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Database

Outline

The following is an attempt at formulating the specifics of all the information, functions, guidelines and goals for a Web-based Database that will be servicing my Real Estate Company.

If there needs to be button, I will put the button's title in **bold**. I there are several choices that we need in a pull down menu for a window, I will type those in ***bold italics***.

Basics

1. INFORMATION - There are three primary groups of information. They are:
    a. Contacts
    b. Contracts
    c. Inventory

All three of these groups are directly related. All the information for each of these groups needs to accessible from all pages. For example, if we are looking at a particular contract and we need to see the details of the Buyer we need to simply click on the Buyer's name and be taken to a details page for that Buyer. This type of interactive accessibility is imperative for all aspects of the information for all three groups.

2. REPORTS - The other critical aspect of this program is reporting.

Virtually all of the information for all three groups needs to viewable and printable in a customizable format. There will be many different people with a lot of different accountabilities needing to search, sort, view, and print all different aspects of the information in virtually hundreds of different formats, with up to 10 different levels of searching and sorting.

3. LOOK – The third important aspect of this program is the actual appearance of the site and the functionality must be impeccable. Anytime there is a place in the database where information is being inputted there should be a drop down with all the possible options. If the options are too great, or the options are infinite (i.e. new names, s.s.# ,etc.), then the drop down should show a list of anything that has been entered in that field before for selecting.

There will be literally hundreds of people with varying levels of access using this program. Most of these people will be either customers looking to buy real estate or other real estate professionals that are looking for real estate for their customers. The site needs to perspicuous and clutter-free.

Database Specifics

Within the above context I will start on the next page explaining and defining as many specifics as I can. I will do my best to keep it organized and easy to understand.

Main LOGIN Home Page

The home page will look state-of-the-art and it will also be very simple. Any person going the site will be going there to access a specific development or multiple developments. They will need to login with a user name and password that is automatically given to someone when they register. If their password gives them access to more than one development, there will need to be a drop down ***window*** that gives them the option to select the one they want.

If they don't have a login, they need to register for one. Registration will have to distinguish between Real Estate Professionals and regular Buyers. There will be a disclaimer that reads "ATTENTION LICENSED REAL ESTATE PROFESSIONALS! You cannot receive compensation for any transaction unless you register as a Broker or an Agent. If you are also a Buyer you must register as a Broker or an Agent first, and then you can also classify yourself as a Buyer. Agents will need to register their Broker first and add themselves as agent of that Broker."

The registration process will simply be a page of required fields to be filled out. Some fields will be required fields in order to receive a user name and password.

Other than that function, the home page will simply have some great photos of different generic properties and related scenes. It will welcome people and give them simple instructions to login. There will be approximately 20 different classifications of people that will be logging in.

1. LOGIN - Each classification will have there own level of access.

It will give them the ability to view, print, edit and or update the information that their particular login allows. We need to have private control of what is viewable and editable for each login classification specifically. We want each login level to have a basic degree of access, and also have the ability to customize their access to for each individual login. The way we want that to work is that there will be a **Edit Login** page that will have two columns; View and Edit. Beneath each will be a list. Each list will be identical. The lists will be comprised of every possible Field or Group of fields or Pages that could be viewed or edited from any page. At the top will be a place to enter the User Name and Password that is to be edited. Once you enter the User Name and Password you can select any combination from the two lists with a *selection box* next to each. Whatever you select from the View list will be viewable with the User Name and Password entered. It will work the same for the Edit list. This will define the specific viewable and editable fields for the User Name and Password entered. Some fields will be list singularly and some will be in groups. If you select "All Contact Details", it will automatically select all the sub-selections. You can de-select some of the sub-selections. A short example is below.

VIEW

- O Contract
  - O Price
  - O Buyer
  - O Buyer Signature date
  - O Closing date
  - O Construction cost estimated
  - O Construction costs actual
  - O Construction status
  - O Contract price
  - O Contract write date
  - O Earnest money
- O Accounting Page
- O Construction Page
- O All Contact Details
  - O First Name
  - O Last Name
  - O Middle Name/ Initial
  - O Salutation
  - O Social Security Number
  - O Driver's License number
  - O Company Name
  - O Tax-I.D. Number
  - O evening phone
  - O day phone
  - O ext.
  - O cellular phone
  - O fax number
  - O email #1
  - O email #2
  - O living street address
  - O living state
  - O living city
  - O living Zip
  - O mailing street address
  - O mailing state
  - O mailing city
  - O mailing Zip

O country

We need there to be 20 savable, default Login Levels for all the standard users listed below. We can then customize each one if/when necessary. The user names will be a four (4) character code followed by a number; (i.e. agen123). Each of the user name character codes are listed below next to the category. These will allow us to know what kind of Login a person has. We would like the NUMBER portion of each Login to be a consecutive number starting with the number **1**. This would provide us with an ongoing count of how many Logins of each type have been given to ALL developments in Total. The passwords I will leave up to you. Each user can change their password if they want by going to the **Administration Page**. We also need to be able to change what is viewable for each Development as a whole. Not all Developments will require all fields. I have included below a description of the default fields of access for each Login. All Logins will be able to print reports.

Accounting – *acco* – This Login Level will allow accounting reports to be exported to other accounting software. There will be the ability to see any page or field that has monetary value. This login will not have editing capability. This Login must be created by a high level user and cannot be received by simply registering.

Brokers – *brok* – This level is Real Estate Brokers and will give them access put units on Hold for a specified period of time. This period of time must be editable from one Login to the next. They will be able to enter New Contacts into the Contacts Database. They will have full access to availability. This level of access will be received directly by registering as long as there is a License Number and Tax-Id number provided at the time of registration. They can view only contracts that have their company assigned to them. They will only be able to see the following aspects of a contract:

- **a.** Buyer's name(s)
- **b.** Contract pricing, earnest money and discounts
- **c.** Selling Agent's name
- **d.** Selling commission
- **e.** Loan company, contact, status
- **f.** Contract status and status dates

Buyer – *buye* – Buyers need to have access to all available inventories and Promotional material. They also need to be able to see their *construction status*. Buyers can select specific premiums for Searching Inventories and if there are none that match their criteria they will be given the opportunity to *change* their criteria or to *add* themselves to an automatically generated email list when a matching Unit becomes available. If the Buyer has a Listing Agent already assigned to them then the Listing Agent wil receive an email as well. If there is no agent assigned to the Buyer then the Buyer will go into the Hot List.

Construction – *cons* – Construction logins will have access to view and edit all Construction information. They will also be able to View Only the Contracts, Amendments and their details.
Coordinator – *coor* – Closing Coordinators will have access to *View Only* Contracts, Amendments and their details; as well as all Contacts.
Developers – *deve* – Developers will have the access to View and Edit anything in any of their Developments that they have in the Software.
Leasing – *leas* – Leasing Logins have the ability to View and Edit all of the Lease or Tenant related information in the Inventory.
Legal – *lega* – Legal Logins have access to View Only all Contracts, Amendments and Addendums.
Marketing – *mark* – Marketing Logins have access to View Only all Contact information and Ad Source information.
On-site Agents – *osag* – On-Site agents will have access to Edit and View all Contacts, as well as Contracts that are assigned to them. They will be able to View Only the Contracts that are assigned to other Agents. They will be able to see all Inventory regardless of status. They will be able to View Only all Construction, Competition, Administration related information.
Outside Lenders – *olen* – They will only have access to View and Edit Only the fields of Contracts that are assigned to their Company.
Preferred Lenders – *plen* – They will have access to View and Edit any Contracts that are assigned to their company or that are NOT assigned to any Lender.
Pricing – *pric* – Pricing Logins will have access to Edit and View all Price related fields.
Sales Managers – *sama* – They will have all of the access of an On-Site Agent plus access to allow Assigning (see Contracts – Assign a Contract) as well as individual Price and Earnest Money changes.
Secretary – *secr* – Secretaries will have the ability to Add New Contacts and all of the related information for a New Contact. They will be able to View Only all other Contacts and related information.
Selling Agents – *seag* – Selling agents can see all Available Inventory as well as Add New Contacts. They can view the status of any Contract that is assigned to them specifically.
Software Administrator - *admi*
Title Company - *titl*
Unlimited access - *uacc*
View only - *vonl*

Specific Home Pages

After logging in and selecting the development they want, it will take them to the home page of that specific development. This will have pictures and video of that community specifically. There will be the list of **buttons** for all the pages that their login gives them access to across the top of every page. The page links listed below represent the entire list that needs to be created. Some will not be visible with certain Logins.

