

Suite 30/116 Shirley Road
Wollstonecraft NSW 2065
Phone: 612-9460-8098
Mobile: 612-0431-662-019
Web: www.AbodeDomains.com
Email: Jeff@JeffStaniforth.com

A NEW Virtual Real Estate Concept for Buying, Selling, Leasing and Renting 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.com 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
- 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
RealEstateServe.com

Investment (sign)

InvestOrOccupy.com

Signs

Each sign from the above can be displayed on a property and corresponds to a domain name and 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 RealEstateServe.com 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.com 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 would suggest to the potential buyer to look on the Internet for this domain name.

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

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

- One stop approach
- Reduction in costs, increased sales and open all hours
- Huge web site advertising potential
- Easy to remember signs
- 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.

Subdomains (*future vision*)

What is a Subdomain? A subdomain is any prefix, word(s) you place in front of your domain. For example you could create **NYApartmentsNowSelling.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 names to third parties. For example, you could create the domain **NYApartmentsNowSelling.com** and lease it as a sign to a NY real estate agency for placement on properties.

Product Awareness

For years, the Real Estate industry has traditionally used wordings in there signs the same as those presented here. It will be interesting to see how the real estate industry in general will react to a company (*maybe yours*) owning these wordings. Your competitors continued usage of these and similar signs would help increase product awareness.

Imagine if you owned “ApartmentsNowSelling.com”. Whenever a competitor displayed “Apartments Now Selling” on a building, they would be inadvertently advertising your domain name.

Get yours today before your competitor does.

For details please contact

T: 612-94608098

M: 612-0431-662-019

Yours sincerely,

Jeff Staniforth
Director

Appendix A

Here's 3 scenarios on using the Virtual Real Estate Concept

1. Joe Newhouse is looking to purchase a property

Joe would:

- Go to www.RealEstateServe.com (Buyers area) and create an account.
- Joe would enter details of the kind of property he is looking for. Based on this information Joe would receive a copy of the PropertyMonthly.com (Online edition) magazine that would be tailored to his requirements. Joe would also have the option of receiving emails alerting him to new properties as they become available, in between the monthly edition..
- Joe could also sign up for the PropertyMonthly.com (Hard copy) magazine if it's available in his area.
- Joe would have the option of receiving a courtesy phone call where he would be put in touch with a sale rep who could assist him with his property searching.
- On finding potential properties Joe would contact the owners where he could ask more questions and arrange times to view the property.
- **NOTE:** Joe would also have the option of using the RealEstateServe.com search engine to do his own ad-hoc searches

2. Jill Sellers is looking to sell a property

Jill would:

- Go to www.RealEstateServe.com (Sellers area) and create an account. Jill would receive account details including a Property ID number via email.
- Jill would enter detail about the property she is selling
- Jill would have 2 options
 1. Allow buys to find her via RealEstateServe.com search engine, and/or the PropertyMonthly.com soft/hard copy magazines.
 2. Jill could down one of the many “Real Estate for sale” signs (for example Sale by Appointment) and place it on the property. Jill would be offered information about local real estate sign installers or she could download the “Do It Yourself” sign installation pack.

NOTE: Jill would include the Property ID she received when creating an account and include it on the sign, so potential buyers could easily find the property in the RealEstateServe.com database. Optionally a potential buy could append the Property ID to the end of the signs domain name. For example if she was using the Sale by Appointment sign. A potential buyer would enter www.SaleByAppointment.com/001 (where 001 is the Property ID) into a web browser and be taken directly to the property.

Note: Once Jill had created an account any signs she downloads would automatically have the Property ID inserted into them.

3. Jack Passive is not (actively) look for a property but is keep enough to want more information when he see's a property sign posted in his local area.

Jack would:

- On viewing a sign on a properties Jack would note one of the following:

- * Property ID
- * Signs name
- * RealEstateServe.com Logo
- * Suburb and/or Street name.

He would then do one of the following:

1. Go to the property as described in step 2 from Jill Sellers scenario.
2. Enter the signs name in the browser (this would direct him to the RealEstateServe.com) where he would do a search based on location or the Property ID.
3. Jack would also have the option of going directly to RealEstateServe.com (Note: the RealEstateServe.com logo would be shown on sign), and doing a location, or Property ID search.

Notes: All the above scenarios would also facilitate leasing and renting options.

Appendix B

The NEW Virtual Real Estate Concept offers many revenue streams

For example:

- Pay for listing properties.
- Pay to contact owner.
- Revenue from affiliates for removals, painters, loans/mortgage, household furniture, landscaping, etc.
- Pay to advertising on site.
- Pay to advertising in the PropertyMonthly.com hard/soft cover magazine.
- Franchising revenue.