Presented by:

apogeeINVENT

Driving real business and opportunity through the online experience.

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The Property Showcase Contract

Project Team Introduction

ApogeeInvent has been working as a team in the online technology arena since June of 2004. The founding partners Beto Paredes and Joseph Frazier have over ten years of experience in this field. Both take special interest in every project, monitoring the development process as it occurs.

At ApogeeInvent, we are always excited to begin a new project. Our team, consisting of experienced software engineers and professional designers, has worked together on numerous projects since the company's inception. We have completed over 1700 projects to date and have written over two million lines of code, creating a memorable presence for many successful companies. We are certain this project will be equally successful.

All our projects are managed by Dwight Calwhite, CTO, and are created by accredited designers, writers, and software engineers. All are degreed professionals with extensive experience in every part of the project, from start to completion.

Website Design Standards

- **Creative Interview-** We will conduct a full creative interview with you and your staff in order to learn exactly what you want to present to your online audience. Through this interview we will help you determine your color scheme, logo placement and precisely how to design and lay out your new website.
- **Language Usage-** We develop our websites utilizing the most current and advanced languages. We use full CSS layouts and HTML standards that are all 2.0 compliant (2.0 is the current industry standard). Depending on the specified website layout, other languages may be used, such as JavaScript, ActionScript and PHP.
- **Logo Incorporation-** We will take your current logo and any other branding you have and incorporate it into the website. If you do not have one, a professionally styled logo for the web is included in this contract.
- **Website Layout-** We will skillfully design up to 10 custom exterior web pages for your new website. Included in these ten pages are standard web pages such as home, about us, our services, contact us, and so on. Each page will have unique images and a styled layout giving them a rich look and feel. The design is formatted to optimize exposure of your inventory.
- **Foreclosures Tab-** You can elect to include an optional foreclosures tab with your other pages if your agency offers foreclosures to buyers. This page will include a listing of available foreclosures that buyers can click on to view the property listing with all the details listed below. A foreclosure field will also be added to the search options, and you can list the property type as “foreclosure.”
- **Contact Web Form-** The website comes with a standard contact web form where visitors can inquire about the business and email questions. This form includes a place for first name, last name, email, best time to contact and a form entry for the body of the inquiry.
- **Meta-tag Development-** We will create custom meta-tags for each of the pages on your new website. Each of the pages on the web has a unique subject focus pertaining to the product or services that you're bringing to the online audience. Through the meta-tags, we instruct the algorithms of the various search engines as to where and how your website is to be placed.

Website Submission Standards:

- **Search Engine Submission-** We will publish your new website to Google, Yahoo, MSN, ASK, and 2500 other traffic generating services online.
- **Placement Tracking-** We will track your online placement until we find you have been indexed and placed appropriately on the search engines.

Website Customer Features

Homepage Features

- **Homepage Featured Properties**- You can easily select properties in your back office to be featured on the

homepage. Customers will be able to first see your top selected inventory when they visit your site.
- **Photo Gallery**- A scrolling property gallery at the bottom of your homepage will add movement and appeal to your homepage. Customers can scroll through the pictures you have selected to place in this gallery and click on the photos to be taken to their property listing page.
- **Promotions**- A section will feature special promotions or company information on the homepage where customers can learn about the latest properties, specials, or updated information. This content can be continually updated in the back office so new and old customers will always be getting the latest information and promotional offers.

Search Options

- **Browse Featured Properties-** Customers visiting your site will be able browse your property listings by specially marked prices or featured listings. This information is made available in real time, so it will always be the most current, up-to-date information.
- **Browse Property Type** - Customers can also elect to search based on the property type (apartment, commercial, condo, duplex, etc). This information is also available in real time so they will receive the most recent information.
- **Browse Residential**- Visitors can browse the property listings by choosing to only view the residential listings, all types.
- **Browse Commercial**- This browse option includes all commercial property listings available on the site.
- **Advanced Search**- Customers can choose a more detailed search option that will allow them to choose from a list, including: Area / Location, Basic Features such as Type, Bedroom Number, Bathroom Number, Date Available By, Pets Allowed; or Other Features & Amenities such as Commercial, Community Amenities, Property Amenities, and Other options. This also includes option to search your inventory by “Keywords” (All words, Any Words, or Exact Phrase) is available through this feature.