Each specific page will have additional buttons specific to that page as well. The specifics of each page will vary from development to development. We need this program to flexible. The total list of pages with their drop down selections is listed below:

a. **Login/ Logout** page (Main Home Page)
b. **Home** (Development specific)
c. **Accounting**
    i. Budgets
        (a) Construction
        (b) Marketing
        (c) Operating
    ii. Costs
    iii. Lending
    iv. Profits
d. **Administration**
    i. Data Edit
    ii. Data Entry
    iii. Data Export
    iv. Data Import
    v. Change Password
e. **Competition**
    i. All
    ii. Map
    iii. Search
    iv. Summary
f. **Construction**
    i. Appraisals
    ii. Budget
    iii. Costs
    iv. Summary
    v. Walk-throughs
g. **Contacts**
    i. Agents
    ii. All
    iii. Appraisers
    iv. Associates
    v. Brokers
    vi. Buyers
    vii. Sub-Contractors
    viii. Lenders
    ix. New Contacts
    x. Visitors

h. **Contracts**
    i. All
    ii. Gross sales
    iii. Search
    iv. Summary
i. **Inventory**
    i. Availability
    ii. Pending
    iii. Pricing
    iv. Sold
j. **Promotional**
    (a) Community Map
    (b) Contact an Agent
    (c) Email a Friend
    (d) Floor Plans
    (e) Neighborhood Specifics
    (f) Pictures
    (g) Pricing
    (h) Quick Reference
    (i) Schools
    (j) Video
k. **Reports**
    i. Accounting
    ii. Construction
    iii. Leasing
    iv. Marketing
    v. Sales
l. **Training/ DEMO**
    This will be a link to three different mock developments used to train people on its use as well as to Demo it for customers and users. It will have three variations: High-rise, Condo Community, and Homes. All three will have hypothetic information in them for training purposes. This page is only visible with certain Login.

Page Specifics

Below I will outline in detail each of the above mentioned pages with specific ideas on function and purpose.

Below is a list of all the page buttons across the top of all the pages of the website.

i. **Login/Logout**
ii. **Home**
iii. **Accounting**
iv. **Administration**
v. **Competition**
vi. **Construction**
vii. **Contacts**

viii. **Contracts**
ix. **Inventory**
x. **Promotional**
xi. **Reports**
xii. **Training/ DEMO**

One of the requirements for the way the program works is the ability to go to the **details** page of any of the three primary groups (contacts, contracts, inventory) from any of the other pages simply by clicking on the hot field for each of the groups. The hot fields are:

Contacts hot field is the buyer's **NAME**.
Contracts hot field is the unit **PRICE**.
Inventory hot field is the unit **NUMBER**.

I'll explain. Any time you are looking at a page of information that has a Buyer's NAME, or a unit PRICE, or a unit NUMBER, they will act as clickable links that will take you to the ***details*** page of that CONTACT, or CONTRACT, or UNIT.

SEARCH

One of the primary functions that will be used to create **reports** for any page will be the **Search** function. I will now define how we want the search function to work.

Similar to how the different page buttons (i.e. Home, Contacts, Reports, etc.) are always accessible and in the same location on every page, we want the **search** box to be always accessible and in the same location on every page. There will need to be the ability to search with as many as 10 different selected options at the same time.

The way it will work is that the user can simply start typing a First Name, Last Name or Company Name. Any of the Contacts that have a First Name, Last Name or Company Name that matches what has been typed; the search will bring them up. You can also simply type the first few letters of even one letter and the Search will find all the Contacts the Contain the letter or letters Searched for.

If simply typing as stated above isn't successful, there will always be just one empty box with a drop down that has all three of the primary group search options. Once one option is selected another box appears below with another drop down, with all the search options related to primary group selected in the first box. If you choose a second option than a third box appears so you can select another option in conjunction with the first two. Once you have chosen all the options that you want, then you press **search**. After pressing Search, all the boxes will collapse into one so that they don't take up to much room on the screen. Placing the mouse over the collapsed box will have them drop down automatically for a few seconds to allow for editing.

To explain further, the first drop down list of search options will only have three general options; CONTACTS, CONTRACTS, and INVENTORY. After selecting a general option, the next search box will display all of the specific options related to that general option. Once you select a specific option another selection box appears for you to make another search selection. These new selection boxes will keep appearing for you to choose another search option until you press SEARCH. Below they are outlined. General Option titles in BOLD and the specifics below.

1. **Contacts - (**Below is the Contacts search options)
    a. Agents
    b. Appraisers
    c. Brokers
    d. Buyers - Primary Only
    e. Buyers - All
    f. Buyers with Multiple Units
    g. Company
    h. First Name
    i. Last Name
    j. Lenders
    k. New Contacts
    l. Purpose
    m. Sales agent
    n. Source
    o. Staff
    p. Sub-Contractors
    q. Unit Number
    r. Unit Type
    s. Visitors
2. **Contracts – (**Below is the Contracts search options)
    a. Agent
    b. Appraisers
    c. Broker
    d. Building
    e. Buyers
    f. Cash
    g. Closings Scheduled
    h. Closing NOT Scheduled
    i. Date
        i. Drop Down Calendar for Selection
    j. Date Range
        i. Drop Down Calendar for <u>Start</u> and <u>End</u> Date
    k. Finish level – (Below is Finish drop down)
        i. Name #1
        ii. Name #2
        iii. Name #3
        iv. Etc.

- l. Fist name
- m. Funds Verified
- n. Funds NOT Verified
- o. Hard
- p. Last Name
- q. Lender – (Below is Lender Drop Down)
    - i. Name #1
    - ii. Name #2
    - iii. Name #3
    - iv. Etc.
- r. Listing Agent
- s. Model – (Below is Model drop down)
    - i. Name #1
    - ii. Name #2
    - iii. Name #3
    - iv. Etc.
- t. NOT Pre-Approved
- u. Pending
- v. Pre-Approved
- w. Price – (Drop down with price start and end prices)
- x. Purpose – (Below is Purpose Drop Down)
    - i. Primary
    - ii. Second
    - iii. Investor
- y. Selling Agent
- z. Soft
- aa. Unit number
    - i.

3. Inventory

- a. 1BR-1BATH
- b. 1^{st} Floor
- c. 2BR-1BATH
- d. 2BR-2BATH
- e. 2^{nd} Floor
- f. 3BR-1Bath
- g. 3BR-2BATH
- h. Building number
- i. City
- j. Clear All
- k. Construction
    - i. Scheduled start date
        - 1. Drop down calendar to chose date
    - ii. Estimated or actual start date
        - 1. Drop down calendar to chose date
    - iii. Scheduled completion date
        - 1. Drop down calendar to chose date

iv. Estimated or actual completion date.
  1. Drop down calendar to chose date
v. General status
  1. Drop down with the following choices.
    i. Not Started
    ii. Started
    iii. Demoed
    iv. Work completed
    v. Cleaned
    vi. Ready for walk through
vi. Appraisal date – (drop down date selection)
vii. Walk through Date – (drop down date selection)

l. Corner
m. East exposure
n. Floor number
o. Green
p. Interior
q. Mountain
r. North exposure
s. Ocean
t. Parking
u. Penthouse
v. Pool
w. Price – drop down for max price
x. Price – drop down with minimum price
y. Price/ square foot – drop down for max price/ square foot
z. Release date (selectable from a pop-up calendar)– drop down for
aa. Rent –drop down for minimum rental income
bb. Rent payment
cc. Rental unit
dd. Select All
ee. Source
ff. South exposure
gg. Street
hh. Tenant
ii. Unit number
jj. Unit number
kk. Units released on or after release date chosen
ll. Units released on or before release date chosen
mm. Vacant
nn. West exposure

VIEW

The second aspect that is critical for displaying **reports** is the **view**. We need there to be a drop down from the **view** button that gives a list of column titles that can be viewed. Similar to the Search function, once you select one view column, another selection box appears and then another and so on. After selecting your views, all the boxes will collapse into one so that they don't take up to much room on the screen. Placing the mouse over the collapsed box will have them drop down automatically for a few seconds to allow for editing. If you make a mistake, you can reselect a new column title from any of the drop down boxes you already have on the screen. We need to have up to 50 column view options. The columns will be displayed in the order selected. There will be a **clear view** button if you need to start over. There will be a different list for each of the three General Information Groups; Contacts, Contracts and Inventory. View Options are outlined below.

