



Bringing your customers  
to the heart of your business

# PlotServe™

Web based Sales and Marketing system for  
the building industry

"I want my potential customers to be able to find well presented, accurate and up-to-date information, through an easy to navigate website, with speedy follow up of sales enquiries"



Your business is dependant on your customers and their ability to access up-to-date information on your developments. The PlotServe™ Admin2000™ content management system allows you to maintain accurate information on your site, promote your organization and inform your customers.

## Plotserve™


- Extranet database access for true global connectivity
- Fully configurable system driven by business requirements
- Real-time updates
- Powerful search engine
- Secure technology for peace of mind

PlotServe™ has been developed using Microsoft's C# .NET technology and uses an SQL database. Your staff can be configured to enter and manage information and images on the site. Property specifications, plot availability, prices and news articles can all be managed and maintained by these authorised users. Special offers, featured properties and hard-to-sell properties can be promoted throughout the site.

Valuable data can be collected from users who register on the site, enabling sales follow up and future contact. Your visitors can email an enquiry, request or print a brochure on-line.

Visitors can perform powerful searches to match their requirements to your available properties, then navigate easily to the plots that fulfil their criteria

The information presented on the site is always up-to-date, making sure that your potential customers are given accurate and meaningful information.



Stay focused on your customers and  
your business

## Key Benefits:

<b>Work From Anywhere</b>	<p>With web based software the system can be accessed simply and easily. From Head office to site and sales offices, staff can access relevant areas of the system through configurable access privileges.</p> <p>Even if your customers do not have internet access, your own staff can provide them with up-to-date information on their behalf.</p>
<b>Site Content</b>	<p>Up-to-date plot availability and prices, showing current pending and future developments. Display company news articles to keep your customers informed.</p>
<b>Promotion</b>	<p>Promote hard-to-sell or remaining plots throughout the site. Feature individual properties.</p>
<b>Search</b>	<p>Your potential customers can search your available properties, navigate developments and register interest for later follow up by your sales team. Brochure requests and enquiries can be made on-line.</p>
<b>Search Engine Performance</b>	<p>Achieved through a search engine optimised system architecture and maintained through dynamic site content.</p>
<b>Statistics</b>	<p>Numbers of visitors, emails and brochure requests can be easily accessed. Trends can be established and the analysis of the resultant data can add valuable collateral to your marketing programme.</p>



PlotServe™ *Secure technology for peace of mind*

The platform for PlotServe™ is Microsoft® Internet Information Services  
and SQL Server 2000™

Access for all users is via Internet Explorer 6 or above.

**adnetsolutions**

8 Vaughan Parade, Torquay, TQ2 5EG

0845 22 53 008

www.adnet.co.uk