



TAHOE LUXURY PROPERTIES®

REQUEST FOR PROPOSAL

WEBSITE REPAIRS, DEVELOPMENT, AND HOSTING

SPECIFIC TO TLUXP.COM/REAL-ESTATE

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1. The original Statement of Work for the real estate interface currently placed within the website (Jan., 2011)
2. Recommendations provided by Drupal expert (Sept., 2011) after examination

Section I Summary of Tahoe Luxury Properties and purpose of the Request for Proposal (RFP)

About Tahoe Luxury Properties – Tahoe Luxury Properties (TLP) is the leading authority on luxury vacation rentals and premier real estate throughout North Lake Tahoe, California and Nevada.

Vacation rentals – TLP offers vacationers the finest of luxury vacation rental homes year-round – including the region’s most extensive selection of lakefront vacation homes and estates.

Vacationers have access to full-time concierge privileges; and many guests request private chefs, in-home massage therapy, pre-arrival grocery delivery, pre-arrival sporting equipment (such as skis, bikes, and boats).

Home renters typically become repeat clients because of a) TLP’s home quality and premier locations, b) pre-trip service, and c) knowledgeable Tahoe-based vacation specialists.

Real Estate – TLP represents both buyers and sellers of luxury real estate throughout the region (in both CA and NV), with a strong focus on lakefront estates and property. The Principal Broker is often the highest-producing agent within the Tahoe Sierra MLS, and typically represents more than \$50 million worth of active listings.

TLP is a member of both the Tahoe Sierra MLS (CA) and the Incline Village MLS (NV); and clients typically choose the firm for its expertise synonymous with high-dollar transactions and robust market knowledge required of sophisticated buyers or sellers.

Purpose – This RFP is dual-pronged, in that the short-term priority is to repair / perform upgrades to several components of the real estate section of the website (see addendum); and the long-term priority is to establish a long-term partnership with a website development agency that can provide sound consultation advise specific to the Drupal-based real estate interface while working cohesively with TLP’s current developer of the rest of tluxp.com (which is built in Wordpress); including but not limited to:

Immediate repairs (specifics included in addendum):

1. Deliver a functioning module that serves as the interface between tluxp.com and MLS / RETS feeds with custom branded design
2. Create a custom, branded IDX wrapper
3. Trouble-shoot Real Estate Listing Watch issues. The Listing Watch is an opt-in, username/password subscription in which potential clients can tailor their desired property specifications and receive email notifications from TLP if/when a listing matches their pre-determined requirements as well as save custom searches and properties of interest.
4. Repair and Adjust listings’ image displays (within the two MLSs), which are currently either
 - a) not displaying at all or b) displaying improperly.
 - c) re-vamp MLS pictures to display similar to the display implemented in the “Featured Listings” (which are based in Wordpress). “Featured Listings” images employ a manual “click/toggle” method versus “mouse-over” method.
5. Repair “Search By Address” and “Search By MLS” options
Note: some MLS searches are functional; some are not. The “Search By Address” option appears to be non-functional.

6. Continue with repairs on the Broker Reciprocity display: **a)** the interface should ideally pull the name of the real estate company versus a specific agent's name for the required courtesy listing; and **b)** additional repositioning of copy and courtesy listings are desired.
7. Create clear, concise, branded email instructions in the event that a user "forgot username/password".
8. Work cohesively with TLP's current website developer / hosting company throughout commissioned work, which has built the many layers and functional interfaces pertinent to the site's many other daily tasks.

Long-term functions:

1. Forecast required software updates
2. Open to being available if/when technical issues arise
3. Communicate professional recommendations if/when they arise that will allow TLP to offer the best-possible website experience.