1. **Contacts**
    a. First name
    b. last name
    c. Company
    d. Living street address
    e. Living state
    f. Living city
    g. Living Zip
    h. Day phone
    i. Evening phone
    j. Cellular phone
    k. Fax number
    l. Email #1
    m. Source
    n. Unit number(s)
    o. Lender(s)
    p. Closing date
    q. Finish level
2. **Contracts**
    a. Ad Source
    b. Agent's name
    c. Appraisal date
    d. Appraised amount
    e. Artificial group name
    f. Artificial group number
    g. Balcony square feet
    h. Brokerage name
    i. Building #
    j. Buyer's name
    k. Cancellation Date
    l. Closing date
    m. Construction status
    n. Contract price
    o. Contract price per square foot
    p. Contract Write Date

q. Current Price
r. Current Price per square foot
s. Earnest Money
t. Execution Date
u. Garage Building Number
v. Lease End Date
w. Lease Start Date
x. Lender Contact Name
y. Lender Contact Number
z. Lender Name
aa. Livable Square feet
bb. Lot Size
cc. Mailbox number
dd. Move-Out date
ee. Notice date
ff. Number of garage parking spaces
gg. Number of parking spaces
hh. Opening price
ii. Opening price per square foot
jj. Parking space number
kk. Premiums
ll. Purchase purpose
mm. Rent amount
nn. Rescission end date
oo. Reservation date
pp. Right of occupancy end date
qq. Right to purchase end date
rr. Signature date
ss. Status
tt. Tenancy
uu. Total square feet
vv. Type/name
ww. Unit #

3. **Inventory**
   a. 1BR-1BATH
   b. 1st Floor
   c. 2BR-1BATH
   d. 2BR-2BATH
   e. 2nd Floor
   f. 3BR-1Bath
   g. 3BR-2BATH
   h. Balcony square feet
   i. Building #
   j. Building number
   k. City
   l. Contract price

m. Corner
n. Current price
o. East exposure
p. Floor number
q. Garage building number
r. Green
s. Interior
t. Livable Square feet
u. Mailbox number
v. Lot size
w. Mountain
x. North exposure
y. Number of garage parking spaces
z. Ocean
aa. Number of parking spaces
    a. Opening price
    b. Parking
bb. Parking space number
    a. Penthouse
    b. Pool
    c. Price – drop down for max price
    d. Price – drop down with minimum price
    e. Rent payment
    f. South exposure
    g. Street
    h. Tenant
cc. Total square feet
dd. Type/name
    a. Unit #
    b. Unit number
    c. Unit number
    d. Vacant
    e. West exposure

<u>SORT</u>

The third aspect that is critical for displaying **reports** is the **sort** function. This will work the way as Search and View. There will be a drop down with all the different columns that have been Searched and Viewed. Once you select the first level of sort than another box appears and you can select another. After pressing Search, all the boxes will collapse into one so that they don't take up to much room on the screen. Placing the mouse over the collapsed box will have them drop down automatically for a few seconds to allow for editing. If you select a column of information to sort by, and none of the information in that column is the same, then you will not be given another drop down. In other words, if you Sort by a column of information that has no repeating values, then you can not Sort an additional subsequent level.

Another way in can function in addition to the above is that the title of every column being viewed is a clickable button that sorts all the information by that column. If you click on more than one column in succession, there will be an additional level of sorting added to the overall sort being done. If you need to change the sort, click on the **clear sort** button. There needs to be 10 levels of sort available.

SUMMARY
It is necessary that all three functions, s**earch**, **sort** and **view,** work together flawlessly for viewing and printing. These will be the most used aspects of this software. These will also be the functions used to create all the different **reports** that we will need. Every project is different and the flexibility described here is absolutely critical for the successful use of this program.

BELOW OUTLINES EACH PAGE SEPARATELY

Login/Logout

This page link simply returns the user to the Main Home Page and will automatically log them out. They will be able to login in to a different development if their login level allows for it, or they can simply re-login to the development that they were just on

Home

This page link simply returns them to the Home Page of the specific development they are accessing.

Accounting

This program will need to be compatible with major professional accounting programs such as QuickBooks. We will need to able to save accounting reports and export them into another program.

In terms the accounting capabilities of this program itself, we will require a significant amount of accounting functions. The program also needs to keep track of costs, estimated costs, actual costs, and estimated gross sales, actual gross sales, and profits. We need to be able to see reports that show all different combinations of these figures.
There are groups of related costs and receipts. Some are:

aa. Per unit costs Report

a. Purchase Cost per square foot per unit
b. Marketing cost per square foot per unit
c. Construction cost per square foot per unit
d. Gross sales price per square foot per unit
e. Total project costs

f. purchase price of the project
g. overhead costs
h. interest costs
i. marketing costs
j. construction costs

bb. Total construction costs Report

a. refurbishment costs
b. refurbishment budget
c. Repair costs
d. Repair budget
e. Capital improvements costs
f. Capital improvement budget
g. Demolition costs
h. Demolition budget
i. Landscaping costs
j. Landscaping budget
k. Permit and impact costs
l. Permit and impact budget
m. Engineering costs
n. Engineering budget
o. Inspection costs
p. Inspection budget
q. Electrical costs
r. Electrical budget
s. Pluming costs
t. Pluming budget
u. Mechanical costs
v. Mechanical budget

cc. Operating costs Report

a. Legal fees
b. Office equipment
c. Staffing
d. Accounting fees
e. Office supplies
f. Insurance

dd. Marketing costs Report

a. Commissions and referral fees
b. Advertising
c. Public relations
d. web-based information advertisements
e. sales promotions
f. signage
g. sales office
h. models
i. sales office operation
j. Advertising Agency and Material Fees

k. Recoverables

Administration

This page will have a default view that will allow the user to change their password. Most people *only* have this option available to them from this page.

For high level LOGINS this page will give access to allot of different functions and abilities. This page is for entering all the information for a specific development. You will be given a choice of which group of data fields you want to enter information for. Once you chose one, you will see a screen full of blank, labeled fields for you to fill in.

Competition

Having the mouse over this link will provide a drop down ***window*** with the options listed above. Specifically:

a. **All** will simply show the list of all the competitors for the specific development. Each competitor will be its own link a single page with all the specific information about that competitor. The information will include:
    - i. Price per square foot
    - ii. Lender incentives
    - iii. Total number of units
    - iv. Earnest money requirements
    - v. Community address
    - vi. Marketing company
    - vii. Distance
    - viii. Contact info
    - ix. Web address
    - x. Photo
    - xi. Sales to date
    - xii. Starting date
    - xiii. Square footages
    - xiv. Monthly sales average
    - xv. Unit type
    - xvi. Price range
    - xvii. HOA dues
    - xviii. Preferred Lenders
    - xix. Other incentives
    - xx. Finish levels with details
        - (a) Living Flooring
        - (b) Finish level names
        - (c) Kitchen/ Bath Flooring
        - (d) Counters
        - (e) Cabinets
        - (f) Appliances
        - (g) Lighting

(h) Balcony/ Patio
(i) Paint
(j) Ceiling Height
(k) Ceiling texture
(l) Moldings
(m) Upgrades

xxi. Info updated as of ________
xxii. Parking
xxiii. Co-op
(a) Primary
(b) Second
(c) Investor

b. **Search** simply gives the user the option to search for a specific competitor
c. **Map** will link map of that Competitor's specific address, with a star on the Subject Development's location. You can also see all the competitors on the map if you want.
d. **Summary** will be a list of each competitor with only the few specific pieces of information next to them. The specific pieces of information are listed below.
    i. Price per square foot
    ii. Square foot range
    iii. Price range
    iv. Average HOA
    v. Total number of units
    vi. Units sold to date
    vii. Average absorption
    viii. Start date

Construction

Clicking on **Construction** will take you to the Main **Construction** page which will have map of the entire development, community, or high-rise building. The map has a **plus** and **minus** button to the change the view detail. You can also move around the map from any of the views to find different areas and units. The Units will be color coded to represent different stages of construction. The stages are:

1. Not Started
2. In Process
3. Ready for walk-through
4. Complete

If your view is on a close-up view, than you can click on any one of the Units to bring up a full screen summary of all the information that relates to the construction of that particular Unit. Details will be listed below.

