# FurnitureFindex.com

BUY AND SELL HOME FURNISHINGS, NEW AND ONCE LOVED



HOSTED SHOWROOMS Monetize Your Inventory!

EMBEDDED SHOWROOMS Supercharge Your Existing Website!

TOP ORGANIC SEARCH PRESENCE Google, Yahoo!, Google Shopping, etc.

#### FurnitureFindex.com



- Home page for FurnitureFindex.com
- Left-bar menu is constant throughout
- Quick Search right on home page goes directly to furniture type category
- User can select distance and/or only show items with images
- Registration benefits:
  - o Allows user to list items
  - Allows user to contact sellers
  - o Eligible for promotions or future advertising
  - o My Findex includes Watch List, Wish List and Manage Listings
- Main page has areas for banner advertising plus large link to Home Improvement and Services Directory aka The Aqua Pages as well as Showrooms
- Bottom menu mimics left bar menu and is consistent throughout the web site.

#### **About Us**



Find Furniture | Sell Furniture | Showrooms | Services Directory | Wish Lists | Room Planner | My Findex | Advertise! | About Us | Contact Us | Help Center | Log In or Register

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- Web page shows how FurnitureFindex came about
- Explains motivation, use and describes audience
- All banner ads appear here and on other pages

#### **Find Furniture**



- Main search page Advanced Find
- Allows users to fine-tune their search
- Superior, super-fast search engine permits users to search:
  - o By Item Number
  - o By Name/Keyword within Description
  - o By Specific Seller
  - o By Condition
  - o By Distance
  - o By Quality Level
  - o By Dimension
  - o By Specific Furniture Type/Subtype
  - o By Price, By Style and more

### **Advanced Find Showing Category Quantities**



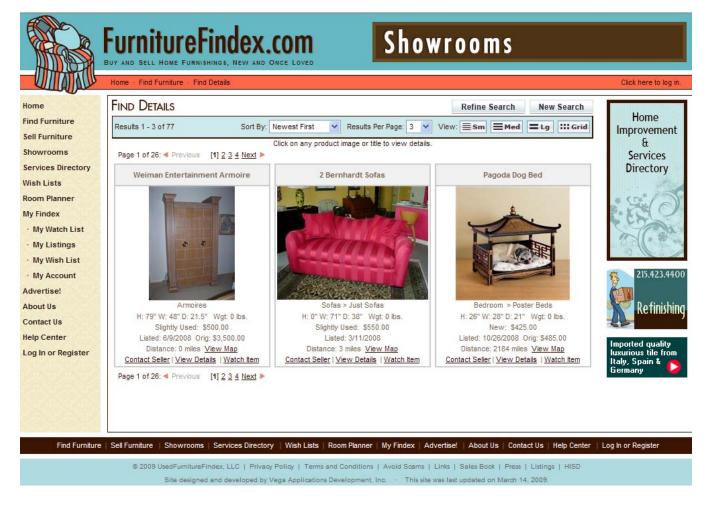
- On the Advanced Find page, click on "By Furniture Item" to see category quantities of each specific item.
- You can use the "By Sub Category" pick list after you select a Furniture Type.

#### **Advanced Find Subcategories**



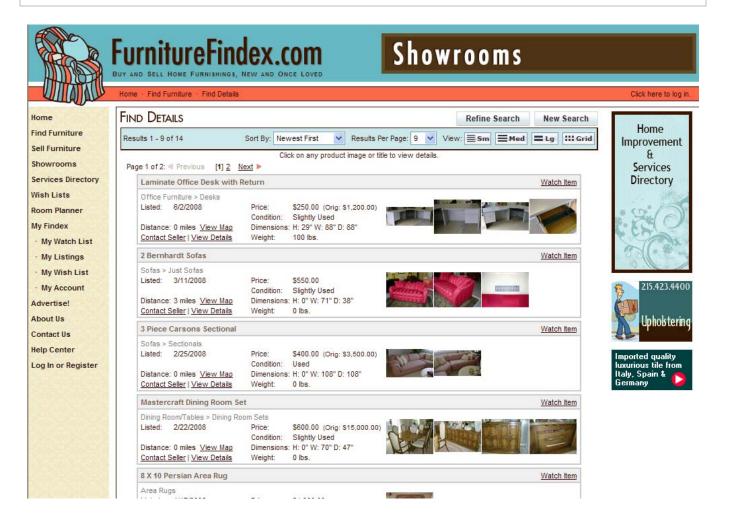
- Once you have selected a Furniture Type, you can select
  - Sub Category
  - Shape
  - Material
  - Style

