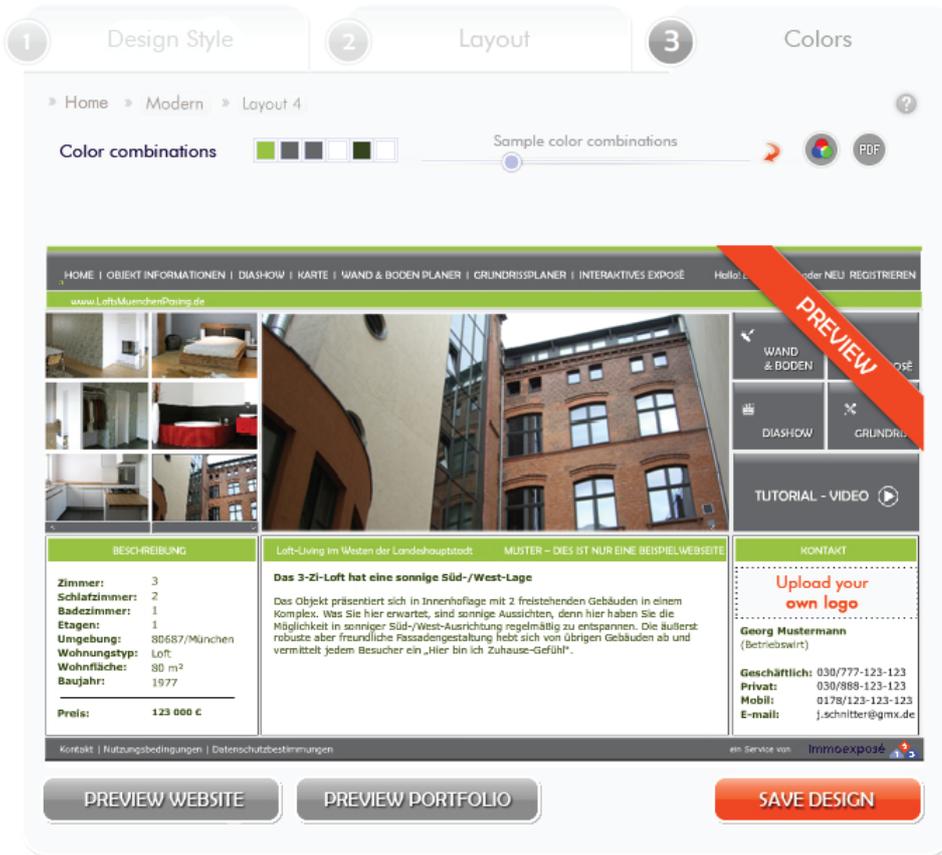


Your individual property website from property 1-2-3:

Our personalized property websites offer the perfect combination of all key multimedia presentation forms for your property. You have the possibility of integrating all key property data, such as documents, floor plans and images. Picture slideshows, area maps in different formats, a personalized and printable property portfolio and unique online planning software are also included in your website. This offers potential buyers a transparent overview and useful planning tools when visiting your website. Your property will be elevated above those being placed by your competitors.