If your view is expanded, you can Click on any one of the Buildings (of a Condo Community) or Floors (of a high-rise) or a House (of a Home Community) to bring up a full screen summary of all the information that relates to the construction of that particular Building or Floor or Home. Details will be listed below.

There will be a **View List** button. This will simply put all the Units and their Construction related information in spread sheet format. The usual Search, View and Sort options will be available.

The details that need to be kept up with for a specific unit are listed below. Most of the fields will be editable with drop down ***windows;*** some of them will not be editable. Those specifics are also listed below.

2. **UNIT SPECIFICS**
    a. Contract Execution Date
    b. Contract Closing Date
    c. Upgrade Selection
    d. Upgrade Cost
    e. Upgrade Cost per square foot
    f. Scheduled start date
        i. Drop down calendar to chose date
    g. Estimated or actual start date
        i. Drop down calendar to chose date
    h. Scheduled completion date
        i. Drop down calendar to chose date
    i. Estimated or actual completion date.
        i. Drop down calendar to chose date
    j. Walk-through Date
        i. Drop down calendar to chose date
    k. General status
        i. Drop down with the following choices.
            1. Not Started
            2. Demo
            3. Finish Work In Process
            4. Ready in 2 Weeks
            5. Ready in 1 Week
            6. Ready for walk-through
            7. Complete

3. **BUILDING or FLOOR SPECIFICS**
    a. Number of units in the building or floor.
    b. Number of units competed
    c. Number of units left to complete
    d. Scheduled start date
        i. Drop down calendar to chose date

e. Estimated or actual start date
    i. Drop down calendar to chose date
f. Scheduled completion date
    i. Drop down calendar to chose date
g. Estimated or actual completion date.
    i. Drop down calendar to chose date
h. Estimated release date for sale of units from this building
    i. Drop down calendar to chose date

4. **COMMUNITY or BUILDING SPECIFICS**
    a. Landscaping
        i. General Status - drop down with the following choices.
            1. Not Started
            2. Started
            3. Work completed
        ii. Scheduled start date
            1. Drop down calendar to chose date
        iii. Estimated or actual start date
            1. Drop down calendar to chose date
        iv. Scheduled completion date
            1. Drop down calendar to chose date
        v. Estimated or actual completion date.
            1. Drop down calendar to chose date
        vi. Estimated cost
            1. drop down with selectable pricing
        vii. Actual cost
            1. type able field
    b. Structural
        i. General Status - drop down with the following choices.
            1. Not Started
            2. Started
            3. Work completed
        ii. Scheduled start date
            1. Drop down calendar to chose date
        iii. Estimated or actual start date
            1. Drop down calendar to chose date
        iv. Scheduled completion date
            1. Drop down calendar to chose date
        v. Estimated or actual completion date.
            1. Drop down calendar to chose date
    c. Painting
        i. General Status - drop down with the following choices.
            1. Not Started
            2. Started
            3. Work completed
        ii. Scheduled start date

            1. Drop down calendar to chose date
        iii. Estimated or actual start date
            1. Drop down calendar to chose date
        iv. Scheduled completion date
            1. Drop down calendar to chose date
        v. Estimated or actual completion date.
            1. Drop down calendar to chose date
        vi. Estimated cost
            1. drop down with selectable pricing
        vii. Actual cost
            1. type able field
    d. Paving
        i. General Status - drop down with the following choices.
            1. Not Started
            2. Started
            3. Work completed
        ii. Scheduled start date
            1. Drop down calendar to chose date
        iii. Estimated or actual start date
            1. Drop down calendar to chose date
        iv. Scheduled completion date
            1. Drop down calendar to chose date
        v. Estimated or actual completion date.
            1. Drop down calendar to chose date
        vi. Estimated cost
            1. drop down with selectable pricing
        vii. Actual cost
            1. type able field
    e. Sales Center
        i. General Status - drop down with the following choices.
            1. Not Started
            2. Started
            3. Work completed
        ii. Scheduled start date
            1. Drop down calendar to chose date
        iii. Estimated or actual start date
            1. Drop down calendar to chose date
        iv. Scheduled completion date
            1. Drop down calendar to chose date
        v. Estimated or actual completion date.
            1. Drop down calendar to chose date
        vi. Estimated cost
            1. drop down with selectable pricing
        vii. Actual cost
            1. type able field
    f. Models

i. General Status - drop down with the following choices.
    1. Not Started
    2. Started
    3. Work completed
ii. Scheduled start date
    1. Drop down calendar to chose date
iii. Estimated or actual start date
    1. Drop down calendar to chose date
iv. Scheduled completion date
    1. Drop down calendar to chose date
v. Estimated or actual completion date.
    1. Drop down calendar to chose date
vi. Estimated cost
    1. drop down with selectable pricing
vii. Actual cost
    1. type able field

g. Appraisals

Once you choose a unit number it will show you the date of the appraisal. The date field will be editable with a drop down calendar.

h. Walk-Throughs

Once you choose a unit number it will show you the date of the Walk-through. The date field will be editable with a drop down calendar and Time field.. There will be a Merge Field PDF that will allow you to send an email or letter noticing the Buyer of the Walk-though Date and Time.

i. Punch list

Once a unit number is chosen the Punch list for that unit is displayed along with the Completion Date.

Project Managers will need to be able to group units together in many different ways. They will need to look at Units that are in the same Phase of Construction as each other, or that have the same Finish Level as each other, in one list. They need to be able to add and remove Units from each group.

PURCHASE ORDERS

Another sub-page of Construction will be Purchase Orders. Purchase Orders need to be able to be Written, Printed, Edited and Emailed. They will be written and saved very much like a very simple version of a Contract.

Contacts

Clicking on **Contacts** will take you to the Main **Contacts** page which will be in spread sheet format with many columns of information related to contacts. Clicking on the title of a column will sort the list by that column. If you then click on another column, that will be the secondary sort. If you click on another column that will be the third sort level and so on. We need to have 10 tears of simultaneous sorting available in this fashion. If you want to start a whole new sort you will be able to click on a **Clear Sort** button.

There will also be several other buttons on screens with multiple contacts, as well as single contact details screen.

The buttons are

1. **Email results** (takes you through the process of saving the search results as a file and bring up your email for you. Attach the file and send it).
2. **Send an email** (this will bring up your email the specific contacts)
3. **Print forms** (gives you a choice of form letters to print using the specific contact information selected.)
4. **Print envelops** (prints envelopes using the information form all the contacts from the search.)
5. **Print Labels** (prints labels using the information form all the contacts from the search.)
6. **Write Contract** (this will take you to a screen that gives you a list of all the available Units that are available. The list will show one unit per line with the basic information for that unit, i.e. unit number, price, premiums and floor plan type. After selecting the unit that you are writing a contract for, you will then follow the procedure outlined in the "Writing a Contract" section of the Contracts portion of this document).
7. **Save Profile –** This gives you the option to save the specific type of Unit and Premiums that a selected Contact wants to buy. This function will be used when there are not any Units available that match what a Buyer wants. After saving their preferred Unit Profile, this will become active when there is a release of New Inventory that has a profile that matches any of the Saved Profiles. There will be Hot Prospects Sub-group of the Visitor List of Contacts. If a Unit gets released and there are Saved Profiles that match, those specific Visitors will be added to the New Hot Prospects list. If a person registers online and requests a call for a specific Unit Profile that they have selected, they will be added to the New Hot Prospect list when a Matching Unit becomes available or is already available. After contact of a New Hot Prospect has been recorded, the Contact will no longer be a New Hot Prospect. They will be moved into the regular Hot Prospect list.
8. **Ad Source Information (**Additional Contact fields that need to be available for higher level users to enter are listed below. The information below will be used as a tracking system for marketing purposes. Reports on this information will be very common and they will need to tally the total of each of the pieces of information and provide relative percentages. The following apply to any contact that has a classification of <u>Buyer</u> or <u>Visitor</u>.

a. Score – with drop down for below list
    i. A
    ii. B
    iii. C
    iv. D
b. Qualified – with drop down for below list
    i. Yes
    ii. No
c. Maximum Price – with drop down for below list
    i. List of prices
d. Use – with drop down for below list
    i. Primary Resident
    ii. Second Home
    iii. Investment
    iv. Undecided
e. Source – with drop down for below list
    i. Agent
    ii. Billboard
    iii. Direct Mail
    iv. Friend/ Relative
    v. Internet
    vi. Magazine
    vii. Newspaper
    viii. Other
    ix. Radio
    x. Sign
    xi. TV
f. Notes – with drop down for below list
    i. Blank area to write and keep notes that automatically date themselves after clicking on **Submit**.

