

www.EstatesGeneral.com – An Introduction

We at Internet Technologies Ltd. would like to take this opportunity to introduce you to a pioneering service that we pray, GOD willing, to launch before the end of February 2002. However, before we wax lyrical about the service, an introduction is apt.

Internet Technologies Limited is a Software Engineering house that specialises in developing Internet and database applications. The company was founded in 1999 with the intention of sharing information, fostering technological advancement and using this as a base for promoting development and business in the virgin markets of Nigeria and the West African region. To this end, the company has been investing in products and services that should begin to address the disparity between the business environment in the developed world and that in Nigeria.

The intention here is to intimate you with our latest undertaking, [EstatesGeneral.com](http://www.EstatesGeneral.com); this is a design for the implementation of the services of an enterprise-class online estates agency, hitherto unavailable in the country. We have spent time in analysis of the need, and have come up with a design that we are very close to completing. The site will provide a number of complementary services, among which are.

- Registration of users
- Registration of properties
- Expression of interest in properties
- Notification whenever a property of interest becomes available
- Detailed and multi perspective visualisation of properties
- Online personalised access to
 - Personal Details as stored on our systems
 - Portfolio of properties registered
 - All interests expressed
- Simple and advanced Search facilities
- A lively and dynamic site design
- Complementary and ancillary information and services

Typically users, who could be either of a buyer, seller, or seller_buyer type would visit the site and register their details on the system. Thereafter, facilities are made available for them to register properties and/or to express an interest in existing properties. In addition to this, registered clients have the opportunity to maintain

online, a portfolio of their properties and to request notification whenever an interest is expressed for their property. Buyers have the option to register interest(s) in property, and also to require notification whenever such become available on the site.

Certain services are provided gratis to all visitors to the site, whether they are registered clients or just incognito guests, these include our online arcade of properties, detailed property viewing facilities that provide a closer view of the property. This unique design gives visitors and clients many perspectives on the property, allowing for a more informed selection and discrimination process. In addition, search facilities are made available to all comers facilitating a means to quickly locating the property that is desired, based on a number of important criteria.

It is our intention to make the site available to commercial, governmental, and private interests, even though we are expecting the greatest number of clients among existing estate agents. We expect that many in that sector will be interested in a cost efficient alternative media within which to promote their properties, sometimes as a backup to news and television advertising, or on its own.

A number of new and interesting technologies lie at the heart of our system, distilled from several years of working with industry giants such as ICL and BT, and used repeatedly in many of the systems we engineer. Among these are;

- Template Engine – generating dynamic web pages
- Matching Engine – matching people to property
- Notification Engine – contacting clients by email
- Search facilities – helping clients find property

The Template engine is at the heart of the attractive pliable design of our web pages that are often generated dynamically by a melding of data and HTML templates. The Matching engine enforces algorithm(s) for identifying the intersection of property and interest; this is a precursor to the services of the Notification engine that communicates the intersection to the parties to a potential trade.

Backing these up are a number of other proprietary designs implemented as services and algorithms for improving the experience of the user within the site, notable among which is the Search engine. These components come together to form a holistic synergy of services that we believe will deliver a truly outstanding service to the Nigerian market, and we look forward to working with you to realise its full potential.

As an initial promotional offer, to preferred agents such as yourselves, we are inviting you to place properties on the site at a subscription of N5,000 per month for a twelve-month period. This is an 80% discount on the standard price of N25,000 per month for unsolicited advertisers and freelance agents.

This subscription would allow agents submit properties to the website for display to the Nigerian and international audience. Selected properties will also be included in emails to our list of over 2000 Nigerians worldwide. For agents that subscribe in the month of March, we are also giving away a free web page on our website, so that agents can advertise themselves directly to clients, using their own Internet address.

Estate agents with a requirement for better international visibility, the company is offering a premium subscription at N7,000 per month, which includes:

Free company web site – more information than single web page
Free email address – yourCompanyName@estatesgeneral.com

To start your subscription and free web page now, please indicate your preference for an annual subscription rather than one-off payment to our sales executive, and provide necessary information that you would want displayed on your company web page. For all properties you wish to advertise, please provide pictures for the exterior and interior of the properties, if you have them.

The www.EstatesGeneral.com website can accommodate as many as 5 exterior, and up to 36 interior, photographs. Obviously we encourage agents to provide pictures of their properties, because, as they say, a picture tells the story of a thousand words. Properties with pictures are more likely to convince buyers, especially those abroad, than properties without pictures.

With so much interest generated in the country and abroad already, this site promises to revolutionise the movement of property in Nigeria, and by Nigerians worldwide. We therefore look forward to hearing from you, or meeting with you at your earliest convenience to discuss the detail of this opportunity. Many thanks and GOD bless.

Yours faithfully,

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