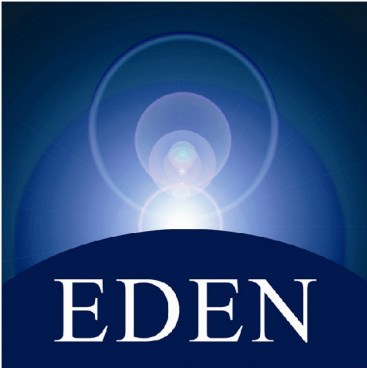
Anicca Solutions Ltd

- 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 carryout work directly for Business Link
- We have collaborative partnerships with other agencies and technology companies and carryout 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



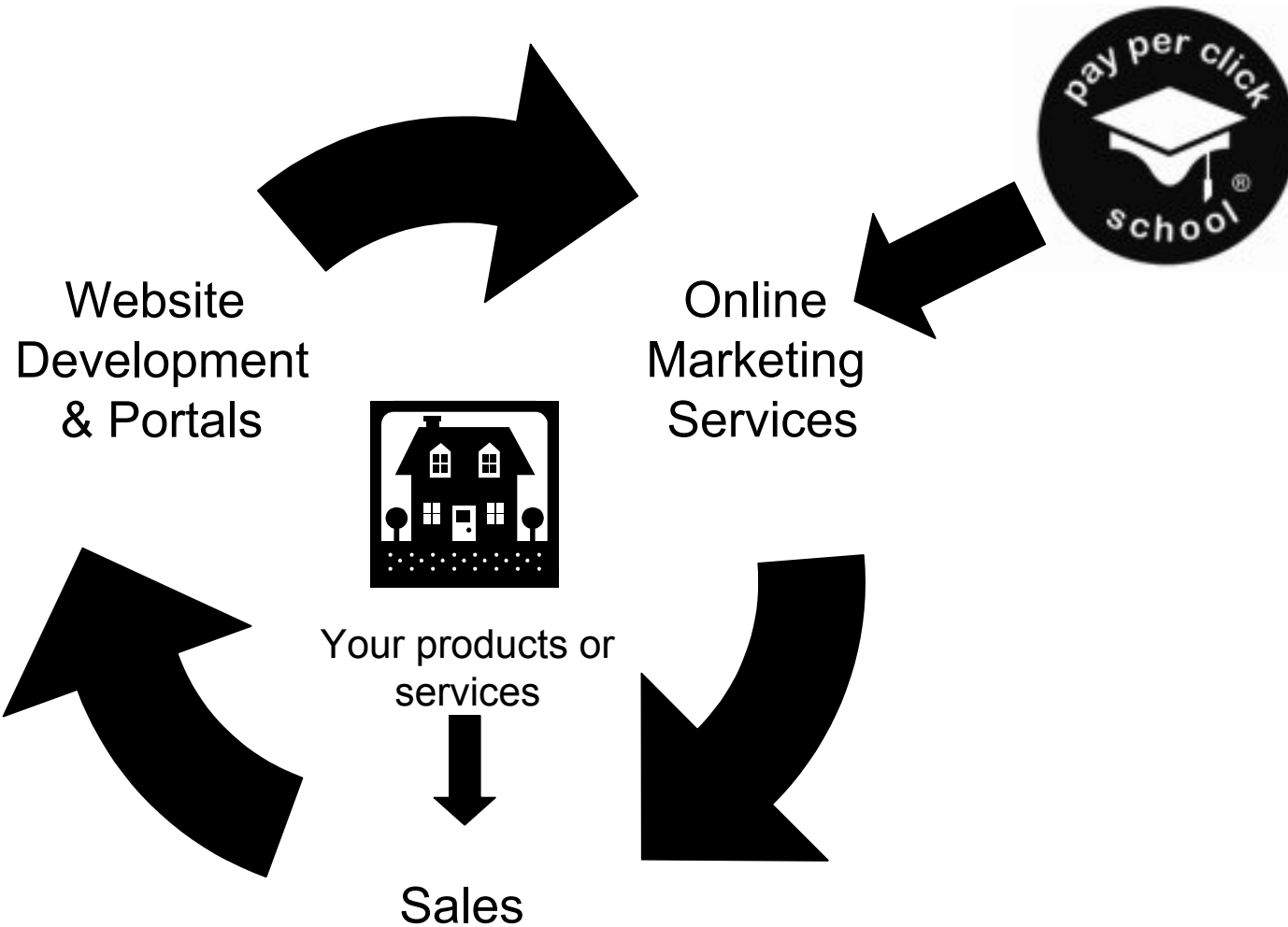
ann@anicca-solutions.com | www.anicca-solutions.com | www.anicca-web.com (demo site)

Clients



ann@anicca-solutions.com | www.anicca-solutions.com | www.anicca-web.com (demo site)

Our Services to develop and promote your website



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

New-Homes-Direct.com
The new way to buy and sell property



- Home
- Residential Buyers
- Investment Buyers
- Service Directory
- Finance
- Guides & Information
- Types of property

Complete - 2 bedroom apartments - Leicester

Gross Price £159,950 - £164,950
 Incentive 14% discount
 Plots available 20 (4 Sold)
 Location Leicester, Leicestershire

A stones throw from Leicester city centre. Fast access to M1 and M69. 15 minute walk to railway station.

