

**rentalz**.com.au

*“ m a k i n g r e n t i n g e a z z y ”*



**From your desktop PC to the WEB  
at the click of a mouse.**

**Saving you time and money**

# The internet AGE is here . . . now

The age of the print media as the primary source of available Rental properties is over. Your potential and existing clients need information in an easily remembered, central area on the Internet which is easy to use and keeps them informed of available properties. The high cost to advertise in Newspapers should have dropped at least 30% but costs are still sky high. More agents are moving to Internet advertising. Look at say the Travel and Aviation industries, which have been forced to reduce fixed and variable business costs just to remain in the game. Some companies now only operate via the WEB which 2 years ago was just unheard of. These companies do not advertise in the Yellow Pages but spend all promotional monies on their Website and their client base grows with the quality of the website and the features it offers. If I wanted an airline ticket say from Sydney to Melbourne I would do it all on the Web and save money. These websites offer their clients a quality of service and information that other forms of advertising just cannot compete with. Ask yourself, "Why are Real Estate agents advertising rates so high", and there are two primary reasons.

The first reason is the market is currently dominated by a few major players. The second reason is the high cost and inefficient methods of data transfer of the data that exists today as well as the requirement of your staff to do the bulk of the work. In fact the whole concept of logging onto a Website and maintaining your data on this website is a slow and a cumbersome process. Every year your computers gets faster and faster and yet you are using 25.8k to 56k modem speeds when your computer network typically runs at 10-100Mhz and your machines run at greater than 500Mhz. And while you are online you are paying connection costs to a 3rd party provider to upload files that are generally larger than they should be. It is an inefficient way to do it and we have developed a better way.

What is required is for the Internet and the Desktop programs to be synchronised as one when you need it. You should not have to be online more than a few minutes to achieve your goal of uploading data. This could be described as 'burst mode' transmission of your information to its destination which actually has more detailed information about the Rental properties than ever before. You will have better image resolution and at a smaller physical size than before. Users can automatically see a Thumbnail image, a medium size image and a full screen image at the click of a button and even print out all the information. Your placement of data can remain active for a user defined set period for no additional cost, and you can have the data from Desktop to the web in typically less than 5 minutes and the Website is refreshed with new data every 4 hours. Where print media is updated once or twice a week the web site would have been updated at least 30 times. Your prospective clients who register on the rentalz site can receive automated Emails which links them directly to properties that match their search criteria. The properties you upload can be linked directly to you or your corporate Website. Whilst users are browsing information they can even email property information with a photo to a friend or users can check businesses, schools, hospitals and community events in the local region.

## www.RENTALZ.com.au is different !

We have linked both Desktop technology and Web Technologies to create a smooth transition. We solved four major problems. The first problem is to understand the strengths and weaknesses of both technologies, which are so different in how they interact. You have to program for both their individual strengths. The second issue is to make the whole process seamless. As long as a connection to the Internet exists the 'Publisher' program will navigate the correct data to the correct location on the web. This means you do not have to worry about site password maintenance and online processing and what might have to be resent if a connection failed. You not even have to understand how to optimise images to the best possible colour depth and size. No wonder a lot of agents do not show photos and only minimal information when they show Rental properties. To this end we developed over some 18 months the 'Rentalz Publisher' as specialised data collection and upload system, which solves all of these problems at the 'click' of ONE button. You can place one or many properties on the web including incredibly detailed information about each property with photos, which is automatically optimised for the Web. The agent NEVER has to logon to or do any website maintenance ever as this Windows Desktop program does all of it for you. The third issue is Image management which normally requires Scaling of images and creation of



Thumbnails, and naming of images in another program which is a timing consuming task. Remember an image, which is named the same, as the property address when placed on the web is a security issue as users can read its name and know the address. The fourth issue is optimisation, compression and encrypting the information to allow streamline delivery even through your security firewall. The faster we can connect to 'Rentalz' and get the data from your Desktop to the Web, the less chance of line dropout and the need to resend compared to other means. There is nothing faster at preparing the data and getting the data out than this system. A typical upload of say 6 properties with their Images is around 3-5 minutes depending on your connection. This is for a first upload only. To refresh the data with new revised text and then resend would take as little as 25 seconds. And the good news is that the 'Rentalz Publisher' program is supplied at NO COST to agent/subscribers to 'www.Rentalz.com.au' site. The 1st months use of the Rentalz site is 'FREE' and after that we charge the agent either QUARTERLY, HALF YEARLY or an ANNUAL FEE, which allows them to place UNLIMITED Rental Properties of any Rental classification on the site. This cost will typically be less than HALF of what it is costing you now and can around \$12 per week (inc GST) over a 12 month period for unlimited property uploads and publication.