#### **Grid View**



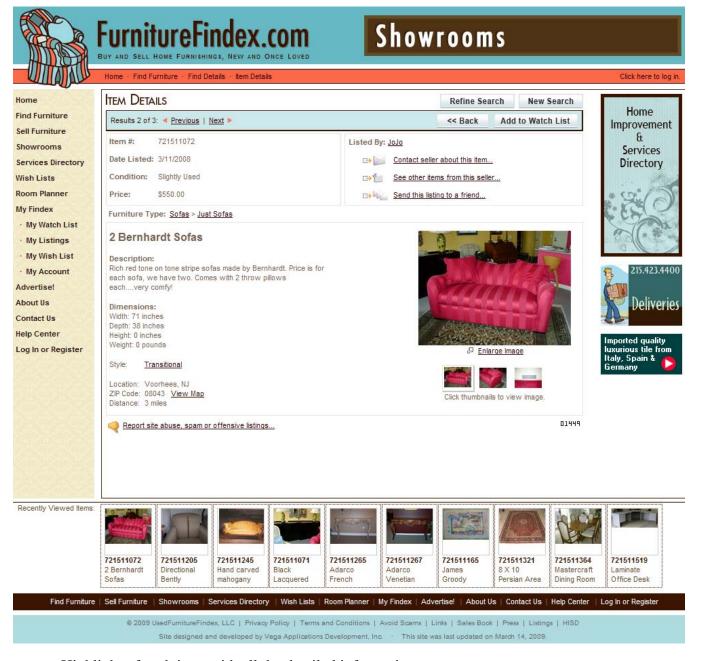
- Standard Grid View. This is the easiest to view, resembling a Monopoly card. It shows a detailed image and includes:
  - o Title
  - Category
  - o Dimensions
  - Condition
  - o Original Listing Date
  - Distance
  - o Easy access to location, details and contact seller.
- Four sort options are available
  - Sort by Newest First
  - o Sort by Oldest First
  - o Sort by Least expensive
  - o Sort by Most expensive
- The user controls the number of results to be viewed per page
- Other views are available including Mini, List and Full

#### **List View**



- Alternate viewing style in smaller list format
- Shows up to 4 images per listing
- Very compact yet allows for same ease of review: contact seller, show map and drill down to details
- Also shows Original Listing Date, Seller, Distance Price, Condition and Dimensions
- Other views include Mini view (most compact) and Full View which shows two detailed images per listing
- Web site remembers last view used as well as number of items to be listed and sort order

#### **Item Details With Recently Viewed Items**



- Highlight of each item with all the detailed information
- Shows item number, date listed, condition, asking price, original price, dimensions and up to four images
- From here, you can contact the seller, see other items listed by this seller or send this listing to a friend.
- You can select from up to four thumbnails and enlarge any of those images
- A tray along the bottom keeps track of up to ten previously viewed items and you can return directly to any of those items simply by clicking on the image.

#### **Contact Seller**



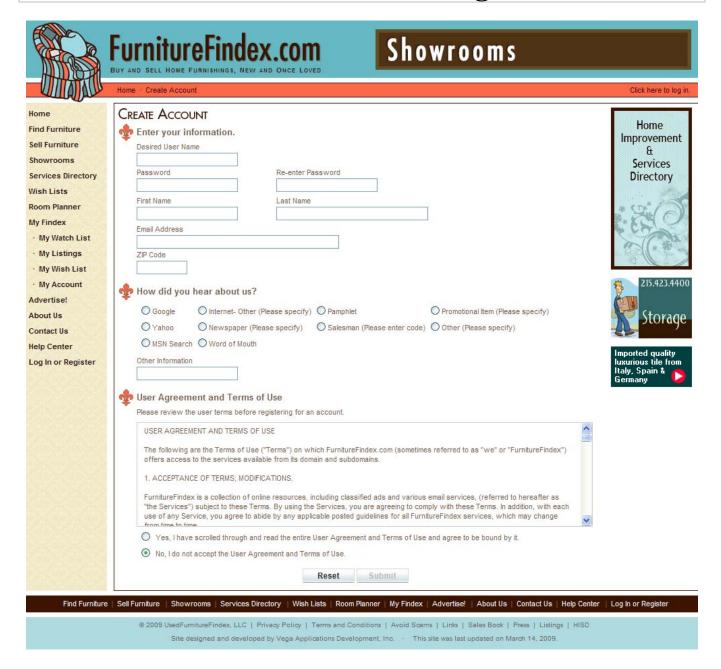
- Contact the seller here by e-mail directly
- Again, along the bottom, the system keeps track of recently viewed items. This makes it easy to return to any item that you have previously viewed.

