WEBSITE CREATION OVERVIEW

TruePropertyᵢₒ

Overview

We can create a wide range of websites to suit almost any requirement the property industry might have. From simple single landing pages to complex multi-page portfolios, we can help.

In the past, website creation was complex, demanding significant technical know-how. However, modern advancements have streamlined this process, enabling the development of high-quality, user-friendly websites at a fraction of previous costs.
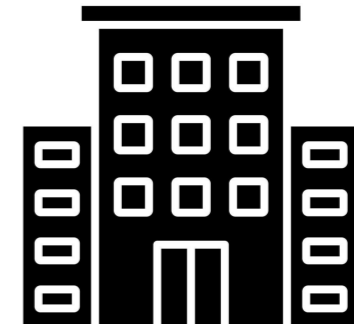
Our team harnesses cutting-edge technology and procedures to craft websites of the highest quality in the most cost-effective manner possible.

Property Marketing Websites

Agent Marketing Websites

Agency Marketing Websites

Feature Examples

Custom Domain Names (If Required)

We can include a custom domain for the website that matches your brand and services.

Standard Secure Hosting

Security and privacy are at the center of our business, and the websites we create place this emphasis at the forefront

Simple Analytics Systems

To ensure you can monitor the website's success, we include a comprehensive dashboard that you can share with the property owner.

User Customizable

Our websites are built to allow for user customizability. Significantly reducing the time our team needs to work on the site post generation.

Expanded Service Details

We can create pages for specific services or suburbs related to an agent. Each page can include almost and layout and feature set.

Multiple Content Types

We can include a wide range of content types on the website including standard image/video to 3D Walkthroughs and interactive maps.

Suburb/Location Features

We can leverage interactive maps to feature important information about the property such as:
- Distance from POI's
- Interactive Maps

Advanced Contact Options

Your contact details can be presented in a number of ways including contact forms, direct dial options & live chats.

Generation Options

When it comes to creating a property marketing website, we offer a plethora of choices.

To ensure cost-efficiency, we typically recommend using a standardized template for your property marketing website. This template has been specifically designed for agents who will be marketing the property, as it's tailored to their specifications.

If you're looking for additional functionality or a unique layout, our team can craft a custom website specifically for any type of property.

Website Generation Options		
Clone	**Template**	**Custom**
We can replicate an agency's website to ensure maximum brand consistency. While our clones maintain all the modern functionality of our other websites, they can be designed to look nearly identical to the original."	We can create a standard template website for an agent/agencies property portfolio. The process required to generate additional website from this template is streamlined and therefore more cost effective for repeat use	We can create a custom website to your specific requirements. This site can include almost any functionality available in a modern website assuming it works on one page."

Single Page	**Multi Page**
A single-page website can serve as an excellent tool for promoting your services within a specific suburb or to a particular buyer demographic. The absence of distractions on such a site can effectively prompt users to absorb the information provided. Additionally, it stands out as the most cost-effective method for website development.	A multipage website offers expanded information avenues for potential buyers or vendors. Additionally, by integrating single landing pages, we can hyper-target individuals arriving from diverse platforms and placements, enhancing the site's reach and relevance.

System Overview

To provide access to cutting-edge technology in this sector, we host our websites on top-tier third-party platforms. While we embed personalized functions and control code, we primarily construct our codebase using a website builder. From there, we enhance the site by incorporating a variety of applications and integrations where needed. This approach reduces cost an improves flexibility it also allows your team to edit the website through a simple user-friendly interface.

Website Creation System Examples
GOOGLE ANALYTICS   Analytics Tracking
WIX   Website Builder
GoDaddy   Domain & Hosting

Benefits Of Third Party Hosts & Integrations	
Efficiency and Speed	Third-party software comes with pre-built features and functions that can significantly reduce the development time. Instead of starting from scratch, you can utilize these resources and focus on customizing your site, thereby accelerating the time to market.
Cost-Effective	Building a website from scratch can be expensive. Third-party software often provides cost-effective solutions because they distribute the development and maintenance costs among many users.
Reliability and Stability	Third-party software is often thoroughly tested and used by numerous other users, making it generally more reliable and stable than a newly built system. This ensures fewer glitches and more uptime for your website.
Up-to-Date Features and Trends	Third-party developers typically stay up-to-date with the latest trends, techniques, and security standards in web development. By using their software, your website benefits from these advancements without any additional effort on your part.

Costs

Our objective is to minimize website development costs for our clients. We employ a variety of time-saving techniques to ensure each task is completed to the highest possible quality in the shortest possible time.

Each project is unique and comprises standard expenses such as hosting fees, domain name purchases, and integration costs. Additionally, the time our team requires to complete a given task also contributes to the overall cost.

We utilize templates and clones where possible to further reduce the time required to generate and edit your website. An estimate of the costs associated with each type of website can be found below:

Website Generation Options		
Clone	Template	Custom
Clone Website Fee: ~ $750 **~ 4.5 Hours**	Initial **Creation Fee: ~ $1000** **Then: ~ $500** **~ 6.25 Hours** **~ 3 Hours**	**Single Page: ~500** **Multi Page: ~1000**

Includes:

- Agent Website Creation & Optimization (SEO, Backlink Inclusion etc)
- Agent Website Details Changes (Upon Request): Sale Method Changes, Price Updates, Imagery Changes etc
- 90 Day - Domain Hosting (Godaddy)
- 90 Day - Website Hosting (Wix)
- Analytics Dashboard (Vendor and Agent Accessible)

Once generated updates and changes can be made to the site and the same hourly rate will apply.

Hourly Rate
$160