



BlueDarter's Real Estate Suite

To meet the demands of today's sophisticated Internet user/shopper, BlueDarter Solutions has developed their *Real Estate Suite* Software for real estate firms. Statistics show that the vast majority of people looking for a new apartment or condominium will start their search online. So it's more important than ever to have a web site that "can be found" in search engines. Equally important is that the site keeps your visitor engaged so they make an inquiry.

BlueDarter's Real Estate Suite Software has been specifically designed for the needs of apartment and commercial property owners and management companies. The *Real Estate Suite* adds interactive property content to your web site, provides leads management capability, career listing capability and other administrative functions. The *Real Estate Suite* is available to be incorporated into a new or existing web site or as "modules" to offer site visitors dynamic content. We offer three different modular versions of the *Real Estate Suite* to meet your needs.

BlueDarter Solutions, an ICON One Source, Inc., company of Atlanta, GA has responded to the real estate industry's need for web sites with database driven "modules" that engage visitors. BlueDarter has been developing web solutions for the real estate industry since 1995. Our staff all have extensive real estate industry backgrounds making us a unique and "industry savvy" web services firm. We understand your needs and can "talk your talk!"

Dynamic Management Solutions:

Your management team is in total control of your web site and lead management with our easy to use web based administrative control panels that offer:

- Secure Group and Individual Login System to control staff features access.
- Property Administrative Control Panels for content editing for property information, rental rates, unit and community amenities, property photos, floor plans, and manager specials.
- Lead Management Module to track property inquiries from the web site.
- Career Management Module to post corporate or property jobs with descriptions.
- Intranet features will soon be available.

The founder of BlueDarter, Donald Farrey, CPA, spent 11 years in real estate development and property management as a Vice President - Finance. BlueDarter's design and project management staff both have extensive work experience in real estate so we are uniquely qualified to serve you. We understand the needs of an apartment/commercial property owner and/or management company.



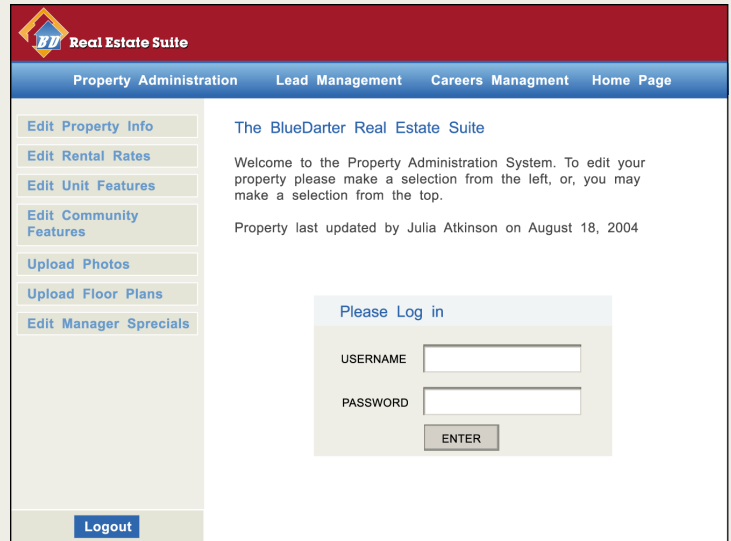
Hard Hitting Business Solutions.



Features:

Property Administration Control Panels

BlueDarter provides a secure, simple, easy-to-use web based administrative interface for property owners, managers or executives to maintain their property information. Users with access to these web-based control panels can change property features, add or update rental promotions or update contact information. Staff won't need to have any web design or programming knowledge to add, edit or update your property data since everything is done by updating data field boxes. Updates can be made from anywhere with a user name, password and a PC with an Internet connection.



Lead Management System Module

Our Lead Management System Module (LMS) can capture your property inquiries and then send an Email auto-response to the potential tenant or buyer that someone will contact them shortly. The LMS Module also provides a system for property owners, managers or executives to organize, track and maintain their web leads. The LMS also provides "lead status categories" to help you analyze the quality of leads, as well as responses by your staff. You also have the ability to attach monetary values to the leads for performing revenue generated quantitative analyses.

Career Management Module

In the real estate industry as in other high profile industries, managing employee turnover and recruiting key personnel is imperative. Our *Real Estate Suite* Career Module can provide an interactive tool to post available positions, maintain standard job descriptions and manage responses from web inquiries for properties or corporate needs. Depending on the level of security rights, the designated Human Resource person can log-in to the Administration Control Panel to add, edit or delete job postings or job descriptions. Visitors on your web site have the ability to browse positions based on location or title and attach their resumes to their inquiry.



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