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1 Summary of The Report

In the following report, you will find a description of the companies I worked in. The report continues with an analysis of the real estate market situation, that is a description of the past, of what the situation is at present time and of what may be the forecast and tendencies of the real estate market in France. An analysis and comparison of several French regional and national real estate Internet websites as well as of three international real estate websites follows which will lead to an evaluation stating what might be the challenges for French real estate companies in the future regarding their utilization of Internet and them winning and appealing to new clients and/or new target groups. As a result, I describe how the work flow of and behind an Internet website could look like in order to fulfil the requirements of user friendliness, content and interface design.

Another main part, will be a description of the missions, tasks and responsibilities I had and how they were carried out during my internship. Subsequently, there is an evaluation about what I learned about management and team work and an assessment of my skills that I developed and acquired during the company placement.

2 Introduction

The main internship took place at exil domizil ltd. The main office is situated in Karlsruhe (Germany). As Dr. Ralph Seitz sells French real properties to international clients, he works together with French real estate agencies. Therefore, he is half of the time in south of France (Languedoc-Roussillon) where I did my internship from 20th June 2006 until 3rd September 2006, supervised by Dr. Ralph Seitz.

At the beginning of the internship, in order to get an insight of how a partner agency works, I did an integrated three-week internship which was carried out at Immobilier du Sud at the agency situated in Narbonne from 26th June 2006 until 15th July 2006, supervised by staff member Jean François Hugo.

3 Description of Company

3.1 Exil domizil ltd.

The idea for exil domizil ltd. came in November 2004, when Dr.-Ing. Seitz (Graduate Civil Engineer) already had contact with one real estate company called Vibo Immobilier in Fitou (Languedoc-Roussillon). Exil domizil ltd. was founded in April 2005 in London (UK) and a main office was opened in September 2005 in Karlsruhe, Germany. Dr.-Ing. Seitz is the managing director of exil domizil ltd. and member of the "Immobilienverband Deutschland IVD Bund e.V." (Real Estate Association of Germany). Exil domizil ltd. has

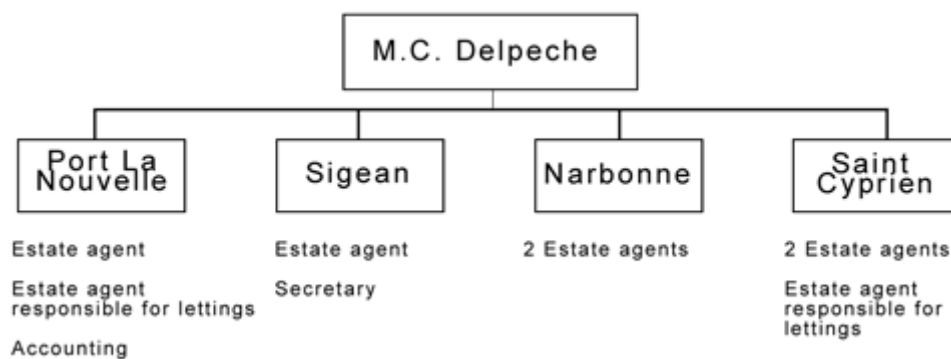
three co-workers: two people responsible for website design, one for programming.

The business model for the company is simply to sell French real properties and to win a new clientèle mainly from Germany via an Internet presence (www.exildomizil.de), as the local presence of an agency, as it still exists in France, is outdated. The Internet site informs about the present offers (around 100 at the moment) in the region Languedoc-Roussillon and the necessary steps when acquiring real property in France. Dr.-Ing. Seitz also created a private weblog (www.exildomizil.take-part.org) which contains articles and comments on the real estate business in France and information about the region. He refers regularly in his offers' description to his private weblog.

Exil domizil Ltd. works together with regional French real estate companies which are Vibo Immobilier (www.viboimmobilier.com), Immobilier du Sud (www.immo-du-sud.com) and GL Immobilier (www.gl-immobilier.com) for the time being. In case of selling a house to an exil domizil Ltd. client, the commission of the selling price of the real property is divided fifty-fifty between exil domizil and one of the French companies.

3.2 Immobilier du Sud

The company was founded in 2003 starting with two agencies in Sigean and Port La Nouvelle respectively. Today, there are two more agencies in Narbonne and in St. Cyprien. The company is managed and owned by M. C. Delpeche and employs ten people at the moment.



Organisational Chart of Immobilier du Sud

Currently, the company and the website offers 498 (18/08/2006) real estates. Compared to other regional real property companies, Immobilier du Sud is a medium sized company.

4 Description of Each Mission and Responsibility

The main mission for the internship demanded by exil domizil Ltd. was to analyse the market situation

of the real property market and to create a marketing concept for real estate companies, taking exil domizil ltd. as an example, using the marketing channel "Internet". This mission followed all the smaller missions and responsibilities at the beginning of the internship. I started researching on the Internet regarding the development of the market situation in France and Europe. I was also given a document to read, which I found likewise on the Internet. After having finished with this task, I determined the websites I was going to analyse according to a list of criteria established myself and with help of a website that confirmed my criteria. I also included the websites from Immobilier du Sud and exil domizil ltd. This resulted in an evaluation of the websites taking into account the criteria. Following these analyses, the target group had to be defined as to avoid confusion and as to make the work coherent. The final result is my recommendation of how a work flow behind a real estate website could be structured and of how the website itself could be established.

In order to be able to do the main mission, I was given the possibility to get an insight into the system and work processes in the French partnership agency Immobilier du Sud. I observed how my sub-supervisor, and broker at the same time, dealt with clients and his working environment. This included processes such as getting the signatures of the mandates, answering constantly phone call and clients' demands and "hunting" for new properties for sale. During that time, I also did parts of the processes such as entering mandates/new offers onto the websites, doing the presentation of the offers in the agency's windows. After a while I took care of clients and their questions as far as I was able to. I also visited clients together with J.F. Hugo.

During the internship at Immobilier du Sud, I was asked to translate the "Bon de Visite" (mandatory agreement signed when visiting a property) into English and German. The execution took a rather long time, as it was a juridical text. I let it proofread by J.F. Hugo and C. Graf.

Thirdly, I was responsible for searching for offers and pictures and for preparing a dossier for several clients that wished to come to France. R. Seitz sent me the clients' profiles and I searched for offers in the price categories according to the clients' budgets. I also tried to gather all the pictures available for each offer, but this was difficult to execute as the pictures are not on the website but stored in the different agencies.

Following this, Dr. Seitz asked me to prepare a dossier that contained all new offers since April, as the agencies did not fulfil the agreement to send exil domizil ltd. new offers on a regular basis. In order to be able to find out the recent offers, I had to look in the "mandate book" (all mandates are written down in an

extra book). Again I searched on their website and chose those offers that could be interesting for R. Seitz's clients.

Consequently, my fifth responsibility resulted in entering offers onto the exil domizil ltd. website, which included editing pictures, writing the descriptions and uploading it myself via a FTP programme.

5 Market and Competitors

5.1 Marketing Channels

Real estate companies in France, generally still have a presentable agency displaying their offers in their windows, as it is still an important channel in France in order to win new customers. Therefore, they still have the classical personal contact with the potential clients. In addition, the estate companies profit from mouth-to-mouth advertising through the past sales.

There is a magazine called "Immo Média", in which several regional estate companies publish some of their offers of the region Languedoc-Roussillon every month. Others again publish their own real estate magazines. Another advertising channel for most real estate companies is publishing some of their offers on www.seloger.com besides their own websites.

Conversations with the three estate companies Immo du Sud, Vibo Immobilier and exil domizil ltd. revealed that the sales transactions are stagnating compared to the previous year. As a result, I decided to explore the market situation and development over the past six years.

5.2 Analysis of the Market Situation

5.2.1 Introduction

The real property market analysis summary should inform about the development and the present situation as well as tendencies of the real estate market in France, coevally looking closer into the regional real estate market of Languedoc-Roussillon, situated in the south-west of France at the Mediterranean Sea. The summary includes the past years starting from 2000 up to the second quarter of 2006. The market analysis considers only existing and old houses and apartments.¹ The information used² is mainly based on the latest lettre de conjoncture to date by the FNAIM and the ERA market survey report.

In general, the market situation of real estates in France has shifted. The rate at which the prices

1 In France the real estate market is divided into four major segments. It is often talked about "maisons anciennes" and "appartements anciens" which is the market of the existing and old houses and apartments respectively. Newly built houses and apartments are referred to "maisons neuves" and "appartements neufs" respectively. In this context I talk about house market and apartment market meaning the existing and old if not else specified.

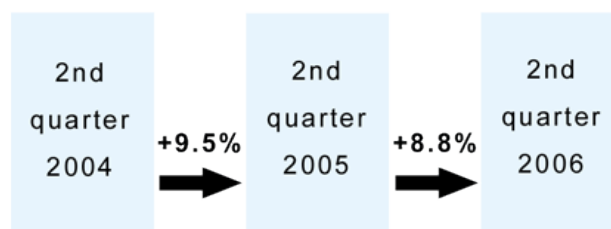
2 "Lettre de conjoncture N° 45" published in July 2006 by the FNAIM (Fédération Nationale de l'immobilier), the Europe Survey by ERA Suisse published in 2004, ERA Europe Market Survey published in September 2005, online articles of "l'Express" and "Batiactu" as well as a notarial website for real estate prices divided into French regions and departments.

increase has slowed down, consumers hesitate more often and are more attentive to price developments and offers. The French real estate market, which is a seller market, marked a positive rise of numbers of brokers leading as well to an increase in the market activity. The summary starts with the price development nationally and regionally, continues with the change of transactions and its connection with the number of brokers. Attention is also given to the market activity in the past years and to foreigners, who play more and more an important role in the French real property market. As a conclusion, short term tendencies give an idea for the course of the rest of the year 2006.

5.2.2 Analysis

According to the market surveys by ERA³, the average dwelling price nationally (100m² of Living Space) from 2002 to 2003 increased in general throughout Europe. Spain showed a remarkable increase by 74% compared to France whose prices increased by “only” 13% to €157,000. Germany was the only country, whose prices went down by 3.5%, from €170,000 to €164,000, at that time. On the national level in France, prices went up in every region by an average of 15.5%.

The FNAIM's letter⁴ of the economic situation of the real property market in France considers the existing and old houses and apartments respectively until and including the second quarter 2006. Between the second quarter 2004 and the second quarter 2005, the price had increased by 9.5%. Between the second quarter 2005 and the second quarter 2006 the price increased by 8.8%.