Design:

1. Pages to reflect TLP's brand and seamless design to match the Wordpress portion of the site
2. Display to be compatible across a wide variety of media and devices

Section II Qualifications of selected vendor/partner

1. Capability to deliver required immediate repairs
2. Proven abilities interfacing with MLS feeds and RETS updates; and an extensive track record of implementing websites with live feeds while displaying said feeds via customized design to brand specifications
3. Proven ability to customize template software(s) to the desired brand standards
4. Capacity to recommend hosting needs for the variety of functions and transactions performed daily on tluxp.com
5. Ability to forecast future needs/upgrades and provide appropriate recommendations to TLP
6. Ability to provide necessary programming maintenance

Section III Scope of services

1. Immediate website repairs
2. Website migration
3. Implementation of all modules and interfaces, including but not limited to online vacation rental reservations; in-house vacation software; MLS feeds; RETS feeds
4. Design to seamlessly match the look and feel of the rest of the website
5. Availability for a long-term partnership with TLP, pertaining to this section

Section IV Proposal submission requirements

1. We are looking to move forward as soon as possible with this project (originally posted Monday, Sept. 23).
2. Contact Tahoe Luxury Properties by emailing Rachael@TLUXP.com and include “Drupal Consulting Project” in the subject line.
3. Please offer reasonable background as to your qualifications pertaining to the project.
4. Should you have questions, please contact Tahoe Luxury Properties at 530.584.5788.

Section VII See two addendums attached for an abridged history of activity

Thank you for considering a partnership with Tahoe Luxury Properties. Again, please do not hesitate to contact Rachael Woods at 530.584.5788 with questions or to obtain further information and details.

Tahoe Luxury Properties MLS Website Integration Proposal

January 14, 2011

Dear Bill and Laura,

Thank you for the opportunity to discuss your project and put together this proposal.

The newly redesigned iluxp.com website is intended to showcase lakefront real estate in North Lake Tahoe. Currently, the basic layout and design of the site is adequate, but the way in which the properties and property search is presented can make visitors feel confused and overwhelmed.

The goal of this project is to use [REDACTED] customizable Lake Tahoe IDX solution to create a smooth, simple interface for visitors to browse and search lakefront properties on iluxp.com.

Before the project begins, we will put together a timeline with benchmarks. We plan to develop in a non-public facing environment that you could review as we work. At each major benchmark, we plan to review and get sign-off from you before moving to the next stage. Our process begins with design, then moves to development and testing, and concludes with launch.

Please let me know if you have any questions about the development process or on the time analysis breakdown below.

Sincerely,

Project Cost Estimate

DESIGN 16 HOURS	PAGE DESIGNS (16 HOURS) <ul style="list-style-type: none"> - Search page (4 hours) <i>2nd</i> - Quick Search module to search Lakefronts and specific areas (2 hours) - Results page (4 hours) - Property Detail page (4 hours) - Featured Property page (2 hours) DESIGN REVIEW (2 HOURS) <ul style="list-style-type: none"> - Design Implementation review and quality assurance - Thorough review of site for consistency with design - Address user interface (UI) issues that arise during programming from a design perspective.
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PROGRAMMING & STYLING 15 HOURS	DESIGN TO CSS/HTML CONVERSION & UI PROGRAMMING - 10 HOURS <ul style="list-style-type: none"> - Search page - Quick search module - Results page - Property Detail page - Feature Property page (10 hours) INTEGRATION INTO EXISTING SITE - 5 HOURS
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Included 1 round of revisions (typically)

fairly firm as long as everything continues

QUALITY ASSURANCE / TESTING 5 HOURS	TESTING - 5 HOURS <ul style="list-style-type: none"> - Confirm usability - Identify and troubleshoot bugs
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INCLINE VILLAGE BOARD OF REALTORS IDX INTEGRATION ADDITIONAL INFORMATION NEEDED	<ul style="list-style-type: none"> - Integrate new data feed into existing system - Customize data, search and results
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hard variable

SUB-TOTAL 43 HOURS	<i>estimate 10% variance</i> <i>= hardly ever exceed</i>
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Recurring Costs

M&W IDX Service	
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Optional Add-ons

Pay per Click Admin and Ad Spend	
Search Engine Optimization	

www.fluxp.com Final Report

Findings & Recommendations

Introduction

Tahoe Luxury Properties, TLP, commissioned me to fix some issues on their website. During the initial investigation it was estimated that the issues could be fixed within 15 hours. After 6 hours into the first problem it became apparent that much more of the site was in need of repair than originally thought by both TLP and myself. At that time I fixed the issues I could and then came to TLP to discuss the findings.

