



**C O'Malley & Associates LLC
Real Estate Worksheet**

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A Realtor or Broker site requires slightly different focus than other business sites. The following worksheet is to clarify your needs, desires and goals with regard to your Web site design. Don't worry if you can't fill it out completely - just leave what you aren't sure about or doesn't apply blank. Please include (or send by email) your content, photos, and anything you would like included in the website. If this form is used for an estimate, please understand some items may be more time consuming to create than others, and to give you an accurate estimate of what it will cost, we need to know what you will be sending us.

Do you need a redesign or a new Web site?

Redesign, current site. URL:

New Web site

Have us take over Maintenance/Updates for your current site (you must have or obtain license to the site)

Is this a brand new company/business or partnership? Yes No

What audience(s) are you targeting?

What is the purpose of your site?

Bring in New Clients/Customers

To showcase products or services

Educational, Training or Instructional

Sell existing Inventory of Properties

Informational – Community Focus

Starting Internet Presence

Other, Please Explain:

If you have an existing site, how long has it been online?

What is the nature of your business?

Buyer's Agent

Seller's Agent

Broker

Commercial Real Estate

Mobile Homes

Other

How do you currently market your Real Estate Services?

Do you have a personal or team logo? Yes No Corporate Logo? Yes No

Do you have existing material for your product/idea in the form of brochures, pamphlets, CDs, video, flyers, etc? If yes please explain:

Type of Properties you Specialize in (check all that apply):

- Family Homes
- Luxury Homes
- Downtown Properties
- Lofts
- Vacant Land
- Multi-family (duplexes, apartment buildings)
- Investment Properties
- Condos
- Rental Properties
- Commercial/Retail Properties
- Industrial Properties
- Builder's Homes
- Mobile Homes
- Vacation Property
- Ranches, Farms, Kennels
- Other Specialties:

Listing Management & Booking Software

Would you like to have mailing list software installed on your site so you can manage your own email lists?

- Yes No

Would you like Property Management or Listing Management software installed on your site so you can manage your listings and property. Realtors can manage their own listings by adding or deleting without having to contact the web designer every time they have a new property listing. It's easy to use and you would be able to add listings, pictures, links, and much of the information you can with Realcomp/IDX.

- Yes No

Will you require a page that connects to Realcomp for IDX (Information Data Exchange provided by MLS)

- Yes No

Check off pages you want below:

- Home (everyone has at the very least one page)
- About Us/About the Company
- Contact
- Buyer Information
- Seller Information
- Financing Information & Links
- Clients - a list of your clients
- Company Profile
- Contact Us - forms and contact information
- Database
- Forms/Contracts/Downloadable Materials
- IDX - Information Data Exchange, provided by the MLS
- Log in area to manage your listings (Listing Management Software)
- References/Resume/Portfolio
- Relocation Package & Information
- Testimonials - good feedback from past clients
- Local Information - Links to local area events & resources
- Links Page - trade links with other Realtors & related industries
- Other

Database and Interactivity

If your project requires any interactivity that will need a back end database, please describe your needs specifically as possible below. Examples of database functionality are log in areas where users can populate information and record storage/manipulation/retrieval.

Explain the type of functionality you'll need. Be as detailed as possible:

Additional Features you may be interested in using on your site:

- I-Frame content (include content from other sites in your site)
- Pop-up windows
- Weblog (a blog is a way to keep content fresh easily)
- Login/Password protected areas
- RSS Feed (broadcast information to worldwide feeds for distribution)
- Web cams (real time video)
- Photo galleries
- Flash masthead, banner or splash page
- Flash Pages (this is the ONLY way you can really protect your photographs and images from theft)
- Privacy statement (should be included in all websites per the law)
- Masked photos (decorative element added to photos to make them stand out – such as a soft fade effect or cutout effect)

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Images & Photos

Approximately how many photos will be included?

How will these photos be supplied? (e-mailed, photographs that need scanning, on CD?)

Do you have a logo? Yes No Will you want us to create one? Yes No

My budgeting priorities are: (choose ONLY 2) Good Fast Cheap

Please select the budget you had in mind for designing your web site? (we ask because it helps us prioritize your website needs so that we can concentrate on the features most important to you first)

- <\$700
- \$700-\$1000
- \$1000-2500
- \$2500-5000
- \$5000-10,000
- >\$10,000

Will you want to market your web site as a business? Yes No or Community service Yes No

Will you need us to update your site periodically? Yes No, I know HTML and can do it myself I'd like an easy way to do updates myself such as a CMS (content management system)

How technically savvy are you? beginner comfortable with email & internet very savvy with most programs

What "style" do you want to portray? (all that apply)

