



*We present before you...
our property show with a difference...*

A unique property show ... for the first time in the world!

*A property show, which takes place
24 hours a day, 365 days a year...*

*Hundreds of stalls & millions of participants
from all over the world...*

**at a totally different venue...
in CYBERSPACE!**

Do visit: www.cyberpropertyshow.com

This is a novel concept of property show... being introduced for the first time in the world!



Showcase your property for the whole world by a mere click of the mouse & also participate in our property show with a difference!

PROPERTY IN KOCHI

This is a venture initiated by a group of entrepreneurs & supported by an eminent team of consultants in various fields related to property management.

Our organization has been registered under the name:
"Property in Kochi"



The websites registered under the organization are:

www.cyberpropertyshow.com

www.propertyinkochi.in

www.propertyinkerala.in

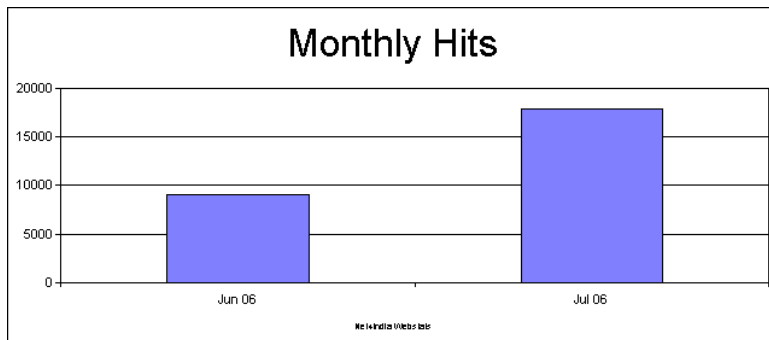
These are comprehensive websites on property related matters of Kochi & Kerala. We're certain that these sites will be of immense benefit to you and your associates.

Salient features of our websites Property in Kochi & Property Kerala

Information on:	
*Buying / Selling / Rental / Lease of property in Kochi & Kerala	*Reputed & approved projects and builders
*Quick search facility for property related requirements	*Financing & related aspects related to property, real estate etc.
*Tips on various property deals in Kochi & Kerala	*General costs and rates etc. of property in Kochi & Kerala
*Collection of articles on property related issues	*Guidelines on construction of houses, villas, apartments etc.
*Vasthu, Feng shui and related tips	*Links to property related sites
*Legal matters and advise related to property-associated issues	*Jobs in the field of property and related matters
& many more topics on property related matters...	

OUR POPULARITY – some evidence...

It is just 5 months since we have initiated the project.
Now, please check the number of hits as on July 20, 2006...
17,500 hits on the 20th. day in July



Our site ranks no:1 in some of the leading search engines on Internet... MSN, HOTBOT, Lycos, 123Bharat.com – leading Indian Search Engine, Jayde... a leading B2B directory, and in the first page of many others like Yahoo, Webcrawler, Sify, Google etc.

What are we doing to popularize our site further?

We are in the process of popularizing our site further...

- The ads have started appearing in leading business magazines... like Dhanam
- Brochures of Cyber Property Show are being distributed at leading business centers and at venues of major events such as exhibitions, conferences, meetings etc.
- As we have provisions for free insertions under our real estate columns, more people will certainly visit our sites for their real estate requirements.
- We plan to install hoardings etc. at major centers in the near future.

Cyber property show – the main features:

- Service categories are provided and the stalls come under the respective categories – eg. Reputed builders and projects, Financial Services, Associated Services etc. etc. New categories can be added apart from the existing categories, whenever necessary.
- Each stall in cyberproperty show will be a webpage for the concerned organization / company participating in the property show. Photographs & / or video display provision will be provided, apart from text content. Concerned company can consider this as their web address (a separate URL will be available for the webpage) and separate email id can also be provided for the company, if required.
- There will be provision to download brochures from the respective webpages, whenever required.
- Whenever location map is to be provided, we will provide a Google Earth image clearly pinpointing the location which needs to be highlighted.
- A link will be provided to the websites of the respective organizations apart from email links.
- The content of the webpages will be updated once a month based on the requirements of the advertiser in the property show.
- Each stall will have a unique id starting with cyberpropertyshow. Eg. If the stall name is "alliance", their id may be given as www.cyberpropertyshow.com/alliance .
- Each organization can have a permanent stall (permanent webpage) with the unique id in cyberproperty show and keep changing the content once a month based on the advertiser's requirements.

