

CMS Real Estate Edition

C3 Real Estate combines the benefits of the CMS Website Platform with the real estate website functionality. Real Estate Edition allows you to manage properties on your website in an easy and effective way while using the web content management functionality of the CMS Website Platform. This powerful combination enables you to run a real estate website and use the most user friendly open source Web Content Management System (CMS) available today.

Real Estate Edition enables visitors to view local MLS listings within the content of your website and allows visitors to email properties to friends and family, and print property listings. This requires a subscription to your local MLS.

An easy-to-use web based back-office allows subscribers to add and delete categories, program featured properties, organize listings by subscriber, and much more.

The BizAtomic CMS Website Platform is the engine that lets you control who has access to author, edit and publish content to your web site. It is oriented towards creating content, managing content, and distributing information. It is easy to use and allows your website system to grow as your organization's needs grow.

The CMS Platform ensures enforcement of corporate design standards and enables publishing to multiple formats by keeping content separate from your website framework.

The CMS Platform presents personalized information based on user profile, or metadata and gathers comprehensive usage statistics for tracking success.

C3 Real Estate Website Features & Benefits

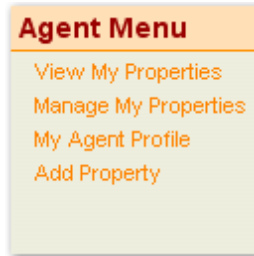
- ♦ **Property Management** -Publish your properties to the web easily. You have options to publish a property immediately or set it for scheduled publishing. Once the property is not available you may delete it from the website or archive it for future reference.
- ♦ **Extra Fields** - Extra Fields lets you add unlimited number of data fields to your property. The Extra Field types include Drop Down Box, One Line Textbox, Multi Line Textbox, Multiple Select List, Check box, Radio Box and Web Link. This way you can create and customize what information to show in your website. You can also create a hidden field so that you can store notes and information about your property for internal use.

- ♦ **Unlimited Photo Attachments** - Attaching photo with C3 Real Estate is easy. Upload the photo from your computer and C3 Real Estate will take care of the rest. Photos will be automatically resized and thumbnails created!
- ♦ **Advanced Search Engine** - Quickly let your visitor search what they want. C3 Real Estate's Advanced Search Engine allows you to customize the search form and decide which fields are searchable.
- ♦ **Search Engine Optimization (SEO)** - C3 Real estate has been optimized to work with search engine. It supports META tags and search engine friendly URLs.
- ♦ **Print, PDF and Send Property** - C3 Real Estate allows visitors to print, save as PDF or send any property to their friends. PDFs created are updated on the fly every time you update a property. Saves time and ensures accuracy. Great way to advertise your website!
- ♦ **Report Generating Tools** - Select the information you wish to view in your report and C3 Real Estate will generate it. You can also export this information to CSV format and manipulate it with any spreadsheet program like Microsoft Excel.
- ♦ **Company & Agent** - Extending the functionality of merely managing property, C3 Real Estate allows you to assign a property to any Agent. A Company consists of many Agents and an Agent can have numbers of property. If you have no use for this feature, admin can easily disable it.
- ♦ **Agents manage their own properties** - C3 Real Estate allows you to assign usernames to Agents. Once this is done, he can log in and manage his own property on the website. Now you can sit back and let the Agents manage the properties. Agents can add, delete, and edit their listings themselves. C3 Real Estate includes functionality to auto assign Agent status to all newly registered users.
- ♦ **Property Listing Approval System** - Any new submission of property from Agent will go through an Approval Review Process. Newly submitted property will appear in the back-end for admin review and it will not be published to the website until you approve it.
- ♦ **Change the Look and Feel Easily** - C3 Real Estate's theme can be changed easily by editing a single CSS file. If you need to change the color, size or any attributes, just look for the particular definition.
- ♦ **C3 Real Estate Guide** - C3 Real Estate Guide is a setup assistance program. Once you have finished the installation of C3 Real Estate,

the guide will take over and advise you step by step to configure C3 Real Estate all the way to adding your first property to the website.

Real Estate Edition Modules

Modules are configurable features to show useful information on your website. The CMS Real Estate Edition has 12 built-in modules that expand the features of the CMS Website Platform.



Agent Menu

Displays a list of links allowing agents to manage their properties (after they log-in).



Browse

Browse properties by property type.



Featured Property

List featured properties with text links.



Featured Property (with pictures)

List featured properties with pictures.



Hottest Properties

List the most popular properties with text links.



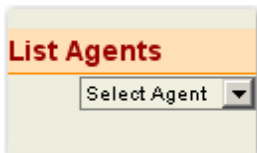
Hottest Properties (with pictures)
Listing the most popular properties with pictures.



Latest Properties
List newly added properties with text links.



Latest Properties (with pictures)
List newly added properties with pictures.



List Agents
Lists all agents in a dropdown box. Once selected, all of the agents' properties will be displayed.



List Companies
Lists all companies in a dropdown box. Once selected all of the companies agents will be displayed.



Random Property
Randomly displays a property.



RSS Feeds

Provides RSS Feed, shows 'Introduction Text as the description.



Search

Allows visitors to search properties quickly.

Web based Admin Area

You will control your website via an intuitive web based administrative area to quickly and easily manage content, users, and the look and feel of your website, and more.

Reporting Tools

To track usage, Bizatomic hosting includes premium site statistics and traffic reporting tools. Detailed reporting is critical to effective website management because it allows you to see which pages and sections of your site are most important to your customers. It even allows you to see the pages where visitors enter and leave your site.

CMS Website Platform Training

Bizatomic provides both flash video instruction and online, context sensitive documentation that gets you up-to-speed quickly. It's a useful tool for refresher training and also as a teaching aid for future employees. In addition, training sessions over the telephone with a member of our training and support team can be purchased at any time.

Optional Feature Add-Ons

- ♦ Events Calendar
- ♦ Image Gallery
- ♦ Discussion Forums
- ♦ Document Manager

- ♦ Layered Navigation

Optional Hosting and Support

Hosting is optional, you do not have to host with Bizatomic

Web Hosting

Once your site is built, Bizatomic can host it on our Linux-based servers located in our secure web hosting facilities. Web hosting services include annual domain name renewal, and email for your company.

Customer Support

Bizatomic offers free customer support through multiple channels. From 9 AM through 8 PM EST our customer support staff is available to answer any questions you may have using your website.

24/7 Technical Support

Our servers are monitored 24/7 by a third party monitoring service which alerts us the second a problem occurs. In almost all cases we know about an issue before you ever notice.