#### Log In



- Standardized page for all logins
- Enter user name and password
- If you do not have an account, you can create one from here and register on the site.
- Login is required to post new listings and to contact seller regarding a specific item.

#### Create Account & User Agreement



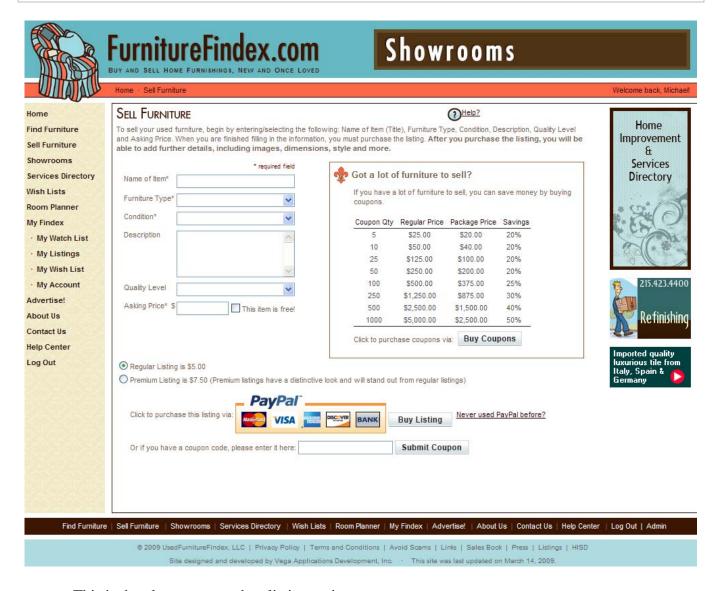
- If you do not have an account, this is the place to create one
- There is a lengthy agreement that the user must read and agree to
- Once registered, you can list items and contact sellers.

#### **Get Started Now**



- Quick introduction to the selling process
- Shows the first time user how easy it is to list an item
- If you are logged in, the web site goes directly to the Sell Furniture page
- Shows the first time user how they will pay for the listing (e.g. Paypal)
- You can login or register from here as well

#### **Sell Furniture**



- This is the place to start when listing an item
- Enter a name for your item, select a furniture type and condition
- Enter a preliminary description, quality level and asking price
- Choose regular or premium listing
- Purchase listing. You will be able to edit your item more thoroughly after purchase including uploading pictures
- If you have a coupon code, this would be where you submit your coupon code.
- You can pre-purchase a block of coupons for volume savings

#### **Manage Listing**



- Manage your listing here
- Add Sub Category, Style, Dimensions and Original Retail Value
- Direct Access to Help Center
- Upload Images
  - o Browse your files
  - Click to upload image
- Remove any images no longer needed
- You can upgrade your item to a Premium Listing here as well
- If your item is sold, you can delete remove the sold item here
- This screen also shows you how many times your item has been viewed
- You can preview how your listing will appear to others right from this screen

#### My Findex



- My Findex is your personal area for managing your Watch List, your listings, your Wish List and your account information
- Any item can be added to your Watch List from any view
- You can manage your listings from here or jump to the View All list
- You can add or manage your Wish List from here and look at replies
- You can manage your account information here including password, email and how your name appears

#### My Wish List



- My Wish List gives you a place to list items that you are looking for but cannot find on the web site
- Hopefully, someone will review the various wishes and if they have an item that fits the bill, they will list it and send you a reply
- Only items listed on FurnitureFindex.com can be used as a reply to Wish List items
- You can edit or remove a wish list item at any time right from this display.