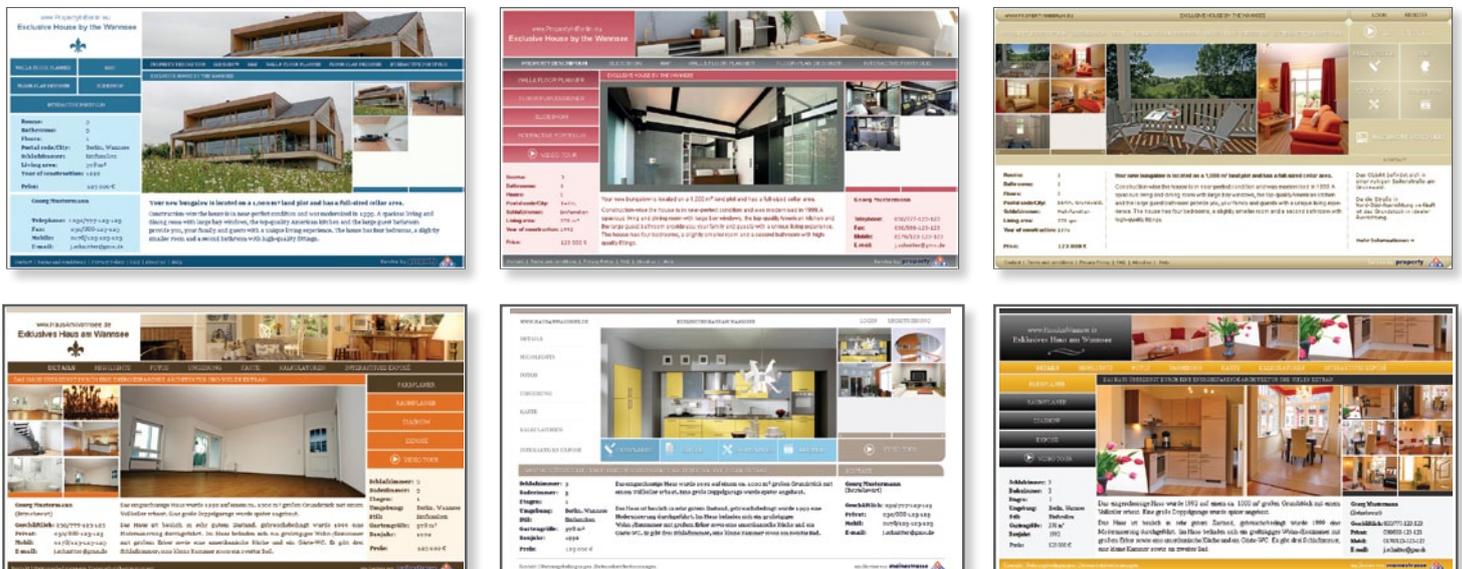


A user-friendly design configurator helps you choose from numerous formats, layouts, color combinations and graphic elements and helps you to create your website in the desired classical, modern or luxurious design style. This gives you the freedom to choose the look of your website and property portfolio.

The design configurator also provides you with suitable color combinations when uploading your company logo. This makes it easy for you to create a web design matching your corporate identity.

Create your own individual web design in just seconds!

Choose from hundreds of design combinations for your property website!



Features and planning tools at a glance

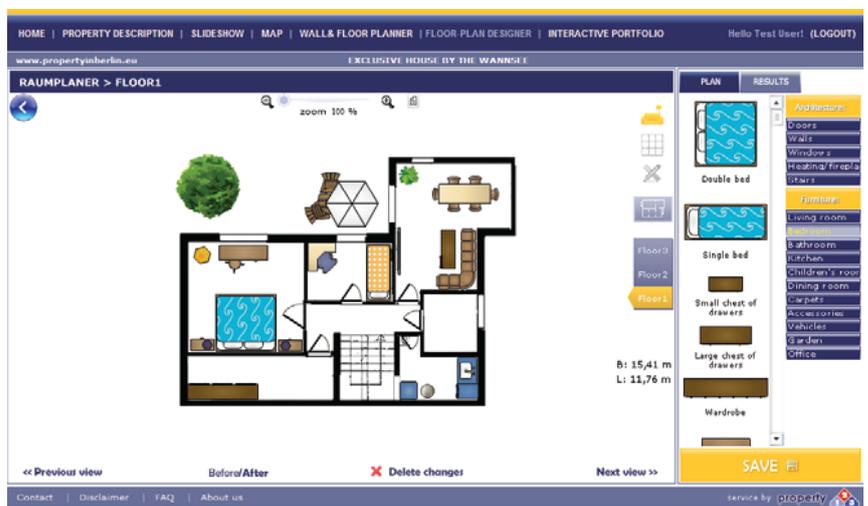
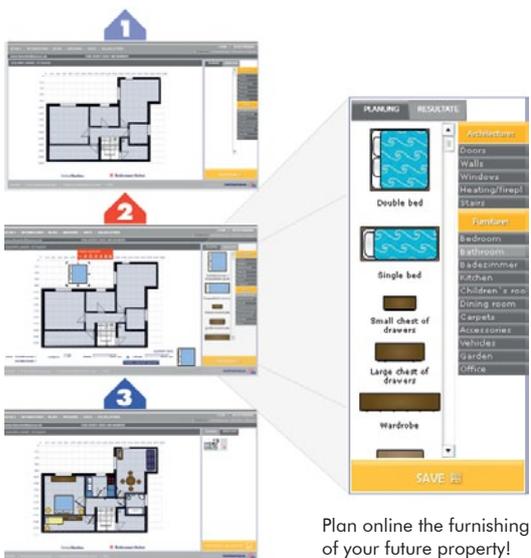
The extra planning and visualisation features of the a property 1-2-3 websites creates stronger interest and awareness at from your potential buyers. They receive the opportunity of experimenting with experiencing the future design and furniture arrangements of their potential new homes.

The additional functions offered by property 1-2-3 create more interest and awareness from your potential buyers. Clients can use your website to experiment with the future design and look of their possible new home.

property 1-2-3 optimises your property's potential.