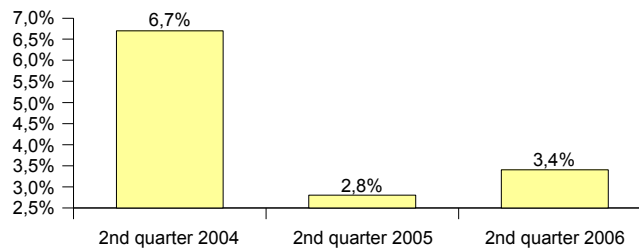


Price Increase of real Property in France

The rate at which prices increase has decelerated compared to previous years. This can be shown by comparing the price increase within the second quarter 2004, which was 6.7% to the price increase within the second quarter 2005 (+2.8%) and the second quarter 2006 (+3,4%). These figures indicate that the price progression will be slower in the future.

3 "Europäischer Immobilienmarkt-Bericht bringt Transparenz". ERA Suisse. 2 Oct. 2004. 28 Jul. 2006. <http://www.erasuisse.ch/frames/de/news/press/docs/20041002_Europesurvey.pdf>.

4 Service Communication de la Fédération Nationale de l'immobilier. "FNAIM: L'observatoire des marchés de l'anciens: Lettre de conjoncture - N° 45". FNAIM. Jul. 2006. 26 Jul. 2006. <http://www.fnaim.fr/infos/lettre-de-conjoncture/lettre_conjoncture_N-45.pdf>.



Comparison of Price Increase of Real Property in the Second Quarters 2004, 2005, 2006

In order to be more specific, the real property market is segmented into the apartment market and the house market. The apartment market showed a price increase by 7.5% in the first quarter 2006. The price in the second quarter 2006 augmented by 8.6% showing that the second quarter of this year is stronger. Again to show the decelerating rate of prices, there was a progression by 20.2% in the third quarter 2004, which was the highest price increase in a quarter since 2000.

The house market showed a higher quarterly price development than the apartment market. In the first quarter 2006, the price increase was 9.4% compared to a positive price development of 9.1% in the second quarter 2006. In the house segment, the highest quarterly price increase since 2000 was in the second quarter 2004, which was +14.8%. It is assumed that the rise of prices will continue only slowly.

Quarterly Price Comparison:



Looking at the south-west of France, the growth of prices, in general, lay at 12.4% in the second quarter 2005 and at 7.5% in the second quarter 2006. The apartment market showed a high progression in the rise of prices in the second quarter 2005 (+15.4%), contrary to the second quarter 2006, where the price increase was 7.1%. A decelerated price increase is also valid for the house market. It changed from 9.8% in the second quarter 2005 to 7.7% in the second quarter 2006.

	Appartements		Maisons		Tous types	
	2ème trim. 2005	2ème trim. 2006	2ème trim. 2005	2ème trim. 2006	2ème trim. 2005	2ème trim. 2006
Sud-Ouest	15,4	7,1	9,8	7,7	12,4	7,5

source: FNAIM

Price Development in south-west of France

The price development of houses in the French region Languedoc-Roussillon increased by 88% from 2000 up to the fourth quarter 2005. In the segment of apartments it progressed by even 110% in the same time. The prices continued to climb at a high rate in 2005 in both segments, but, as stated before, at a slower rate⁵ than before.

An article in L'Express published in March 2006⁶ states that the average price of a house in Narbonne (Aude) and Perpignan (Pyrénées-Orientales)⁷ was at €170,645 and €174,031 respectively in the 3rd quarter 2005. The average price of a house in Narbonne has risen by 3.6% to the previous year at the same time.

The decelerated rise of prices support the indicator of solvency which has stabilised since summer 2005. It has even increased a little by 2.6% between 2005 and 2006 after a decline of 13% that had started in summer 2002 and continued until summer 2004. Due to the slight increase, buyers run less into debts proportionally to previous years and are willing to buy larger homes. Amongst the reasons for the increase of the indicator of solvency are the exceptional conditions for credits and the assumptive slow improvement of the labour market and the income effect (which also changes the indicator of solvency positively, but not included here).

Interesting to look at is the price development per m² in France. The average annual price per m² per year for the whole real property market has almost doubled from 2000 (€1.394/m²) to 2005 (€2.410/m²). In the apartment market the average annual price per m² has increased by 83.1% to €2,801/m² within 5 years whereas on the house market the average price per m² has increased by only 60.5% to amount to €2,019/m².

In the second quarter 2006, the average price per m² for the apartment market was already at €3,013/m² and for the house market at €2,176/m². Counting both markets together, the average price per m² was at €2,594 in the second quarter 2006. The prices continue to increase as already explained above, but the rate at which they increase is lower.

	Apartment Market	House Market	Combined Markets
	Average annual price (€/m ²)		
2000	1,530	1,258	1,394
2005	2,801	2,019	2,410

5 Spiberg, Pierre. "Les prix de l'immobilier". *Société Perval*. 29 Jul. 2006. <<http://www.immoprix.com/>>.

6 JSI. "Les prix dans 513 villes". L'Express. 9 Mar. 2006. 29 Jul. 2006. <<http://www.lexpress.fr/services/immobilier/dossier/immobilier/dossier.asp?ida=437257>>.

7 The numbers given here for the cities can be taken as reference values for the holiday resorts in those regions.

In the south-west of France, the average price per m² lay at €2,256 in the second quarter 2006. In the two cities Narbonne and Perpignan of the departments Aude and Pyrénées-Orientales respectively, the average prices per m² for the apartment market were in Narbonne at €1,995 and in Perpignan at €1,886. The price per m² for houses is higher, being in Narbonne €2,113 and in Perpignan €2,083. According to the FNAIM⁸, prices of apartments and houses have more than doubled in France in the past seven years.

	Apartments	Houses
	Average price per m ² (€/m ²)	
Narbonne	1,995	2,113
Perpignan	1,886	2,083

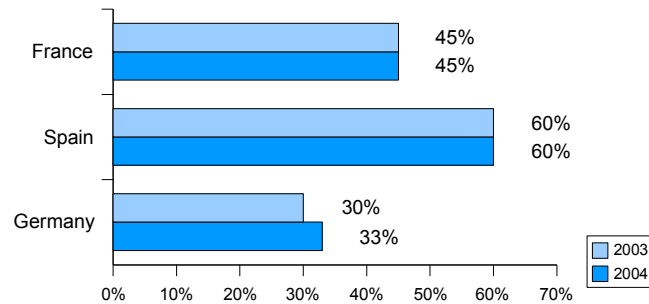
The European market survey by ERA⁹ was published in 2004 and hence considers a time span from 2002 to 2004. To give an insight only a few countries were selected in this summary. The neighbouring country Spain produced a sales conclusion increase by over 100% to the year before to reach the number 989,000 in 2003, being the leading country in Europe at that time. Compared to Spain, France only showed an increase by 10,200 residential transactions, from 709,000 to 719,200. In 2004, the number of residential transactions in France had increased enormously, compared to the previous year, to 797,500 transactions from which 606,000 were resale closings. This is also connected to the increase of the numbers of brokers on the French market. In 2003, there were around 48,000 brokers. In 2004, the number of brokers went up to 60,000 nationally. In addition, the total number of broker offices increased as well from 16,000 to 20,000. It should also be added that the average number of days a property is for sale on the market become longer amounting to an average of 95 days in 2004, probably also interrelated to the price increase that year.

Another interesting fact spotted by ERA Suisse is the connection between the market share of brokers and the time to sell estates. The lower the brokers' market share, the longer it takes selling properties. In France in 2003, the brokers' market share lay at 45%. The percentage did not change in 2004 according to the ERA market survey. In Germany the brokers' market share rose from 2003 to 2004 from 30% to 33%. In Spain the brokers' market share is the highest of the three and the same for the years 2003 and 2004.¹⁰

8 Service Communication de la Fédération Nationale de l'immobilier. *Op. Cit.*

9 "Europäischer Immobilienmarkt-Bericht bringt Transparenz". *Op. Cit.*

10 "Era Europe Market Survey 2004/2005". ERA Europe. Issue N° 5. Sep. 2005. 31 Jul. 2006.
<<http://www.eraeurope.com/pdf/ERAmarketSurvey2005.pdf>>.



Comparison of Brokers' Market Share

In France, market activity in the second quarter 2006 has generally risen by 3.2%. Activity is more striking on the house market (+4% in the second quarter 2006 compared to the first quarter 2006). On the apartment market, it increased by only 1.5% in the second quarter. The apartment market in the south-west is more active (+5.3%) compared to an increase of 2.9% on the house market in the second quarter 2006. In the south-west of France, market activity progresses a little faster than in the rest of France: +3.6% in the second quarter 2006 compared to +4.7% in 2005 at the same time.

	Apartment Market	House Market	Combined Markets
France	1.5%	4.0%	3.2%
South-West	5.3%	2.9%	3.6%

Comparison of Market Activity in Second Quarter 2006

Over the past years foreigners have increased their share in buying houses or apartments. Since 1998, the share of foreigners doubled to reach 6% of the total buyers. In the south it even goes up to 15%, according to L'Express appeared in March 2006¹¹. The south-west probably finds itself somewhere in the middle of the two figures still increasing. Especially the British ensure a price explosion in France, as their budget is far superior than those of the French people, knowing that Great Britain is one of the most expensive European countries in the real property market. Countrysides now are the most favourite for foreigners followed by the mountains. Those regions are nowadays also encouraged to be discovered by the low cost flights. The British and the Irish pose a majority amongst foreigners buying French rural properties

11 Bensoussan, David. "La razzia des étrangers". L'Express. 9 Mar. 2006. 29 Jul. 2006. <<http://www.lexpress.fr/services/immobilier/dossier/immobilier/dossier.asp?ida=437251>>.

(Languedoc-Roussillon, Sud-Ouest et Vallée du Rhône) with 77% followed by Belgium, Netherlands and Luxembourg with a share of 18%. In addition, an edition of easyJet IN FLIGHT¹² advertises the region Languedoc-Roussillon stating that it is a relatively cheap region and has good transport links. Furthermore, the region is between Nice and Spain, making it even more attractive and it "is predicted to have the fastest population growth"¹³ in France.