Off-Plan - 1 bedroom apartments with balconies - Leeds

UK PROPERTY AWARDS 2006

Overseas-Homes-Direct.com
International Property at your finger tips

Welcome to Spain Call us today on 0871 3103 777

Information & Guides Select Country

Home Page - Spain
 Spanish Visitor Information
 Buying Spanish property
 Reasons to buy in Spain
 Property types in Spain
 Spanish purchase Costs
 Property market report
 The buying process in Spain
 Buying at auction in Spain
 Renovating a property in Spain
 Shared ownership in Spain
 Finding a Spanish property
 Buying with Overseas Homes Direct
 Pitfalls when buying in Spain
 Property investing in Spain
 Emigration & Work in Spain
 Spanish financial info
 Legal Services in Spain
 Spanish Help & Resources

Key Information Spain

Buying Property in Spain - how to buy an apartment or house for sale in Spain

Reasons to buy property in Spain

COPPER HOMES

Instant cash for your home, peace of mind for you.

Call free on: 0800 082 8611

Request Call Back

HOME SELL RENT BACK RE FINANCE EQUITY RELEASE DEBT REPOSESSION LANDLORDS PROPERTY VALUATION ADVICE CENTER CONTACT US

Welcome to Copper Homes

Do you need to sell your house but cannot wait the three or four months it normally takes? Or do you just want to sell now?

At Copper Homes we understand the worry and stress associated with buying and selling your home. We also know that sometimes there are reasons why a traditional sale might not be an option for everyone.

Our philosophy is to work with you to help find the right solution for your individual needs. Whether this is moving, re-financing or finding a way to stay in your home we can help.

We can exchange within 24 hours & complete in 28 days.

To talk through your situation with our experienced staff please call us on 0800 082 8611.

Free Valuation
 On-line Enquiry
 Sell
 Rent Back
 Re-finance

Useful Links | ABOUT US | Terms & Conditions | SITE MAP | FAQ | CONTACT US

Interactionmedia

Call now 020 7647 8600

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 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 focussing on your business needs.

See below for more details of our services

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

Clients can use one aspect of our service or we can provide a fully integrated marketing solution. If you are involved in the property, travel, retail or just looking for a dedicated and focused media partner then you should contact Interaction Media

We are always looking for dedicated and enthusiastic people to work here with our dynamic team at Interaction Media, so why not drop us a line with your CV to info@interactionmedia.co.uk or go to Careers

Our award winning designs

New-Homes-Direct.com

The new way to buy and sell property



Investment property
Join our Investment Club for off plan and buy-to-let discounts of 10-20%

Residential property
Register now for exclusive discounts & deals on apartments & family homes

Latest Deals
Click here to see the latest property deals

- Home
- Residential Buyers
- Investment Buyers
- Service Directory
- Finance
- Guides & Information
- Types of property

Login

Password

Forgotten Password? Submit

Postcode/Town/County

Property Type

Property Status

Price

Submit

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!

Anicca
solutions

ann@anicca-solutions.com | www.anicca-solutions.com | www.anicca-web.com (demo site)

created using
BCL easyPDF
Printer Driver
Click here to purchase a license to remove this image

Different Elements of the design

Branding

“Calls for action”

Search results from database



The screenshot shows the homepage of New-Homes-Direct.com. At the top, the site name and tagline are displayed. A large banner image of a rainbow is featured. Below the banner are three call-to-action boxes for investment property, residential property, and latest deals. A search results card for 'Off-Plan - 1, 2 and 3 bed apartments - Colne' is shown, including details like price, incentive, and location. On the right, a main navigation menu and a search form with filters for location, property type, status, and price are visible.

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

Anicca solutions

Content Management

- Page Text Manager
- News Manager
- Clients Manager

Website Management

- Layout Manager
- Menu Manager
- Website Status
- Web site Statistics

This management system is best used with firefox

Page Text Manager **Help**

All Static Pages **Refresh**

- about-us
- careers
- contact-us
- digital-and-online
- digital-and-online-marketing
- digital-and-online
- index**
- media-channels
- media-planning-and-buying
- traditional-media

Page - index

Page Version History - Edit and view archived pages

Date	Notes	Live
2007-12-04 11:03:36	changed bold fonts	yes
2007-12-04 11:01:41	Changed fonts	yes
2007-11-20 15:21:25	Changed Images	yes
2007-11-13 00:00:00	Page Created	yes
2007-11-03 00:00:00	Page Created	yes

changed bold fonts

Edit Page **Preview Page** **Change Live Status**

The most recently edited page is displayed at the top. The most recent live page will be displayed on the web site, if live is set to 'No' then the next most recent page will be displayed.

Page Operations - Create and delete pages

Page SEO - Edit title and meta tags

Edit the page content

Editing page index

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-focussed 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 focussing on your business needs.

