CubicAOR Association Solution for REALTOR® Websites

Enable Your Members for the Internet World

NAR's (National Association of REALTORS®) *2003 Profile of Home Buyers and Sellers* reveals:

- 71% of home buyers used the Internet in their search, up from 41% in 2001.
- Internet buyers more often (90%) use a REALTOR® than traditional buyers (79%).
- Typical Internet buyers are 9 years younger but earn 26% more annually than non-Internet buyers
- The Internet brings consumers in touch with REALTORS®.
- The majority of Internet home buyers found the Internet to be "very useful."
- Buyers are highly satisfied with their REALTORS®.

The Internet has evolved to be a business tool critical to the success of a REALTOR®. Embracing this trend is essential to the future success of all REALTORS®. It is the Association's responsibility to demonstrate the value of the Internet and that it meets member needs. CubicAOR is a private-label REALTOR® website creation and hosting service that Associations of REALTORS® (AOR) can offer to its members.

The "click-n-build" process of creating and maintaining a website is simple and straightforward so that even non-technical CubicAOR website owners can easily master it. A REALTOR® can choose from a growing library of design templates, add his/her own pictures and business logo, publish personal news, list featured properties, and include tips for buyers and sellers.

IDX and the Individual REALTOR®

IDX helps real estate professionals increase their competitiveness by showing property listings from their web sites. CubicAOR is the tool that every REALTOR® needs because its built-in IDX search and display pages are 100% compatible with local MLS and IDX regulations.

Thanks to its embedded WebCubic technology, CubicAOR is able to reduce the total cost of a website ownership by 30% to 90%.

With CubicAOR, an Association will enjoy a REALTOR®-level IDX solution, a reputation of high membership value, and increased non-dues revenue.

Innovative Associations of REALTORS® increase membership value by enabling its members to compete in the Internet environment

Professional Look and Contents

Associations use CubicAOR to create for their members individual REALTOR® websites with 10 and more pages of real estate information, property listings, news, school reports, mortgage calculators, MLS search, etc.

Local MLS/IDX Compatible

Using CubicAOR, the Association can provide its members the benefits of the IDX application from the local MLS that works directly with REALTOR® websites.

Easy Creation and Maintaining

CubicAOR's "click-n-build" features enable a website owner to create and update the site with minimal technical expertise. Just make the changes and CubicAOR will modify the site and post it online automatically.

High Affordability

CubicAOR employs a proprietary technology to reduce the cost of website ownership significantly. The savings are passed onto the Association partners and their members.

Private Label and Profit Sharing

Associations deliver a private label CubicAOR that appear to be its own product. Associations increase membership value and enjoy increased non-dues revenue.

WebCubic
A Complete Web Enabling Solution

REALTOR® Website Created by CubicAOR

Multiple Web Pages
A complete, full-featured, and professional website, IDX ready for local MLS.

Featured Listing
REALTOR®'s own listing and/or selected IDX properties from local MLS.

MLS/IDX Search
Search of local MLS/IDX listing. Collect visitor contact info.

Community Information
Local info such as schools, cities, parks, recreation, events and others, chosen by the Association

Mortgage Calculator
Handy tool to figure out total and monthly payments.

Real Estate Glossary
Help buyers and sellers answer their questions.

Private Label
The Association can add its own brand-building tools.

Easy Maintenance
Password-protected admin tool allow easy self-maintenance.

Hosting Service
Hosted on a 99.99% up time, high speed Internet server.

Turn-Key Solutions
Minimal efforts are needed to implement the service.

Upgrade & Support
Free upgrade and tech support to the Association.

Domain Name
Register own domain name (optional), easy to remember.

Owner's Banner
Shown on every page with REALTOR® name, numbers, photo, slogan

Graphic Process
Add REALTOR® photo and office logo. Simple process to change.

Email Address
Matching email address with domain name registration (optional).

Personal News
Post news to website, such as open house, new listing, etc.

Links
Connect to other useful sites, defined by the owner

Office Listing
Show other property listing from the office.

Contact Page
For visitors to send email to website owner.

Design Template
60+ designs to choose from. Automatic posting after change.

IDX Ready
Show IDX-compliant properties from local MLS

Administration Menu

Featured Listing with Selected IDX Properties

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WebCubic
A Complete Web Enabling Solution