



REAL ESTATE INTERNET MARKETING
“Making it Big in a Slow Market”
White Paper
Fall 2007

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Personal Letter from the President

Dear REALTOR®

After a decade of unprecedented growth and prosperity in the residential real estate sector, the industry now faces one of the deepest downturns since 1991.

Whether you are a top producer or newly licensed real estate professional, harder times are here and may be here for a while.

As a practicing REALTOR®, I firmly believe that the fundamental nature of your business has changed and that technology and the Internet has transformed the flow of information, and redefined what it really takes to be a successful REALTOR® in both good times and bad.

I hope you find this document on Real Estate Internet Marketing useful and informative.

Regards,

William Afong

President
iHOUSE Web Solutions



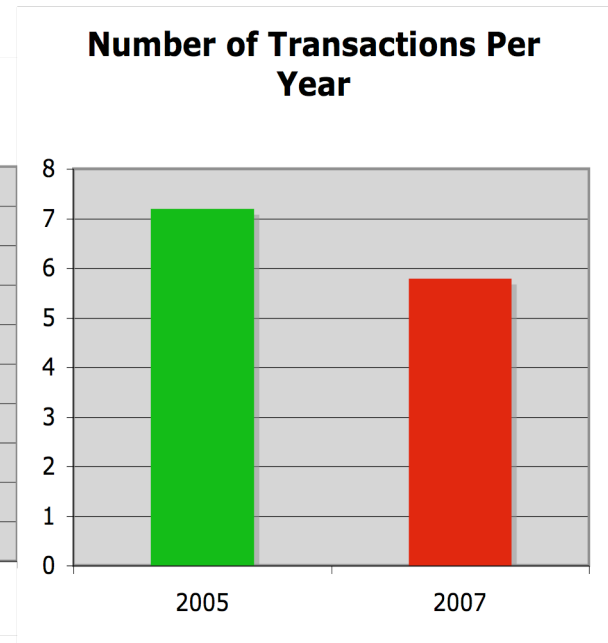
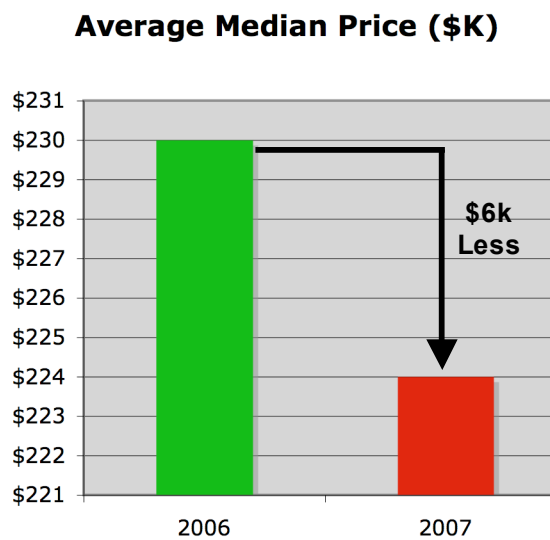
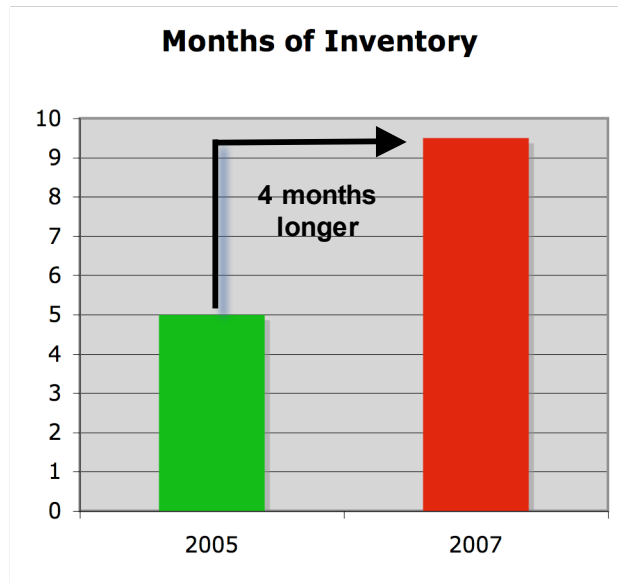
Objectives of this White Paper

- Describe the turmoil facing the industry and you as REALTORS®
- Explain how technology and the Internet is transforming the Real Estate landscape
- Tell you what it takes to be great at **Real Estate Internet Marketing**



You and Your Industry are Facing Extreme Pressures

A few key data points show the challenges REALTORS® are facing in today's market.