Contacts will have different classifications. Some specific contacts will have more than one classification. The classifications are:

1. <u>New Contacts</u> – People who have registered themselves online and have not been contacted or specifically classified.
2. <u>Visitors</u> – People who have been contacted and are potential Buyers.
3. <u>Buyer</u> – People who are currently in contract for, or who have closed on a property of the community or building. Any contact that goes to contract will automatically be given a Buyer status.
4. <u>Brokers</u> – Real Estate Brokers who are the owners or managers of specific brokerages. Brokers need to be linked to their brokerages.
5. <u>Agents</u> – Licensed real estate agents that will need to be linked to specific Brokers. An agent cannot be classified as an agent without being link to a specific Broker.
6. <u>Lenders</u> – A mortgage company

7. <u>Appraisers</u> – An appraisal company
8. <u>Staff</u> – Anyone who is working for the community in any capacity for compensation.

Some developments will have there own registration façade web-site for new contacts to come and register themselves and receive their user name and password. Otherwise, new contacts can just use our MAIN LOGIN PAGE. These registrations will be directly added to the **contacts** portion of this program for the specific Development they registered for.

The **contacts** page will have an **add new** button to allow the current login user to add contacts directly as well. After clicking on **add new**, you will be prompted to classify the new contact as one of the above listed classifications before you start entering their specific information. You can classify any contact with more than one classification.

If you classify a new contact as an agent, the next window you see will be a **SELECT BROKER** drop down. An agent must be attached to a Broker. If the agent's Broker is not listed, there is an **Add New Broker** option in the drop down. Select it and the Broker's contact information will need to be completed before you can continue with the agent's information. Brokers can only get a Broker User Name if they enter their License Number and Tax-ID. ALL BROKER'S contact information pages need to have a place to select one of two options; <u>Co-Op</u> or <u>Referral</u>. If you select <u>Referral</u>, the Broker and any of their Agents <u>will not</u> be Auto-populated into the Contract. Once you finish with the Broker, you will return to the contact information page for the agent. Agents will need to enter a License Number in order to receive an Agent User Name.

The general fields that need to be available for any New Contact are listed below.

1. First Name
2. Last Name
3. Middle Name/ Initial
4. Salutation
5. Social Security Number
6. Driver's License number
7. Company Name
8. Tax-I.D. Number
9. evening phone
10. day phone
11. ext.
12. cellular phone
13. fax number
14. email #1
15. email #2
16. living street address
17. living state

18. living city
19. living Zip
20. mailing street address
21. mailing state
22. mailing city
23. mailing Zip
24. country
25. alternate street address
26. alt state
27. alt zip
28. alt country
29. Status (i.e. Agent, Buyer, Lender Visitor – A contact could be a combination of these.)
30. Broker (selectable)
31. Buyer's agent (selectable)
32. Listing agent (selectable)
33. Unit # (auto populated when contract is written – there is an option to have multiple units for people that buy more than one unit. This field will be color coded to reflect Contract Status.)
34. Price (auto populated when contract is written-located right next to the Unit #)
35. Unit preference – this is a field that saves unit profile(s) that will add the Contact to the Hot Prospects List when a Unit that matches becomes available.
36. User Name and Password – Is always visible on the information page
37. History – with drop down for below list
    i. Every Contact needs to have log of all of the dates this contact was viewed or edited and who the user was that viewed it or edited it, as well as the action taken or recorded.

When a visitor goes to contract their classification will automatically change from Visitor to Buyer. They will remain classified as Buyer even if they cancel their contract.

TEST

There will always be a Test Contact with several classifications; Broker, Agent. This is a single Contact that can be used to Write Test Contracts. The Test Contact is a single Contact in addition to the Complete Contact List. This Contact does not exist in reality. We will use the Test Contact in conjunction with the Test Unit (see Test Unit in the Inventory section) every time we are making sure that corrections in the Contract have been made and that they are working properly. Any Contracts written using either the Test Contact or the Test Unit or Both, will NOT have any statistical or informational impact on the rest of the program. It is only a Test.
The TEST Contact information is as follows:

Name: Mr. John A. Test
S.S.#: 111-22-3333
Address: 5555 Testing Court, Test City, HI 99999
Day Phone: 000-555-9999 Ext: 55555
Cell Phone: 111-444-8888
Evening Phone: 222-333-7777
Fax Number: 333-222-6666
Email: test@testing.com
Agent: The Tester
Broker: Test Realty

BLANK CONTRACT

There will be a permanent Contact called Blank Contract. If you write a Contract with the Primary Buyer being "Blank Contract" than the contract will print completely blank with all the spaces left blank to be filled in by hand. It will provide the space for 4 Buyers.

Contracts

Clicking on **Contracts** will take you to a spread sheet format of all the contracts to date. The default **sort** will be by date and time entered; most recent to oldest. This page will have an editable view. You will be able to choose what columns of information you can see and which ones remain hidden. The choices of columns will be the same group as all the details that there are related to any one specific unit. (See below for the exact list.) The **search** options on this page will be the same list. **Search, view,** and **sort** functions will work in conjunction with each other. You will be able to choose what columns you want in your view, then, you can **search** for the specific group of contracts you want and **sort** them up to 10 levels deep. The sort function is engaged by clicking on the title of the individual column. If you click multiple column headings in a row this will add levels on sort onto and in the order of the ones you already clicked.

There will be two **Savable Views** for the Contracts Page. This means that any individual internal (someone that works for me or another developer client) user can save up to two default views for the Contracts Page that are specific to their Login. For example, User #1 finds that every time she goes to the contracts page, she only wants to see her contracts. She will be able to set the view for her login to only show her contracts, sorted any way she wants, when she goes to the Contracts page. This will not restrict her from any other view capabilities, but her default view is specifically set by her, and remains specific to her Login until she changes it.

If you select a particular contract, all the specific information for that contract will be displayed on one page. The list of fields is below.

a. 1031 Exchange
b. 1031 Exchange Company

c. 1031 Exchange Contact Name and Number
d. 1031 Exchange Expiration Date
e. Ad Source
f. Addendums
g. Agent’s name
h. Appraisal date
i. Appraised amount
j. Assigned Date
k. Balcony square feet
l. Brokerage name
m. Building #
n. Buyer Name
o. Buyer Signature date
p. Closing date
q. Construction cost estimated
r. Construction costs actual
s. Construction status
t. Contract price
u. Contract write date
v. Earnest money
w. Escrow Date
x. Execution date
y. Garage building number
z. Lease end date
aa. Lease start date
bb. Lender contact name
cc. Lender contact number
dd. Lender name
ee. Listing Commission
ff. Livable Square feet
gg. Loan Lock Expiration Date
hh. Lot size
ii. Mailbox number
jj. Marketing costs
kk. Move out date
ll. Notice date
mm. Number of garage parking spaces
nn. Number of parking spaces
oo. Parking space number
pp. Premiums
qq. Purchase price per square foot
rr. Purchase purpose
ss. Rent amount
tt. Rescission end date
uu. Reservation date

vv. Right of occupancy end date
ww. Right to purchase end date
xx. Selling Commission
yy. Seller Sign Date
zz. Status
aaa. Tenancy
bbb. Total square feet
ccc. Unit #
ddd. Unit Type/name
ii. Add Buyer
iii. Remove Buyer
iv. General
v. Price change
vi. Change finish level
rr. Notes
ss. History
i. Every Contract needs to have a log of all of the dates this contract was edited, who the user was that edited it, and the action taken or recorded. This history should also keep track of any auto-price or manual price adjustments. The history will survive all cancellations and other events. We need to see everything that happened to each specific unit from open date to close date for the entire project.

