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A NEW Virtual Real Estate Concept for Buying and Selling Real Estate over the Internet

RealEstateServe.com

This is a new concept of virtual Real Estate that services real estate over the Internet. This is a one-stop approach where sellers and buyers get together via the Internet. The sellers can list their property in the RealEstateServe.com database, and also have an easy to remember Dot-com sign displayed on the property.

Potential buyers, having viewed a sign on a property can access this and other properties available on the Internet via the RealEstateServe property database, or register for a personalised copy of the PropertyMonthly magazine.

This Real Estate Serve concept differs from on-line real estate services in the following:

- Signs made up of Dot-com domains which can be displayed at the property sites
- Buyers can register for a personalised copy of the PropertyMonthly.com magazine
- Because of the acceptance of the Dot-com domain names, the RealEstateServe.com concept could operate globally
- The RealEstateServe.com model could facilitate a global franchised network
- Includes leasing and rental management capabilities
- Incorporates Conveyance services

This virtual "RealEstateServe" business opportunity is modeled around several domain names currently being offered for sale at www.AbodeDomains.com

By purchasing the following set of domain names, *a new concept in selling real estate becomes possible.*

Main Portal & Services

RealEstateServe.com
PropertyMonthly.com
HomeLoansNoFees.com
LoansNoFees.com
ConveyanceKit.com

Rent and Leasing (signs)

RentByAppointment.com
LeaseByAppointment.com
CBDForLease.com
CBDForRent.com
NowForLease.com

For Sale (signs)

ApartmentsNowSelling.com
ApartmentNowSelling.com
ForSaleByAppointment.com
ForSaleOpen7Days.com
SaleByAppointment.com
CBDForSale.com
CityComfort.com

Investment (sign)

InvestOrOccupy.com

Signs

Each sign from the above can be displayed on a property and corresponds to a domain name. Each sign would come in various sizes and designs. It may not be mandatory for a potential seller to display a sign on the property to be added to the database. All signs would also carry the PropertyMonthly.com magazine Logo.

PropertyMonthly.com

On registering with PropertyMonthly.com, a user would be asked what kind of property they are looking for, this information would be used to create a personalised edition of the PropertyMonthly magazine, which would be emailed to them periodically. Users would also have the option of receiving appropriate property information as it becomes available.

Intuitive signs

Universally accepted names like "ApartmentsNowSelling" are easier to remember than a telephone number or a company name. Apartments Now Selling may be sign posted on a building as "**ApartmentsNowSelling.com**" which immediately suggests to the potential buyer to look for these apartments on the Internet. Overseas and other buyers searching on the Internet for keywords relating to real estate, e.g., "apartments for sale", "real estate" would go direct to the main portal - **RealEstateServe.com**

From the RealEstateServe.com portal, other categories would be available

1. Loans (**HomeLoansNoFees.com** and **LoansNoFees.com**)
Affiliated banks and loans organizations that offer loans and loan refinance.
Would also offer to forgo one or several of the following Fees: application, valuation, legal, account keeping and transaction.

(RealEstateServe.com, other categories continued)

2. Conveyance (**ConveyanceKit.com**)
Affiliated legal agencies related to contract exchange and legal advice. Also offer a conveyance kit for those choosing a do-it-yourself approach.
3. **Links section** relating to builders, painters and removalists

The main benefits of this approach are:

- Reduction in costs, increased sales and open all hours
- One stop approach
- Huge web site advertising potential
- Easy to remember signs
- Adapt banners to reflect target markets
- Ability to collect real estate statistics
- A common method of increasing traffic to a web site is to have multiple domain name entrances, the RealEstateServe structure facilitates this method naturally

Subdomains (*future vision 1*)

What is a Subdomain? A subdomain is any prefix, word(s) you place in front of your domain. For example you could create **NY.ApartmentNowSelling.com**. This would then act as new subdomain name. Other possible prefixes are country codes, post codes and state abbreviations.

By creating subdomains you have the opportunity of leasing these new domain name to third parties. For example you could create the domain **NY.ApartmentNowSelling.com** and lease it as a sign to a NY real estate agent for placement on properties.

You would then redirect all traffic going to this new domain name to the NY real estate agents web site. Properties associated with this domain would still be placed in the RealEstateServe.com database and be available via the PropertyMonthly.com magazine.

Franchise network (*future vision 2*)

A network of *accredited* franchisers could be established to offer global and regionally based real estate services that could include the following:

1. Canvassing banner placement
2. Arrange banner delivery and installation
3. Canvass subdomain leasing opportunities
4. Offer services relating to building, painting, and removalists, these services would be supplied by local affiliate companies
5. Offer real estate services, i.e. rental and management, qualifications required

The franchising services would be available to assist the buyer and seller in real estate operations. A do-it-yourself approach would always be available for the individual wishing to go-it-alone.

Domain News

- With over 12.5 million domain names registered to date and over 30,000 being registered daily, it is very difficult to find *even* a good dot com name. The price tags attached to domain names have been astounding. \$3.35 million for Altavista.com, \$1.03 million for Wallstreet.com a record setting \$7.5 million for Business.com and \$835,000 for ForSaleByOwner.com. Cool.com was reportedly offered a price of \$38 million just last month! (Aug 2000) It was turned down. Above figures quoted in USD.
- With 52% of the current online population in North America being made up of baby boomers who have been online for less than 12 months, the market will continue to grow over the next 12 to 18 months and get decidedly more mainstream.
- There's another great statistic... 97% of the people who will own and operate web sites in the year 2003 are NOT even online yet. Try and get your head around that. It's absolutely amazing.

Product Awareness

The Real Estate industry has traditionally used wordings similar to those presented here in their signs for years. It will be interesting to see how the real estate industry in general will react to a company (*maybe yours*) owning these wordings. For your competitors to continue using these and similar signs will direct even further Internet traffic to your site, and would definitely help increase product awareness.

Imagine if your competitor owned these domain names, whenever you displayed an "Apartments Now Selling" sign you would be inadvertently advertising for them as people begin to associate the sign with "ApartmentsNowSelling.com".

Get yours today before your competitor does.

For details please contact 61-2-9460 8098

Yours Sincerely,

(Jeff Staniforth)
Director