See below for more details of our services

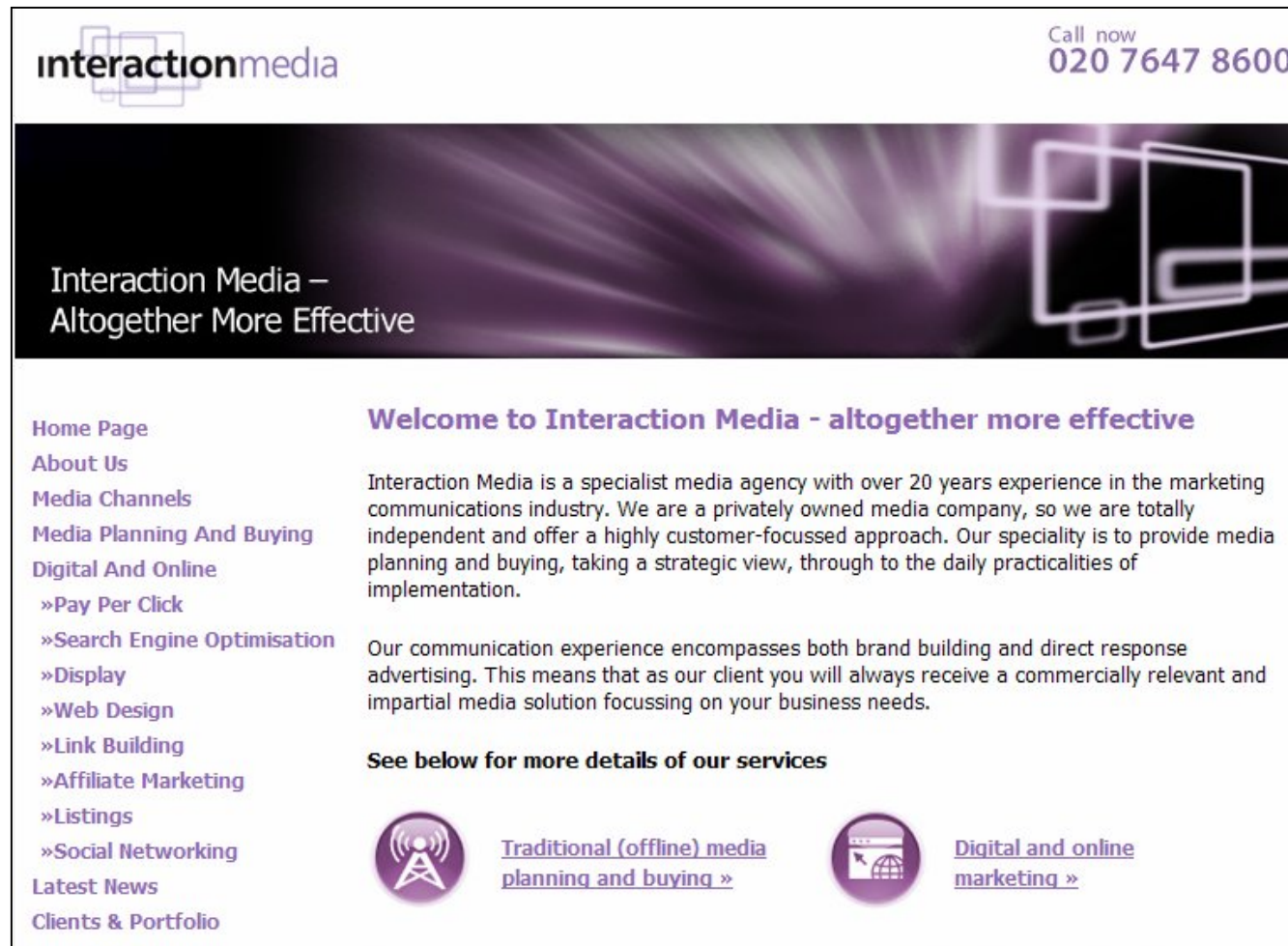
Path:

Notes for this page (required)

Notes must be entered before the update button will work.

Update Page

See changes on the live site



The screenshot shows the homepage of Interaction Media. At the top left is the logo 'interactionmedia' with a stylized 'i' icon. At the top right is the phone number 'Call now 020 7647 8600'. Below this is a dark purple banner with the text 'Interaction Media – Altogether More Effective' and a graphic of overlapping white squares. The main content area has a left sidebar with navigation links: Home Page, About Us, Media Channels, Media Planning And Buying, Digital And Online, »Pay Per Click, »Search Engine Optimisation, »Display, »Web Design, »Link Building, »Affiliate Marketing, »Listings, »Social Networking, Latest News, and Clients & Portfolio. The main content area features a heading 'Welcome to Interaction Media - altogether more effective', a paragraph about the company's 20+ years of experience, and another paragraph about their communication experience. Below this is a section 'See below for more details of our services' with two icons: a radio tower icon for 'Traditional (offline) media planning and buying »' and a globe icon for 'Digital and online marketing »'.

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)

Content Management

Page Text Manager
News Manager
Clients Manager

Website Management

Layout Manager
Menu Manager
Website Status
Web site Statistics

Layout Manager for modifying elements of the layout, design, menus and footer


General Site | **Header** | **Main Image** | **Menu** | **Main Text** | **Footer** | **Help**

Header Settings

Header Height:
Background Colour:

Left Image


Image Information

Image Path: 

Vertical Space: Choose a new image file to upload
Horizontal Space:

Right Image

Image Information

Path: 

Vertical Space: Choose a new image file to upload
Horizontal Space:

Layout Manager for modifying elements of the layout, design, menus and footer

General Site | Header | Main Image | Menu | Main Text | Footer | Help

Main Text Settings

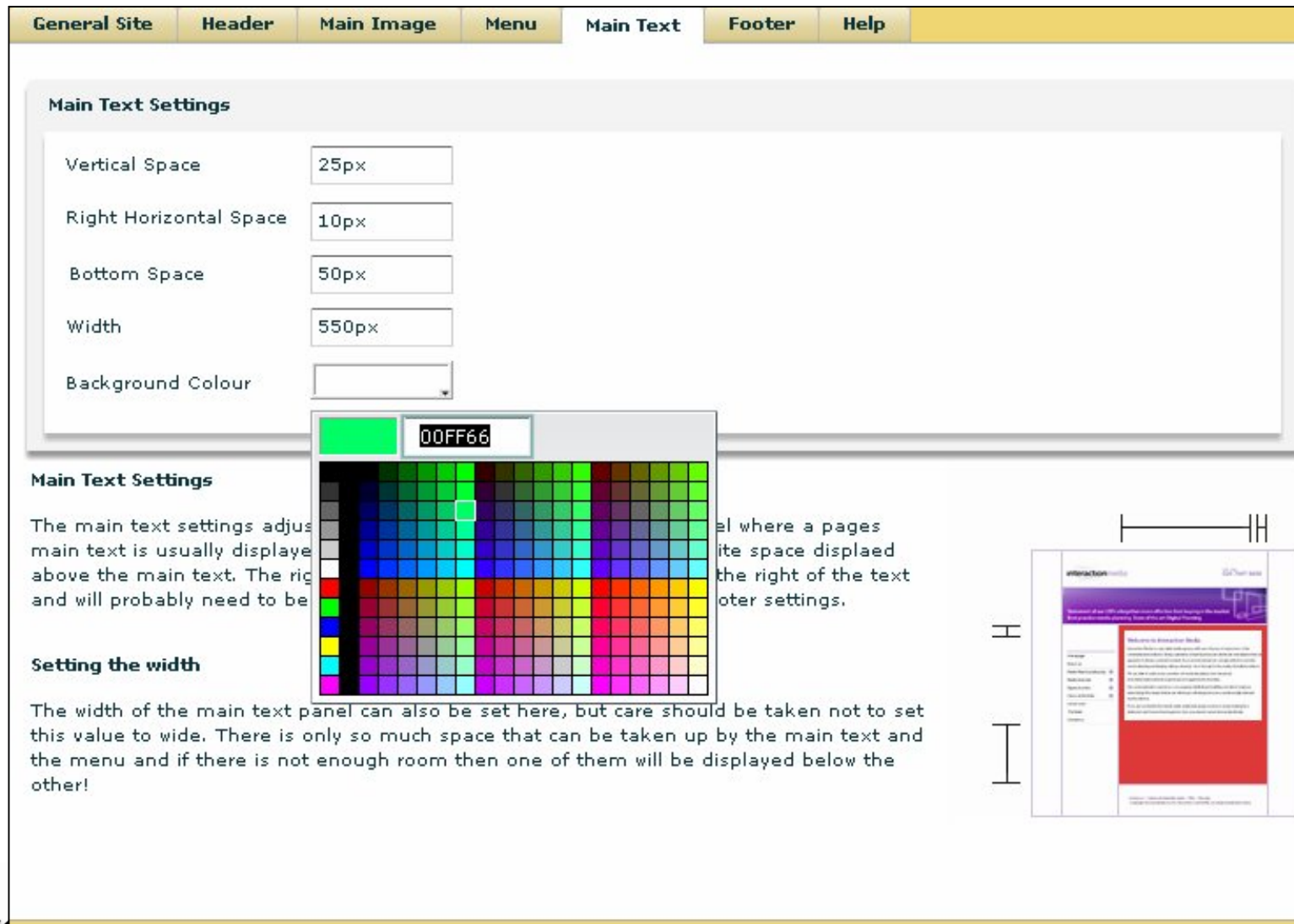
Vertical Space: 25px
Right Horizontal Space: 10px
Bottom Space: 50px
Width: 550px
Background Colour: [Color Picker]

Main Text Settings

The main text settings adjust the main text is usually displayed above the main text. The right side of the page and will probably need to be adjusted where a page's site space displayed to the right of the text footer settings.

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

The screenshot displays the 'Sub Menu Manager' interface. At the top, there are three tabs: 'Menu Manager', 'Sub Menu Manager' (which is active), and 'Help'. Below the tabs, there is a section 'Choose a Menu to update' with a dropdown menu currently set to 'main'. To the right of this is a section titled 'Website Pages Available' which contains a scrollable list of page names including 'news', 'clients', 'about-us', 'careers', 'contact-us', 'digital-and-online', 'digital-and-online-marketing', 'digital-and-online/affiliate-market', 'digital-and-online/display', 'digital-and-online/link-building', 'digital-and-online/listings', 'digital-and-online/pay-per-click', 'digital-and-online/search-engine-c', 'digital-and-online/social-networkin', 'digital-and-online/web-design', 'index', 'media-channels', and 'media-planning-and-buying'. Below these sections is a 'Menu Editor' with two input fields: 'Menu Name' and 'Menu Title'. At the bottom left, there is a 'Page Name' label. At the bottom right, there is a 'Delete Menu Item' button. In the center of the interface is a table with three columns: 'Menu Name', 'Menu Title', and 'Order'. The table contains the following data:

Menu Name	Menu Title	Order
Interaction Home	Back to the home page	1
about-us	All about us	2
media-channels	Media Channels	3
media-planning-and-bu	Our Media planning and buying services	4
digital-and-online	Our Digital and online services	5
Latest News	The latest news from Interaction Media	6
Clients & Portfolio	Our clients and portfolio	7
contact-us	How to contact us	8

Try it for yourself - www.anicca-web.com our demo site

Anicca Sample Site

W3C XHTML 1.0 ✓ W3C WAI-AA WCAG 1.0

Anicca Solutions Experts in content management

Home | Graphic Design | **Technical Overview** | Quality | Our Portfolio | Latest News

Adjusting Your site

- Updating Page Text
- Updating Menus
- Updating Layout & Logos
- Updating News Articles

Technical Overview

Aniccas 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.

