



- ▶ 84% of home searches occur via the Internet (National Association of REALTORS, 2007)
- ▶ Property listings are generalised and seldom answer all questions
- ▶ 95% of prospects want to ask questions of a Vendor in an informal anonymous environment (WebAlive, 2009)



What is AskTheVendor WebComment?

AskTheVendor WebComment is an easy to use agency-branded online forum that is linked to your agency website and property listings. It allows a real estate agent to facilitate Q&A forums between prospects and vendors. Offer this innovative service to your vendors who will seed and control the discussion with prospects, ensuring accurate and relevant information in the online chat. An AskTheVendor allows you to:

- ▶ Offer a competitive advantage to your vendors by providing an easy to use Q&A for inquiries, including international inquiries
- ▶ Offer an innovative tool that distinguishes agents with little time investment required. Be protected by terms and conditions that also look after the best interests of a vendor
- ▶ Allow registered prospects to use an alias when asking questions about a property in an open or closed forum
- ▶ Build a prospects database of email contacts
- ▶ Promote an AskTheVendor WebComment Forum for every property listing and encourage registration and discussion. Generate interest and momentum around a property



What are the set-up steps?

WebAlive will work with you to run your first two AskTheVendor sessions ensuring you're quickly up-to-speed with this simple to use communications tool

- 1 Create an AskTheVendor WebComment for your listed properties. Link the vendors email address to a property AskTheVendor. Upload a picture of the property and ask the vendor to start the first few questions and answers e.g.

- ▶ **Does the property have water tanks?**
Yes, 2x1000 litre slim line tanks
- ▶ **Is there a public transport route to the nearest primary school?**
The home is 400 metres from the school entrance

- 2 Invite prospects via your property brochures and ads to raise questions in your AskTheVendor forum for this particular property e.g. agency.webcomment.com.au/3barkrdmalvern3144

- 3 Vendors monitor incoming comments and questions publishing those that are appropriate and fit for public consumption

- 4 Vendors answer published comments and questions and contribute other useful information that may assist the sale

- 5 Close the AskTheVendor WebComment session for a property when it has been sold

- 6 Use the mailing list of participating prospects to follow up on other opportunities

- 7 Leave the results of a property AskTheVendor WebComment on the Internet to be found by search engines like Google, raising an Agents profile on the Internet

www.webcomment.com.au

YOUR LOGO HERE

Forum | AskTheVendor

71 Princess Street, Windsor

Status Closed - 10 responses

Agent Tim Derham

Positioned behind a large brick fence, quietening the influence of Princess Street this spacious period home offers all the ambience and grace befitting the period whilst still offering the potential to further extend on a deep rear garden abutting with excellent car access to double carport and studio.

The warmth seeps right from the front door with an arched central hallway providing access to the three double bedrooms, lounge, cosy dining, country style kitchen with adjoining breakfast nook and period bathroom. Richly polished floors, high decorative ceilings, open fire places, detailed door all encapsulate the mood and offer a very comfortable home in this prestigious location whilst offering a host of amenities at hand including quality shopping, convenient public transport and well respected schools.

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4 Redmond Street, Windsor

Status Closed - 34 responses

Agent Julie Smith

Lifestyle convenience in a coveted central Windsor position places this superb apartment in the 'must have' category for astute investors and first-home buyers seeking an affordable, low-maintenance option with blue ribbon credentials.

Flooded with northern light on the 2nd floor of the attractive garden block of 'Oxford', this spacious and superbly presented apartment with pleasant views includes entrance hallway, 2 double Bedrooms with B&B, open-plan Living and Diningroom, fully-appointed kitchen, big bathroom/laundry facilities, gas heating, intercom, remote-control gate access for covered car space on site. Stroll to shops, train, parkland.

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16 Campbell Street, South Yarra

Status Closed - 11 responses

Agent Mary Jones

In an elite South Yarra precinct designed by award winning architect Rojan Smic, this spectacular 5 star energy rated residence makes an inspiring statement. Epitomizing luxurious contemporary living, this impressive palette-style home boasts a visually stunning interior with panoramically proportioned glass panels open to stylish art deco accents including plunge pool.

Features: 3 double Bedrooms (one with built-in ensuite), Home Office/Teen Retreat (ensuite), open entrance, superb open plan living, 2nd living (huge viewing deck), marble/teak kitchen and featuring the latest in climate control, security, lavish fittings, finishes and double remote garage.

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Example AskTheVendor Listings

YOUR LOGO HERE

Forum | AskTheVendor

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Coolium said:
1 week, 11 hours ago

Does the property have water tanks?

YOUR LOGO HERE | The Vendor said:
1 week, 12 hours ago

Yes, 2x1000 litre slim line tanks

John said:
1 week, 7 hours ago

Is there a public transport route to the nearest primary school?

YOUR LOGO HERE | The Vendor said:
1 week, 12 hours ago

The home is 400 metres from the school entrance

Dominique said:
1 week, 3 hours ago

Is the kitchen floor tiled or tiled looking lin?

YOUR LOGO HERE | The Vendor said:
1 week, 12 hours ago

The home is 400 metres from the school entrance

Powered by

Example AskTheVendor



How much does it cost?