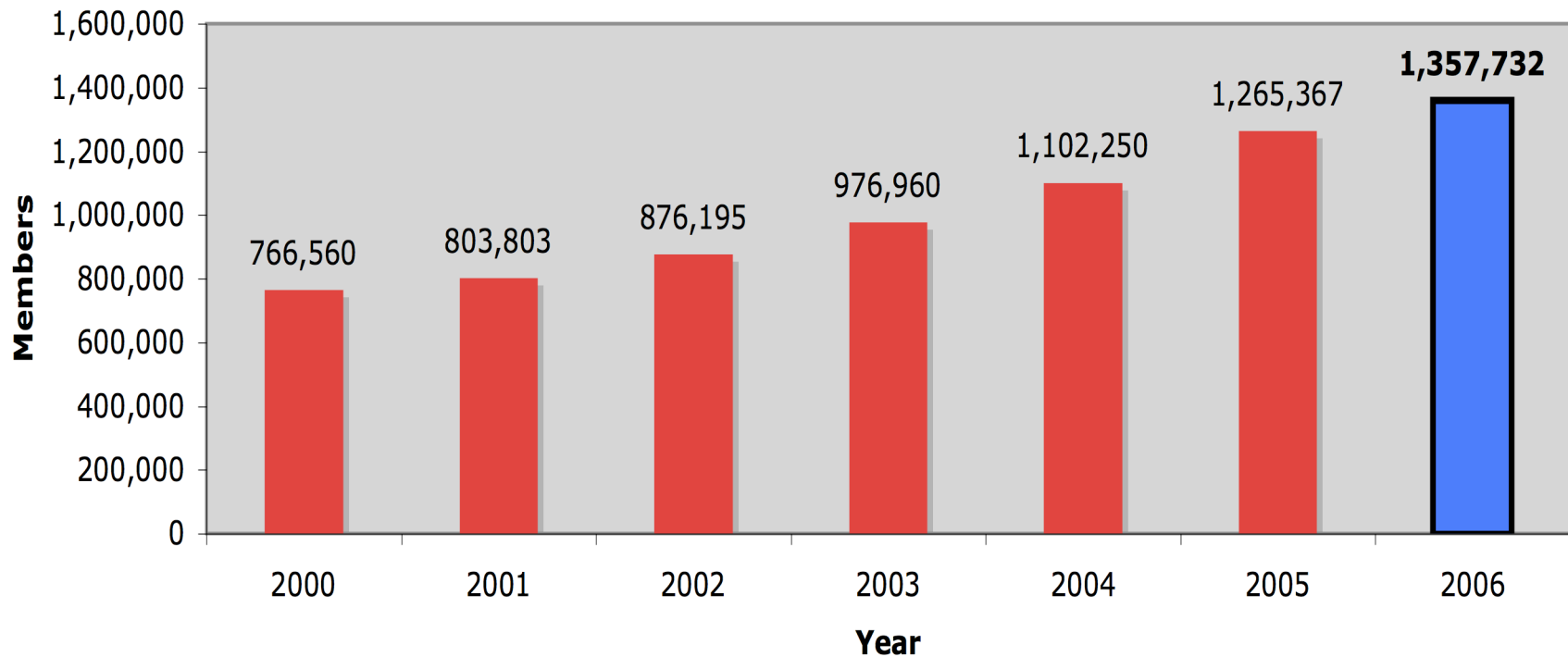


Source: Industry Analysis, National Association of REALTORS®



In Addition, Number of Realtors and Competition has Increased Dramatically

NAR Member Growth



Source: National Association of REALTORS®



For Many of You, Difficult Career Choices are Looming

Which Profile is You?

I am barely making a living as a Realtor



Should I just quit and find another career?

I am doing OK, but this job just got a lot harder



What do I need to do differently to make this job easier?

I am doing pretty well, but I'm interested in new tools



How do I defend my position? What's the latest technology?

We can't answer these vital questions fully, but we firmly believe that understanding the role of technology in your business will yield some answers.



Real Estate is Not Just Going Through a Downturn - Technology Has Changed It **FOREVER!!**