Findings

- Images not populating on certain MLS Regions – This is a bug and an issue in the most recently available version of the software that interfaces with the MLS and is deeply integrated and ingrained into the code. Since the code is no longer supported there is no clear path to a permanent fix.
- ~~XXXXXXXXXXXX~~ – Appears to have been a team of two programmers who got together for a limited amount of time and built some websites that pushed the limits of their knowledge. There were many non-standard hacks and methods used to build this website. If you need specific examples, I can provide them however they are very technical in detail.
- dRealty IDX module is out of date and no longer supported – "dRealty IDX" is a module written for Drupal 6. Drupal is what creates the core functionality of your website, (log in's, pages, links and menus), and a module adds functionality to the core part of the site. Modules are written most often by people like me and less often by developer teams and/or companies. When dRealty was first written it was for Drupal 6. Since that time, nearly 3 years ago, Drupal has deprecated version 6 and moved on to version 7 and soon, version 8. The writer(s) of dRealty abandoned the Drupal 6 version of their code entirely. They do not offer fixes or a way for people to submit bugs. Instead, they moved on to Drupal 7. <https://drupal.org/project/drealty>
- dRealty IDX is not for production use – As stated on their webpage for this module, dRealty is not intended for production use. If you do use it on a live production, public facing website, be prepared for issues.
- Website out of date – There are many modules and Drupal core itself which are out of date, meaning there are new versions that are highly recommended because they offer security fixes. Updating these modules and Drupal core further broke dRealty IDX instead of fixing the module. Since there is no update to dRealty other than by moving to Drupal 7, there is no clear upgrade path. Migration from Drupal 6 to 7 with the number of custom pages and functionality currently built into this website is a major undertaking requiring many hours of work.
- Non-Standard methods used – The current site has non-standard implementations which further break the ability to upgrade smoothly. Ideally all changes to core

September 9, 2013

functionality of Drupal or modules should be done by creating a custom module. This was not done and so this further complicates the upgrade of the system.

Recommendations

- 1) The only recommendation I have is not what I wanted. This website needs a complete re-vamp to maintain functionality with the MLS database.
 - a) Complete upgrade to Drupal 7 and the newest version of the non-production ready dRealty IDX module – This is not my most recommended path but it is a viable option because although the dRealty IDX module is not listed as production ready, many of its features are ready and it could be a useable cheaper alternative than option B.
 - b) Commission a new company that has proven abilities interfacing the MLS and also custom website design – This could possibly be a more costly option but the most recommended. This would require finding a development company with a long proven track record of implementing websites with live feeds from the MLS RETS database and also adding further features into the site beyond just "cookie cutter" design.
 - c) Hire a Drupal Development team to do a custom implementation of the dRealty IDX module and upgrade your site to Drupal 7. You would want this team to maintain the new module integration over time, as it would surely have issues from time to time.

I really only know of one company that I could recommend to you. This is a direct competition for Blizzard, so, this puts me in a very awkward position. Although, this is in your best interest. This company has about 15 employees and a proven real estate model. They could implement any of the solutions above and may even have a better idea that I have not thought about. (They may have a Drupal 6 option.) Also, they could revamp the look of the site make it look even better.

<http://www.bluetentmarketing.com/portfolio/real-estate>

Conclusion

Bearing bad news is never fun, both for the messenger and the receiver. I regret that the situation was not more pliable and that fixing the site in a few hours is not possible. The recommendations I have given you are completely unbiased and do not benefit me in any way. If you need help taking your next step, I am will certainly be available to help you.