Dear members of the RED

You may have realized that we are making several major changes to the RED, these changes are aimed at achieving the following:

1. **CHOICE:** We want to make it easy for a potential buyer/tenant to make a quick choice while viewing listing, we have thus increased the size of the listing images and also added “inset images” or thumbnail snap shots that can be clicked in order to zoom while viewing all the listing.

2. **REFERRALS:** Increasing referrals is now a very important part of the RED strategy, we thus want to make it easy for a visitor to refer/share a property with a friend, we have enhanced the Facebook sharing mechanism and we have also added a “Send 2 friend” button on the listing page, we hope that this will make the sharing buttons more prominent and will increase referrals to potential buyers.

3. **NAVIGATION:** We have made changes to ensure that its easier and faster for a visitor to navigate through all the images for each property, to achieve this we have modified the way a visitor can view or navigate property images, we are now using a scroll bar with “fast image loading technology” and snap zoom, and also each of the images now has captions or category this will greatly helped to properly organize all the property images.

4. **VISIBILITY:** It now easy for a potential tenant/buyer to see all details concerning each property, we have implemented different shades/sizes of text and backgrounds in order to highlight the most important details of each property, we have also used some bright colors in order to capture a visitors attention so as to take necessary action.

5. **TRUST:** We have added some features that are intended to increase trust for all our members in order to build confidence for buyers, to achieve this we have added a “Trusted agents ribbon” among other features.

We are still making a lot more changes, however if you have any comments or suggestions that can help to increase property sales then please feel free to post your comment right away to let us know so that we can incorporate such changes.