- | | | | |
|---------------------------------------|---|---|---------------------------------------|
| <input type="checkbox"/> Elegant | <input type="checkbox"/> Plain | <input type="checkbox"/> Whimsical | <input type="checkbox"/> Bright & Fun |
| <input type="checkbox"/> Stylish | <input type="checkbox"/> Pastels | <input type="checkbox"/> Conservative | <input type="checkbox"/> Geometric |
| <input type="checkbox"/> Corporate | <input type="checkbox"/> Serious | <input type="checkbox"/> Colorful | <input type="checkbox"/> Soft/muted |
| <input type="checkbox"/> Children's | <input type="checkbox"/> Clean & Simple | <input type="checkbox"/> Respectful | <input type="checkbox"/> Retro |
| <input type="checkbox"/> Hi-Tech | <input type="checkbox"/> Offbeat-unusual | <input type="checkbox"/> Monochromatic (1 color) | <input type="checkbox"/> Not Sure |
| <input type="checkbox"/> Professional | <input type="checkbox"/> Flashy w/Movement | <input type="checkbox"/> Like others in my industry | <input type="checkbox"/> Other |
| | <input type="checkbox"/> Themed with buttons/graphics | <input type="checkbox"/> Artsy/Innovative | |

Please describe

Please list some Website URL's you like:

Please list some Website URL's you DO NOT LIKE

Where do you want the navigation (side, top, bottom)?

Do you prefer a "busy" site with lots of information and links packed on the page, or a simple site with a clean look?

Busy Simple

Do you have color preferences?

Do you want a search box? Yes No Will you want statistics? Yes No

What would you like the statistics track? (Stats cannot tell you the name or email of visitors unless you specifically ask for and are granted that information – typical is screen resolution, operating system, IP address, country of origin)?

Content

We will need your text and photos to provide content to the pages. Please send finished, proofread copy, preferably in digital format (in email, word or plain text files on CD, Zip or email). Written content is important for search engines to find your site. Please provide content clearly labeled as to which page you'd like the information placed on.

Will you need copywriting assistance?

Yes No

I would like Custom error Pages (instead of getting a generic 404 Page Not Found, you will get one that redirects visitors back to your site (if hosting compatible). These can be even quite fun reflecting the personality of the site owner though their function is to keep you on the site even if a page moves.

Hosting, Domain & Email Services

We recommend to our clients web hosting services tailored to their specific needs and can assist with finding and setting up hosting. We recommend hosting on your local dial-up ISP or FREE hosted sites ONLY if your page is very simple and basic since they are usually not well-prepared to meet specialized business site hosting needs. We can recommend a Web host service for you in your price range.

If you are likely to need a lot of storage and bandwidth due to a lot of images, we can recommend hosts that give you lots of space at a reasonable cost. If you would like some suggestions for hosting providers, check out our site at www.c-omalley.com/hosting-domains.htm and click on the various links to compare hosting providers. We also provide hosting with 24/7 phone support and 99.9% guaranteed uptime. Your hosting and domain are not included in your web design costs; they are an ongoing yearly charge. If your requirements are related to bandwidth, you may require a virtual dedicated server so your increased bandwidth doesn't impact others on the host machine. This can be fairly expensive, but is the best solution if you have huge mailing lists that go out often.

Have you purchased a domain name? Yes No

If not, would you like us to obtain one for you? Yes No

Preferred domain extension: (www.yourname.ORG) .org .com .net .info .biz Country of origin (.ca = Canada for example) .name .sr (Seniors) .us (USA) .ws (website) .md (healthcare)

.cd (music industry) .cc (similar to com) .am (radio station) Note: domains other than .com/.net/.org are usually more expensive to purchase. If a domain is taken, it may still be available on a secondary market at additional cost. Should we pursue this if your first domain choice is not available?

Yes No

Do you currently have hosting or know where you would like the site hosted? Yes No

Would you like us to recommend hosting? Yes No

About how much are you willing to spend per month?

How much traffic do you expect per day? 1-10 visitors 10-100 visitors More than 100 visitors

Do you have any ideas regarding your need for bandwidth? Storage space?

Any features that are important to you? (speed, downtime, telephone tech support, spam control, specific programs, etc.)?

Will you want email accounts with your domain names? Yes No If so, how many?

Will you want autoresponders on those email accounts? Yes No Spam filters? Yes No

Will you want those accounts to feed into your current email account, or be "POP" mail – set up in your mail program or online access? Forward to current email POP Mail Online Access or Webmail

We will require a Credit card to obtain a domain name or hosting for you. Credit Card information cannot be sent through email, it must be provided over the phone or by postal mail (email is NOT secure).

Scripting & Interactive Software Features

Informational articles to download (PDF or HTML) How many?