Although government reforms such as the PTZ (The Zero Interest Loan)¹⁴, passed in February 2005, give many first time buyers the possibility to acquire a home, enthusiasm for home purchases has probably slackened, as interest rates were planned to rise in 2006 depending on the ECB (European Central Bank) and its rate of intervention as well as the arbitration strategies of the credit institutions in favour of other sectors of the economy. Moreover, demand is showing less precipitation than in the past, as consumers are more attentive to prices and compare more among the offers. Thus, the execution of residential transactions could prolong a little more than it was the case only a couple of years ago.

5.2.3 Conclusion

As a conclusion of this analysis, one can say that the region Languedoc-Roussillon is momentarily in a development where infrastructure and house building is a basis for an increase in tourism and population. (It is expected that population of that region will increase by 34% between 2000 and 2030.¹⁵) Also, looking at the figures of foreigners settling down and buying real property respectively in this region, foreigners in general present an important segment for the real property market. Thus, new marketing channels have to be created in order to target this new segment.

5.3 Analysis of Websites

5.3.1 Introduction

As a conclusion from the market situation analysis of the real property market, the main point leading me to the next analysis is that the share of foreigners in the region Languedoc-Roussillon has increased. More and more buy a holiday home, others even make the newly bought house to their main residence. In order to get people from other regions as well in France as from all over Europe, new ways have to be developed to tout new clients, as they do not live locally.

As a worldwide channel, the Internet is perfect in reaching new clients. For this reason, I am going to

12 Latham, Lauren. "Property News: Cream of France". *EasyJet IN FLIGHT*. Aug. 2006: 73.

13 *Ibid.*

14 The Zero Interest Loan is aimed at people wanting to acquire a new or an old main domicile. The repayment can be deferred up to 18 years depending on the amount of the loan and has to be paid back a 100%.

15 "Les cahiers d'acteurs". *C.C.I. De Montpellier*. Numéro 02. May 2006. 9 Aug. 2006.

analyse French regional and national real estate websites in order to find out how the companies present themselves towards the clients and how clients can use the websites. I will then compare the findings with some successful international real estate websites (→ Annex 3). In order to do that as thorough as possible, I will also look at the exil domizil ltd. website and at the Immobilier du Sud website. I will use my knowledge about their internal work processes and how the websites are integrated into the companies' daily business lives. Combining the internal work processes and the company's presentation via the website, a proposition is given marking what a real estate company could/should have in order to gain new clients and in order to satisfy their demands.

5.3.2 The Criteria

The criteria chosen is based on common sense, what I already saw on different websites and what I learned during the integrated internship at the Immobilier du Sud. I also searched for basic criteria in web-publishing¹⁶ which provided a good foundation for my criteria. I divided the criteria into five major categories: Interface Design, User Friendliness, Content, Extras, Ensemble (→ Annex 3). Equal emphasis is put on the criteria.

The important factors for the interface design of a website includes a uniform colour concept, the corporate identity, the typography, the use of animations and the page division.

User friendliness concentrates on how the company can be contacted and if the text of the website and the description of offers is available in more than one language as the aim is to target supranational consumers. Concerning the contact, the contact form serves the purpose that, if the user does not use his personal computer, he can still contact the agency and specify his demand without much effort. The direct e-mail comes either in form of a pop up window of one's e-mail programme or an e-mail address is available on the website. The first type of a direct e-mail requires an e-mail programme and one's personal computer. Hence, the website should offer both possibilities. Another important point is that the user should not get lost which means that there has to be a menu that is always at the same place of the website, links that are indicated to be links and if possible a site map. Furthermore, to avoid confused clicking on the website, the list of offers should be accessed as easy as possible. It is also necessary to provide a search form so the user is able to define his search. The main criteria that should exist are place, type, size and price provided that the descriptions contain this information. Moreover, an extra feature has been added to user

¹⁶ Luckhardt, Heinz-Dirk. "Kriterien für das Webpublishing". Universität des Saarlandes: Fachrichtung Informationswissenschaft Saarbrücken. 28.11.2005. 8 Aug. 2006. <<http://is.uni-sb.de/studium/handbuch/webpush.html#top>>.

friendliness, as to adapt to the present situation of what websites can offer and these are the RSS Feeds (the possibility to be informed with the latest news, either via e-mail or via the Internet browser's sidebar). The drawback is, that the current Microsoft Internet Explorer does not support this feature.

Content nowadays is important if one wants to differ from other websites. For the real property market and the offers (be it on the website or be it displayed in the agency's window) a minimum description is required for that the customer/the user can be "wooded". There are still differences in the description between offers within a company. A certain consistency in the descriptions of estates is a must which include place, type, size, price, condition of the estate and legal constraints. Complementary to the consistent descriptions, at least one picture of the property should be available, which shows the property and not its surroundings.

Extras also are features that stand out from other companies' websites. Maps to show the location of a property or a calculator to calculate the total costs or the loan's payback become more and more a requirement in order to meet the user's needs and demands. The seriousness and reliability of the company is also important when trying to acquire new clients. Consequently, additional information about the company, the region and the costs involved when buying a property show who the company is and if the user could trust that website and is willing to contact the company. The description of the house purchase procedure is also crucial when wanting to acquire international clients. Moreover, there are also the clients that want to sell their own property. For those clients, a contact form could be provided.

At the end, the ensemble (the total personal impression of the website) is evaluated by giving a grade. In addition, it should be paid attention to the target group of a website offering real estates. This target group includes basically anybody no matter what geographic, demographic, psychographic or behavioural conditions. Therefore, a website should be as clear as possible.

I tried to look at the websites as neutrally and objectively as possible in order to be able to evaluate them, having in mind the criteria determined in advance.

5.3.3 Analysis

Interface Design

The regional websites are overall satisfactory when considering the limitation to the regional target group. The criteria for the interface design has been fulfilled by three out of four whereas the animations on limouzyimmobilier.com are too many and delay the boost time and waiting time of the user. On nordsud-

immo.com it even goes to the point where the flash animations could make the user a bit “fuzzy” and obtaining a negative reaction of the potential client. On the other side of the spectrum is gl-immobilier.com that has a minimum interface design with no animations. At the same time, gl-immobilier.com does not have a corporate identity according to the criterion's definition. Also, the French national real estate websites have included animations as well as the Spanish website pointing out that animations probably are a status of modernity in those countries. The two successful, the English and the American, websites do not use flash animations, which contributes to a good orientation on their websites and no distraction. One should only go to the point where the user will not be distracted by too many flash animations but where he or she will find them useful. Moreover, some computers do not even show all animations, as they might not have been configured to do so.

The analyses show that only a few websites ended up with a “very good” for their page division. That is, the American and the English websites and also one of the regional websites. The structure of a page is independent of colour, but stresses the clearness of the page. This is closely related to orientation and navigation, as the user should find what he or she looks for rather easily and quickly.

User Friendliness

Every website has a contact form and almost every website can be contacted via a popping up of one's personal e-mail programme or via an incorporated e-mail address on the websites. Interestingly, those who only have a contact form, are websites that combine different real estate agencies. Via the offers, one will come to the individual websites and thus have other possibilities to contact the company.

The majority of the French real estate agencies offers their websites in more than one language. Mostly it is French and English. Openmedia.fr even translated the website into ten different languages (French, English, German, all Scandinavian languages, Spanish, Italian, Dutch). But for the majority of the websites only the navigation list, contact and search is translated. The offers, on the other hand, prevail in French. On limouzyimmobilier.com one cannot differentiate between the languages in the offers' description, as the translated text and the French text has been put together in the offer's description separated only by a line break, which makes it nearly impossible for a non-French speaker to know that some offers are translated. In contrast to limouzyimmobilier.com, where the whole website is translated into English, the Spanish website euroespacio.com only translated a little part of their website into the four languages indicated but did translate their offers. In addition, futterer-immobilier.com and remax.com show perfect

translations. Ononemap.com and gl-immobilier.com only need one language version as they are restricted to the United Kingdom and to the French department Aude respectively.

The search criteria have been fulfilled by eight out of nine. Again, it is the regional website gl-immobilier.com that does it differently than the others, probably because they do not need more than they already have. Limouzyimmobilier.com also offers that the user can choose if only offers with pictures are displayed. On the futterer-immobilier.com the user is able to search with the offer's reference number.

Orientation/Navigation is an important criterion that has been fulfilled again only by the remax.com and ononemap.com. The number of users is simply larger than those of others, hence a website that is well-structured in itself and where any user will not simply get lost is essential. One has to think about, if an extra window opening up for the list of offers, as it is the case for limouzyimmobilier.com, can lead to confusion or might be user-friendly. This also applies to a different window and website opening up just for holiday rentals (futterer-immobilier.com). The user suddenly has a complete different website on the screen. Another case is that new windows open up every time the user clicks on a link within the website. The danger then is, that the user might get lost and in the end closes all windows opened unintentionally (logic-immo.com). The orientation/navigation on euroespacio.com is fairly poor. A non-Spanish speaker has hard times finding his way through the website.

As real estate companies want to lead their users/clients to the offers as quick as possible, the question "How many clicks does the user have to make to see the list of offers?" should be posed before starting to structure a website. Of course it should be the least clicks possible, that is only one. Two clicks are manageable. Three clicks and more could already lead to confusion and not being willing to continue looking for offers. At the top are again the two big websites remax.com and ononemap.com as well as two regional websites.

As already said before, RSS Feeds are means to get the latest news directly to one's browser or as an e-mail. It exists since 1999 and is very user friendly and a good medium to stay in touch with one's users and clients. Only ononemap.com offers RSS Feeds. New offers, that match the search criteria the user has set, can be sent via e-mail. Even if some websites do not have RSS Feeds, they give the possibility to subscribe and to get the latest offers (nordsud-immo.com) or to save the research or properties respectively (remax.com).

Content

In order to see if the offers are up to date as a user, most of the websites also publish the date when adding offers or changing offers. Not doing so are openmedia.fr and gl-immobilier.com. The advantage of showing the publishing date is also that the user can arrange the offers by date. The up-to-dateness of a website leads automatically to the credibility of a website as well. Openmedia.fr, for example, does not show the publishing date but the user can sort offers by date. There is a contradiction that should be avoided, as this could mean a lack of seriousness towards the user. Ononemap.com does not necessarily fulfil the criterion but interestingly the date when a property was sold is published. But still it is not a proof of whether new offers are published while existing offers are being sold.

