



**LE RÉSEAU DE CRÉATION
ET D'ACCOMPAGNEMENT PÉDAGOGIQUES**

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BREVET DE TECHNICIEN SUPÉRIEUR
PROFESSIONS IMMOBILIERES

ÉPREUVE E 2 : ANGLAIS

SESSION 2014

Durée : 2 heures

Coefficient : 2

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IMPORTANT

**Ce sujet comporte 3 pages numérotées de 1/3 à 3/3
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Making Web Sites Completely Addictive

Recognizing that it's no longer enough just to present real estate listings based on price, location and the number of bedrooms, many New York brokerage firms are redesigning their Web sites as glossy one-stop shops with new tools to help guide buyers and sellers through the deal.

- 5 Pages with eye-catching full-screen photos that translate well to iPads and other mobile devices are now de rigueur. On many sites, video walk-throughs of apartments are on the way out. They have made way for tours of neighborhoods and advice pieces on everything from timing the sale of a home to deciding whether it's better to buy or rent. Sites are also providing more comprehensive searches that
10 make it easier for buyers to sort through new offerings and connect with agents through social media.

The idea is to give potential clients a reason to cleave to a particular site rather than shop the competition. After all, with apartment data made ubiquitous by sites like *Trulia*, *Zillow*, *NYTimes.com* and more, brokerage firms can no longer rely on listings
15 alone. And while agents are still featured prominently on most sites, they have generally been recast as neighborhood specialists as opposed to the listing gatekeepers they once were.

Online consultants say that what is happening to online brokerage firms is not unlike what happened to brick-and-mortar travel agencies. "Once all flights were made
20 available on *Expedia*, *Travelocity* and *Kayak*, what's the travel agent's unique value proposition?" said Marc Davison, a founder of *1000Watt Design*, a creative digital agency for real estate in Portland, Oregon. "Real estate brokers are grappling with that same problem. What compels you to come to my site, what else can I offer?"

In November *Corcoran.com* unveiled a new site with streamlined searches designed
25 to uncover a smaller but more relevant number of listings based on what the consumer is looking for. Visitors to the site still select a neighborhood, a price range and a number of bedrooms and baths. But it now offers all results on one page and has turned its agent search into something of a matchmaking service, allowing customers to look up agents not just by the properties they represent, but by the
30 languages they speak, hobbies or other interests. Signing in with *Facebook* or *LinkedIn* will turn up a list of agents who may be known to your friends or contacts.

Consumers can also use keywords to search apartment listings and agents. Want a
35 view of the Chrysler building? A recent search produced more than 300 listings. You could even search for the word "sexy," just to make sure all your expectations were met. Such a search turned up 75 results.

Michelle Higgins, The New York Times, January 31, 2013

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I. COMPREHENSION

10 points

Après avoir lu attentivement l'article suivant, vous en dégagerez les idées essentielles, **en français**.

II. EXPRESSION

10 points

Vous traiterez **en anglais** le sujet suivant
(rédiger votre réponse en 200 mots +/- 10%) :

You are Jules Lamarche, a young real-estate broker having recently opened your agency in France.

Your region is very attractive to British buyers, but there is a sharp competition between local real-estate agencies to attract British clients.

In order to gain a competitive edge you decide to write an article in a newspaper for British expats to explain what more your agency has to offer.