Property Listing Features

- **Slideshow**- An automatic slideshow that includes all of your property photos is available for customers to view. You can upload an unlimited number of photos for each property into this slideshow.
- **Property Details**- You can include a full description of your property, such as the address, home style / property type, stories, approximate age, garage capacity, square feet heated, rooms and sizes, taxes, utility information, school districts, year built, and so on. This can be as detailed or as vague as you choose.
- **Location**- This information will give the location of the property; again, this can be detailed or give regional / general information.
- **Financial**- You can put in your pricing information in this area. If you have a special price, the original price will appear with a line through it and the special price below it to promote property specials or lowered pricing. This can include total move in price, rent, deposit (for rentals) and deposit / total price for home purchases.
- **Additional Details**- Here you can choose to put any information that is important but does not fall under the other categories. This could include the lot description, foundation, garage features, or any other pertinent details the buyer may wish to know.
- **Description**- This area allows you to write a marketing summary of the property in more detail than the list of features will allow. You can include a full paragraph or more of information for potential buyers to read about the property.
- **Driving Directions**- You can choose to include driving directions to the property in this section so interested buyers can meet with an agent or go look at the property in person.
- **Property Documents**- This allows you to upload from the back office any property documents that you wish the potential buyer to download, should they choose to do so. This could be a brochure, site map, floor plans, or any other documents you wish to be made available.
- **View Area Map**- This allows the customer to view a map of the area surrounding the property they are viewing.
- **Inquire**- Customers can send an email inquiry about the property to a representative through the form available.
- **Additional Actions**- From your back end portal you can select from six additional feature details that you can add to your property listing to enhance your customers’ experience. This six items include: Ask About This Property, Apply Online, Print This Page, Mortgage Calculator, Send Page To Friend, Interest Calculator.
- **Print This Page-** From this button, all of the property information will be presented in a printer friendly format. This also includes the option to select photos to print, and send it directly to the printer.
- **Mortgage Calculator-** Customers can calculate an estimated monthly payment for their desired property by: Property Cost, Down Payment, Estimated Finance Rate, Number of Payments, and so on.
- **Send Page to Friend-** Sends an email to an interested party that will include a link to the exact page on the website

that the property is listed on. From this page the potential customer will be able to navigate through the site and further inquire about any additional information of your company.

- **Interest Calculator-** A customer can calculate the amount of interest that they will be paying over the series of terms by: Loan Amount, Estimated Annual Rate, Length of Terms (5 Years / 60 Payments, Etc.). This will calculate both the Final amount that they will be spending, as well as the amount of interest to entice them to put down a larger down payment.
- **You Tube Aggregator-** This technology will be imbedded on your website so you can include any video content you choose to be played through the video technology. Streaming video can add visual appeal and excitement to your website and listings, as well as get your message across effectively.
- **Links Page-** This page will include links and information on Lenders, Inspectors, and other thirds parties that may be involved in the sales process. This will allow buyers to easily access the information they wish to know before purchasing a property.

Apply Online

- **Apply-** Customers will be able to apply online for general credit approval to find out if they might be eligible for a loan. This comes with an encrypted secure data transfer to protect personal information.
- **Questions-** Customers will be able to include any additional questions or comments they may have concerning the property or the application and send these with their credit application.
- **Additional Fields-** Additional fields will be showcased to customers as necessary for them to view particular information.
- **Electronic Signature-** This system allows for customers to include an electronic signature on their applications.
- **Auto Fill-** Customers can choose to auto fill the property information into the loan details of the credit application upon activating the form through property listing page of their desired property. This will speed the process up and reduce error.
- **Review Lenders Policy-** This allows customers to review the lender policy for home loans or a credit check for renters directly on your credit application.

Company Information

- **Contact Us**- Customers can navigate to your Contact Us page to view more detailed contact information, including your: Company Name, Address, Phone Number, Fax Number, and Email.
- **Map**- They can choose to view a map of your location or driving directions if necessary to meet in person or view properties. They can select to use MapQuest or Google maps to obtain these driving directions.
- **Direct Email**- They can send an email directly to your company. This service includes spam block protection so you will not receive spam through this feature.
- **Photos**- You can choose to upload an unlimited number of photos of your location for users to view.
- **Staff Bio's**- An entire section can be included to insert the biographical information of your staff. Customers can navigate through this link to view profiles of each of the employees in your company including: Photos of employees, Biographies of employees, and Contact Information.

