
THIS LETTER WAS DATED 3 JUNE 2009 AND SENT TO A CUSTOMER WHO ENQUIRED ABOUT A WEB SITE. PLEASE NOTE THAT PRICES MAY HAVE CHANGED SINCE THIS LETTER, SO PLEASE ENSURE THAT YOU OBTAIN NEW PRICING FROM US BEFORE ORDERING ANY SERVICE(S). THANK YOU!

Hi there,

Firstly, thank you for your enquiry regarding the web service. There are a lot of options that you can and should consider so I will detail the important steps below:

1. Registering a domain. Probably the first and most important step is to register a domain name. For example, if your company name is "Royal Estates" then www.RoyalEstates.com or www.RoyalEstates.co.za would likely be good candidates for your web site address. The only cost involved here is an annual cost (payable in advance) that you incur in order to continue reserving the domain name.

Note: There is a difference in price depending on what domain suffix (.co.za or .com, for example) you decide to register

2. Purchasing a hosting package. This is basically like reserving some space on a computer for your web pages. There are two types of costs involved here, namely a startup (one-off) payment and then an annual cost to continue reserving the space for your web pages and scripts.

Note: There is a difference between types of hosting packages and platforms that you can choose from, although we have a standard one that is both cost-effective and allows us to implement the functionality you may require on your web pages.

3. Design and development of your web pages (I know this is starting to sound expensive but please read to the end of this email before making a decision). These costs are the costs that you incur in order to design pretty and functional looking web pages. Perhaps you may want to start with something simple, like a few pages that include a description of your company and logo, contact details, a property search (for the properties that you upload using pcAgent's Web Uploader), or perhaps you already have something more elaborate in mind. The trick here is to have a good idea of what you want, this way we can accurately quote you on the costs involved - then we both cannot lose!

Note: Costs will largely vary depending on the amount of content that you have as well as the complexity of the functionality that you require.

4. Registration of your web site on a pre-determined list of search engines, namely Google, Bing (Microsoft), Yahoo! etc. This enables people to find your web site when searching for property on the internet. We can help maximise the search engine criteria in order to move you further up the list of search results.

Now, you need to know that all of the costs mentioned above have been incurred by each and every person or company that has a web site on the internet - every person needs a domain name, every person needs a hosting package and everyone need web page(s) designed, which display when people visit your web site.

Domain Name Registration cost:

.co.za suffixes - R99.00 per year
.com, .org, .net, .info, .biz suffixes - R165 per year

Now, if you decide to go for a .co.za domain, then you will need to front up R99 now in order to secure this domain.

Hosting cost:

Once-off setup fee: R250 (Basic Package allows for PHP, .NET scripting, MySQL database, mail boxes (100), web mail etc)
Per month: R125

This is the minimum entry-level web hosting package required for pcAgent - there are smaller (more cost effective hosting packages available, but this one allows you to use scripting so that people can do searches on your site for properties that you uploaded, for example. With this package, you are also able to set up around 100 mail boxes, so your new email address could be yourname@royalestates.com for example. What's more is that you will be able to read your email from anywhere in the world, from any computer that has access to the internet, so this makes it great for travelling agents. There are tons of other advantages to taking this hosting package, but most important is that it encompasses the technology that you will require in order to run a successful web site.

The hosting cost per month (but payable per year in advance) is R125 (so, in effect, R125 x 12)

Design and development:

Basic web pages can be put together with relative ease if we have access to your logo and the content and images that you want to put on the pages. Here are some easy steps that will get you started on your own web site:

1. Have a look at some other sites on the internet and then decide on a format of web site that you like, you know - layout of the site, colours etc.
2. The next step is to decide what pages you will have, for example, a home page with links to 'Contact us', 'Properties for sale', 'Properties sold', 'About us' etc.
3. Following this, you need to write a document containing the wording that you would like to appear on each of these pages. By following these steps, and by supplying us with this information, you will greatly reduce the amount of work that will be required by us and thus reduce the costs involved in setting up your web site in general.

Tips:

Here are some useful tips when deciding to go ahead with your web site:

1. Register your domain name immediately. Ask us to check domain name availability for you now, then register it so that nobody else can claim that name! (Example as above www.royalestates.com)
2. Don't order your hosting package until your web site is designed and ready to go live. This way, your hosting package does not stay dormant/unused during the time that you are putting together the content or getting your pages designed.
3. Ask about hosting your site on our site for now, for example www.pcagent.co.za/agents/royalestates. We can store your web pages on www.pcagent.co.za until you are ready to purchase your own hosting package in future.

As always, please let us know if you require any additional information by sending an email to info@pcagent.co.za

Many thanks for your enquiry. We hope to hear from you soon!

kind regards,

Shaune
pcAgent Support
www.pcAgent.co.za