




*Get Your Business OnLine, OnTime
and OnTop to Maximise Opportunities*



Camtu N. Pham
 (MCom, B Comp. Sci)
camtu@cleverlink.com.au
 Ph: 1300 721 837

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Objectives

- ü To understand E-Business and its impact on the Real Estate industry;
- ü Understand key benefits of a Website.
- ü How to maximise benefits and minimise risks;
- ü Understand how search engines work and the power of Internet marketing;

Case study

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How has technology and the Internet affected your career and life in general?

It has probably changed almost everything...

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"Okay your father managed to get a mouse. Now how do we use it?"

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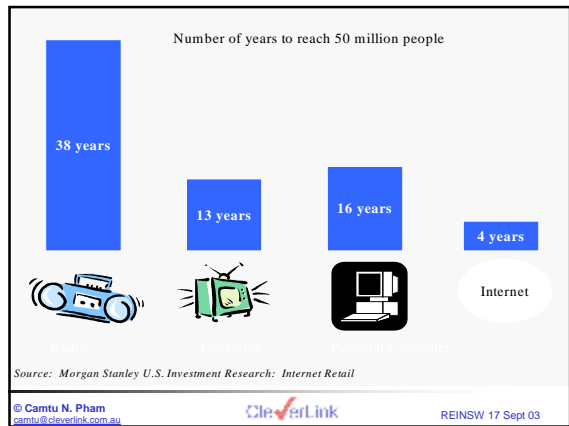
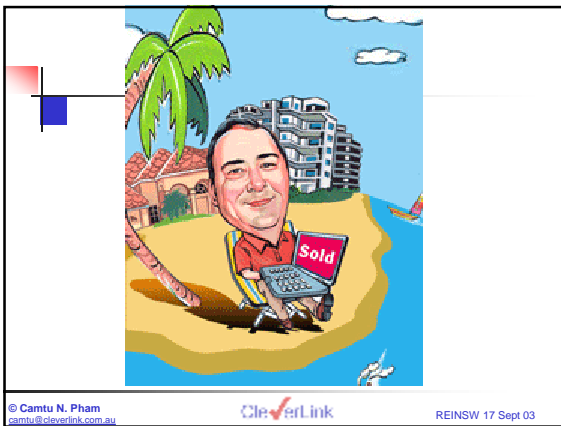
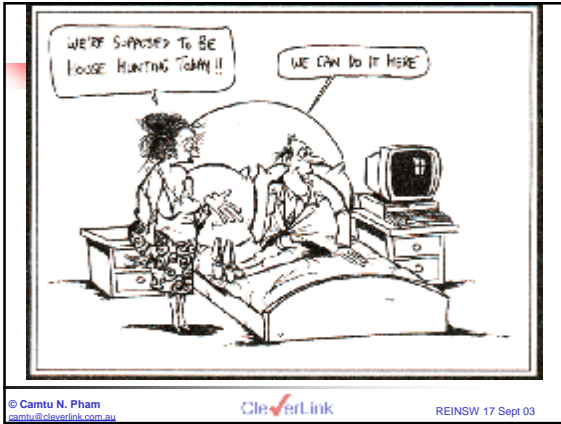
"You should check your e-mails more often. I fired you over three weeks ago."

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"I'm never having kids. I hear they take nine months to download."

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What is E-Commerce

- ü Creating savings & increasing efficiency
- ü Establishing closer, more responsive relationships with buyers and sellers
- ü E-Commerce is a complete transaction via the Internet and other electronic forms
- ü Using technology to streamline a business model

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E - Commerce Technologies

- ü E-mail
- ü World Wide Web (WWW)
- ü Electronic Banking
- ü Internet Online Services, Electronic Catalogues
- ü Electronic Messaging, Video Conferencing, Smart Cards

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E-Commerce & E-Business

- ü E-Commerce is an on-line transaction that consists of an external channel. It includes selling & buying via the electronic media.
- ü E-Business is adopting the cutting edge technology to enhance business activities.

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Benefits to Real Estate

- ü Reduce marketing costs
- ü Easy to update the status of properties
- ü Easy to add pictures and include a virtual tour
- ü Open 24 hours
- ü Direct contact/feedback from buyers and sellers
- ü Tailor marketing to each client
- ü Overcome distance and geographical barriers

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Benefits to Consumers

- ü Buyers and sellers are in control of the process
- ü Convenient (anytime – anywhere)
- ü Less time to do comparison & research
- ü Register their interest with a particular agent
- ü Flexible and easy
- ü Easier to find buyers and sellers

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Risks

- ü Poor communication => poor customer services
- ü Unprofessional Web site can hurt the organisation's image
- ü Small communication bandwidth
- ü Difficult to integrate the Internet & E-Commerce software with some existing databases

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Challenge: E-Commerce or NOT E-Commerce?

Like any other tool, Technology can either **HELP** or **HURT**....

Your Web site is Your **IMAGE**, your **Marketing tool, your public face to the community** and your **Internal medium** to improve processes and collaboration

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Have a Face lift for your Web site

Before: Poor image, out of date and lack of useful information. Impossible to update without technical knowledge.

After: Professional image, dynamic database, advanced functions such as chat room, calendar of events, staff updateable.




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Before and After

Before: Poor image, poor navigation and low hit rate.

After: Professional image, interesting, easy to navigate, attractive, useful information and good internet marketing strategies.




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Before and After

Before: Poor image, lack of useful information and functionalities

After: with help from CleverLink





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Searches done in June 2003



Count	Search Term
892125	real estate
115617	real estate listing
72205	florida real estate
49883	prudential real estate
43669	real estate agent
40727	las vegas real estate
37144	lexisville real estate
32105	colorado real estate
24139	century 21 real estate
23611	real estate school
23301	north carolina real estate
26498	commercial real estate
24489	real estate investment
24259	real estate sale
22478	real estate marketing
15002	real estate

10457 [real estate book](#)

7553 [australia real estate](#)

7167 [real estate class](#)

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Chris Clayton REAL ESTATE



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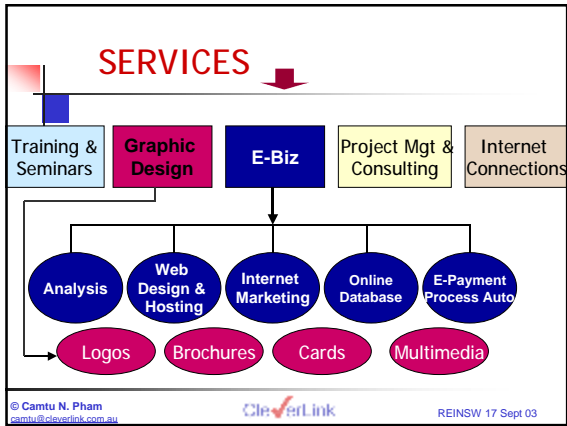
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Camtu's Contact Details

Phone: 1300 721 837
 Mobile: 0416 CLEVER
 Email: camtu@cleverlink.com.au

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camtu@cleverlink.com.au

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