Back End Office Features

- **Control Panel**- The Property Showcase comes with a back end user management control panel that allows you to navigate with ease, as well as choose your desired tasks from 15 categories: Add a New Property, Edit Current Locations, View Applications, View Inquiries, Manage Users, Printable Inventory, Employee Bio Page, Manage Listed Properties, Modify Features List, Choose Application, Edit Site Settings, Edit Account Settings and Help. All the information is secured with SSL and a log in form.
- **Add and Display**- Add and display your properties online will show all of their costs and features including the following fields: Year Built, Bedroom, Bathroom, Size, Lot Size/Acreage, Location, Price, Call for Price, Special Price, Down Payment, Repayment, Terms (Months), Payment Amount, Schools, Etc.
- **Photos-** You will be able to upload unlimited photos from the back office, change photos, update them, and so on. Images do not need to be resized; this software will automatically do this for you. You can also choose to upload multiple photos of your properties at the same time for faster input.
- **Auto Select-** You are able to auto select available property features with your mouse from a customizable list. This

means that certain features, when turned on or off, will appear on all properties so you do not need to select fields for each individual listing.
- **Add Additional Features-** This customizable list of property features can be added to or deleted from directly through the property entry page.
- **Scrolling Text**- Create customizable scrolling text in the back office to be displayed on a property page. You can enter whatever message you would like displayed and also choose a color for the text. The color choices are generated automatically from a drop down color grid.
- **Sort**- Customize the property listings to be displayed by your desired sort order.
- **Private Information**- Store private information on each property that will not be available to customers, including: Minimum Price, Previous Owner Information, Private Notes, and so on. Any administrative user can view or edit these notes to update property information.
- **Edit**- This features allows you to edit your current location profiles and update your company information at any time so you can always have the most up-to-date information on your website. You can also edit the employee bios page in a user friendly format.
- **Links Page**- Add any links to lenders, inspectors, and so on that you want your customers to be able to view
- **Document Library**- A complete, secure document library will be included for you to upload all of your documents and manage them. This document library allows you to create an unlimited number of custom categories and sub categories so you can organize your documents however you wish. You can upload and store an unlimited amount of documents in this library, password and user name protected so only those you choose can access this information.
- **Credit Applications View**- You can access and view submitted credit applications through the back portal. These applications are categorized by Name, Email, Status, and Date.
- **Organize Credit Applications**- Easily organize all the credit applications according to categories: New, Pending, Declined, Accepted.
- **Print**- You can print and store applications/inquires to create a lead list for sales staff.
- **Email Notifications**- You can choose to receive email notifications on all inquiries in real time information so you can respond immediately to inquiries.
- **Manage User Profiles**- This option allows you to create user profiles for employees with multiple permission levels so they can only access the information you wish them to see and be able to edit.
- **Print Inventory List**- Print an entire inventory list including: Year Built, Bedroom, Bathroom, Size, Lot Size, Location, Price, Special Price, Etc. This button allows property owners to display their entire inventory in a tabulated printable format. This helps keep staff and customers well informed of recent inventory changes.
- **Property Postings-** Users with the correct permissions can edit or copy information on existing property postings. This includes marking properties as SOLD, deleting property listings that are no longer active or available, and so on.
- **Auto Fill-** Add/Edit and customize a features list pertaining to the type of properties sold/rented by your company to auto fill the “Available Features” section on your property entry page.
- **Coupon-** Activate/Deactivate a pop up coupon that will appear the first time a potential customer visits your site. Customize the coupon title to create a promotion for your company, or customize the coupon information to allow a deadline or expiration of coupon. Edit, copy, delete and organize retrieved coupons by: First Name, Last Name, Email Address, IP Address, Date Added.
- **Showcase Application-** Choose and select the credit application that best matches the requirements of your credit lender to be showcased when potential customers apply online.
- **Application Types-** With multiple loan application types available, a property owner is able to pick from the available loan application types. (See representative about custom applications)
- **Master List Control-**Turn on and off site features through a master control list, as well as edit the following: Admin email, Contact email, Site name, Contact success message, Application success message, Application policy, Application email, Inquiry email, success message.
- **FAQS-** Read questions and answers on frequently asked questions by other clients regarding 3 categories, including: Email, General, Technical
- **Customer Service-** Contact the Customer Service/Technical Support office directly through a live email portal regarding any questions you may have.

