

it's @  
wired  
world:



plug in.



introducing

# orange agents



web site solutions  
for real estate  
professionals

## **The Orange**

### **Factory**

creates  
affordable,  
full-featured  
websites  
for small  
business.

Now, we  
offer a full  
range of web  
site design  
and hosting  
services  
specifically  
designed  
for busy  
Realtors.®

**orange for  
agents means  
vitamin C  
for sales.**



# Why have a website?

## How Orange for Agents helps build sales

### Market Presence

A website helps you stand out from the crowd. Homebuyers and sellers have instant access to detailed information about your experience, specialties, service area and listings. You can update your website quickly, as often as you want. And since you have your own domain name (for example, [www.juliadawson.com](http://www.juliadawson.com)), customers connect with you directly, not through the corporate website.

### Improved Communication

E-mail allows customers to contact you at their convenience. They can ask detailed questions, tell you about their search criteria, book appointments and schedule open house visits. It can take days of phone-tag to set up an appointment with a busy Realtor®, and in that time a frustrated customer may look elsewhere. Orange for Agents lets you stay in touch.

E-mail keeps you in daily contact with your customers. Even if you don't have time to speak with them, you can answer questions, update them on the progress of their sale, advise them on pricing, or send your latest listings.

**E-mail is clean:** no more distorted faxes or smudged mailers.

**E-mail is instant:** you are not at the mercy of "snail mail" service.

## **Access to the Relocation Market**

Most out-of-town shoppers use the internet to find a Realtor.<sup>®</sup> A website gives customers who are relocating to your area access to your listings, and the ability to contact you without delay. Why limit yourself to local prospects? Orange for Agents plugs you in to the lucrative relocation market.

## **How Orange for Agents helps save money \$\$**

### **Instant communication with no printing costs or long-distance charges**

Bulk mailers are expensive. With a few clicks of your mouse, send the latest listings to all of your clients, instantly. And since the monthly hosting fee with The Orange Factory covers unlimited e-mails, you can connect with your customers as often as you like, with no delay or long-distance fees.

Playing phone tag and sending bulk faxes wastes time. By setting up

meetings online and sending bulk e-mails, you and your staff have more time to do what you do best: selling homes.

*Save your most important asset*  
**time** 

Selling depends on getting the right information to the right people. Orange for Agents can help you improve your customer service with a convenient, personalized and cost-effective website package.

# Information + Communication = Sales

According to an NAR survey on technology,



90% of homebuyers use the internet to shop for their new home.



Realtors® who own or lease a computer earn on average \$22,600 more than their colleagues who do not.



Realtors® who use e-mail have a median gross income that is \$15,800 higher than those who do not use e-mail.



Realtors® who have personal web pages have a median gross income that is 70% higher than those who do not have web pages.

 **248.219.5408**

are you  
online?

follow the numbers

**87%**

of internet shoppers  
find a realtor  
online

**82%**

9 of 10  
buyers  
use the internet  
to shop for  
their new home

preview  
homes

traditional mass mailings  
usually receive **1% to 2%**  
response rate, while e-mail  
receives a **5% to 15%**  
response rate

# orange agents



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## **Flexibility**

You provide your personal information and listings with photographs – we do the rest. Choose from our menu of six pre-packaged personalized websites, or have us design your own custom website.

In addition to your personalized website package, you get your own registered domain name, your own e-mail account, and a wide range of options to choose from.

## **Reliability**

To provide the highest level of fast, hassle-free internet service, The Orange Factory has teamed up with a top-tier internet service provider (ISP). With years of experience providing reliable, high-speed internet access and web hosting, our ISP offers state-of-the art servers and low user ratio for dial-up customers.

## **Economy**

The Orange Factory makes internet access and a personalized website affordable for Realtors<sup>®</sup>. For less than the cost of a single direct mail campaign, you can have a marketing tool that works 24 hours a day, 365 days a year. At a monthly cost that is less than digital cable tv, you can't afford not to have your own Orange for Agents website.

# orange agents



Vitamin C  
for Sales

## Yes, tell me how The Orange Factory can help me connect with customers!

First, we need some information to  
help get you started.

