

Web Site Design

I am pleased to announce an addition to the list of services that I provide.

Developed for housing associations the *PageFactory 'HA Standard'* provides you with the opportunity to gain a presence on the world wide web easily and at realistic cost. To keep your web site up to date and relevant *PageFactory* also offers an annual support contract.

So, why should you have a web site? Here are just a few of the reasons:

- Helps build a company image which might attract private finance
- Provides another means of communicating policy
- A means of providing customer support (e.g. placing Repairs Requests)
- An online information tool
- It's an online advertisement, which extends to customers throughout the nation, and even the world
- Far cheaper than conventional publicity, it allows you to publish multi-language documentation without the expense of printing
- Low maintenance
- Reduces pressure on customer call centres
- Provides e-commerce

The purpose of my letter is to invite you to a demonstration of *PageFactory 'HA Standard'*. This involves no hard selling techniques. I don't need to visit you and take up lots of your valuable time. Let's be more relaxed. Get a cup of coffee, sit down comfortably and visit the *PageFactory* web site at www.PageFactory.co.uk

The demonstration of *PageFactory 'HA Standard'* will be basis of your own web site. However this will be personalised for your Housing Association by using your colours and fonts, by using your logos, by using your page labels and your scripts, graphics and photographs. More pages can be added to *PageFactory 'HA Standard'*, if required.

I enclose information on the *PageFactory 'HA Standard'*. I hope you enjoy your visit to the *PageFactory* web site. If you require any further information please do not hesitate to contact me.

Yours sincerely,

NIGEL WHARTON

PageFactory

WebSite design for Housing Associations

PageFactory 'HA Standard' has been designed to allow housing providers to gain a presence on the world wide web easily and at realistic cost.

Based on our demonstration which you can view at www.PageFactory.co.uk it provides:

- Your choice of colours and fonts
- Your logos
- Twelve pages of your text, four of which can contain forms, graphics and photographs
- Domain Registration
- Placement with a Web Site Host

All of this for £899 inclusive of V.A.T.

Additions

You may have additional pages for the *PageFactory 'HA Standard'* at a cost of £59 per page inclusive of V.A.T.

Support Contract

Support for the *PageFactory 'HA Standard'* is £179 per annum, inclusive of V.A.T.
This provides for the following:

- Four complete page changes per annum
- Twelve minor amendments per annum (e.g. change of name, telephone number)

Contact

For more details please use the email facility on the demonstration web site. This will automatically mail Nigel Wharton at <mailto:info@pagefactory.co.uk> Alternatively telephone me on 01746 861950 or 07801 108950. I can be reached by fax on 0870 169 1836.