Concerning the consistent description of the offers, only remax.com fulfils this criterion. Presumably, that is why that company is so successful, as the user is easily seduced to rely on the company. The other websites only fulfil four sub-criteria out of six except for nordsud-immo.com which describes consistently five sub-criteria out of six. But the problem is that most of the description lack details so that the user is not able to get an overall picture of the property. On ononemap.com the descriptions are held short but include a link which leads to the detailed description on other real estate websites.

With every offer comes at least one picture. This is, unfortunately, not always the case. Limouzyimmobilier.com sometimes has no picture at all for an offer but as well as gl-immobilier.com sometimes has up to six pictures per offer. As noticed on nordsud-immo.com, pictures are not always meaningful, that is the user is not always able to see how the property looks like exactly. This applies to all websites analysed, even the big ones. The Spanish website and logic-immo.com sometimes offer virtual tours for special offers.

All the above named criteria decide whether the content is believable or not. Three out of eight scored "very good". Two out of eight scored "sufficient". The remaining websites were evaluated as "good". In conclusion, all companies can be stated as credible in what they write and offer on their websites.

Extras

Calculators are included by half of the analysed websites. It is fairly mixed amongst the websites. All of the existing calculators only compute the rates of repayments with a certain interest rate when demanding a loan for buying a property. No website included a calculator that computes the total costs when buying a property (real estate tax, notary costs).

The international websites do have maps. Eurespacio.com included a map per offer. Remax.com

gives the possibility to search partly via the map by choosing just the city or town respectively. Ononemap.com uses Google Maps to display all houses and rentals on the map. Sold houses, too, can be shown. By clicking on the red house icons the user sees a very short description of the house and a picture. Some other websites, that do not have included maps to show the location of offers, only have maps that show the location of their agencies and/or of the region itself. Although the national real estate websites do not have maps showing the location of the offers, they have a very detailed search facility, which allows specifying the city or town respectively the user looks for to buy in.

Additional information also contributes to the credibility of the company. Especially, when it comes to extra information about the company itself. When handling with such expensive goods such as properties, the client normally would like to know who he or she is dealing with. Only four out of nine have described the company. Concerning the region, also only four out of nine have added information about the regional attractiveness. Some of them though are too short and do not really create an impression about the region (gl-immobilier.com). Whereas here has to be said, that some of the analysed websites only combines different agencies on one site. But remax.com is a counter example, which supplies detailed information such as about school facilities and show that it is possible, even with so many offers as for a big country as the USA, to give extra regional and national information. A description of costs when buying a house is usually vital for foreigners. Three out of nine included a description about the costs involved although probably not everything worth knowing is covered.

The majority of the websites offers the possibility to complete a form and to contact the real estate company about wishing to sell one's own property. Only three out of the nine websites have not included that feature. It can be of advantage for the real estate company, as those users might be future clients, i.e. also buying a property. It also saves brokers the time to always search for properties for sale. Limouzyimmobilier.com does not offer the possibility to send in that kind of form but the user is able to get an estimation of his property(ies).

Ensemble

As a conclusion, only one website scored a "very good" for the whole of the website, four with a "good" and four with a "sufficient". That means that remax.com is an outstanding website with a very good business plan and structure. This international oriented website has to have the minimum required features that was chosen as the criteria for this analysis in order to target international consumers. The French

national websites seem to lack some essential features not yet necessary and the French regional websites seems to fulfil all in all the needs and demands of their customers. Considering the market situation analysis and assuming that the market share of foreigners buying properties will increase, the French regional and national websites do not fulfil what is necessary in order to target those potential international clients.

Ensemble	
www.remax.com	1
www.limouzyimmobilier.com	2
www.nordsud-immo.com	2
www.futterer-immobilier.com	2
www.ononemap.com	2
www.openmedia.fr	3
www.gl-immobilier.com	3
www.logic-immo.com	3
www.euroespacio.com	3

Final Criterion: Ensemble

5.4 Additional Analysis

In the following, I will analyse the internal work processes and the websites of exil domizil ltd. (www.exildomizil.de) and Immobilier du Sud (www.immo-du-sud.com).

5.4.1 Internal Work Processes

Exil domizil ltd. gets its offers either via e-mail from its French partner agencies or R. Seitz looks for himself on the real estate websites if new offers have been added. The offers are selected intuitively according to place, price and condition of the property. The pictures for each offer are edited manually in a photo processing programme to fit the determined size on the website and the descriptions are translated and rewritten in coherent sentences. At the end all necessary pictures and the description are uploaded via an FTP programme on the web server which are then published on the website. This process takes a little less than an hour per offer.

When wanting to get additional information, R. Seitz either asks directly the agencies or, in the case of Immobilier du Sud, he has an extra access to non-published information about the properties, where he can search by reference numbers. This access is only restricted to the property itself. The clients address and the property address cannot be seen. So there is no total transparency. As R. Seitz insists on writing coherent sentences, it takes longer than if only the key points would be translated. But in order to appeal to the clients and users, the descriptions are "decorated" to make it pleasant to read.

The website of Immobilier du Sud also has an internal space for the staff members. The brokers can

enter all the mandates and all the information about their clients onto the website. New offers have to be added in French and in English whereas, compared to exil domizil ltd., the descriptions are written in key points as it saves time. Not all the information is published about the property, because according to Immobilier du Sud, short descriptions are sufficient to wake interest.

Every agency has half a day per week to update offers and mandates that have been changed, for example, when a seller client has decreased the selling price of his property. This change can only be done on that defined half day. This interferes with the possibility to add new offers on the website in the other agencies. Hence, new offers can only be added at times when other agencies do not update their offers or mandates. Consequently, the staff members always have to wait a week to be able to change offers and mandates on the website and thus, the offers are not always up-to-date and properties sold are not taken immediately from the offers' list. This also means that exil domizil ltd.'s offers are not immediately updated.

Furthermore, there is one broker who looks after the website. It is a private initiative, as he at the base, created the website. The broker is well aware that the website does not work at the level he would like to, but lacks time to change it and is not paid for it either.

5.4.2 Websites

In order to have a neutral and objective view on the two websites, I asked another person to evaluate them, as I know those websites fairly well having already worked with them. Again, I will evaluate the two Internet presentations criterion by criterion.

Interface Design

Concerning the interface design, Immobilier du Sud does not have a uniform colour concept, neither a visible corporate identity nor a constantly used typography. There are too many colours used. There is a pop up window on the home page defined here as an animation. This is not as confusing as some animations from the websites before. The window can be closed. This unclear interface design also leads to an unclear, confusing page division, especially for a first time user and for users that do not regularly use the Internet. But here it has to be said, as already explained above, that the website has been created when the company started and since then it has been a private initiative looking after it from a staff member, spending extra time for that website. Exil domizil ltd. has a very clear interface design welcoming the future client.

User friendliness

For contacting the real estate companies, the user can send only an e-mail (via one's personal e-

mail programme or by copying the e-mail address) to exil domizil ltd. Immobilier du Sud can be contacted either via a contact form or via a direct e-mail.

Like most of the other French websites analysed before, the English translation on the Immobilier du Sud website is limited. But here it is the case that the offers are translated into English as best as possible, but when clicking on them, the user is led automatically to the French description again. Some pages change from English to French. Furthermore, the contact form is only in French, but on the other hand, the contact via a direct e-mail exists in both languages. The website of exil domizil ltd. is only in German, as, presently, the main target group are Germans.

Search criteria is the next point on the list. For both cases, the search for the place of a property is limited. At exil domizil ltd., the user can choose between three countries (France, South Africa, Germany) but there are only French offers available. Once having chosen France as the country, the user can choose a department in the region Languedoc-Roussillon. It is a step-by-step search, i.e. there is no one-time search form. At Immobilier du Sud, the user can only choose between the agencies, when looking for a place, as each agency is responsible for a certain region. But the user is not aware of this fact right from the start. On both websites, the user can define the type of property, but not the size of the property, whereas the search results for types at exil domizil ltd. are sometimes mixed, i.e. houses and apartments. Exil domizil ltd. also offers the possibility to define the price category, whereas at Immobilier du Sud, the user has access to all properties classified by price (low-high) but cannot define it in his search. At both websites, the search is rather troublesome.

This leads automatically to the navigation/orientation on the websites. It is the case for both websites, that they could confuse the user and make the user get lost. There are too many clicks involved to obtain the information wanted. On the other hand, the user gets in one click to the general list of real estate offers.

There are no RSS Feeds possible on the websites. The reason why Immobilier du Sud probably does not offer this feature may be, that the website is administered in Microsoft Front Page.

Content

It cannot be seen if the offers are up to date or not, neither on the website of exil domizil ltd. nor on the website of Immobilier du Sud although Immobilier du Sud enters the date when the mandates were signed but it is not published to see for the user.

The descriptions are constant as far as including the first four criteria. There are not always descriptions about the conditions or legal constraints of the real estates.

There is, if possible, at least always one picture per offer on both websites whereas Immobilier du Sud always puts only one picture of the real property for sale. As exil domizil ltd. gets all the pictures that exist for a real property for sale, all relevant pictures are put up on the website. Hence, there are often more than one picture in order to get an impression of the real property.

Although the user cannot comprehend when the offers have been last up-dated on both websites, they both scored a “good” for the credibility, probably because the descriptions are quite constant and rather complete.

Extras

The two websites seem to be complementary. Immobilier du Sud offers different calculators (loan payback, amount of loan, profit) whereas exil domizil ltd. offers sometimes maps to locate the real estates offered on the websites. Immobilier du Sud also gives the user the possibility to contact the company to put his own property for sale. Exil domizil ltd. does not have this extra, as the company gets its offers from its partner real estate companies in Languedoc-Roussillon.

Additional information is given by both companies' websites. Exil domizil ltd. gives information about the region Languedoc-Roussillon and the costs involved when buying a house in France, referring to his private blog. Immobilier du Sud only gives information about the costs. There is no information on the companies themselves.

As a whole, exil domizil scored a “good” and Immobilier du Sud a “poor” probably mainly due to the interface design and the user friendliness which lead to making the user fuzzy and not guiding the user through the website.

5.4.3 Conclusion

In conclusion, one can say that the website of Immobilier du Sud is not really integrated into the company's concept. The website is not at the level of the state of the art. As said before, the website is administered as good as possible by one staff member as a result of a private initiative. This presumably is also the reason why the client/the user is not integrated into the company's work processes. Furthermore, it is not traceable what the client/the user is doing on the website. As a consequence exil domizil ltd. is restricted and at the same time dependent on the partner real estate companies. It is noticeable that the

website itself seems to be affected by this. Concerning the processing and editing of the descriptions and the pictures, there also takes place an enormous effort.

