



Overview

eTrac is pleased to introduce eTrac Web Studio- The online web site building and editing solution designed specifically for real estate appraisers!

eTrac Web Studio is an online web site builder and editing solution that allows you to build or edit your web sites directly from your web browser -- regardless of where your site is hosted.

How can you benefit from using eTrac Web Studio as your web site solution?...

- **Market your services to new or current clients**
- **Keep your client's interested and informed with fresh information**
- **Save money by become the web master of your own web site**
- **Make updates at any time, from any internet-enabled PC**
- **Pre-written text pages get you up and running quickly**
- **If you can use Microsoft Word, you can use eTrac Web Studio**

The only web site solution you will ever need

- **Build a web site in 5 minutes.** Because eTrac Web Studio includes several pre-designed web site templates, you can literally point-and-click to build their own web site in minutes. You can choose everything from your logo to the number of pages your site contains.
- **100% web-native solution.** Everything is handled directly from the web browser. This means no complicated installs or downloads, and future updates are completely transparent.
- **Interacts with both eTrac and alternative hosting packages.** eTrac Web Studio works with our hosting or any other hosting package the supports File Transfer Protocol (FTP).
- **Domain names included.** eTrac Web Studio includes 1 domain name and annual renewal with the package. That is an average savings of \$35.00 per year, every year!
- **E-mail accounts included.** Unlimited extra large email accounts are included with your eTrac Web Studio package to ensure that you always are able to communicate effectively.
- **Usage statistics.** Site tracking is available to view usage statistics and to identify your web sites visitors.

Benefits

eTrac Web Studio offers the greatest value of any online web site building and editing solution available today in the real estate appraisal industry. Take a look at our list of benefits and we're sure you'll agree:

Benefits for your company

- **Ready to go "out-of-the-box"**. We understand that a rapid implementation approach is necessary when deploying new solutions. eTrac Web Studio requires no installation or configuration, and can be used the same day you order.
- **Unique web sites to market your business**. eTrac Web Studio can help you create an original web presence, so say goodbye to "cookie-cutter" web sites. Shouldn't your web site reflect your distinct and professional value to your clients? Now there's a tool that allows you to represent your company online in the best light possible without compromises.
- **100% web-native solution**. Everything is handled directly from the web browser. This means no complicated installs or downloads, and future updates are completely transparent.
- **Save money by managing your own website**. eTrac Web Studio allows you to build and manage your own web site with ease. You can build professional looking web sites in less than 5 minutes and manage them with the integrated file and image managers, as well as the intuitive WYSIWYG editor. Act now and eliminate all fees typically associates with your web site.
- **Increase revenue with an online service**. Boost sales and attract new customers, with online ordering and automatic status updates. eTrac Web Studio keeps you at the forefront of new technology and one step ahead of your competitors.
- **Easy to use**. eTrac Web Studio has a very simple and consistent interface with context sensitive help so you can get your site up and running in no time. The interface includes a series of clickable icons that are labeled, results in a minimal learning curve... even for the most novice Internet users.
- **Return On Investment**. Since eTrac Web Studio is FREE and includes monthly hosting, domain name registration and email accounts you will start saving a boat load of money from day one.
- **24/7 instant availability**. Because eTrac Web Studio runs directly from a web browser, you can login and build / edit your web site whenever you desire, 24 hours a day / 7 days a week, from any computer with an Internet connection and Internet Explorer.
- **Pre-written text pages get you up and running quickly** .eTrac Web Studio has several template text pages so you can quickly put together a site without worrying about developing your own content from scratch. It's easy to modify already exiting text and add your personal touch.

Features

eTrac Web Studio features that enhance your real estate appraisal company

- **Simple to use:** Quick step-by-step wizard provides simple choices regarding color, style and images. There is no software to buy, and no code to learn. In addition, there is no need to mess around with programs such as FTP or Telnet.
- **Complete control over your website:** With the use of eTrac Web Studio's provided settings, you can make unique and attractive web sites. For the advanced user, eTrac Web Studio provides a way to change buttons on the site.
- **Content and design separation:** The content of the website is stored separately from the layout. This way, you can completely change the look and feel of your website without ever having to retype any information.
- **Complete control over color schemes:** eTrac Web Studio includes a number of built-in color combinations that look great with any layout. But if you want to add a little originality to your site, all the colors can be changed, either by using a point-and-click color picker, or, for even more control, typing in the color as a hex number.
- **Unique templates options:** Templates are all original and can be further customized within eTrac Web Studio. In addition advanced user can create their own unique designs.
- **Picture uploading:** The Image Up loader, allows you to transfer images to your website without ever having to leave your browsers. These images can be incorporated into page content or even page design.
- **Template Content:** Several pre-existing text pages provided including home page let you get up and running fast since it's already done for you. Easily change the text to reflect specifics of your business.
- **One-click publishing:** Publish your web site with one easy click. But even after publishing, you can go back and change it as much times as you wish. Clicking the publish button again will instantly make all the changes made be reflected on the "live" version of the site.
- **Persistence:** All your information is saved the moment it is entered. If user decides to log out, you can come back and continue building their web site from the very point where you left off.
- **Save Sites:** eTrac Web Studio supports the ability to create and save up to 5 completely different web sites. Easily switch and publish web sites at anytime.
- **Advanced full screen text/HTML Rich Editor:** Browser-based text editor for Internet Explorer for Windows users only. It allows you to work with formatting, styles, tables, bullets and more. Rich Editor allows you to copy and paste the most complex tables from a web browser or from any Office applications.
- **Special Effects:** Create fun visual effects like page transitions and falling snow for the holidays.
- **Flash Intros :** eTrac Web Studio included several ready-made Macromedia Flash Intros to add excitement to your web site.

Requirements

eTrac Web Studio is 100% web-based solution which means there are no complicated installs or downloads, and future updates are completely transparent.

Internet Access Requirements

- Dial-up connections - Minimum 40k
- Broadband connections - Supports all high-speed connection including Cable, DSL, T1 and Satellite
- * High-speed connections are strongly recommended.

Web Browser Requirements

- Microsoft Internet Explorer version 5.5.
- AOL 8 or above.
- Netscape 6.0 or above
- Mozilla 1.7 or above
- * Please note that these browsers are only required to create and edit web sites. Any browser can be used to view the web site you created.