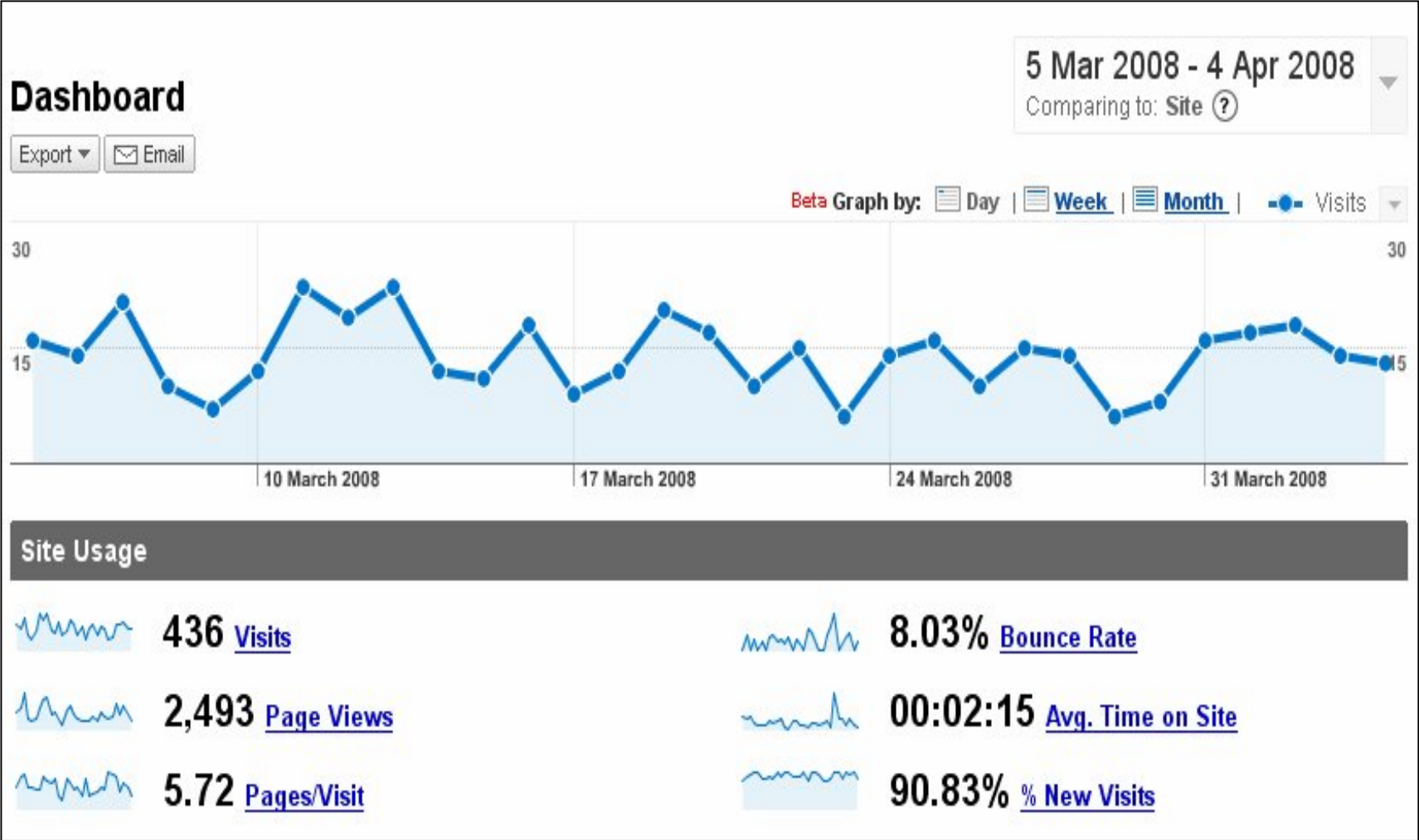
How a web page is created using the management system

```
graph TD; MySQL[(MySQL Database)] --> php([php]); php --> XML[XML Page Data]; php --> XSLT[XSLT Template]; XML --> XHTML[W3C XHTML 1.0 ✓]; XSLT --> XHTML; XHTML --> Browser[Web Page in Browser]; XSLT --> CSS[W3C CSS ✓]; CSS --> Browser; subgraph WebsiteConfigurationFiles [Website Configuration Files]; XHTML; CSS; end
```