In addition, not all the information about the real estate offers are published openly for everyone at Immobilier du Sud. First, there is the information published and accessible for users on the website. Secondly, there is the internal space for the staff members (some kind of intranet) with almost all the information available except for the pictures of each property. They are stored locally on one broker's PC. Thirdly, there is the extra access for exil domizil ltd., where only some additional information to the offers' description is available.

5.5 Target Group

The target group is defined for a real estate company such as exil domizil ltd. and Immobilier du Sud and its website presentation. This definition is based on the previous analysis, additional research and conversations with estate agents.

As already stated in the market situation analysis, more and more foreigners are willing and able to purchase a property in the region Languedoc-Roussillon, particularly British, Belgian, Dutch and Luxembourgian people.¹⁷ Other countries might also be interesting to target via the Internet. According to a study made by TNS Infratest and Initiative D21 about the Internet usage of European people, the Scandinavian people and Icelanders use the Internet the most (→ Annex 3). Therefore, it can be assumed that they are more comfortable using the Internet for far more services than others.

Furthermore, a study of the age groups and their percentage has been made. Though it only applies to the German population but can surely be assigned to other European countries. The percentage for the age group between 14 to 49 could be rounded up to an average of 80% for both genders defining themselves as onliner. In the age group 50+, there is a far higher difference between men and women. Women use less the Internet than men. This age group is interesting, as the tendency them using the Internet is increasing (for both genders).

People over 50 years of age, are particularly interesting, as they look for a residence to live once retired. And this could be in the south of France. Generally, people are being targeted starting from the late 20's already working and with an income that allows them to afford buying/renting a property or financing a property and/or taking out a loan for a property. The clients either have a partner or are married or already

¹⁷ Charcossey, Christian. "Le prix des maisons à la campagne explose". Batiactu. 18 May 2006. 29 Jul. 2006. <<http://www.batiactu.com/data/18052006/18052006-095352.html>>.

have a family.

The purchase of a property usually is a special one-time occasion for which the client could look for quality, tranquillity or variety etc. The users' attitudes when searching on the website may vary. They could be indifferent towards the product/service, positive or negative or even enthusiastic. The readiness state of the user also varies if he looks in the long-term or is intending to buy immediately.

In conclusion, there will be increasingly more and more people wanting to purchase coming from outside Languedoc-Roussillon. As exil domizil ltd. concentrates on German clients, Immobilier du Sud has to calculate more often with foreign people as well. For this reason a well-structured website such as described next is necessary to meet those clients' needs and demands. Those are the following:

- quick and easy access to complete information;
- all information at a glance;
- automatic acquiring of information and deciding themselves what information they would like to get;
- if queries, wanting to get quick and competent answers (within 24 hours).

This means that companies, that want to use the medium Internet as a successful marketing tool, have to fulfil those requirements.

5.6 Example for a Work Flow of a Real Estate Company's Website

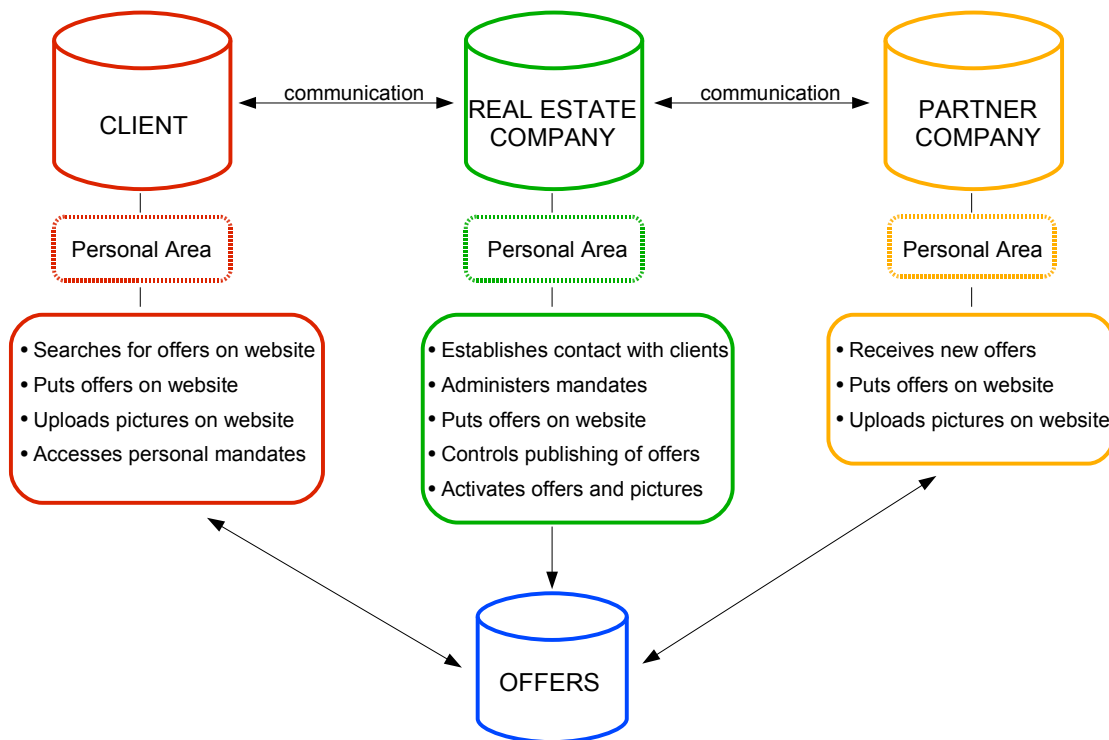
After having analysed the market situation and the real estate websites, it is necessary to give an example of how the work flows could look like behind the Internet presentation of a real estate company. This is only the basis for a structure of an Internet website and could be described in every detail as well as additional modules can be added according to what a real estate company would want.

The majority of the work processes will take place in a dynamic, data based online environment. In the model it is assumed that there are three major user groups: the real estate company, the client and the partner real estate company. The employees in the real estate company can be segmented further (boss, staff members) and can get different user rights according to their responsibilities. But this would not change anything from the major procedure.

Hence, each user of these user groups that registers on the website has specified user rights determined in his personal area. This is important, as the client should not see the same information than a staff member of a real estate company. Therefore, parallel working is possible according to the user rights.

One example of a procedure can be that the client wants to sell or rent his property. The client should have the possibility to put these offers himself on the website as well as upload pictures of his

property. Once the offer is entered into a clear and structured form and the pictures are uploaded, the real estate company (or one of the staff members) will receive a message (e-mail, SMS) that an offer has been entered. Subsequently, one of the brokers of the real estate company will get in contact with the client and may send a sale's mandate form (either via e-mail or already available in client's personal area) in advance to look at and will go to the client in person as to see the property and to sign the sale's mandate. Following this, the broker has then the right to activate the offer and the pictures. Once the new offer is activated every broker of the real estate company, the client and the partner real estate company will receive a message (e-mail, SMS) saying that a new offer has been added onto the website. It is also stating the reference number of the new offer automatically generated, so the other users can have a look at it immediately in order to inform themselves. If the client would like to make some changes, he can also do this in his personal area and the same process, as described above, will follow. The same procedure will take place if one of the brokers of the real estate company publishes a new offer. According to his user rights he is responsible for the whole publishing process. This is where RSS Feeds come in handy. Integrated RSS Feeds allow an automatic notification to the users if something has changed on the website (new/changed offers).



Model of a Work Flow

This procedure demands clear structures on the website for the descriptions of properties, which can be easily filled out and understood by all user groups. These structures result in efficient search functions for the real properties and require a minimum description of the offers.

As already stated in the website analysis, at least one meaningful picture per offer should be published. Pictures can be uploaded by every user that has the right to do so. This uploading is independent of the size and format of the picture, as it is possible to determine in what size and format pictures should be shown on the website. This automatic uploading possibility could shorten image-editing times immensely and probably also obliges to more meaningful pictures.

All processes on the website can be logged. Therefore it is easily possible to see what registered users and anonymous users are doing on the website. These logs are helpful in order to know which pages of the website are visited regularly and in order to know what might be changed on the website. Statistics of how long and how often certain pages have been viewed are also possible. Therefore, the real estate company knows if the success of the website is increasing, stagnating or decreasing and can reflect on what has to be changed, which could simply be the content, interface design etc.

For the work flows to function properly, it is necessary that there is transparency towards all user groups. All necessary documents for sales procedures, activities with the partner company etc. should be available online according to the user rights. This is closely related to mutual trust and cooperation as well as profit and motivation.

When it comes to buying a property, it is also possible to automatise the whole purchase process by including PayPal¹⁸ or WorldPay¹⁹. But there is a psychological threshold as it is dealt with high amounts of money.

The marketing of the region is very time-consuming. That is why, it is proposed that one person could be responsible for offensive marketing, that is:

- to look if the interface design of the website corresponds with the image the company wants to give towards the clients and competitors;
- to take care of the design of the posters in the window of each agency and corporate identity is included as well if the Internet address is presented every time (if this local presence is still existent);
- to take care of offers published in real estate magazines;
- to describe the company, the costs involved when purchasing, the region and its events regularly on the website (maybe by writing a company weblog, i.e. corporate blog).

¹⁸ <http://www.paypal.com>

¹⁹ <http://www.worldpay.com/emea/>

Moreover, the criteria determined for the analysis of the websites should be considered:

- A uniform interface design, that promotes a clear and strategic page division and does not, if not necessary, have any animations in order to avoid long boost times and confusion;
- Both electronic types of contact should be available which is the contact form and the e-mail address written on the website (may be with or without opening of one's personal e-mail programme);
- When directing towards international clients, there should be at least a full and complete version in English (descriptions, offers, navigation etc.);
- The click to the list of offers should be limited to one if not chosen the advanced search being a form to fill out according to the minimum information that has to be published;
- Dates, when offers are published should be shown, as well as a consistent description of offers with pictures which have to exist, as the forms to be fill out already require such information;
- A calculator and maps are nice to have in order to boost the company's success and user friendliness. It is likely to become a must very soon.

One advantage of such a system is that it is available from every place in the world provided that one has Internet access. Information can be sent via SMS, e-mails or mobile RSS Feeds. It may lead to more up-to-dateness and more openness when working together with partner agencies and clients.