- A virtual tour of the property being advertised with the aid of photographs and video whenever necessary, will facilitate prospective buyers to have a clear idea about properties put for sale. It will save a lot of time, money and trouble both for the sellers as well as buyers.
- If you are advertising in Cyber Property Show, you will be given additional free insertions in our sister sites – Property in Kochi & Property in Kerala.
- Our sites are very specific. We focus on property related requirements alone, unlike several other general websites, which are promoting various other business ventures totally unrelated to property.
- By advertising with Cyber Property Show, you are able to reach millions of net users all over the world. Property in Kochi is registered with leading search engines and loads easily when accessed.
- The NRIs and NRKs who are keen to invest in Kerala, can easily select property deals of their choice through our site.
- The requirements of the involved parties can easily be narrowed down unlike that with newspapers in which people have to undertake painstaking searches through real estate columns to track down property deals of their choice.
- The costs involved in advertising with our websites will be comparable to that of newspaper ads apart from providing the involved parties with the distinct advantage of reaching millions of prospective clients spread out all over the world. Please remember the fact that you are advertising in 3 sites simultaneously when you advertise with us. The advertisement can be retained on the sites as long as one wishes to.

REAL ESTATE MARKETING STRATEGIES – A COMPARISON

Mode of Advt.	Coverage	Cost	Periodic updating	Brokerage	Popularity
Brokers / Realtors	Very limited	Brokerage	Not Applicable	Has maximum relevance	Very limited w.r.t. coverage
Newspaper Magazines	Limited to area of circulation & day / period	Very High w.r.t. coverage	Very expensive w.r.t. coverage	Not Applicable	High w.r.t. coverage
TV Ads	Limited to telecast time, period & area	Very High w.r.t. coverage	Very expensive w.r.t. coverage	Not Applicable	High w.r.t. coverage
Hoardings	Very limited	Very High w.r.t. coverage	Expensive w.r.t. coverage	Not Applicable	Limited w.r.t. coverage
Own websites	Limited global coverage	Moderate w.r.t. coverage	Possible	Not Applicable	Low w.r.t. coverage
Real estate websites	Global coverage with conditions	Very High w.r.t. coverage	Possible with conditions	Has great relevance	High w.r.t. coverage
CYBER PROPERTY SHOW	Global coverage without conditions	Very low w.r.t. coverage	Possible without conditions	No brokerage at all. Only advt. charges.	Very high w.r.t. coverage. Increasing !

A comparison of cyber property show with regular property shows...

Property show	Regular	Cyber property show
Coverage	Very limited to the area where it is being organized – maximum number of visitors – a few thousands. Will have maximum of a few hundred stalls !	Unlimited. There is no limit to the numbers of stalls...visitors... participants...
Costs	Expenditure comes under various heads - Extremely expensive w.r.t. coverage	Least expensive w.r.t. coverage
Period	Limited to a maximum of 4 days and that too during the day time only. Visitors have to take the strain of finding time and also travel up to the venue of the show.	Takes place 24 hours, 365 days a year. Visitors can visit at their own convenience ... sitting in the ambience of their homes / offices. A permanent stall can be allotted

		to each company.
Stall managers, brochures...	Stall managers & other representatives will have to be appointed & trained to manage stalls. Brochures will have to be printed.	No necessity for stall managers or representatives. Brochures may be downloaded.
Popularity	Limited	Will eventually become immensely popular... our graphs clearly show that !

Please remember the fact that...
Internet usage is increasing at a rapid rate...
& it will overtake all the other media soon...

We are at the beginning of yet another technological boom...

Be a part of this revolution and reap all the benefits
by being with us...

PROPERTY IN KOCHI
“Kuttath”, Valanjambalam, Kochi – 682016.
Kerala, India.
Ph: +91-484-6416229, 94466-10207.

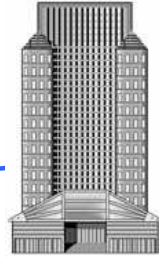
Contacts:

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Lalu Sebastian – Marketing Executive – 98464-14286
Jayashree Suresh – Public Relations Officer – 94466-10207

*We will assist you ...
to be projected world wide !*



Financial Services



Reputed Builders & Projects



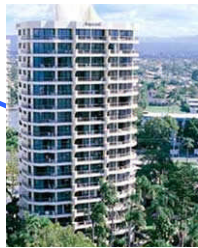
Associated Services

CYBER PROPERTY SHOW

- you'll have to
click on the respective category to
visit the stalls (web pages)



Houses / Villas / Bungalows



Flats / Apartments



Real estate agents, Developers



Land