Professional Design and Content Development Credits:

The Property Showcase Website comes with 60 hours of professional design and content development credits to give your platform an attractive, customized appearance. These are added as a credit towards this platform to be used at any time after the purchase of the software. These credit hours may only be used for customizations to the product features detailed in this contract. Most clients are able to make all design revisions and content editing/creation within this time period. We charge standard hourly rates, available on our website, for any additional design and content development work that exceeds these sixty free hours. Keep in mind that requests outside of what is detailed in the contract may cause you to go over credit hours and be charged hourly. Any unused credit hours will expire upon delivery of project. This platform also includes up to $30 of free image / photo purchases for use in the platform design. If the total cost of images purchased exceeds $30, the price of images will be billed to the client at cost, or the client may choose to purchase the images themselves and send them to the Creative Director.

Languages

Our technology is written in a combination of PHP, various other web languages (XML, Soap, AJAX) and Action Script (flash code base) on a MySQL database structure. Our choice of language is based on flexibility, usability and a very strong existing code library that we have developed over time.

Weekly Meetings

Company will be allotted a one hour weekly meeting time during the project with the project managers of ApogeeInvent to discuss progress. Access to additional meetings will be provided upon company's request. These additional meeting times will count towards the customization credit hours allotted in this package.

Training

We will give your staff full training on how to use the system. We can do this individually for up to 3 staff members or we can do up to 3 conference meetings to review the use of the system. Further training can be requested at an hourly rate.

Cost of Service, Time Frame and Installation

The Property Showcase base cost is $10,295.

We require half ($5,147.50) prior to commencing on the project and the remaining half ($5,147.50) upon project completion.

The project time line to launch your new website to the Internet is 4 to 6 weeks from the time we receive the questionnaire and schedule and fulfill the initial creative interview. We usually start the design work within 1 to 14 business days from the time of sale. If you have an import or export the time frame is an additional 2 to 3 weeks after the website is completely published to the World Wide Web for completion of the import / export.

Apogee 2 Year Limited Warranty

If your application fails to perform the specifications outlined in this contract, we will investigate the conditions which led up to the problem(s) of concern. If it's determined that the conditions which created the issue were directly related to the software/web development performed by ApogeeInvent we will remedy the issues as quickly as possible.

Forthwith there are certain conditions such as choice of database structure, pre-existing code, service of the host, server attacks, moving the software away from installation point and other potential factors that may be determined by us to be in breach of this warranty. As a condition of this warranty no other party outside of assigned ApogeeInvent staff may alter, access or move the code or software in any way without consultation and permission from ApogeeInvent's executive staff. In the instance of such a violation, the warranty is void immediately.

Further Development on this Project

Once the system is in place we offer you continuing development services per hour on this particular project. This will allow you to customize the platform however you desire. We only bill when we are working on your projects. We are usually available to handle anything you need.

Late Payment Policy

To ensure to the swift completion of your project, please make all your payments in a timely manner. All of the code for the projects we work on is to remain on the ApogeeInvent development server prior to an agreed to launch date. Client is able to access, test and use the code base on our servers in the same way they would if it was live on their servers. At launch, once the product cost and/or invoicing has been paid in full, we will transfer the code to the environment of choice for the client. We often work on live versions after the code has been launched. Once the project is launched we reserve the rights to maintain user log in information to the client's live code base during development and until all invoices are paid in full. We back up the code that we work on at the end of every work week. If payment is not executed within 5 business days of the due date on the Net 7 billing cycle, and arrangements for alternative payment is not made, ApogeeInvent will cease all development on the project until payment is made. A late payment fee of the greater of $15 or 5% of the unpaid installment amount will also be added to the unpaid invoice(s). Although we are usually very flexible with clients that keep in good communications over payments, ApogeeInvent reserves the right to roll back the code to the previous version before the development was done in the period that remains unpaid. It is also under our discretion to shut off a platform at any time if payment has not been made in full, or charge hosting fees once the project is completed and remains on our server.

Client Responsibility

When we are working on import or export functionality it is the property owner/realtor's responsibility to open communications with 3rd party vendors in order to allow us access to the information we need. We will do our best to gain co-operation but in the end it is the realtor's responsibility to get us the information or directly in touch with the people that have the information.