6 A Self Assessment and Reflection on What Was Learned

First of all, as a result of having done a three-week internship and having entered different offers as well as having prepared several dossiers for clients, I learned a part of specialist knowledge to do with the real estate business.

At the beginning of my internship I set myself goals that I wanted to do and achieve. Therefore, I created a time plan for the main mission. I defined goals at the beginning of each mission and how many hours I wanted to spend on it. When having started the main mission, I realised that otherwise I would get lost in time. As a matter of fact, the time plan worked rather well. Some smaller tasks within the mission took longer than I thought and on the other hand, others were finished with less amount of time.

I learned how to discuss diplomatically and to distinguish between issues that concern me personally and issues that have to be taken objectively. Again, I noticed that other people's wishes should be respected although I did not agree with their opinions and strategies. This is closely related to learning to be patient throughout in order to get answers or in order to build up trust. It often happened that my ideas or suggestions were not approved and rejected and I consequently backed away even though I still thought that my ideas are worth trying out. Thus, I have to learn to sometimes take my own initiatives and to present them diplomatically and convincingly even though other people do not agree.

Furthermore, due to the several analyses I wrote and now the internship report, I learned how to use

OpenOffice.org in order to prepare a clear and structured document.

Concerning management, I learned that it is essential to implement structured and clear work processes into the company where every employee has clearly defined responsibilities. In order for a small company to work efficiently (such as the ones I could get an insight), I think, that transparency, meaning openness and mutual trust, is an essential factor for the company and its employees. Otherwise important information will get lost and transactions will delay.

Finally, I would like to add that I changed the structure of the internship report purposefully. During the process of writing the report, I had the impression that it was not logical or coherent.

7 Business Environment and One's Own Personality

During the three-week internship at Immobilier du Sud, I noticed that only one person is responsible for the website and only that person really understands how it works. This affects the company negatively, as there is little chance that it would work successfully. In addition, not all information is accessible by all the staff members because some of the information can only be accessed locally. Thus the employees/brokers lose important time when searching for some information.

Although the website of the company is outdated and the employees are well aware of that, nothing is done to change the programme which would be much more time-saving for the person now looking after it and repairing it from time to time.

Concerning my supervisor for the whole internship, Dr.-Ing. R. Seitz, he transmitted me very well the theoretical knowledge of the real estate business. On the other hand, it was very difficult to execute the mission to create a marketing concept, as real goals do not exist regarding the business. Moreover, I had to start from the beginning in order to be able to draw up a marketing plan. As a result, the analyses and the model of a work flow are merely a part and the beginning of a marketing plan.

At the beginning of the internship, I was highly motivated and had a lot of ideas for the internship and what could be done to improve the exil domizil ltd. website. During the internship the ideas became more specified and clearer as how to execute them. On the other hand, also during the internship I realised that not everything was possible to do for time reasons and not everything was wanted. As a consequence, I only tried to do what was agreed upon.

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5.3 Analysis of Websites

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- <<http://ononemap.com/>>.
- <<http://www.euroespacio.com/>>.
- <<http://www.futterer-immobilier.com/>>.
- <<http://www.gi-immobilier.com/>>.
- <<http://www.limouzyimmobilier.com/>>.
- <<http://www.logic-immo.com/>>.
- <<http://www.nordsud-immo.com/>>.
- <<http://www.openmedia.fr/>>.
- <<http://www.remax.com/>>.

5.4 Additional Analysis

- <<http://www.exildomizil.de/>>.
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5.5 Target Group

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Last but not least, I wish to thank all the people whose houses I could visit and for their friendliness.

10 Annex 1: Description of Product/Service

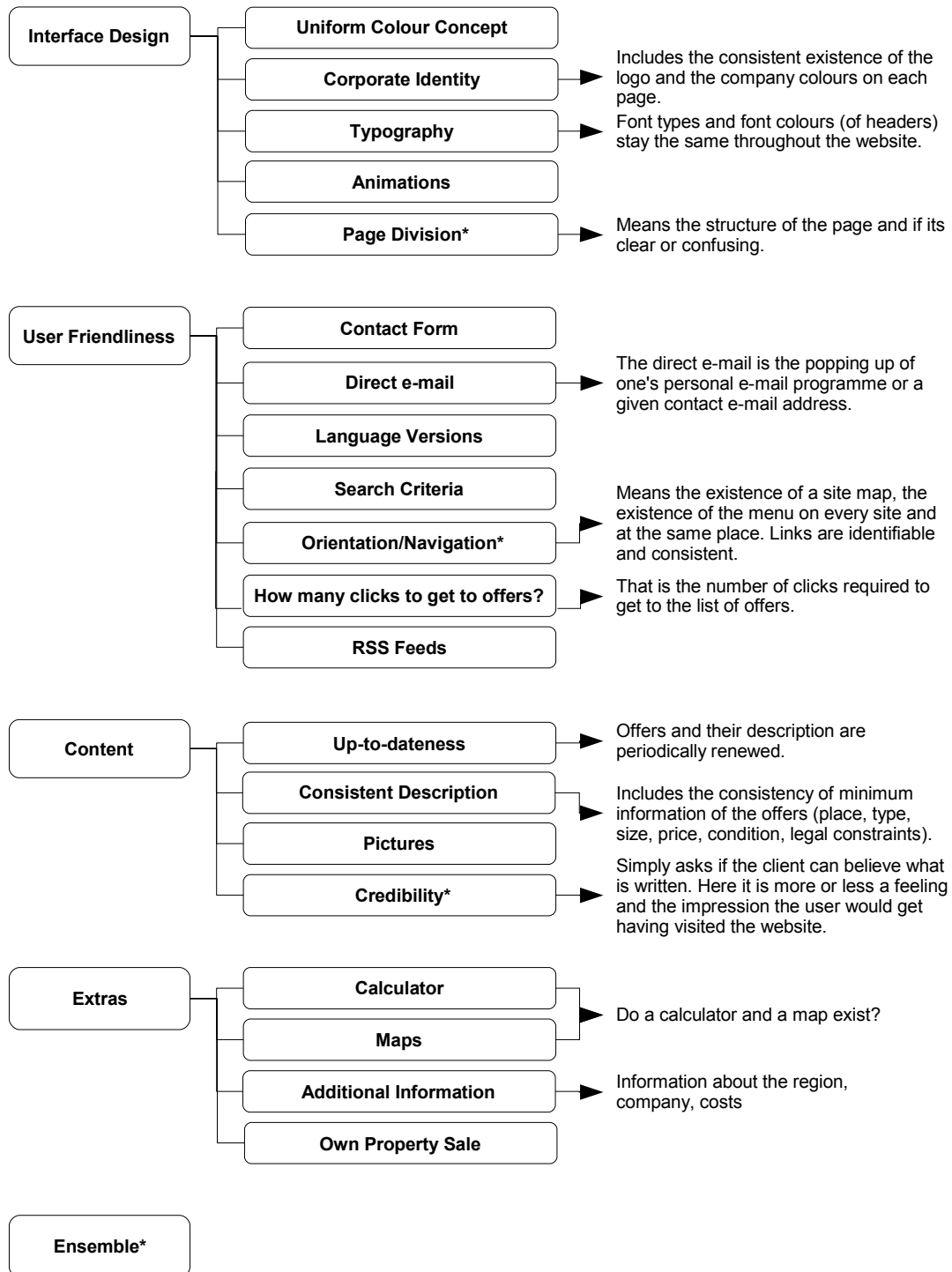
- Example of Advertising Offers in a Real Estate Magazine Called “Immo Média”
- Example of a Poster for the Window (Immobilier du Sud, Narbonne)
- Example of an Estimation for a Property
- Sale's Mandate
- Preparation Sheet for Sale's Mandate
- Criteria for Renting an Apartment

11 Annex 2: Documents Illustrating each Mission, Tasks, Responsibility Covered

- Mind Map with Goals Set
- “Bon de Visite”
- Translations (English and German)
- Time Plan

12 Annex 3: Analysis of Websites and Target Group

Note:



*For evaluation purposes the scale from 1 to 5 is used (1=very good, 2=good, 3=sufficient, 4=poor, 5=very poor)

Regional Real Estate Websites

	www.gl-immobilier.com	www.limouzyimmobilier.com	www.nordsud-immo.com	www.futterer-immobilier.com
Interface Design				
Uniform Colour concept	Yes	Yes	Yes	Yes
Corporate identity	No	Yes	Yes	Yes
Typography	Yes	Yes	Yes	Yes
Animations	No	Yes	Yes	Yes
Page division*	3	2	1	2
User friendliness				
Contact form	Yes	Yes	Yes	Yes
direct e-mail	Yes	Yes	Yes	Yes
Language versions	1	2	2	3
Search criteria:				
Place	Yes	Yes	Yes	Yes
Type	No	Yes	Yes	Yes
Size	No	Yes	Yes	Yes
Price	Yes	Yes	Yes	Yes
Orientation/Navigation*	3	2	2	3
How many clicks to get offers?	4	3	1	1
RSS Feeds	No	No	No	No
Content				
Up-to-dateness	No	Yes	Yes	Yes
Consistent description:				
Place	Yes	Yes	Yes	Yes
Type	Yes	Yes	Yes	Yes
Size	Yes	Yes	Yes	Yes
Price	Yes	Yes	Yes	Yes
Conditions	No	No	Yes	No
Legal constraints	No	No	No	No
Pictures	Yes	Yes	Yes	Yes
Credibility*	2	1	2	2
Extras				
Calculator	No	No	Yes	No
Maps	No	No	No	No
Additional information:				
Region	Yes	Yes	No	Yes
Company	No	Yes	Yes	No
Costs	No	No	Yes	No
Own property sale	Yes	No	No	Yes
Ensemble*	3	2	2	2