#### Manage a Wish List Item



- This is the area where you would manage a Wish List Item.
- You create a title and select a category and subcategory for the item
- You supply as much detail as needed to describe the item you are looking for
- The next screen shows how Wish Lists appear on the web site
- To get to All Wish Lists, just click on the Wish Lists menu item

#### **All Wish Lists**



- Clicking on the Wish Lists menu item brings up a list of all Wish Lists
- If you have an item that matches the description of the desired item, you can reply by clicking on the item or the Details icon
- You can sort by Wish Title, Furniture Type or Date Listed

#### **Granting a Wish**



- Once you think you have an item that might match someone's wish, you can click on Respond to this wish
- The Grant a Wish screen allows you to enter the item number of one of your listings
- If you cannot remember the item number, the web site provides a handy picker complete with thumbnail images of your items
- If necessary, you can even create a new listing from this screen to grant the wish

#### **Room Planner**



- FurnitureFindex.com now offers the full-featured Icovia Room Planner absolutely free!
- You do not even have to be registered to use it
- You will have to register with Icovia if you wish to save floor plans or print them. There is a fee for this service.
- Click on the image to launch the Room Planner

#### The Icovia Room Planner



- Free to all users of FurnitureFindex.com. You do not need to be registered to use it
- Full-featured Room Planner
- Engineered by Icovia
- From Icovia's literature: "Icovia is a powerful online interactive room planner that allows you to plan your living spaces by arranging furniture to make sure it fits and experimenting with various layouts. Create single rooms or entire floor plans, manipulate walls and add plans, share them with others and create professional printouts of your designs. Icovia is the only space-planning tool you'll ever need."
- All features are free. However, you will have to register and pay for the ability to save and print out floor plans

# FurnitureFindex.com



# HOSTED SHOWROOMS Monetize Your Inventory!

#### **Introducing Hosted Showrooms**



Find Furniture | Sell Furniture | Showrooms | Services Directory | Wish Lists | Room Planner | My Findex | Advertise! | About Us | Contact Us | Help Center | Log Out | Admin

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#### **Hosted Showroom Features and Benefits**

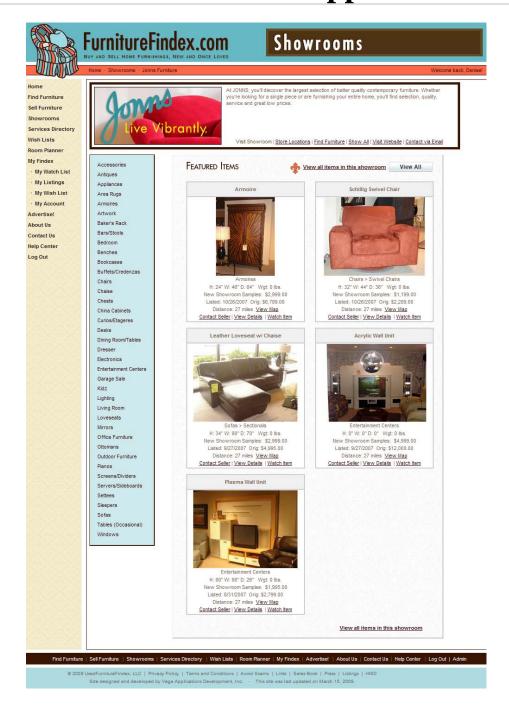
#### **FEATURES**

- Powered by our state-of-the-art search engine
- We can get high placement in Google using our mature technology to find your described item
- Mini web site branding within main site
- Employs same super search engine within your site
- Search by location of store
- Maps of location features
- Control your selected inventory and featured items linked to home web site
- Contact information
- Direct e-mail
- Forward listings to sales persons or customers
- In store tools to see and print all inventory entered
- Links to store locations, advanced find within showroom, vendor's web site and email
- Bulk loading service available
- Easy to upload and manage in-house. You need not depend upon an IT department
- Unlimited listings
- Icovia Room Planner built into web site

#### **BENEFITS**

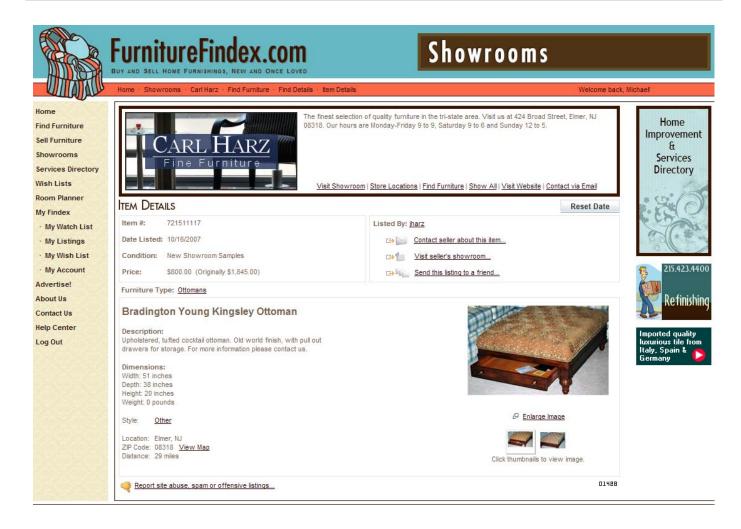
- Showcase new products
- Liquidate closeouts/clearance items
  - Floor Samples
  - Discontinued Items
  - o Damaged Items
  - Loss leaders
  - o Closeouts
- List to sell items normally never seen by sales persons or customers
- Brings the power of a furniture oriented search engine to your store
- Compliment to your web site to search and find 1 item
- National exposure
- Over 25,000 individual users per month
- High search engine placement can put your store name in Google, Yahoo!, Google Shopping and others
- One click to your website
- You can offer customers to liquidate their old furniture to purchase new

