



## **View Property Australia Moves Into Launch Phase**

**03rd October 2011**

Since the announcement of the new Industry owned and controlled National real estate portal; [www.viewproperty.com.au](http://www.viewproperty.com.au), support has been flooding in enabling us to well exceed our first milestone (pledged subscribers) and setting in place the steps towards our launch, according to View Property Australia CEO Ross Bulman.

“Our first goal was to ensure that Industry members across Australia genuinely wanted and would support their own real estate portal but now that we have hundreds of offices waiting to load their listings from each state and territory we are ready to set out the next strategic steps towards our official launch.

“In the next few days those members who have already registered will receive a simple authority and instructions for loading.

“The website has been built and is currently being populated and tested. All Industry members who have registered at the View Property Australia information page will soon be given an interim URL where they can see the website and start loading their listings. We expect this to be in place by the 14th October. Please keep in mind that this interim web address will only be issued to Industry members who have registered their support at the View Property landing page by October 14.

The expected public launch date for the site is Tuesday 10th November 2011.

“We have already established feeds through several of the popular hubs and many of the major brands are working with us to assist their members with a feed. It may take a little time to finalise some feeds so we will provide a simple interim process to ensure no member is held back from getting their listings onto View Property.

“For Industry members who have registered support, loading and exposing their listings on [www.viewproperty.com.au](http://www.viewproperty.com.au) will be free for 6 months following launch.

We intend providing a 6 month awareness period for the Industry and the public to explore the site and for us to gain the required traction, subject to the site meeting several key performance indicators including traffic volume, search engine prominence and continuing member support.

In month 7 we will begin to levy a small monthly administration and operation fee of \$79 per month at which point all members who have listings on the site will be given the opportunity to continue to work with us to build a powerful alternative online option for our Industry.

The end goal is to build momentum with the site for which we have a very well thought out and professionally designed strategic plan however, although we will need to charge a fee to cover ongoing costs and to enable effective promotion, this fee will always be kept to a fraction of what is being charged by some other “commercial” portals. As a guide we project \$149 in year 2 and \$199 in year 3 with only CPI increases ongoing. Please keep in mind that this is only a guide but that our focus is on minimising your costs and maximising your exposure.

Following launch we will be circulating details (to registered supporters) about the intended Industry ownership model for [www.viewproperty.com.au](http://www.viewproperty.com.au) including the opportunity for early supporters to take advantage of “Foundation Memberships” that will include 12 months free subscription to the site plus other value added benefits.

As you can see, the View Property Australia team is committed and working hard towards launch and if you are not already registered we encourage you to get on board today by visiting the [www.viewproperty.com.au](http://www.viewproperty.com.au) information page.

Ross Bulman  
CEO

**ENDS**