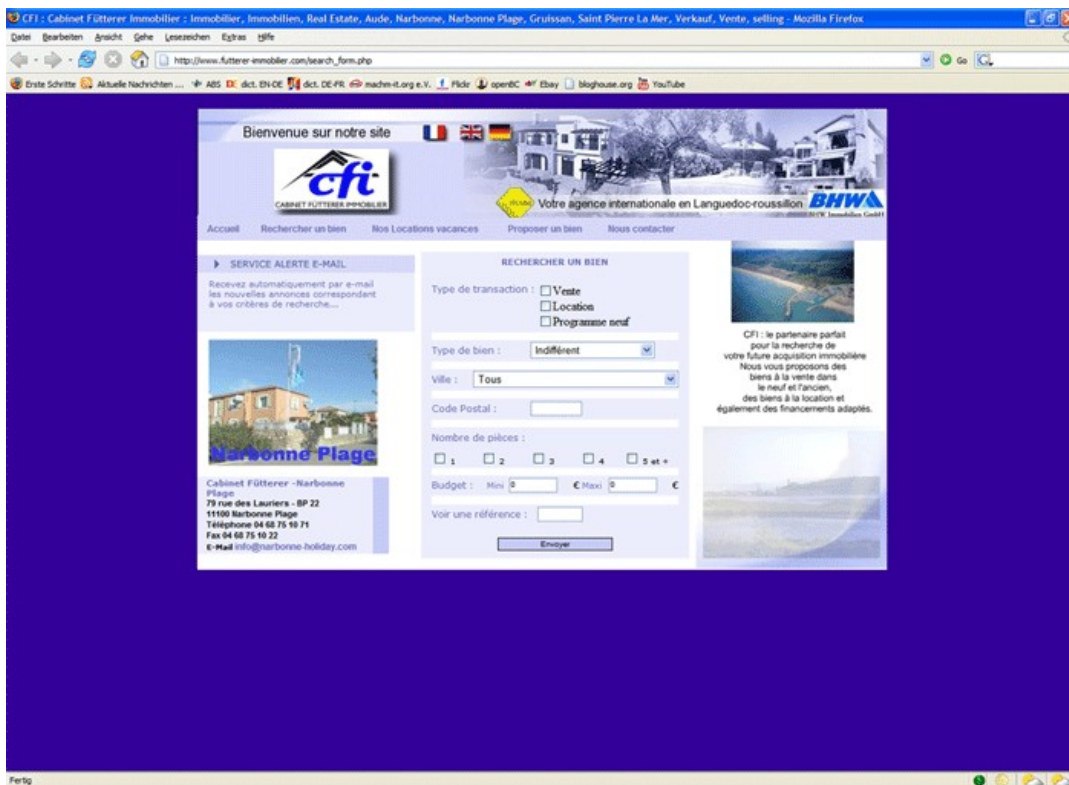
GL Immo



Limouzy Immobilier



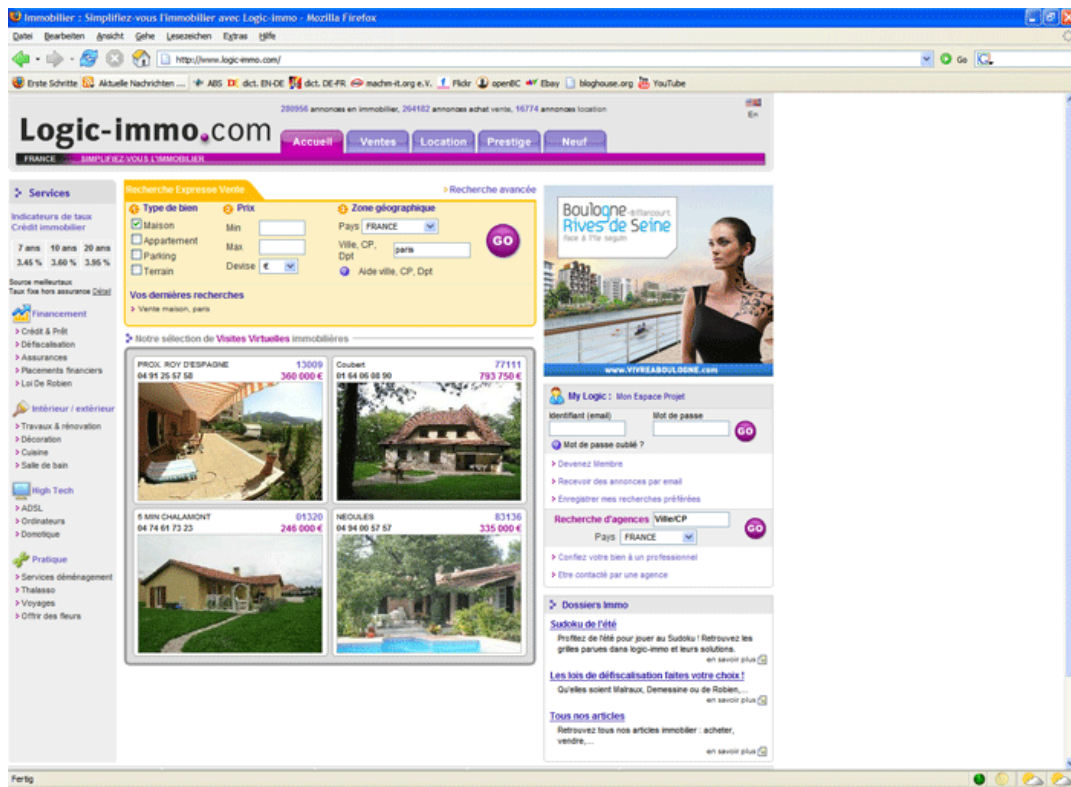
Nord Sud Immobilier



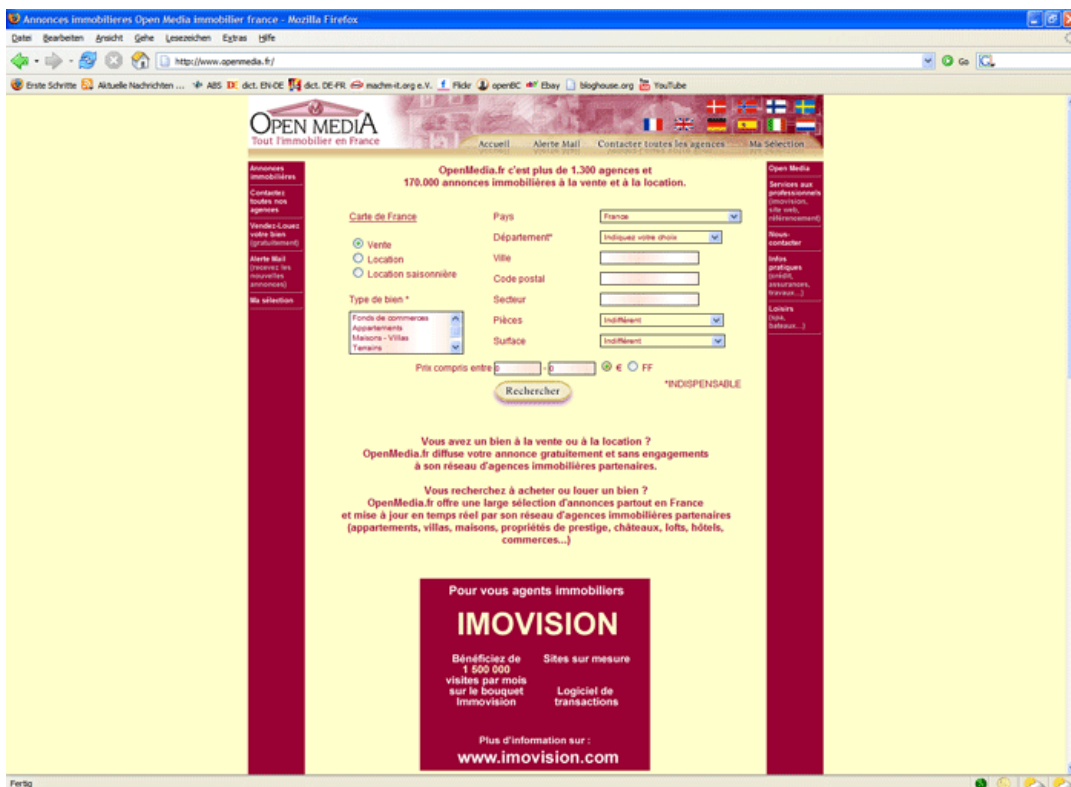
Cabinet Fütterer Immobilier

National Real Estate Websites

	www.logic-immo.com	www.openmedia.fr
Interface Design		
Uniform Colour concept	Yes	Yes
Corporate identity	Yes	Yes
Typography	Yes	Yes
Animations	Yes	Yes
Page division*	3	2
User friendliness		
Contact form	Yes	Yes
direct e-mail	No	No
Language versions	2	10
Search criteria:		
Place	Yes	Yes
Type	Yes	Yes
Size	Yes	Yes
Price	Yes	Yes
Orientation/Navigation*	2	2
How many clicks to get offers?	2	2
RSS Feeds	No	No
Content		
Up-to-dateness	Yes	No
Consistent description:		
Place	Yes	Yes
Type	Yes	Yes
Size	Yes	Yes
Price	Yes	Yes
Conditions	No	No
Legal constraints	No	No
Pictures	Yes	Yes
Credibility*	2	2
Extras		
Calculator	Yes	No
Maps	No	No
Additional information:		
Region	No	No
Company	No	No
Costs	Yes	No
Own property sale	Yes	Yes
Ensemble*	3	3