#### **Hosted Showroom Appearance**



- Branding within Showroom
- Quick search tool bar along left
- Convenient View All buttons and links

#### **Item Detail Within Hosted Showroom**



- Branding is maintained throughout all aspects of Showroom
- Convenient links supplied to
  - o Return to Showroom
  - View Store Locations
  - Jump to Advanced Find within Showroom
  - o Show all items within Showroom
  - o Visit vendor's web site
  - o Contact vendor via supplied email
- Look and feel is consistent throughout Showroom and web site
- Showroom subscriptions are for one year
- Free use of the Icovia Room Planner
- View visit counter

#### **Hosted Showroom Store Locations**



- Locations sorted by distance
- Local maps, telephone numbers and links are presented
- Easy jumps to Advanced Find, Show All, vendor web site and email

## **Hosted Showroom Contact Vendor Page**



- Branding carried down contact page
- As on other pages, easy links to Showroom, Store Locations and more
- Emails sent via web site as with regular contact seller page.

#### **Hosted Showroom Manage Your Listings**



- Easily manage all of your listings, published and unpublished
- Filter by publication status, keyword, feature or non-feature, sale items
- Easily mark as sold to remove from showroom
- Add new items right from this panel
- Make a graphical listing for sales staff to review with customers

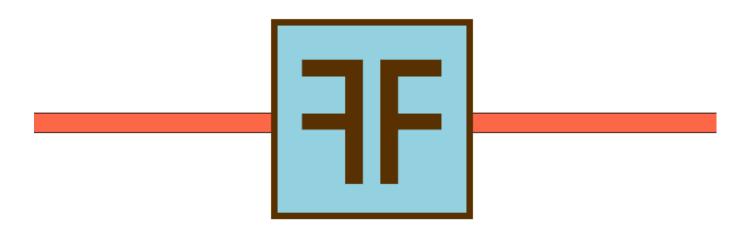
#### **Hosted Showroom Manage A Listing**



• Easily manage listing status, price, visibility, catalog number, featured item and more

# FurnitureFindex

## The Internet Answer



# EMBEDDED SHOWROOMS Supercharge Your Existing Website!

#### Your Web Site - Supercharged!

## dhc interiors

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ome About Us Product Gallery Contact Us Room Planner Search



DHC Interiors features fine furniture, original art, one-of-a-kind accessories and signature collections.

Please check our showroom for our favorite picks from Hickory White, Currey & Company, Woodbridge and other high quality manufacturers. Our prices are competitive and we offer home delivery nationwide so fine designs for your home are one click away.

See more of our collections at FurnitureFindex.com.

Copyright © 2009 DHC Interiors | Listings | This site was last updated on March 15, 2009. Site designed and developed by Vega Applications Development, Inc.

#### **Embedded Showroom Features and Benefits**

#### **FEATURES**

- All of the features of a Hosted Showroom, built right into your web site
- Seamless integration using your color scheme
- Powered by our state-of-the-art search engine
- We can get high placement in Google using our mature technology to find your described item
- Multiplies your exposure by leveraging listings in FurnitureFindex and Google Shopping to drive traffic to your web site
- Employs same super search engine within your site as within FurnitureFindex
- Control your selected inventory and featured items
- Every listing is branded by remaining embedded within your own web site
- User employs your Contact Us page
- You can forward listings to salespersons or customers
- In-house tools to see all inventory entered
- Bulk loading service available
- Easy to upload and manage, reduce your dependence upon IT department or professionals
- Unlimited listings
- A compelling marketing tool for your sales force and customers
- Icovia Room Planner can be added right to your web site