## Streamline rental property exposure

This site is a RENTALZ only site.. and is a commercial facility both for the speedy uploading of Rental properties from the Desktop to the WEB and for prospective Tenants to search for available properties. Properties can be Residential, Commercial, Holiday, Bed n' Breakfast, Marine, Venue Hire, Guest Houses, Ski accommodation and others. Finally the running costs are spread at about 40/60, which means the Agents pay around 40% of the cost and advertisers the other 60%. It openly supports all major Real Estate groups and allows Agents to enter their own individual or Corporate websites as a direct 'link' from their properties. A user of the site can visit these agent sites without penalty. A lot of sites try to control the movement of the users directly and make them only use the host provider's services or internal websites. I would describe the website as a 'central portal' where many agents from many areas whether Franchise or non-franchise, large or small can place their Rental properties quickly into the open market. Prospective tenants or anybody generally enquiring about availability now or in the future can see at glance what is available and make contact with the Agents at the 'click' of a button.

# Integration is the key

- Select a State and then Region to see a detailed map of this region and what is available.
- Simply select a point on the map and properties within this area are displayed.
- Local map of the region with specific Community activities and links to other Communities. Each map links to the next adjoining map.
- By selecting a Classification tab you can view Residential only, Commercial only or Holiday only etc. properties
- One 'click' on the thumbnail IMAGE or Full Details area and detailed information can be viewed or printed
- Another 'click' on the Medium size image will show a Fullpage image.
- Offers local Services, eating, recreational information to attract Potential Tenants to the area which builds the Community.
- Local community businesses will have a way to show they are part of the business Community and the services they provide.
- A FREE business listing area, which can be searched by users of the site.
- Options for businesses to advertise in a region with a Banner add which links to their webpage at a fraction of the cost of other alternate advertising. This site is a dynamic site which means the data will change regularly and the demand for these services is constant so there will be many new visitors as well as previous users still looking. Even a person owning their own home would visit, as the site handles Holiday properties and Guest Houses and Bed n Breakfast and Marine Accommodation. It is the best place for a business that wants exposure to this market to invest in a banner ad.
- Shows the size and general boundaries of a region with some dialogue on its history and growth prospects.
- Shows the diversity and maturity of the area, which should attract other businesses to advertise or relocate to this area.
- Attracts potential investors to buy/support Rental Properties if there is a constant community demand, which is measurable and visible.
- Tenants can register and save their own 'queries' for the type of properties they are looking for and be informed by automated Email of new properties listed, which match their search criteria in rich HTML format, or TXT.
- At the click of a button the Rentalz Alert 'automated' Email takes them directly to matching properties.
- Tenants can set multiple 'My Search' criteria for say Residential or Commercial or Holiday etc.
- Tenant resources, links to other areas, shows Schools, Hospitals, details on signing a Lease, information about bonds, property check list which can be printed out when looking at multiple properties.

## How does it work?



The 'Rentalz Publisher' is a desktop application which speedily imports your property images, ONCE and automatically creates the most optimum size and links them to your property. It even uses a unique naming convention for your images and places them in its own image work area, so your original image is left intact. This technology was custom developed to get the best smallest and best picture size and the best compression for Internet transfer. You can have up to three images per property and the Website creates another 6 for you automatically. So you can have 3 images, which will be available as small, medium and large. You can also type in up to 20 x 64k of