Your Name \_\_\_\_\_

### Brokerage Information:

Name of brokerage \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Brokerage office telephone 1 \_\_\_\_\_

Brokerage office telephone 2 \_\_\_\_\_

Brokerage office fax \_\_\_\_\_

Brokerage office e-mail \_\_\_\_\_

Brokerage office web site \_\_\_\_\_

Mobile phone \_\_\_\_\_

Pager \_\_\_\_\_



### Home office:

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Home office telephone \_\_\_\_\_

Home office fax \_\_\_\_\_

Home office e-mail \_\_\_\_\_











Best time and method to contact you: Time \_\_\_\_\_

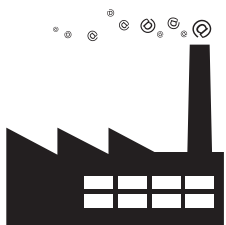
(circle one) Phone \ Mobile \ Pager \ E-mail

Number or E-mail \_\_\_\_\_

**(continue)**.....➔

## Next, we need to know your existing computer setup.

-  Do you have access to a computer at your brokerage office?      **Yes**                      **No**
-  Do you have an e-mail account at your brokerage office?      **Yes**                      **No**
-  How do you normally connect to the internet now?  
**Dial-up**              **Cable**              **DSL**              **T1**
-  What operating system does your brokerage office system use?      **Windows**              **Mac**
-  Do you have your own home office personal computer?      **Yes**                      **No**
-  What operating system does your home office system use?      **Windows**              **Mac**
-  Do you have an internet-capable PDA (e.g. Palm or Blackberry)?      **Yes**                      **No**
-  From what location do you usually access the internet?  
Office              **Home office**              **PDA**



the orange factory

## Now, here's how it works:

Fax or mail this form to:

The Orange Factory  
541 W. Cambourne  
Ferndale, MI 48220  
Fax 248.298.9808.

**All you have to do is provide the necessary information and provide your photograph, or we can take one for you at no additional charge.**

**You select the options you like, and we do the rest.**

We will contact you by phone, pager or e-mail (your choice) to arrange a complimentary personal consultation.

# the cost

## .....► **Standard Package | \$600 + hosting**

- Choice of six preset designs
- Home page with custom tag line, agent's photo, professionally-written bio, list of specialties (if any), office address, phone numbers and e-mail, corporate logo, featured property and synopsis of the real estate process — how you will help your clients
- “Buyers” page with glossary and purchasers' tips
- “Sellers” page with tips for preparing a home for showing
- “My Listings” page with color photos of properties and details of up to 20 properties as well as links to MLS listings in the area.

## .....► **Additional features**

- E-mail link to agent on each page
- Link to corporate website
- Link to online maps on listings page
- Link to Mortgage101.com, with over 175 informative documents and interactive tools, a customized directory, daily interest rates and mortgage calculators with agent's logo and links

## .....► **Hosting**

- Hosting charges include a one-time account set-up fee of \$100, plus a hosting fee of \$20.00 (includes annual domain registration, web site hosting and personalized e-mail account). Clients can save \$40 a year by choosing to pay an annual hosting fee of \$200 in advance.



.....➤ **Gold Package | \$900 + hosting**

Includes Standard package plus:

- Links to neighborhood/school reports
- Mortgage/finance links page (some brokers have recommended institutions)
- Resources page: brokers can co-op some of their costs through online relationships with preferred vendors (i.e. — home improvements, home inspectors, etc.)
- Autoresponder – allows client to e-mail realtor a request for info and provides client with a weekly update of listings and open houses
- Customer testimonials page

.....➤ **Platinum Package | starting @ \$1200 + hosting**

Includes Gold package plus one or all of the following. We will work to customize your site to reflect your individual needs.

- Online Stats - provides detailed reports on website visitor information
- 360° virtual tours on "My Listings" page
- Online newsletter
- Printable web flyers
- Flash animation
- Custom design

# But **WAIT**, there's more!

**We give free seminars! To register for our**

**seminar series**

**next free seminar on how to use the internet to boost sales and save time, fax this form to 248.398.9808.**

**We'll send you details of the time and location of our next seminar.**

Your Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

E-mail \_\_\_\_\_

Mobile phone \_\_\_\_\_

Pager \_\_\_\_\_

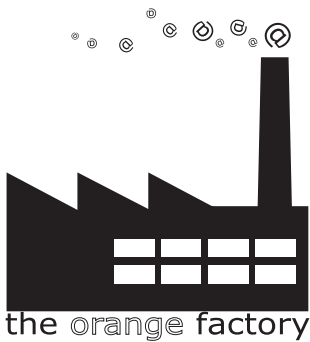
.....

# free website upgrades

For every friend or colleague that signs up for an Orange Factory website, you can choose one of the following upgrades for your website.

- Customer testimonials page
- Printable web flyers  
(1 free for each customer you refer)
- Resources page: brokers can co-op some of their costs through online relationships with preferred vendors (i.e. — home improvements, home inspectors, etc.)

**it's a great way to upgrade your site  
at no additional cost to you**



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