The contracts themselves will be created by merging data from a <u>contact</u> (or several contacts) with the data from a particular <u>unit</u> and having that information merge into a PDF Contract document. The merged contracts need to be savable, editable, and printable. The edit function will have varying levels based on the user's login status. The PDF contracts need be formatted to accept four (4) Buyers. There will be selectable, editable, savable, and printable PDF Addendums. The Addendums will stay linked to the specific contract once it is written. When you print a contract that has an addendum, the addendum will automatically print at the end of the contract.

Saving a Contract will place the file in web-based storage. We do not want them to save on the individual computer of the user.

We need the ability to email the contract files to people.

Right Clicking on any contract will provide the following options:

5. Assign New Buyer
6. Cancel Contract
7. Print Contract
8. Save Contract
9. Save Contract *as*
10. Email Contract
11. Edit Contract
12. Add An Addendum (this will provide a drop down list of all the addendum options)
13. Review Details

WRITING A CONTRACT

If you have a specific unit selected, you write click on it and select the **Write Contract** option. After selecting Write Contract, you will be prompted with an empty field labeled Primary Buyer that has a drop down of every client in the data base for that specific development. Or, you can also simply start typing a First or Last Name and it will reduce the drop down list to only include matches. The Primary Buyer selected will be the source of the address information and contact information for the contract. After selecting the Primary Buyer another name field will appear and you will be able to select another Buyer to be added to the contract. There will be a maximum of four (4) Buyers allowed per contract.

If the user cannot remember the Buyer's first or last name, they can simply use the Search function to Search for the Buyer using other information. After locating the Primary Buyer, they can use the **Write Contract** button outlined on the Contacts section of this document.

After selecting the Buyers for the specific unit, you are given a list of contract classifications to select from. They are:

1. Current Resident
2. Investment
3. Primary Resident
4. Second Home
5. Undefined

Each of the above will have specific Earnest Money amounts that will auto-pop in the contract. These amounts will vary from development to development.

CURRENT RESIDENT status from above needs a little explanation. These are people who live in one of the Units that we are trying to sell. They get a specific amount of time to buy their Unit at a specified price called the NOTICE DISCOUNT PRICE (see Unit Details). Their right to buy at the Notice Discount Price will end on a certain date. Sometimes they will have a specific amount of time in addition that they could buy their Unit at a certain market price called Notice Full Price (see Unit Details). The program will keep track of the dates associated with those specific prices and will write the contract at the correct price based on the Date on which the contract is written. If this information is not entered in the computer than the contract will simply write at the regular price.

After making that selection you will be a chance to select the finish level. Finish levels are specific upgrade options for the selected unit. Their names, and premiums or credits, will vary from development to development.

After making that selection, you will need to choose your Payment Mode. Your choices are:

1. Cash
2. Lender
3. Other

After making that selection you will click on the **Submit** button. Once you write the contract it takes you to an overview page of all the basic information on one screen. All the information on this screen will be editable from the overview page. If you had to correct the spelling of a Buyer's name, the address, or a phone number, it would correct it in the main Contacts Database as well. The overview page will display the following <u>editable</u> fields:

1. Primary Buyer
2. Buyer #2
3. Buyer #3
4. Buyer #4
5. Complete Address
6. Phone Numbers
7. Earnest Money
8. Contract Classification
9. Payment Mode
10. Finish Level
11. Listing Agent
12. Selling Agent
13. Selling Broker
14. Finish Premium
15. As-Is Credit
16. Signature Date
17. Earnest Money Date
18. Rescission Start Date
19. Rescission End Date

After reviewing all the above information and you are ready to write the contract, click on **Write.** The next prompt will give you the following options:

1. Cancel
2. Save
3. Print
4. Email
    a. To Primary Buyer
    b. To Buyer Two

c. To Buyer Three
d. To Buyer Four
e. To Selling Agent

After selecting from the above, the contract will merge all the pertinent information and perform the selected action. Each development will have its own contract(s) and addendum(s). Basically, every development will function like a completely separate Database.

CONTRACT STATUS

There are several different statuses that a Contract can be in. They are all based on specific dates and events. They are:

a. Reservation – The contract has been written for a specific Buyer but has NOT been signed by the Buyer.
b. Pending – With Buyer Signature/ Without Seller Signature
c. Soft – With Buyer and Seller Signature – Still in rescission
d. Hard – With Buyer and Seller – Out of rescission
e. Closed – Recorded Closing Documents

The date that the Buyer signs the Contract is the start of the Rescission Period. The Rescission Period may be different at each development. The Rescission Period needs to be an editable field and should cause the Contract Status to change automatically when the Buyer's Signature Date is recorded. The Rescission Period starts when the Buyer signs and it ends on a predetermined number of days later assuming that the Seller signs the contract. If a contract is signed by both the Buyer and Seller and it is still in the Rescission Period, than the Status is SOFT.

Anytime there is a view that shows the above statuses and you put the mouse over the status, all dates will appear in a box. If a date is not yet known than it will be shown as TBD. For example, if the contract status is SOFT, the box would appear something like this:

Reserve Date: August 4, 2000
Pending Date: August 6, 2000
Soft Date: August 8, 2000
Hard Date: August 13, 2000
Close Date: TBD
Executed Date: August 8, 2000

The period that a contract stays SOFT before turning HARD will always be a predetermined number of days from the PENDING date. So, if the contract is EXECUTED before the rescission period ends than it is SOFT and then the HARD date will be known even if it is in the future. If a contract is PENDING - the SOFT, HARD, CLOSE, and EXECUTED dates will be TBD.

A contract can not be SOFT or HARD until it is executed. The HARD date is a predetermined number of days from the PEDNING date. If a contract has been

PENDING for more than the predetermined period of time without being EXECUTED, than the status will remain PENDING until it is EXECUTED. Once the EXECUTED box gets checked it would then immediately become HARD, essentially skipping the SOFT status all together. In this case the SOFT date should appear as N/A.

CANCELLATIONS

When canceling a contract, you will be prompted with a required Drop Down menu with the following choices:

i. Administrative Error
ii. Buyer Default
iii. Rejected by Seller
iv. Financing Contingency
v. Switch
vi. Seller Default
vii. Home Sale Contingency
viii. Other

After choosing from the above list you will be given a required note field in which to type and explanation. The Cancellation will not record without both of the above.

As a part of the Cancellation Process the software will record whether a Contract is either *pre-rescission, with in rescission, out of rescission.* The program will always know whether a Contract is either *pre-rescission, with in rescission, out of rescission.* If a Contract is awaiting Buyer's Signature, than it is Pre-Rescission. If a Contract is Within Rescission than the Buyer has signed it, but is still in a specified time period during which it is OK to Cancel. This time period may be different for each development and therefore needs to be editable. The Buyer is Out Of Rescission after that specified time period has passed. This is outlined again in the Contract Status portion of this document.

When a contract is canceled, the unit will become immediately available again in the inventory and it will be priced at the current pricing regardless of the price it was when it was canceled. This is described in detail in the **Inventory** *PRICING* section of this document. When a contract is canceled, the file name that the contract was saved as will be modified by adding the word CANCEL in front of the current file name.

ASSIGN A CONTRACT

This is a function that allows an Agent to change the Buyer(s) on a contract without Canceling it first. This means that after changing the Buyer(s) none of the other information associated with that contract will change; I.e. Status, Price. This will be a function that will be for high level Logins only and will require a Confirmation. The confirmation will be a security screen that will require the User to reconfirm the Assignment Action and require a Note Field to be completed.

Inventory

Clicking on **Inventory** will take you to the Main **Inventory** page which will have a map of the entire development, community, or high-rise building. The map has a **plus** and **minus** button to the change the view detail. There only needs to be three (3) levels of view detail. You can also move around the map from any of the three view levels to find different areas, buildings or units. If you place the mouse over any specific unit you can LEFT CLICK on it to see the details.