Events Bulletin Board

Events Calendar

Community Chat Room

Counter/Traffic Meter

Files for Download

Guestbook

Web Cast

Media Streaming

Password Protected Area

Image Rollovers (change look, position or color when clicked on)

Video/Audio Streaming

Virtual Tours

Mailing List Software

CMS (content management system)

Search Site

Form Validation

CAPTCHA (discourages spambots from filling out bogus forms)

Scrollers & Sliders for images

Ecommerce

Find Nearest Location

ASP, PHP, Perl and other programming for custom applications

eFriend Scripts (dating, community)

Search by Zipcode

Education (create online courses)

Wiki (collaboration tool)

Blogs (personal publishing tool)

Community Software with login

Classified Ads

Customer Relation software

Discussion Boards

Billing Software

Auctions

Email Newsletter

Booking Software

Interactive Maps & Directions

Helpdesk

Journal

Live Help

Polls/Surveys

Classified Advertising

Banner Rotator

Photo Albums

Cost estimation script

FAQs Generator

Image Galleries

Project Management

Scheduling

Industry Specific

Other - Explain:

Paypal Donation, Subscription, Shopping Cart or Payment Link

To accept credit cards through Paypal you will need a Verified Business Paypal account or be willing to set one up. Email address and Paypal log-in information is required to provide a working link that will pay into your Paypal account.

Do you have a Paypal account in place? Yes No

Will you be taking payment online through Paypal or another source?

Paypal Other Payment Source Will not be taking payments online

Type of link: Donation Product Purchase Donation Subscription

Will you require a shopping cart? Yes No Number of products?

With the Paypal shopping cart you can use up to 2 custom fields used for all items. (ie: color, size)

1. 2.

Simple Ecommerce Site (Paypal or no shopping cart) No more than 5-10 items

Will you want to take credit cards apart from Paypal? Yes No

Do you have a payment provider in mind? Yes No

What Features will you need in your shopping cart?

About how many products and what types of products will you sell?

Will they be unique, one of a kind items or will you have many of the same thing?

Will you need additional criteria such as size, framed, unframed, color for each item? (If so, what) Yes No

Will your items need categorizing (tshirts, sweats, patches) Yes No

We will need prices and descriptions for each item.

Will you want other features in your shopping cart such as coupons, sale items, "most popular" items featured?

What features will you need? Yes No Which features?

Will you want mailing list capability (this may or may not be included in a shopping cart)? Yes No

Response Forms

Sometimes you might want interested persons to contact you. A reply-type form uses different kinds of programming. We can add a response form to one of your pages. This is done from the server with PHP, CDO or CDONTS. Which you can use is dependent upon the server's capability. **Note:** You can set up sites that use the response form as an order form, but it will not include a secure server and secure order pick-up, so you cannot take credit card or any sensitive information in this way. This may be fine for requesting literature, information, etc. We charge extra to set up a secure ordering system.

I would like a form: Yes No

Email to submit to: (email address)

Form's fields (check all you want): Name Address Country Phone Email Comments Other Fields?

Page to put form on:

Popular small script features:

- News feeds
- RSS
- Printer friendly pages
- PDF pages
- Scroll boxes
- Popup Windows
- Links to other sites' databases
- Page redirect
- Watermark background
- Hide email from spammers
- No explorer Image bar
- Static Map
- Bookmarks
- Copyright

- Small feedback form
- PNG replacer (for PNG images)
- No Right Click
- Colored scrollbars in IE5 only
- Static background in IE only
- Marquee
- Counter
- No Right Click (makes it more difficult to steal images)
- Sound files (auto play) MP3 Midi WAV MPEG
- Video (you MUST be the copyright owner to use MP3's on your site)
- Browser detection & redirect
- Java applet (ie: shimmering lake)
- Translation link
- Text Rollovers (text changes color on click)
- Something else?

Flash & Splash I would like to include:

- Flash Movies
 - Flash Splash Pages
 - Flash Banners
 - Flash Games or Interactives
 - Onsite People (*people that appear to be alive on your screen talking to you*)
 - Disjointed rollovers (*mouse over a picture, and the text changes is an example*)
- Please describe what you need:

Alternative Advertising

- Would you be interested in printed materials to match your website? Yes No
- Your website on CD as a promotional tool or backup? Yes No Promotional tool Backup
- Search Engine Optimization services? Yes No

Copyright

- Do you have copyright or license to your current site? Copyright License Don't know Neither

Maintenance

Website creation does not include future updates. If you are interested in a maintenance package, let us know. We have several inexpensive packages (as well as pay-as-you-go updating) available that can keep your website fresh, interesting and up to date. Many clients will occasionally add a page now and then as their business grows so that their web presence keeps pace with their brick-and-mortar business. Will you be interested in maintenance services? (we give a price break for signing up for 1 year of maintenance services – standard pay-as-you-go services are at our regular rate).

I think I would like a maintenance package and would like to talk to you about what is available?

- Yes No

Is there anything else you'd like us to know, want to add or would like to include that we haven't covered above? Please describe what you desire:

Your Contact information:

Name

Business/Org: Phone

Address:

Email

When will you be ready to get started?

Expect completion?

This form outlines our plans for our website. On behalf of _____ I have authority to approve the above plan. I authorize C O'Malley & Associates Web Design LLC to use this information as the basis of the project in accordance with the Web Site Development Agreement.

Signature _____ Date _____

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