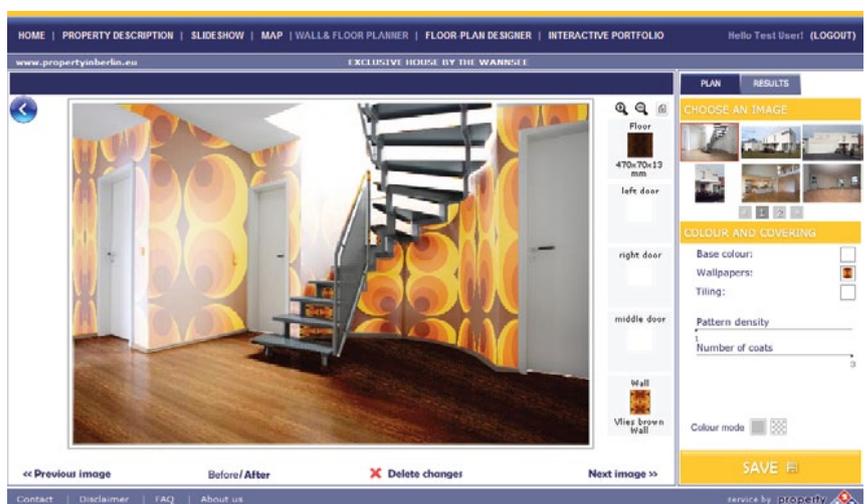
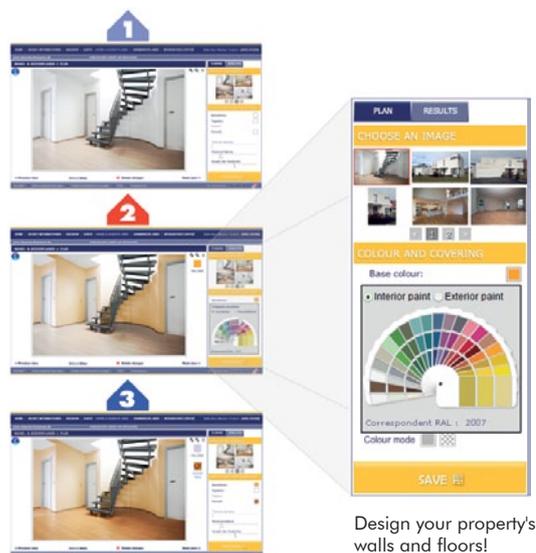
Tool 1: The floor Plan designer

The website visitor can choose from numerous furniture objects and architecture elements and create individual arrangements for each room of the property. This interactive tool has many useful functions, such as the ability to adjust the size of objects or rotate them. Your customers can thus experiment in real time with the planning of the space. The software is user-friendly and well suited for inexperienced users.



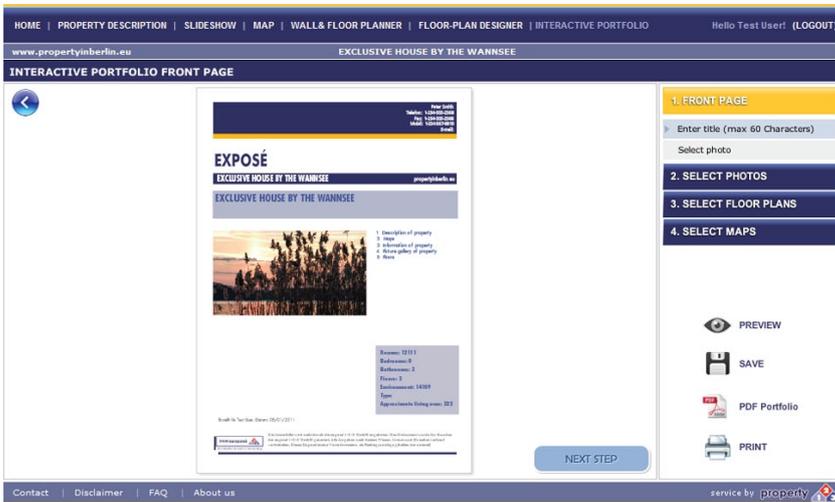
Tool 2: The Wall & Floor planner

This tool enables the user to try out different looks for the floors, inner and outer walls. Color modifications as well as detailed integration of tiling, wallpapers or diverse wooden floorboards are possible. Thus a prospective buyer can test how various colors and surfaces would look in his or her future property.



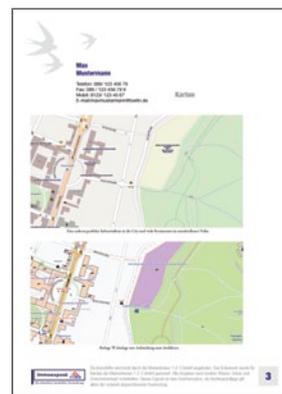
Tool 3: Interactive property portfolio

The interactive portfolio can be personalized by the user, so that it best services his/her needs. The prospective buyer decides which information will appear in his document, including his own designs, created in the interactive online tools. He can also upload his or her own data, such as maps and photos. The user can then save, print or send via email his personalized PDF portfolio.



Users can choose the content and design of their property portfolio in just a few simple steps!

Personal data, such as maps and photos, can also be uploaded and added to the portfolio.



The personalized PDF portfolio can then be saved, printed or send via email

A property 1-2-3 website includes the following services:

- A personalized property website with online planning software, such as the floor-plan designer
- Design of the property portfolio and web design of your choice through the design configurator
- Your own domain name for placing your property individually on the internet (e.g. www.loffinnewyork.com)
- A large selection of presentation forms to heighten your property's appeal (slide shows, interactive maps)
- The automatic creation of personalized property portfolios, including saving PDF-files and web2print
- An effective management system, including detailed statistics
- XML-based interfaces for ex- & import to/from property portals and property management software
- The next release will include versions for iPhone, iPad, Android smartphones & tablet PCs, SmartTV and Facebook

Please enquire about exclusive country licenses for the whole property 1-2-3 marketing framework or single software modules!



property 1-2-3

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