The three levels of details on the map will be as follows:

1. The first level will simply show a map of the entire development color coded by <u>available</u>, <u>sold</u>, <u>closed</u>, and <u>not available</u>. It will also be color coded by <u>floor plan.</u>
2. The second level of view will be just close enough to see prices on any of the <u>available</u> Units in the current view. All the above color coding will remain the same. We do not want to see prices on anything accept <u>available</u> Units for this map. For a high rise there needs to the ability scroll though different floors. Placing the mouse over any specific Unit for a couple of seconds will bring up a pop-up window that shows all sales related details (listed below). Left Clicking on a specific Unit will show all the Details of that Unit.
3. The third level of view will be a close up view in a color coded stacking plan. It will show a floor by floor, building by building color coded view. This view will be displayed with one floor per screen, and the Units will be laid out in the same way that they are if you were to look down on that floor of the building. Placing the mouse over any specific Unit for a couple of seconds will bring up a pop-up window that shows all sales related details (listed below). Left Clicking on a specific Unit will show all the Details of that Unit.

For high-rise buildings there will be a top view of the building (stacking plan) with each floor number having the Unit status color coded on the floor itself. It will be color coded to represent each floor plan type. If you click on a particular floor, it will show you the layout of the entire floor. You can click on any specific unit to show a close up of a floor plan

The results of this search will change the coloring of the map. All units that are already sold will be blacked out. Units that did not match the search will be grayed out. Units that matched will remain in the color coded format. We need to be able to print out the results. What will actually print is the map of the community with all the units matching the search listed on the right side with their unit numbers and prices. Each unit listed will have a line drawn from it pointing to its location on the map. The map needs to print the following “Prices listed are as of (current date) and are subject to change.”

j. Anytime you RIGHT CLICK a particular unit, a drop down ***window*** appears with all the options listed below.
   a. Hold lock price
      i. Places the unit on hold
      ii. Locks the price
      iii. Assigns a specific buyer
      iv. Has a selectable end Date and Time at which the Unit will automatically go back into Available Status.
   b. Hold float price
      i. Places the unit on hold
      ii. Allows the price to change
      iii. Assigns a specific buyer
      iv. Has a selectable end Date and Time at which the Unit will automatically go back into Available Status.
   c. Block
      i. prevents anyone from selling the unit
   d. Release
      i. makes the unit available to sell
   e. Floor plan
      i. Gives option to View
      ii. Gives option to Print
      iii. Gives option to Email
      iv. Gives option to Save to desktop
   f. Write contract
         a. Brings up a contact search so you can find the specific buyer and assign them to the unit selected. Once you select the Buyer, the next step is to:
         b. Select the Brokerage from a drop down. The next step is to:
         c. Select the agent from that Brokerage. The next step is to:
         d. Select the earnest money/ property use. There are three property uses – Primary Residence/ Second Home/ Investment. The earnest money amount is linked to the property use. The next step is to:
         e. Review Buyer Details to make sure all information is correct and complete. The next step is to:
         f. Select the Upgrade option the Buyer wants. The next step is to:

g. Review all the contract specific information viewable on one page. The next step is to:
h. Submit the information and then be given a choice to **save** or **print** the contract.

g. Reserve
    i. Assigns the unit to specific buyer
    ii. Selects a reservation dollar amount
    iii. Prints a reservation form for Buyer to sign
    iv. Does not complete all the steps for a contract
h. Print info
    ii. Prints all of the information specific to the unit with three different print options – Buyer Print, Agent Print, Complete Print.
i. History
    ii. All units should have a viewable history attached to them that allows you to see all date specific activity that is related to that unit.
j. Details
    i. This will provide all details of the specific unit.
        a. Most of the details listed below will be boxes with drop downs to choose the correct selection. Anytime there is a *date* field there should be a drop down of a calendar by the month to choose the appropriate date.
    ii. Below is a list of those details.
        a. Ad Source
        b. Agent's name
        c. Appraisal date
        d. Appraised amount
        e. Artificial group name
        f. Artificial group number
        g. Balcony square feet
        h. Brokerage name
        i. Building #
        j. Buyer's name
        k. Closing date
        l. Construction status
        m. contract price
        n. Contract price per square foot
        o. Contract write date
        p. current price
        q. Current price per square foot
        r. Discount Price End Date

s. Earnest money
t. Execution date
u. Garage building number
v. Lease end date
w. Lease start date
x. Lender contact name
y. Lender contact number
z. Lender name
aa. Listing Commission
bb. Livable Square feet
cc. Lot size
dd. Mailbox number
ee. Move out date
ff. Notice date
gg. Notice Discount Price
hh. Notice Full Price
ii. Number of garage parking spaces
jj. Number of parking spaces
kk. Opening price
ll. Opening price per square foot
mm. Parking space number
nn. Premiums
oo. Purchase Price
pp. Purchase Price per square foot
qq. Purchase purpose
rr. Rent amount
ss. Rescission end date
tt. Reservation date
uu. Right of occupancy end date
vv. Right to purchase end date
ww. Sale price
xx. Sale price per square foot
yy. Selling Commission
zz. Signature date
aaa. Status
bbb. Tenancy
ccc. Total square feet
ddd. Type/name
eee. Unit #
fff. Number of auto price changes
    i. history
    ii. date by date price changes and amount
ggg. Number of manual price changes
    i. history

ii. date by date price changes amount and user name

MULTI-MEDIA

The program needs to be multi-media compatible with the ability to display on an external monitor the current sales status of the development AND a promotional video about the community. The sales status will basically color code units on a map that differentiate between available, sold, not available and closed. There will be an up-to-the-minute *running total* of the available, sold, not available and closed Units at the top of the display. This *running total* view needs to be an optional aspect of the view per.

The promotional aspect of the display will simply be a video approximately 15 minutes long that continuously loops itself.

They way that they will interact is that the promotional video will be the default view. Every time any status changes, the display will show a close up graphic of the Unit # and the New Status for 5 seconds. After that, it will revert back to the promotional video. The *sound* of the promotional video will not stop. If more than one status changes within 5 seconds of each other, the display will show each change as a close up graphic in real time; it will not hold each one for 5 seconds.

I am hoping that each development can have its own link that will provide the above display for a TV monitor that has internet access. I do not want to have a separate computer just for the display on the TV monitor. This display does not need to be interactive, but it does need to reflect real time changes.

PRICING

Pricing is another very import subject of the program. Initially, all the prices are entered manually by groups of equally valued units. There are editable groups that allow you to **Add** or **Remove** individual units one at a time, either by selecting them from a drop down, or by entering the specific building and unit number. Right next to each unit is a price field in which you will enter the specific price for that unit. Each group can have 2 units or more in it. Each Group of units has three editable Price Fields associated with it. They are:

1. **Trigger Number** (this is the number of sales from this Group that will *trigger* a price increase.)
2. **Increase Dollar Amount** (this is a specific dollar amount that the units, in this group specifically, will increase by when the *trigger number* of sales is hit.)
3. **Increase Percentage** (this is a percentage of the current price that the units, in this group specifically, will increase by when the *trigger number* of sales is hit.)
    i. **Rounded to:** (if you are using the percentage option, this field tells the computer to round up to the nearest amount entered. For example: if the current price is

$124,900.00, and the **Increase Percentage** is 2%, and the **Rounded to** number is 900; and the *trigger number* is met: the program would take the actual calculation of $124,900 PLUS 2%, (which is $127,398), and Round it up to $127,900. If the **Round to** number was 400 than it would round it to $127,400. If the **Round to** number was 1,000 than it would round it to $128,000.

ii. If the **Round to** field is left blank, than the computer will make the calculations *exact* to the nearest dollar.

After entering the opening prices, they will be automatically managed by the software based on the programmed price increases outlined above. The units in each Group could have all different prices and the prices could individually be changed. If they are changed the increase fields would then apply to the new price. When a contract is CANCELLED and the unit goes back into available inventory, the program needs to calculate what the price would be currently if that Unit had not been sold in the past. This would take into account all the price increases that happened during the time that Unit was off the market.
Using our standard **Search** function we also need to be able to search for a specific collection of Units, separate from the Groups, that enables us to change all of the prices in that collection by the same amount, even if the Units are in different groups.

We also need the ability to simply have every Unit individually priced and to manually change pricing without the use of Groups.

MODELS

Some Units will be Models. We need to be able to distinguish Model Units and have them be marked as such on the Contract and in the Inventory.

TEST

There will always be a Test Unit. This is a single Unit that can be used to Write Test Contracts. The Test Unit is a single Unit in addition to the Complete Inventory. This Unit does not exist in reality. We will use the Test Unit in conjunction with the Test Contact (see Test Contact in the Contact section) every time we are making sure that corrections in the Contract have been made and that they are working properly. Any Contracts written using either the Test Contact or the Test Unit or Both, will NOT have any statistical or informational impact on the rest of the program. It is only a Test.