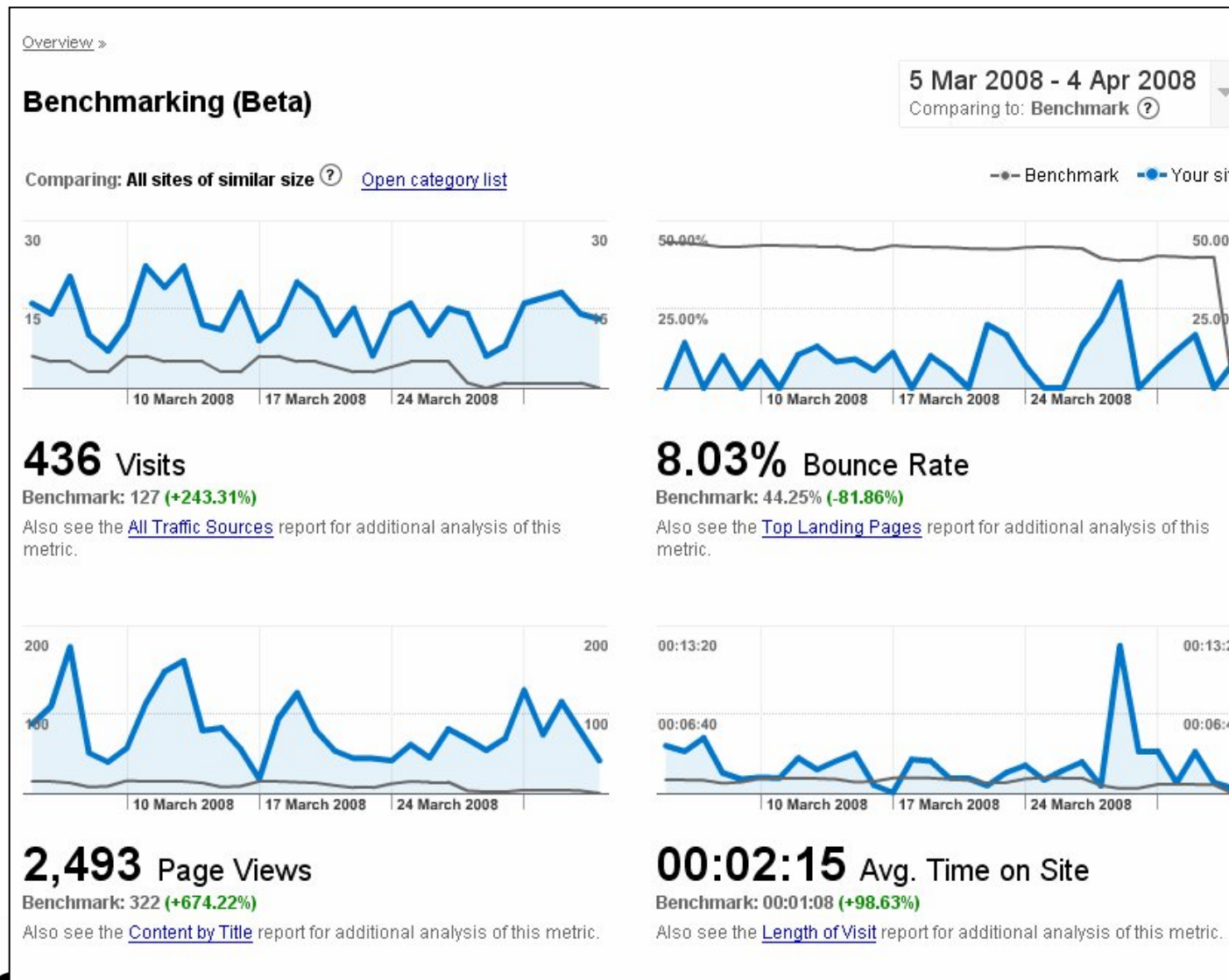
Results measurement - Google Analytics package

- 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



Google Analytics report from www.CopperHomes.co.uk as compared to national averages



Investment required to develop your new website

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

* 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)

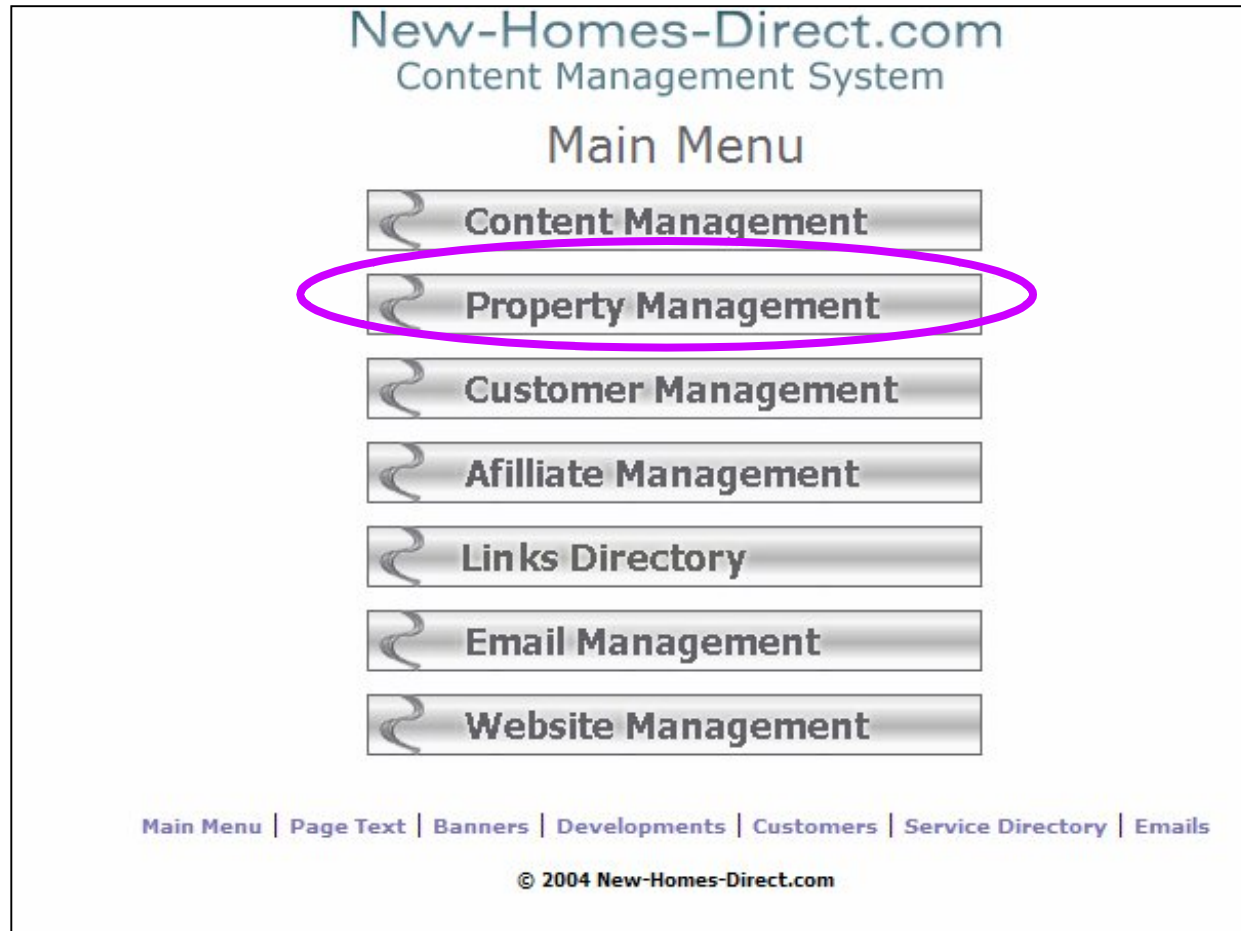
- Initial customer registration and questionnaire for profiling
- Sales staff can search and record communications with potential customers
- Email functionality – to allow latest products or deals to be emailed to your customer database

