

PODCAST
my
PROPERTY

Informational
Packet



Monthly Subscription Level Pricing



Gold Level	Silver Level	Platinum Level	Titanium Level
Slideshow w/voiceover (1 min 30 sec length)	Slideshow w/voiceover (1 min 30 sec length)	Slideshow w/voiceover (1 min 30 sec length)	Slideshow w/voiceover (1 min 30 sec length)
2 formats: Windows Media & QuickTime.	4 formats: Windows Media, Flash, QuickTime, & Real Media.	4 formats: Windows Media, Flash, QuickTime, & Real Media.	4 formats: Windows Media, Flash, QuickTime, & Real Media.
Up to 3 tours per month.	Up to 3 tours per month.	Tours added to our Blogs & RSS Feeds.	Tours added to our Blogs & RSS Feeds.
		Tours loaded into Google Video.	Tours loaded into Google Video.
		Up to 5 tours per month.	Featured Agent status on our site = A LOT of advertising.
			Tours added to a Blog & RSS feed that is ONLY linked to you *
			Up to 5 tours per month.
\$29.99 per month	\$69.99 per month	\$99.99 per month	\$249.99 per month

In addition to the above monthly fees, a \$199 (one time) setup fee will be charged as will a \$20.00 per tour fee for upload to Realtor.com (if applicable - certain types of listings on Realtor.com have a virtual tour included and we will not charge to upload to those.) Additional fees will be charged for tours which are longer than 1 minute and 30 seconds. Each additional 10 seconds is \$10.00. We charge the fees and monthly subscriptions to your VISA or MASTERCARD that you have on file with us. No other forms of payment will be accepted.

*Individual Agent Blogs have a one time setup fee of \$99.

PODCAST <i>my</i> PROPERTY	No Commitment Virtual Tour Pricing	PODCAST <i>my</i> PROPERTY
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1min. - 1min. 30 sec. (photo slideshow, audio, music)	<i>\$99.99</i>
1 min. 30 sec. - 2 min. (photo slideshow, audio, music)	<i>\$149.99</i>
2 min. - 2 min. 30 sec. (photo slideshow, audio, music)	<i>\$199.99</i>
2 min. 30 sec. - 3 min. (photo slideshow, audio, music)	<i>\$249.99</i>

Individual tour pricing does include:
 Full production of tour with slideshow, voiceover and music.
 Upload to Realtor.com, Google Video and our site.
 Conversion into all 4 available formats.
 Inclusion in our RSS feeds as well as Property Blog.

PODCAST <i>my</i> PROPERTY	Additional Marketing Offerings	PODCAST <i>my</i> PROPERTY
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Realtor Emails – We have access to Realtors all over the United States. We can create a professional email with all of the property details. Details included would be photos, property information and even a link to your Redecast. The email would be sent to Realtors who work directly in the area where the property is located. We can break down the list by city, county or even zip code.	<i>\$.05 per Realtor / Delivered Email</i> Price includes us creating and sending the email.
Redecast burned onto CD for clients	<i>\$1.00 per CD</i>



Do I need to be tech saavy?

NOT at all. We do all the tech work. All you need to do is to provide us with the MLS Broker Synopsis sheet and 8-10 photos That's all. You do not need any technical knowledge. After we receive those items via email, we process your virtual tour. Turnaround time is approx. 3 business days. We then submit your tour to Realtor.com. We send you an email with all your links as well. You look like a cutting edge Agent and have done nothing different.

What is a redecast?

A redecast is the term that we came up with. We use podcast technology and combine it with photos or video which creates a redecast.*

What is the difference between a redecast and a virtual tour?

There are quite a few differences actually. Our redecasts are viewable on almost any device. Our redecasts can be viewed on a computer as a QuickTime movie, Windows Media file, Flash file and a Real Player file. Our redecasts can be emailed. Our redecasts can also be downloaded and saved to a computer for future viewing. Lastly, our redecasts can be transferred to portable devices such as an iPod, psp or pocket pc for easy viewing. You can do none of the above things with a virtual tour.

How large are the redecast files?

Depending on the complexity of the presentation, our redecast files are usually between 3-10mb which is equivalent to the size of a song file download. We use the latest technology to make the files as small as possible. Typical download on a high speed connection like cable, dsl, etc is around a minute.

Is there a cost for me to download the files?

No, there is no cost for the consumer or agent to download or play any of our files. The Real Estate Professionals with the listings pay all of that cost.

I am a Real Estate Professional, how much is this new technology going to cost me?

The cost is determined by the complexity of the presentation. Our prices start at \$29.99/month and inevitably go up from there. We have both subscription based and a la carte pricing. With a subscription, you are billed a one time \$199 setup fee and then per month depending on your subscription level. A la carte starts at \$99.00 per redecast.

Are you affiliated with Apple?

No, we are in no way affiliated with Apple.

Do I need an iPod to view the files?

No, our files are viewable on any computer which can play quicktime files. We also have files downloadable for windows media player as well as real media players. Basically, any computer on the planet has one of those players and our redecasts will be viewable.

How many people really own iPods, isn't this just a fad?

Apple has sold millions of iPods in the last few years, the upcoming projection for 2006 is sales of 23.5 million. Apple sold 16 MILLION units over Christmas 2005. That is quite a large audience of potential home buyers looking for new ways to view homes. Wouldn't you want to be one of the agents that captures this audience?

Where can these be viewed?

Currently the redecasts can be viewed on this site, www.podcastmyproperty.com This site is where all of the main hosting will be done. From here, we will link your redecast onto your listing in Realtor.com and also we will provide you the link to put on your website as well. Again all hosting will be done thru us so you will not have to use you bandwidth to support our files. We have bought the bandwidth to support the downloads.

Our redecasts are downloadable to many different portable devices incl: Apple iPods, cell phones, the new Palm Treo phone from Verizon, PSPS, and any other video capable device. This is why we provide the 4 formats so that they can be viewed and downloaded on almost anything!

How popular is this technology going to be ?

Here are the latest statistics from Google regarding both real estate podcasting and video podcasting. Looks to us like there is a definite trend starting.....

Google search term	Results
"real estate podcast"	13,000,000
"video podcast" "video podcasting"	102,000,000
"video blog" "video blogging"	3,610,000
"videoblog" "videoblogging"	2,490,000
vodcast vodcasting	864,000

Agent Signup Form

Please complete all sections and then either email or fax the form back to us. Our email is redecast@redetechnologies.com – Our fax number is 1-877-825-9868. We will phone you once the form is received.

Personal / Billing Information

Full Name: _____
Last *First* *M.I.*

Address: _____
Street Address *Apartment/Unit #*

_____ *City* *State* *ZIP Code*

Cell Phone: () _____ Business Phone: () _____

E-mail Address: _____

Company / Office Information

Company: _____

Website URL: _____

Credit Card Information

Credit Card
Number: _____

Expiration
Date & CCV
Number: _____

Mm/yyyy *CCV Number on back*

Customer Type

Monthly Subscription: _____ Gold Level
_____ Silver Level
_____ Platinum Level
_____ Titanium Level

OR

_____ Keep information on file for single redecast orders.

Customer Signature

Date