



CTI Real Estate Listing™

™ CELESTINE TECHNOLOGIES INC.

AUGUST 2009

From Basic to Detailed - Listings Your Way

Focus on your business rather than maintaining your listings. CTI helps keep you on track.



Let our system keep your property listings up-to-date, and give you the leads you need to grow your business

Both residential and commercial property listings are available and can be either entered manually or downloaded automatically from the local real estate board. We can currently collect property listings from 13 boards in Ontario, and can easily add more.

Automatic Property Listing Downloads

Have piece of mind knowing that automatic downloads from the real estate boards will ensure that any changes made to the listings (status, price, description, etc.) will be accurately reflected on your website, and any other websites provided by CTI where your listings appear. Open house updates from the board are also applied.

If you would prefer certain parts of a listing to be protected from changes by the board they can be "locked".

Exclusive Properties

These properties will not appear on any other website unless they are uploaded manually as they are not listed in the MLS.

Sharing Between Brokerages and Agents

Brokerages and agents have the option of combining their resources and permitting website visitors to view combined listings, and even combined agents. This is valuable for new agents or for brokerages and agents looking to expand the visibility of their listings. This option is best used to expand the available property inventory, providing consumers greater variety, and a more valuable web resource.

When sharing properties it is possible to form a group with more than two brokers, and each broker can belong to more than one group. There are no restrictions that brokers must be within the same franchise. For example: small RE/MAX and Century 21 offices targeting different markets could allow their listings to be pooled for a community-based listing service.

All parties using this service must sign an agreement before the listings are combined.

Search Examples

Over 100 pre-set property searches are available, many of which allow filters to limit the properties to be found. Examples include properties listed by the agent, open houses, new listings and homes in a certain town or city.

Consumers can also begin searches by selecting areas of a map and further refining their search by property type, price, neighbourhood, etc.

Properties found can be presented in several formats (see Viewing a Listing below).

Lead Generation

This service is used to help an agent when a consumer is looking to buy or sell a property. From an agent's website the lead is sent to that particular agent; and from a broker's site the lead is sent to the listing agent.

We have also developed customised lead generators based on postal code and city.

Consumer Interaction

If no listings are found, the consumer can be presented with a Watcher™ form. Completing this lets the system automatically notify the consumer when properties matching that search are now available. Even if listings are found, the consumer has the option to save the search and be advised when other properties are available. E-mails sent to the consumer are branded as if they came directly from the agent.

Other forms allow consumers to request more information on a property, schedule a showing, request the agent contact them, and so on.

**People, Ideas, Technology ...
Solutions For Your Business**

For more information contact:

Celestine Technologies Inc.
<http://www.celestine.ca/>
sales@celestine.ca
1-800-865-6642

Consumer Interaction- Continued

Consumers submitting one of these forms believe there is value and are willing to provide their contact information, an important resource for the agent.

Listings in CTI Organiser™

Descriptions, directions and many other attributes can easily be updated. Properties can be marked as highlighted to move them to the top of an agent website listing summary, or spotlighted to be included on the agent's home page, if applicable.

Other listing attributes can be added or updated manually to include details to further enhance the listing (i.e. air conditioning, condo fee, heat, etc.).

We allow for additional images with comments, room details with comments and open houses.

Key Points

- *The system records statistics for each view of a property, for anonymous and identified consumers. Statistics can be easily printed for presentation to a vendor.*
- *Search parameters can be customised to provide a specific subset of properties.*
- *Listings can be assigned to a group and searched via group name.*
- *Our listing features can be used whether or not your website is hosted with us.*
- *Our service allows Flash movies and other applications to search and display properties.*
- *There is no practical limit to the number of images or rooms that can be assigned to a property.*

Viewing a Listing

List

This is the default display for a property search, and can be shown in a variety of formats. It is usually displayed with a thumbnail image, MLS® number and price. Depending on which view is used it will also provide the location, a description, contact name/number, map/compare checkbox, and whether the listing is for lease, rent, or own.

Compare

Consumers have the option of comparing several properties in a simple row and column layout for an uncomplicated display. Properties can be added and removed with ease. From the comparison page consumers can simply view a map of the properties or view details.

Google Map & Earth

The user can view the properties on a Google map within the browser window or use Google Earth, an application that runs on the user's computer, to view the property locations. From either one a single click displays the property details.

Detail

Property details include the main and any additional images, a list of what is included with a property (bedrooms, bathrooms, square footage, etc.), the most recent property taxes (if available), rooms, including the level, dimensions and descriptions when provided.

Links are provided for additional information such as a mortgage calculator and virtual tour. Consumers can also request a call from the agent, more information on the property or to schedule a showing.

There is an option to display either an in-line map or a link to an external map page to pinpoint the location of the property (assuming the property address may be shown).