#### **BENEFITS**

- Showcase new products
- Liquidate closeouts/clearance items
  - Floor Samples
  - o Discontinued Items
  - o Damaged Items
  - o Loss leaders
  - Closeouts
- List to sell items normally never seen by sales persons or customers
- Brings the power of a furniture oriented search engine to your store
- Enhances your web site with super-sophisticated search capabilities
- National exposure
- Search engine placement can give your store name high placement in Google, Yahoo!, Google Shopping and others

### **Embedded Showroom Appearance**

Home	About L	ls Product Gal		Galle	ry Contact Us	Room Planner	Search
ADVANCED	FIND						
	listings by se		combinatio	n of Item	Number, Name/Description, Seller,	Condition, Distance, Qual	ity Level, Dimension,
By Item #	rnce, and/or :	otyle.			By Furniture Item	All	<b>~</b>
By Keyword							
By Condition	All	~					
By Quality Level	All			~	By Max Price		
By Dimension	Width	Min	in.	Max	By Style in.	All	~
	Depth		in.		in.		
	Height		in.		in.		
	Weight		lbs.		lbs.		
		Reset		Find			
Only show iter	ne with image				=		
✓ Only show iter	_		ify				

- Uses your web site as a frame
- Uses your font colors and background
- Appears as a seamless part of your web site
- Provides your web site with all the power and flexibility of FurnitureFindex.com
- Links in Google and Google Shopping take users directly to your web site
- Maintenance and support

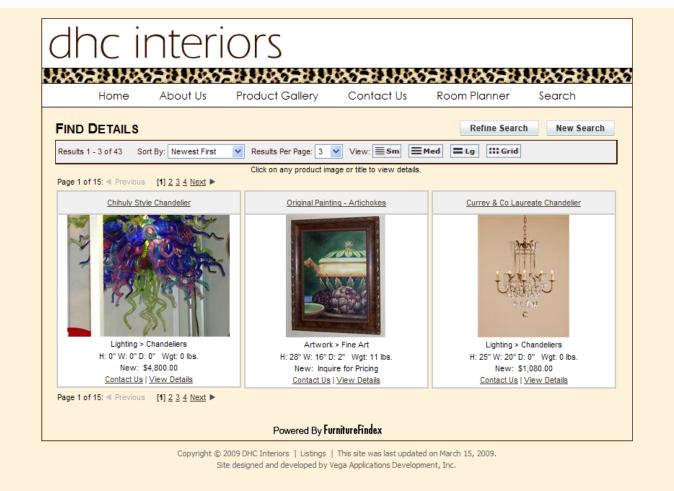
#### **Super Search Engine**

Home	About	Us Product Gal		ery	Contact Us	Room Planner	Search	
ADVANCED	FIND							
You can search our Furniture Item, Max F			comb	ination of Ite	m Number	r, Name/Description, Seller, C	Condition, Distance, Quality	Level, Dimensio
By Item #						By Furniture Item	Bedroom	~
By Keyword						By Sub Category	Day Beds	~
By Condition	Ne	New						
By Quality Level	Hig	High End				By Max Price		
By Dimension		Min		Max	٦.	By Style	Contemporary	~
	Width	120	in.	240	in.			
	Depth Height	100	in. in.	120	in.			
	Weight	24	lbs.	900	lbs.			
		200	]	300				
		Rese	t	Find				
✓ Only show item ✓ Only show item			ify					
_ ,								

Site designed and developed by Vega Applications Development, Inc.

- User can select from many types of criteria
  - o Keyword
  - o Condition
  - o Quality Level
  - o Furniture Type
  - o Subcategory
  - o Refinement within sub-category
  - o Style
  - o Dimension
  - o Restrict search to only those items that have image
  - o Restrict search to only those items that have exact dimensions specified
- The user can search broadly as well, for example, simply selecting Furniture Type
- Superfast search engine is easy to use and enjoyable