Logic-immo.com



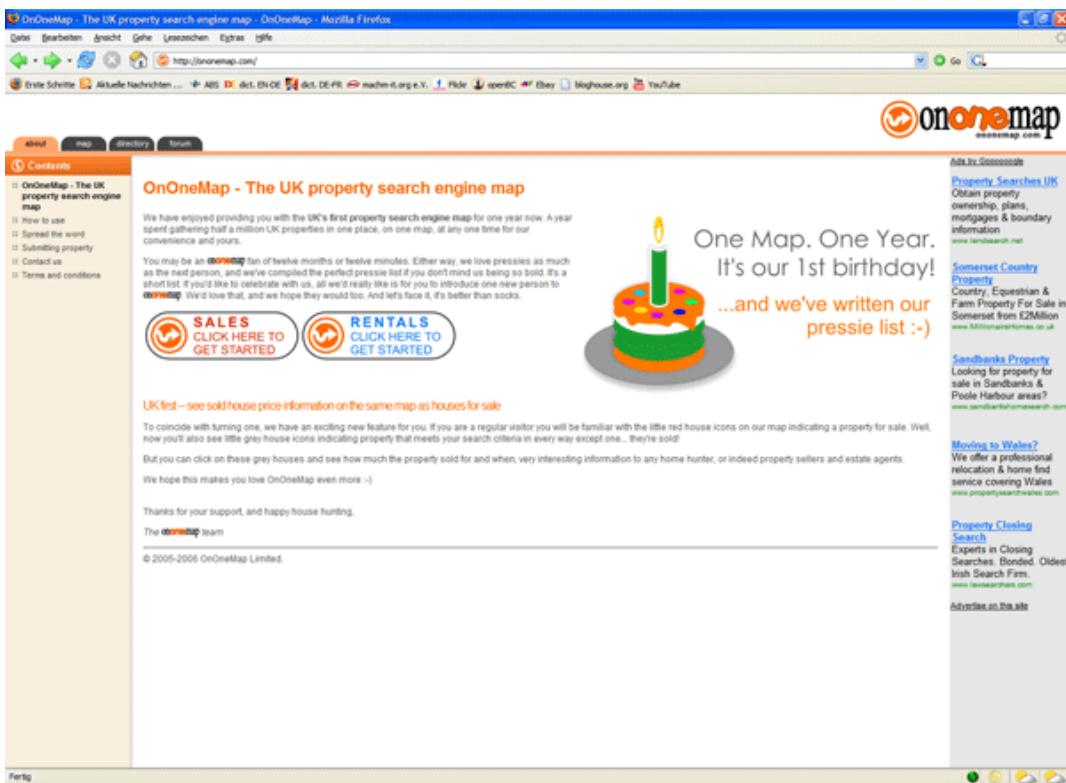
Open Media

International Real Estate Websites

	www.remax.com	www.ononemap.com	www.euroespacio.com
Interface Design			
Uniform Colour concept	Yes	Yes	Yes
Corporate identity	Yes	Yes	Yes
Typography	Yes	Yes	Yes
Animations	No	No	Yes
Page division*	1	1	3
User friendliness			
Contact form	Yes	Yes	Yes
direct e-mail	Yes	No	Yes
Language versions	2	1	4
Search criteria:			
Place	Yes	Yes	Yes
Type	Yes	Yes	Yes
Size	Yes	Yes	Yes
Price	Yes	Yes	Yes
Orientation/Navigation*	1	1	4
How many clicks to get to offers?	1	1	4
RSS Feeds	No	Yes	No
Content			
Up-to-dateness	Yes	No	Yes
Consistent description:			
Place	Yes	Yes	Yes
Type	Yes	Yes	Yes
Size	Yes	Yes	Yes
Price	Yes	Yes	Yes
Conditions	Yes	No	No
Legal constraints	Yes	No	No
Pictures	Yes	Yes	Yes
Credibility*	1	1	2
Extras			
Calculator	Yes	No	Yes
Maps	Yes	Yes	Yes
Additional information:			
Region	Yes	No	No
Company	Yes	Yes	No
Costs	Yes	No	No
Own property sale	Yes	Yes	No
Ensemble*	1	2	3



RE/MAX International



OnOneMap



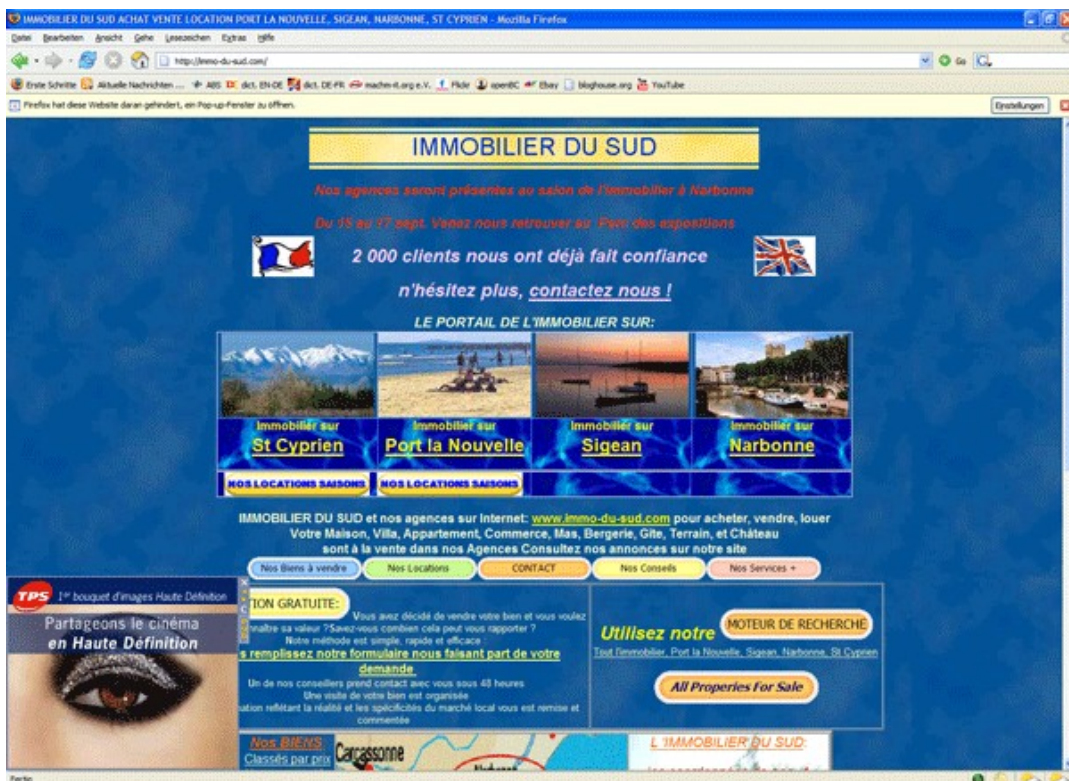
Foto: Euro Espacio

exil domizil ltd. and Immobilier du Sud

	www.exildomizil.de	www.immo-du-sud.com
Interface Design		
Uniform Colour concept	Yes	No
Corporate identity	Yes	No
Typography	Yes	No
Animations	No	Yes
Page division*	1	3
User friendliness		
Contact form	No	Yes
direct e-mail	Yes	Yes
Language versions	1	2
Search criteria:		
Place	No	No
Type	Yes	Yes
Size	No	No
Price	Yes	No
Orientation/Navigation*	3	4
How many clicks to get to offers?	1	1
RSS Feeds	No	No
Content		
Up-to-dateness	No	No
Consistent description:		
Place	Yes	Yes
Type	Yes	Yes
Size	Yes	Yes
Price	Yes	Yes
Conditions	No	No
Legal constraints	No	No
Pictures	Yes	Yes
Credibility*	2	2
Extras		
Calculator	No	Yes
Maps	Yes	No
Additional information:		
Region	Yes	No
Company	No	No
Costs	Yes	Yes
Own property sale	No	Yes
Ensemble*	2	4

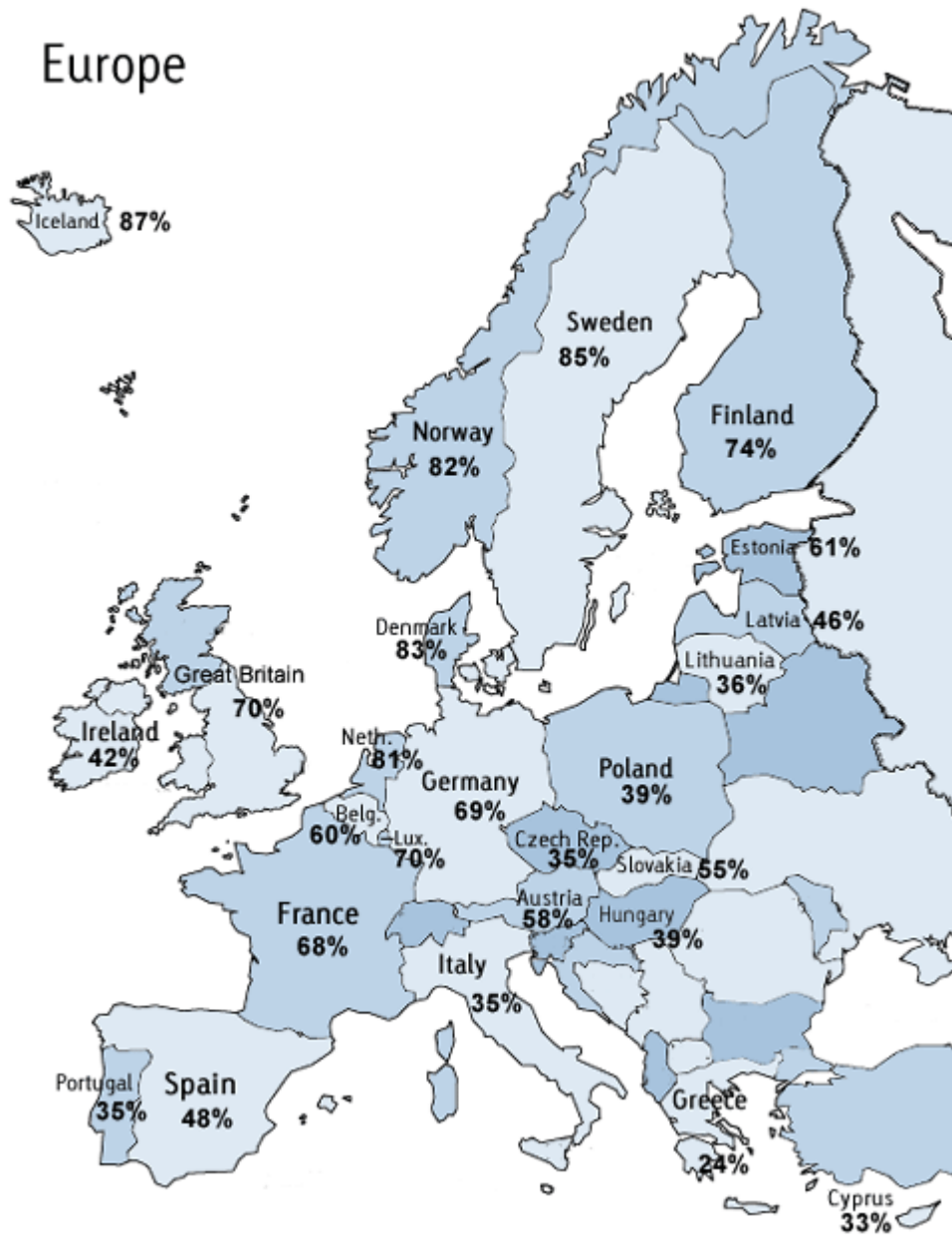


exil domizil ltd.



Immobilier du Sud

Internet Usage in Europe (%)



13 Annex 4: Certificate From Employer and Evaluation of Intern and Updated CV of Student