	Bronze	Silver	Gold
Concurrent Vendors	1	5	unlimited
Concurrent Properties	5	25	unlimited
Total Topics per Week	15	unlimited	unlimited
Monthly Data Transfer	10 GB	100 GB	unlimited
Setup ex GST	\$3000	\$5000	POA
Monthly ex GST	\$200	\$1000	POA

* Includes branding, hosting, support and all software updates. Annual licensing is available and attracts a discount

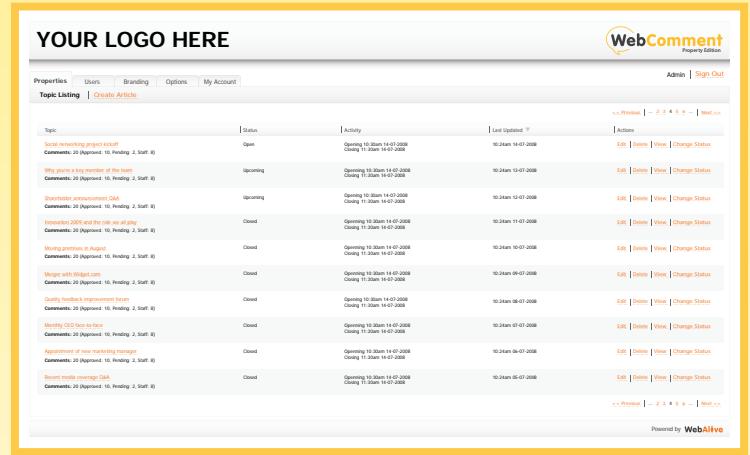


What is WebComment?

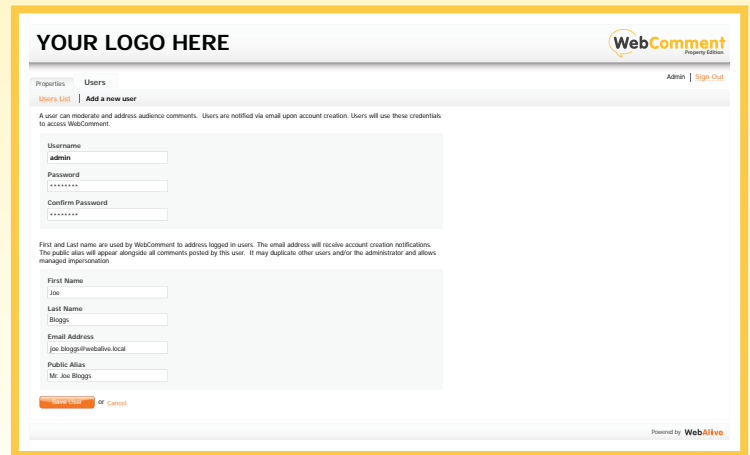
WebComment is a customised online communications tool that enables participants to log into a secure dedicated website via the internet. By registering using an email address participants can join the discussion via an online Q&A session. WebComment Property Edition is customised for the property industry; AskTheVendor Forums are setup by an Agent and facilitated by Vendors.

Similar to the delay used in talk back radio, WebComment Forums are 'moderated', providing hosts with controls to approve or reject submitted questions and comments before they go live. The discussion can be archived making it useful for future reference. WebComment can be open or closed (ie password accessible).

- It's a branded secure website on the Internet. The look of the website is customised to your company's branding
- An 'Upcoming Topic' panel can be integrated with your existing website. WebAlive will work with you and or your website administrator to accomplish this
- Participants require a valid email address to participate in a discussion. Participants can specify an Alias for public display - optional
- All questions and comments are queued awaiting moderation by a host. The host has 100% control over what questions and comments are approved for display on the website
- Topics for discussion are controlled by the licensee of WebComment. Topics can have an associated image or can be linked to an article, YouTube, website etc
- The number of participants in a particular Topic discussion is virtually unlimited
- A Topic discussion can be open or private. A private Topic is only accessible with a password determined by the host
- A Topic can remain accessible for future reference or can be hidden
- WebComment includes friendly customer support and 24/7 server support
- To see a recent example of a WebComment Forum please see www.webalive.webcomment.com.au and 'Current and Future Impacts of the GFC with the Hon. Alan Stockdale'



Example AskTheVendor Administration



Example AskTheVendor Administration



What are the Technical Requirements?

Hosting

- All software and data is hosted at WebAlive's data centre, client hosting is not available

Support

- Phone support is available from WebAlive during normal business hours (AEST) and email support 24/7 (unless otherwise agreed)
- 24/7 server support, 99.99% uptime and daily backups

Supported Internet Browsers

- The public interface is supported for use with Internet Explorer 6, 7, 8, Safari v3 or Firefox v3
- The administration interface is supported for use with Internet Explorer 7, 8, Safari v3 or Firefox v3

Administration & Software Updates

- An administrator must be nominated. This person creates Topics and can setup additional User accounts as required
- The software will be updated from time to time. An email will be sent to the administrator notifying them of any changes that impact your WebComment
- The 'Upcoming Topic' panel is HTML and can be iFramed (embedded) into an existing website. This process is supported by the WebAlive team who will work directly with your existing website maintainer (see www.webalive.com.au "Join the Conversation" as an example)
- Branding makes the public interface of WebComment consistent with a clients existing website. The administration interface is standard for all clients
- The branding of the public interface for WebComment will be consistent with a clients existing website and the administration interface is standard for all clients

For more information, please contact:

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WebAlive

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