#### **Results of Search Within Embedded Showroom**

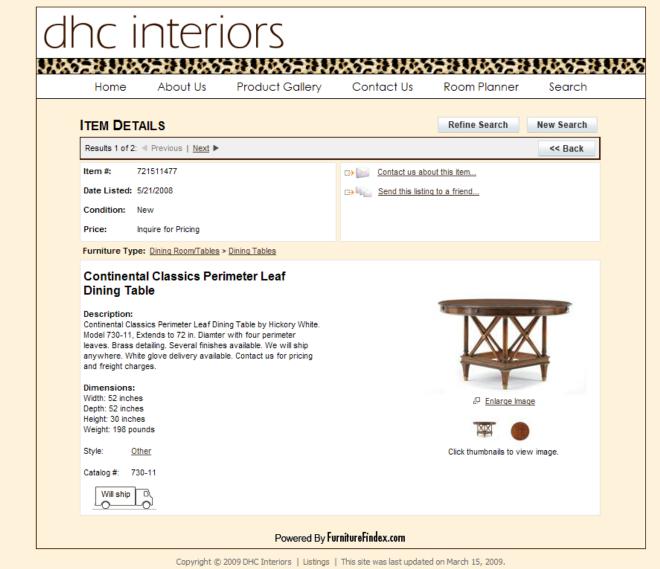


- Provides same user presentation as within Furniture

Frame auto-expands to encompass user preferences

- o User sort by Newest First, Oldest First, Most Expensive, Least Expensive
- o User controls number of items shown on a page
- o User controls presentation style (small list, medium list, large list or grid view)
- o One click to Item Detail
- o Contact Seller directly with item number
- User can refine search or start fresh search right from this page

#### **Item Detail Within Embedded Showroom**



Site designed and developed by Vega Applications Development, Inc.

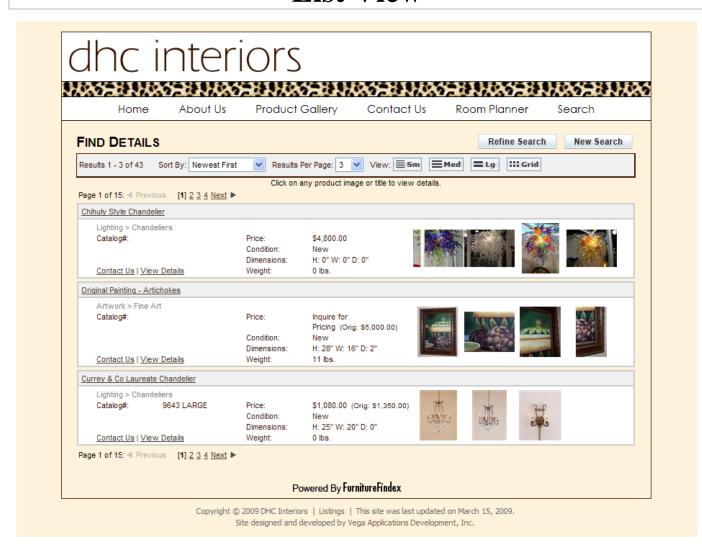
- Branding is maintained by embedding within your own web site
- Convenient links supplied to
  - o Refine Search
  - o Start New Search
  - o Step through items within result set
  - o Contact vendor regarding this item
- Thumbnail and zoom on up to 4 images
- Includes catalog number
- Choose "Will Ship"
- You can show the price or display "Inquire for Pricing"

#### **Previously Viewed Items**



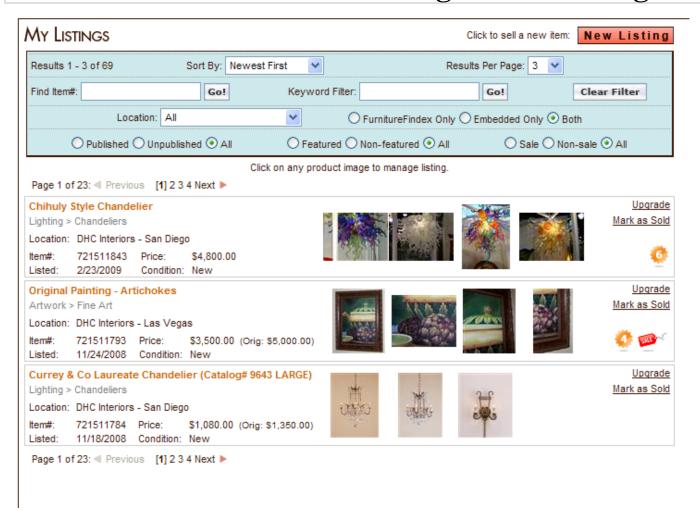
- Embedded showroom keeps track of previously viewed items (up to 9)
- One click takes the user back to a specific, previously viewed item