Refund Policy

ApogeeInvent does not generally offer refunds. However, because we value our customer's satisfaction, if a customer feels that an ApogeeInvent product or service has excessively failed their expectations then they may contact us via email for individual consideration of a full or partial refund. As a convenience ApogeeInvent offers the ability to use credit and debit cards for smaller payments toward products and services rendered. By signing this agreement client agrees not to charge back their payments to ApogeeInvent and instead to work with ApogeeInvent on arrangements for refund if one is offered. Refunds are fully left to the discretion of ApogeeInvent.

Project Credit Hours, Timeframe and Deadlines

Software and website development and distribution deadlines are meant to be a guideline, and we fully intend to meet all deadlines quoted to our customers. Due to the nature of custom agile development, timeframes can be compromised by unforeseen events or new client requests in the design and engineering process. We want our clients to have creative freedom to take the project in any direction they choose. However, keep in mind that requests made by you outside of this proposal, or third-party involvement, can add additional time and cost to the platform. Features that are listed may, as a result, go over credit hours if the client decides to take the project development in a new direction. We fully understand our client's have deadlines surrounding funding and marketing objectives for delivery of their product. We do everything we can to match our development speed and delivery to these deadlines. In the software industry unrealistic deadlines can result in a poor quality of software and therefore on occasion we will extend deadlines to assure that high quality and usable products are produced from our projects. We do not guarantee that project completion will occur by the quoted deadline or credit hours.

Custom Development

All custom development is billed hourly based on the current pricing found on our website. Due to the nature of custom development, we offer our clients incremental reporting on their projects. All of the engineering we do is well documented and submitted with our invoicing. Hours spent in client meetings, coding, debugging, testing and installing a customized platform are all considered billable hours. (Product platform installation is included in product price.)

Ownership

Client is receiving an unlimited license to possess and use the software platform developed by ApogeeInvent as they see fit within the constraints of their own enterprise. Client may sell their business and the platform along with it, valuing the software application with that purchase, but may not simply replicate the code structure and begin selling the code base as a product or duplicate it for any other purpose other than backup without further contracting with ApogeeInvent. The code base and modules used to develop the client's project are part of the ApogeeInvent dynamic skeleton code base and rights are retained by ApogeeInvent and their developers. Client agrees to allow ApogeeInvent to use their project in marketing efforts including but not limited to samples, case studies, in their portfolio, or other locations. ApogeeInvent may also include a small label on the work they have performed.

Entire Agreement

This agreement contains the entire understanding of the parties and supersedes any and all previous verbal and written agreement or understandings. There are no other agreements, representations or warranties not set forth in this agreement. This agreement will bind, and inure to the benefit of, the parties and their respective successor and assigns. Any modification, amendment, or waiver of any provision of this agreement may be made only in writing and signed by both parties. The failure by any party to exercise any rights granted herein upon the occurrence of any event set forth in this agreement shall not constitute a waiver of any such rights upon the occurrence of any such event. In the event any provision of this agreement is held to be in violation of any law, statue, regulation, ordinance, or court order, this agreement shall be deemed modified accordingly and to the extent necessary to comply therewith and shall otherwise continue full force and effect. This agreement shall be governed by, and construed in accordance with, the laws of the State of Idaho, and any action, claim or proceeding under this agreement shall be commenced exclusively in the federal or state courts located in the State of Idaho. This agreement may be executed in several counterparts, each of which shall constitute one and the same instrument. Section or paragraph headings in the agreement are for convenience of reference only.

Arbitration Provision

If any dispute arises among the parties, they agree to try first in good faith to settle the dispute by mediation administered by the American Arbitration Association (AAA) under its Commercial Mediation Rules. All unresolved disputes shall then be decided by final and binding arbitration in accordance with the Commercial Arbitration Rules of the AAA. Fees charged by any mediators, arbitrators, or the AAA shall be shared equally by all parties. In agreeing to arbitration, we both acknowledge that in the event of a dispute over fees, each of us is giving up the right to have the dispute decided in a court of law before a judge or jury and instead we are accepting the use of arbitration for resolution.

Signature

Upon client signature and initial of each page this contract will be officially enacted and stand as the legal and binding document for the work to be accomplished.

Client Name (Please Print) ____

Business Name (If Applicable) _____________________________________

Sign__________________________________ Date ____________________

Fax Number for contract signature delivery _______-_______-_______________

…………………………………

Please fax to 360.251.8734 (Every page with initials and this signature page)
…………………………………

ApogeeInvent Official Representative

Name ____

Title _________________

Sign__________________________________ Date ____________________