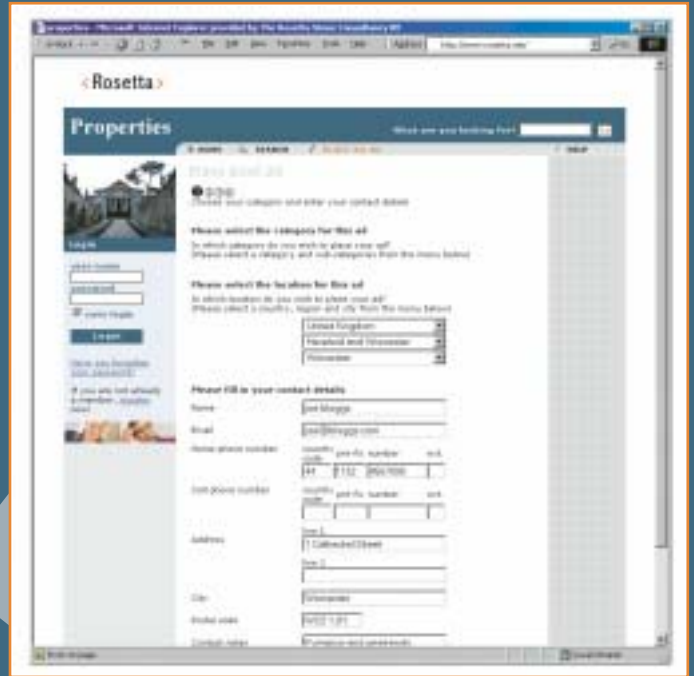


Real Estate Express

In the competitive world of real estate advertising, now newspaper publishers can offer customers the benefits of powerful structured searching ... and minimise the costs associated with checking of ads.

With the Real Estate Express you get:

- Real-time publishing – sell or rent your property faster!
- Commercial property, residential property and holiday homes all in one site
- Sellers can book and pay for ads in an easy step-by-step process
- Structured ad-entry forms improve the quality of ads and reduce the cost of ad checking
- Automatic upselling (eg photo ads) increases revenue
- Secure payment transactions
- Photo ads
- High-performance structured search engine specially designed for real estate
- Personalisation and extra features as incentives for registered users
- "My Ads" -- save homes that interest you, and edit / renew/delete the properties you've already advertised
- Online help



You can adapt the site:

- Add/edit/delete categories and change prices
- Customise the site's look-and-feel (XML/XSLT Presentation Layer)
- Add content to any page from external content management systems
- Serve banners on any page from external banner management systems

Optional Extras:

- Shopping Basket
- Homes by Email/SMS (automated alert services)
- Systems integration, data migration and customisation are available from Rosetta Professional Services

System Management:

Manage your Real Estate Express website in a secure browser-based environment. Please see the System Management page.