#### **List View**



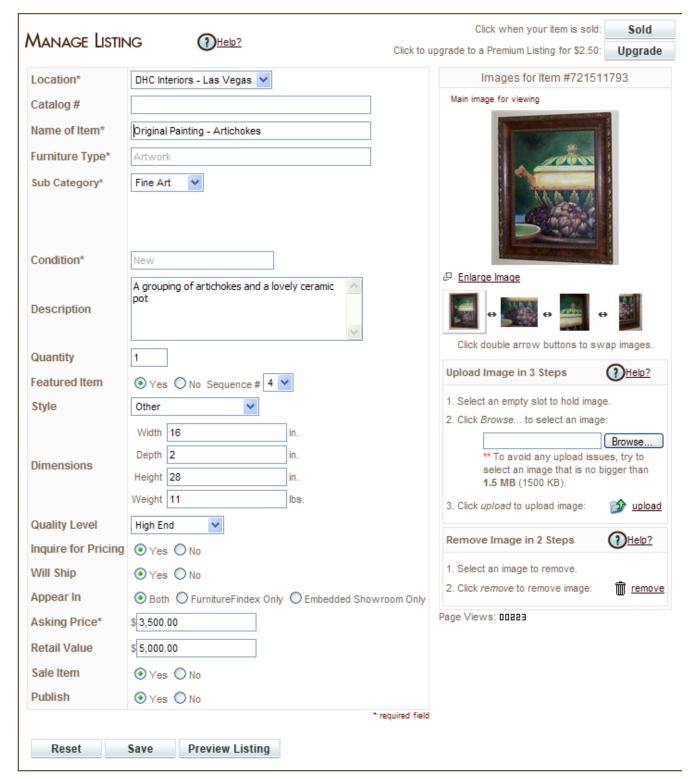
- Lets user quickly see how many images are available for a given item
- Large view shows larger pictures, same as grid view

#### **Embedded Showroom Manage Your Listings**



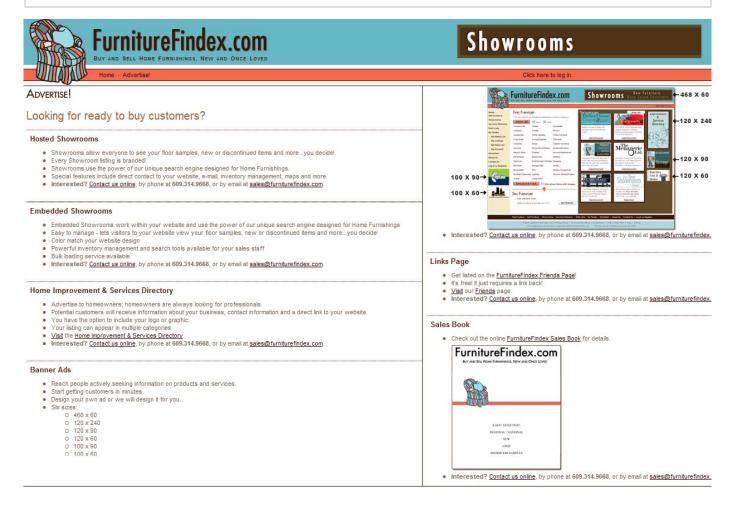
- Easily manage all of your listings, published and unpublished
- Filter by publication status, keyword, feature or non-feature, sale items
- Look at items only in Embedded Showroom, Hosted Showroom or both
- Easily mark as sold to remove from showroom
- Add new items right from this panel
- Make a graphical listing for sales staff to review with customers

#### **Embedded Showroom Manage a Listing**



• Easily manage listing status, price, visibility, catalog number, featured item and more

#### Advertise!



- Five levels of advertising
  - Hosted Showrooms
  - o Embedded Showrooms
  - o Home Improvement and Services Directory
  - o Banner Advertising
  - o Reciprocal Links with other web sites

#### **Home Improvement & Services Directory**



- Future Advertising area for e-commerce
- Get leads from homeowners. Home owners are always looking for professionals
- Potential customers receive information from your business, contact information, and have direct access to your website
- Write your own contact information to be matched to a homeowner in your area looking for your expertise.
- We provide this best support system in every homeowner's world
- We can include business logos or graphics as an upgrade to your listing
- You can have multiple listings

#### **Banner Ad Examples**



- Choose your banner ad size and placement
- Rates depend upon placement
- Ads can be purchased for three months, six months or one year

#### **Contact Us Page**



- This page will provide an area for users to contact us
- There is a web form, contact information,
- In the future, there will be maps and other methods of reaching the home office
- Email should be sufficient to handle most inquiries.