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

Id	Title	Developer	Development Name	Town	Units	Completion	Status	Viewed
160	Build a £5 million portfolio in ten year			Various Locations	1	1	available	342
159	2, 3 & 4 bed Ecolog homes		White Water Country Park	Llangollen	28	28	Off-Plan	available 241
156	2 bed Luxury Apartments		West Gate	Acton	4	4	Complete	available 441
150	5, 6 & 7 Bed - Managed Lets		Student HMO	Sheffield	3	3	Complete	available 625
149	Apartments and houses			Various Locations	1	1	Complete	available 622
148	1 and 2 bed apartments and duplexes		Drill Hall, Halifax	Halifax	27	27	Complete	sold 603
142	1, 2 and 3 bed apartments		The Works	Colne	16	16	Off-Plan	available 961

Create New

Property details in the database & what the customer sees

Currently Displaying Development 142 - 1, 2 and 3 bed apartments

Development Status	Available	
Development Name	The Works	
Title	1, 2 and 3 bed apartments	
Developer/Vendor	Please Select	Add New Developer
Location	Colne (Lancashire)	Add New Town
Location Description	Quaint Town in east Lancashire. Situated 25 miles to the west of Preston and 25 miles North of Manchester	
Postcode		
Entry Date	2007-04-20	
End Date	2007-10-20	
Sourcer	NHD	Add New Sourcer
Incentive	17% discount - ideal for bulk buyers!	
Stamp Duty Exempt	<input type="checkbox"/>	
Description	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	
Leasehold term	99	
Guarantees	TBC	
Completion Status	Off-Plan	
Completion Date	2008-02-28	

Property details in the database & what the customer sees

New-Homes-Direct.com
The new way to buy and sell property

Home
Residential Buyers
Investment Buyers
Service Directory
Finance
Guides & Information
Types of property

Investment property
Join our Investment Club for off plan and buy-to-let discounts of 10-20%

Residential property
Register now for exclusive discounts & deals on apartments & family homes

Latest Deals
Click here to see the latest property deals


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 25 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.

Click for more details

Postcode/Town/County
Lancashire
Property Type
Search All
Property Status
Search All
Price
Search All

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, 25 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 the finders fee for anyone purchasing more than 5 units!

PLEASE CALL SALES TEAM ON 01179 793736


Location Details

Address
Colne
Lancashire
England

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

Development Details

Incentive	17% discount - ideal for bulk buyers!
Bank Guarantees	TBC
Lease Type	99 years
Reservation Fee	£1,000
Completion Status	Off-Plan
Completion Date	2008-02-28
Assignable Contract	Yes
Exchange bond acceptable	Yes
Deposit at exchange	7.50%




Postcode/Town/County
Lancashire

Property Type
Search All


Property Status
Search All

Price
Search All

Submit



UK PROPERTY AWARDS 2006
★★★★★
BEST UK PROPERTY PORTAL
www.new-homes-direct.com



Daily Mail
★★★★★
BEST PROPERTY PORTAL
2005

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

New-Homes-Direct.com
Content Management System

Main Menu

- Content Management
- Property Management
- Customer Management**
- Affiliate Management
- Links Directory
- Email Management
- Website Management

[Main Menu](#) | [Page Text](#) | [Banners](#) | [Developments](#) | [Customers](#) | [Service Directory](#) | [Emails](#)

© 2004 New-Homes-Direct.com

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

London	<input type="checkbox"/>	West Midlands	<input type="checkbox"/>
South East	<input type="checkbox"/>	East Midlands	<input type="checkbox"/>
South West	<input type="checkbox"/>	North East	<input type="checkbox"/>
Wales	<input type="checkbox"/>	North West	<input type="checkbox"/>
Scotland	<input type="checkbox"/>	Overseas	<input type="checkbox"/>