descriptive text per property if you wanted to. You can select from 10 checkboxes for each property which clarify aspects of the property at a glance. Items like Smoke Alarm, Ground Floor, Parking, Balcony, Handicapped access, 3Phase power, Car Wash etc for each property type which has its own 10 checkboxes. Everything you could possibly think of is there and well researched. The 'Rentalz Publisher' is a one-stop system for storing your available and past vacant properties, which store all the images so, when you reactivate the property the images are reactivated as well. You simply mark a property as ACTIVE or INACTIVE at the 'click' of the mouse and all Active properties can be printed out via its inbuilt reporting options. You never have to prepare an 'Available Rental Property' report again as they are designed to be handed out to your tenants which further advertise your business and the site. There are also 'Agents' in-house reports which show the same reports with the addition of Key# and the property Access details which may have available hours of entry or contact telephone numbers.



In a world of hackers why would you risk your data to a simple login and password to a website, but this is what you have to do at other sites. Why pay all those online connect costs to upload images and maintain data and at a slow speed, right? You do not have to visit the website directly yourself, and you don't have to Login, and you don't need to enter a Password, and you don't have to logout. All of this is done automatically by the 'Publisher' program at the press of ONE button, which places the 'Active' properties onto the Website with Images. If a property advertised is removed from the market, simply mark it as 'Inactive' and press 'Publish' again and it will be removed from the site. Simple and clean. The program maintains a log on your desk, which shows when you uploaded and the time taken.



The website was designed so that in 3 clicks of the mouse you can find the data you want. Simple 'Click' on a State, 'Click' on a Region and 'Click' - SEARCH. It is as simple as that. Also you can click on a local map instead of Search this limits the search to this particular area only. All areas have local maps, which have been customised to suit local geographical regions. A user can register themselves and set up custom search requirements and on any subsequent visit to the site click on 'My Search' and see the latest properties on offer. A user can also request Email Alerts to be sent each day for 'NEW' properties that match their search criteria. A user can select 'Search surrounding areas' and properties within several kilometres are also included. We are using GPS global positioning system database, which identifies relative proximity, rather than Postcodes, which can be misleading. These Rentalz Alerts will be sent in HTML or TXT format and is essentially a Web page in the tenants email area. It reacts the same as the web and clicking on it navigates to the site. By clicking on the received Email they will be taken directly to the property and they can request an Inspection or even Email the details to a friend. They can also click on this Email to remove themselves from the automated list. The potential tenant can print the property and they can read information about the Lease, lodging a Bond and even print a report, which they can mark off for themselves if looking at multiple properties. They can also check the listing of local businesses in the area. There is NO MAINTENANCE by the agent except to add their properties on the Desktop and mark, which are 'Active' and press 'Publish' when new or old properties need to be adjusted on the Website. It is as simple as that.

## Contact details?

Sherlock Software

1st Floor, 43 Brisbane Water Drive

Point Clare NSW Australia 2250

Phone: (02) 4324 4929 Fax: (02) 4324 4996

Email: [sales@rentalz.com.au](mailto:sales@rentalz.com.au)

ABN: 88002234086

For more information on using Rentalz please contact us at:

- 
- ✓ Prepare / View and Manage your Internet Rental Properties offline
  - ✓ Only enter the information ONCE and reactivate / deactivate as required
  - ✓ Upload Images + Data at the 'Click' of a button.. Fast, efficient and controlled
  - ✓ Print 'Property Vacancy Reports' which link tenants to [www.Rentalz.com.au](http://www.Rentalz.com.au)
  - ✓ Users of the site can register and receive Email Alerts of 'properties' listed
  - ✓ FREE.. Business listing which links Rentalz + Community + Business
  - ✓ Users browsing can Email a listed property to a friend.. expands user base
  - ✓ Maps link to other maps to creating a Rentalz Web as a community resource
  - ✓ Always up to date with refreshing of data every 4 hours.. 'Effective data'
  - ✓ Business can advertise with Banners adds or services available
  - ✓ Residential, Commercial, Holiday, Bed n Breakfast, Marine, Ski, Venue etc.
  - ✓ Full list of Schools, Hospitals with Addresses and Phone and Fax numbers.
  - ✓ Directs enquiries to your site or Franchise group maximising your traffic.