PRINTING

We need to be able to print inventory in a Stacking Plan format. A Stacking Plan is simply a building by building view that shows all of the Unit Prices and Floor Plans in a row. Each row will represent one floor of a building.

We also would like to be able to print inventory in spread sheet format.

Promotional

The promotional page is pretty sell explanatory. Each of the items listed below will be links to the specific promotional material named.

(a) Video
(b) Pictures
(c) Email selected information to a friend
    1. Opens an email template and attaches the information selected.
(d) Contact an agent
    1. Gives all the contact options for the agents at the sales center for the specific site.
(e) Floor plans
    1. Opens any floor plans you select and gives you the option to print or email it.
(f) Quick reference info
    1. gives all the basic information for a Buyer or an agent. The specific pieces of information are:
        a. preferred lender credit
        b. lender contact info
        c. descriptions of each finish level
        d. finish levels
        e. finish level credits and premiums
        f. base prices for each floor plan
        g. all contact info for the sales center
        h. the specific contact information for the on-site agent that they may be working with. This will be a selectable field.
        i. Checks payable to __________
(g) Community map
    1. Printable an email able
(h) Neighborhood specifics
    1. A summary of all neighborhood information
(i) Schools
    1. School names and addresses along with links to web pages on the specific schools.

Reports

The **Reports** page will have two default Bar Graff Reports. One of Visitors for the week and Contracts for the week shown by day, and a second default Bar Graff Report of the Total Inventory Status; i.e. available, not available, sold and closed.

Virtually all of the information for all three groups needs to viewable and printable in a customizable format. There will be many different people with a lot of different accountabilities needing to sort, view, and print all different aspects of the information in virtually hundreds of different formats, with up to 10 different levels of sorting. All of the reports need to be exportable to WINDOWS EXCEL program. The accounting information needs to compatible with common accounting programs such as QuickBooks.

Printing reports will need to be flexible enough to print the information on 8.5 x 11 and 8.5 x 14 (Legal) in both portrait and landscape formats. Printing needs to be in color and all reports need to be able to be custom color coded by each user.

Each separate development will need to be able to create three (3) Custom Reports per Report Category. Each individual inside user needs to be able to program one (1) of their own custom reports per report category. These will be specific searches with specific views with specific sorts. Each time the user choose a particular report, the program gives a chance to specify a date range and then run the report based on the current status of information. You can bypass the date selection process and the program will automatically assume all dates.

In addition to simply creating reports of DATA, there will also be reports that calculate totals and percentages of information. For example, if you run a report that shows all of the Contracts for a specific period of time, the report should automatically total the <u>Gross Sales</u>, <u>Number of Cash Deals</u>, <u>Total Number of Visitors</u> (during the selected time period), percentage of <u>Visitors Converted to Contract</u>. Below is a list of Reports by Name with full descriptions of there function.

Below is a list of some of the preprogrammed reports available from the Reports Tab. All CUSTOM REPORTS need to be able to be renamed, and fully customizable for each user that has access to this part of the software. Below the following list I will outline each report function in detail.

m. Reports

- i. <u>Accounting</u>
  - (a) Closings
  - (b) Custom #1
  - (c) Custom #2
  - (d) Custom #3
  - (e) Custom #4
  - (f) Estimated taxes
  - (g) Pending
  - (h) Projected
- ii. <u>Construction</u>
  - (a) Custom #1
  - (b) Custom #2

(c) Custom #3
(d) Custom #4
(e) Detailed status
(f) Materials
(g) Profit per Unit
(h) Schedules
(i) Summary
(j) Weekly status

iii. <u>Leasing</u>
(a) Custom #1
(b) Custom #2
(c) Custom #3
(d) Custom #4
(e) Notices
(f) Summary
(g) Vacancies
(h) Waivers
(i) Weekly status

iv. <u>Marketing</u>
(a) Custom #1
(b) Custom #2
(c) Custom #3
(d) Custom #4
(e) Investors by Building
(f) Purchase Reason
(g) Demographics
(h) Geographic
    1. All Visitors
    2. Buyers Only
(i) Buyer Geographies With Source
(j) Percentage Converted Per Source
(k) Ad Source Summary

v. <u>Pricing</u>
(a) Custom #1
(b) Custom #2
(c) Custom #3
(d) Custom #4
(e) Worst Case Sell Out
(f) Sale Price vs. Current Price
(g) Price Variance by Model
(h) Available Price Sheet
(i) Price History by Group
(j) Price History Total Inventory

vi. <u>Sales</u>
(a) Absorption
(b) Cancellations

(c) Custom #1
(d) Custom #2
(e) Custom #3
(f) Custom #4
(g) Recent sales
(h) Reservations
(i) Contract Summary
(j) Traffic
(k) Visitors Converted to Contract
(l) Weekly Status

SALES - Absorption – This report is designed to produce four (4) separate Bar Graphs across Landscape 8.5 x 11 paper.

1. The top graph will show 52 weeks and the total number of contracts for each week. Each week is represented by a Bar. Then there will be a line running through the graph that represents aggregate average to date of contracts per week.
2. The next Bar Graph will be below the first one and will show the same information for monthly increments as opposed to weekly.
3. The next one will be below that and a quarterly Bar Graph.
4. The last one will be a Line Graph showing weekly cumulative contracts to date.

SALES - Visitors Converted to Contract - We would only want to know how many of the people that visited our sales center for the first time during a selected time period actually wrote contracts. We would not include Contracts written during that same period for Visitors who's first Visit was NOT in the specified time period. This report should be in Bar Graph and Spread Sheet formats, organized Weekly, Monthly and Total To Date.

SALES - Percentage Converted – This report will show you how many visitors there have been in total and the total number of Contracts since Sales began. Some variations on this report include one that is Sales Agent specific or Source specific (i.e. the number of Contracts written for people that came from the Newspaper Ad.).

SALES - Traffic – This report is organized by the previous week totals and the aggregate since opening. We want to see all of the following:

g. Name
h. Score
    i. A

ii. B
iii. C
iv. D
v. Not Recorded

i. Qualified
   i. Yes
   ii. No
   iii. Not Recorded

j. Maximum Price
   i. List of prices
   ii. Not Recorded

k. Reason
   i. Primary Resident
   ii. Second Home
   iii. Investment
   iv. Undecided
   v. Not Recorded

l. Source – with drop down for below list
   i. Agent
   ii. Billboard
   iii. Direct Mail
   iv. Friend/ Relative
   v. Internet
   vi. Magazine
   vii. Newspaper
   viii. Other
   ix. Radio
   x. Sign
   xi. TV
   xii. Not Recorded

m. Notes

SALES – Cancellations – This report will show a Spread Sheet format list of all Cancellations. The columns of information on this report will be:

i. Unit #
ii. Buyer Name
iii. Reason
iv. Remarks
v. Contract Status (at the time it was Cancelled)
vi. Reservation - YES or NO (YES if it was in Reservation before it became Soft – NO if it went straight to Soft.)
vii. Date Contract was written
viii. Date Cancelled
ix. Who Cancelled it
x. Earnest Money Retained

xi. Equity Lost (The difference between their Contract Price and the New Price after it was Cancelled)

This should also have a Reasons Graph representing the following Reasons:

ix. Administrative Error
x. Buyer Default
xi. Rejected by Seller
xii. Financing Contingency
xiii. Switch
xiv. Seller Default
xv. Home Sale Contingency
xvi. Other

We also need the following information. Percentage of Cancellations that we Returned/ Kept the Earnest Money. Total Dollars NOT returned after Cancel. Graph of a breakdown of Cancellations by Primary Residents, Second Home, and Investors.

PRICING – Worst Case Sell Out – This shows the Sell-Out Gross Sales if prices were not to increase any more from the current date *compared* to the Estimated Sell Out assuming all currently scheduled Price Increases.

Training/ DEMO

This will be a link to the program that is used to train people on its use as well as to Demo it for customers and users. It will have three variations: High-rise, Condo Community, and Homes. All three will have hypothetic information in them for training purposes. This will be fully editable and viewable for practice and Demonstration.