Order ▼

Clicking into a customer profile

New-Homes-Direct.com The new way to buy and sell property							
Id	Name	Company Name	Email Address	Phone	City	Created	Status
0238	Mr michael braithwaite		121@trinicom121.com	0871 288 2434	penge	2006-07-06	valid
3406	Ms Alyson Rhoden		a.rhoden@yahoo.co.uk	020 8351 1127	London	2006-10-01	active
4713	Mr Afewerki Abraha		aabraha1@aol.com	02084380498	London	2006-10-11	pending
7158	Mr Emmet Browne		acairde@hotmail.com	07900084635	Cambridge	2007-09-02	pending
4769	Mr A Costa		acc@kelpart.co.uk	07767420700	Hatfield	2006-10-15	valid
3793	Mr Adam Corfield		adam_corfield@yahoo.co.uk	07737332753	wolverhampton	2006-08-18	pending
7055	Mr Adam Hankin		adam_hankin@yahoo.co.uk	00353 872787497	Dublin	2007-07-24	pending
4276	Mr adam ralph		adam_s_ralph@yahoo.co.uk	07917860334	brighton	2006-09-21	active
3634	Mrs adele cook	Imagine Homes	adele.cook@imaginehomes.co.uk	01252 533217	Farnborough	2006-08-03	valid
6252	Miss Simone Adolph		adolphomct@x-mail.net	(0)1822 852181	Dartmoor	2007-02-08	inactive
6094	Mr Gordon Achiri	Wrightnow Financial	agngu@yahoo.com	07957965079	London	2007-04-20	pending
1973	Mr anthony harvey		aharvey1@hotmail.com	07958 176 019	london	2006-02-25	active
3068	Mr Ajay Champaneri		ajay@champaneri.co.uk	07771614416	harrow	2006-08-30	active
3893	Mr AJ Soneji		ajsoneji@tiscali.co.uk	0208 4271149	HARROW	2006-08-24	pending
4430	Mr Akella Shankar		akella46@hotmail.com	02085706821	Hounslow	2006-09-27	valid
6031	Mr Akhlaq Ahmed		akhlaqahmed@msn.com	01189667111	Reading	2007-01-27	pending
6800	Mr Alan Borchard		alanborchard@hotmail.com	07801 550945	Buckland	2007-05-15	pending
6073	Mr Alan Borchard		alanborchard@hotmail.com	07801 550945	Buckland	2007-04-17	pending
4698	Mr Alistair Benn	VDS	alastair@bennfamily.co.uk	07770865260	Wheathampstead	2006-10-09	pending

Clicking into a customer profile

Customer Id	1803	Ms Ann Stanley	
Address	19 Cavendish Road, , Leicester, , UK, le2 7pg		
Phone	07930 38 4443	Mobile -	
Company	New Homes Direct Ltd Job Title -		
Email Address	ann.stanley@ntlworld.com		
First Added Date	2006-02-15		
Last updated Date	2007-02-14		
Status	Pending	Type	Member
Staff	Please Select	Region	East Midlands
Receive emails	<input type="checkbox"/>	Receive SMS messages	<input type="checkbox"/>
Notes	<div>notes</div>		

Clicking into a customer profile

New Homes Direct Questionnaire

What type of property are you looking for?

How soon do you want to buy?

What is your level of interest at this time?

Please indicate where you would like to purchase (tick all that apply)

<input checked="" type="checkbox"/> London	<input checked="" type="checkbox"/> West Midlands
<input checked="" type="checkbox"/> South East	<input checked="" type="checkbox"/> East Midlands
<input checked="" type="checkbox"/> South West	<input checked="" type="checkbox"/> North East
<input checked="" type="checkbox"/> Wales	<input checked="" type="checkbox"/> North West
<input checked="" type="checkbox"/> Scotland	<input checked="" type="checkbox"/> Overseas

Please state any specific places where you would like to buy

How many properties are you interested in buying?

What is your residential Status?

Length of time at your current address?

What is your age?

Do you currently have a residential mortgage? Yes No

Do you currently have a buy to let mortgage? Yes No

Do you currently have a draw down facility? Yes No

How many existing investment properties do you have?

Are you looking for finance or a buy-to-let mortgage to fund your property? Yes No

How do you intend to pay for your deposit and fees?

What is your annual gross salary?

Would you be interested in going on a property workshop in your area? Yes No

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


145	2 bedroom, 2 bathroom apartments		Liverpool	9	Masons Building	2007-04-20	<input type="checkbox"/>
146	2 bed, 2 bath apartments	The JCS Group	Hulme	3810	St Lawrence Development	2007-04-24	<input checked="" type="checkbox"/>
153	BOOK NOW FOR OUR NEXT FREE SEMINAR ON SA		Sheffield	3		2007-06-05	<input type="checkbox"/>
155	Tenanted luxury 2 bed apts - 12% discount		Acton	0	West Gate	2007-07-09	Unable to send
157	2 bed apartments		Leeds	109	Citispac	2007-07-09	<input checked="" type="checkbox"/>

Yes

Preview, send & receive

New-Homes-Direct.com

The new way to buy and sell property



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


Hulme
Greater Manchester
16% discount available to bulk purchaser

£16,400-£179,000

[Click for more details](#)

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
18% Discount!

£80,000-£162,500

[Click for more details](#)

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.

The units range from £80,000 - £162,250, 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).

Send email to all members

Send email to test email only

Email List

Preview, send & receive

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

Sent: Sat 13/10/2007 13:05

Dear Ms Ann Stanley,

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



[Click for more details](#)

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

Hulme
Greater
Manchester

16% discount
available to bulk
purchaser

£16,400-
£179,000

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Functional modules	
Property management module <ul style="list-style-type: none"> ▪ 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) <ul style="list-style-type: none"> ▪ 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 <ul style="list-style-type: none"> ▪ Integration with 3rd party mapping software eg Google maps or Michelin 	£1000 excluding 3rd party costs
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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.