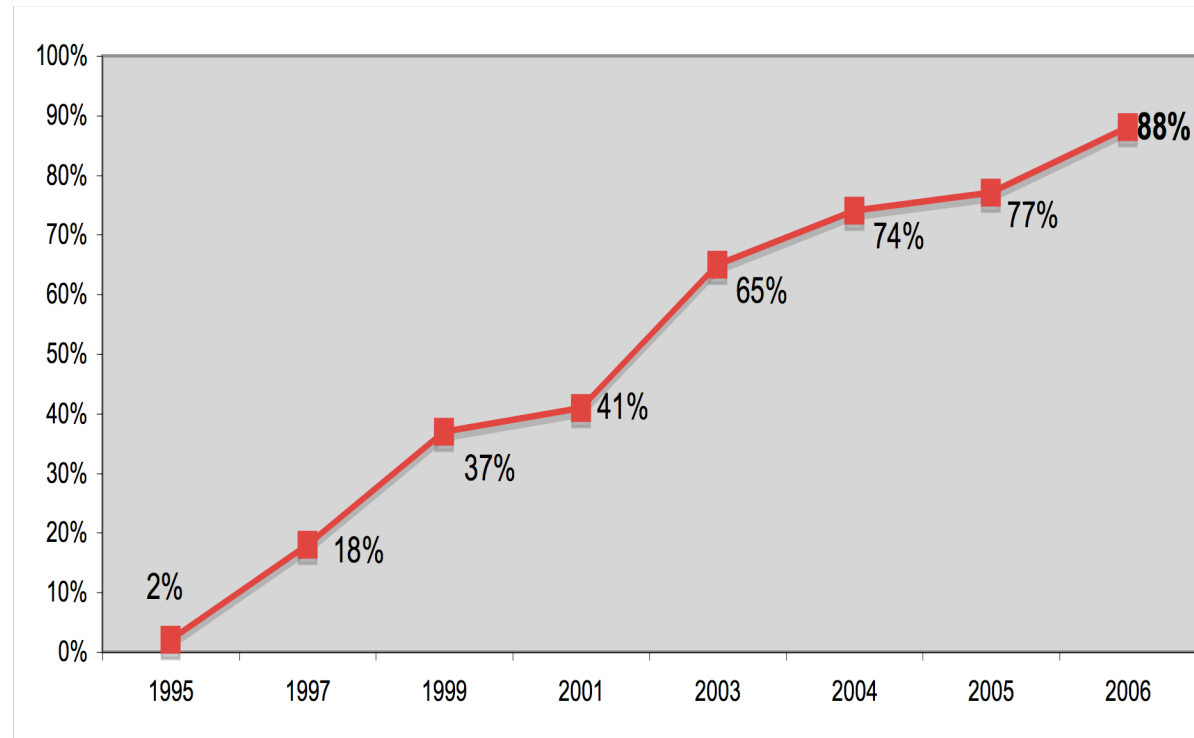
- Technology is pretty much everywhere, especially in the hands of your customers, who are likely to be **more tech savvy than you.**
- The Internet has completely changed how real estate information is gathered and your relationship with clients
- In order to be successful, **new Internet Marketing skills are needed NOW!**



Your Clients are Pretty Much Doing **EVERYTHING** On the Internet

Nearly **90% of Homebuyers AND Sellers** are actively searching on-line

- **82%** have high speed Internet access at home
- **94%** of the population have high speed access through their workplace
- Buyers and sellers are increasingly **finding their agents on-line**

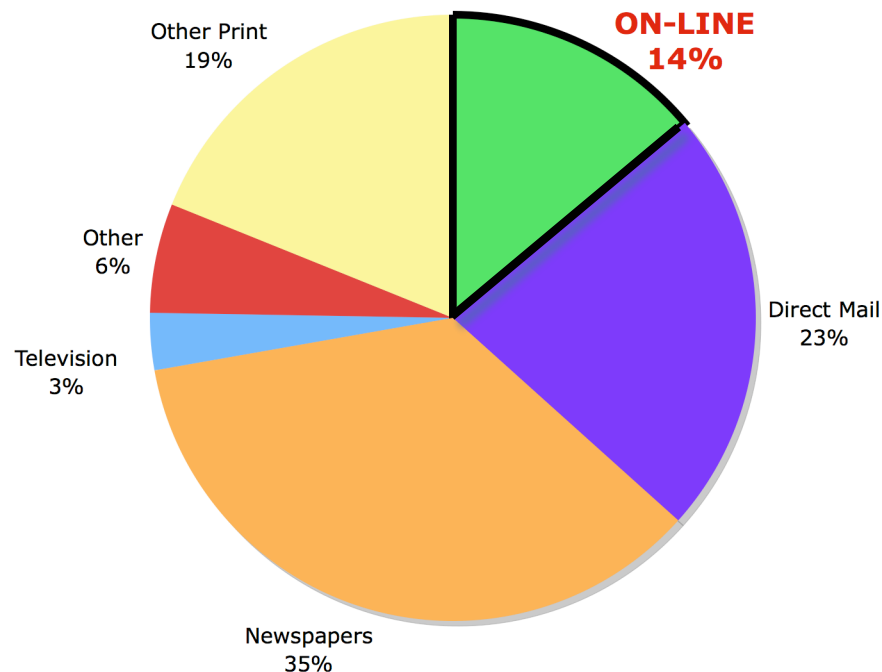


Source: National Association of REALTORS®



Yet, Current Marketing Spend by REALTORS® is Still Mostly Off-line

Marketing Dollars Spent By Real Estate Agents



- Where are you spending your precious marketing dollars?
- Are you spending dollars in unproductive media e.g newspapers, direct mail?
- **DO YOU EVEN HAVE AN ON-LINE MARKETING PLAN?**

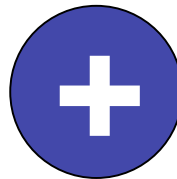
Source: National Association of REALTORS®



In Today's World, What Does it Take to be a Successful REALTOR® ?

BEFORE

- Time management and organizational skills
- Sales skills
- Good mentor
- Time (years) to build a list of contacts
- **HARD WORK!**



TODAY

- Some technical skills
- Ability to generate and capture leads automatically
- Respond immediately to inquiries
- **INTERNET MARKETING SKILLS**



Good Marketing - What it Absolutely Isn't

Ask yourself: **“Where would I start looking for a home?”** Your answer to that question is where you should be investing your marketing dollars!



Direct Mail: Expensive with Minimal Results



Yard Signs & Classified Ads: These are an improvement, but you can do so much better!



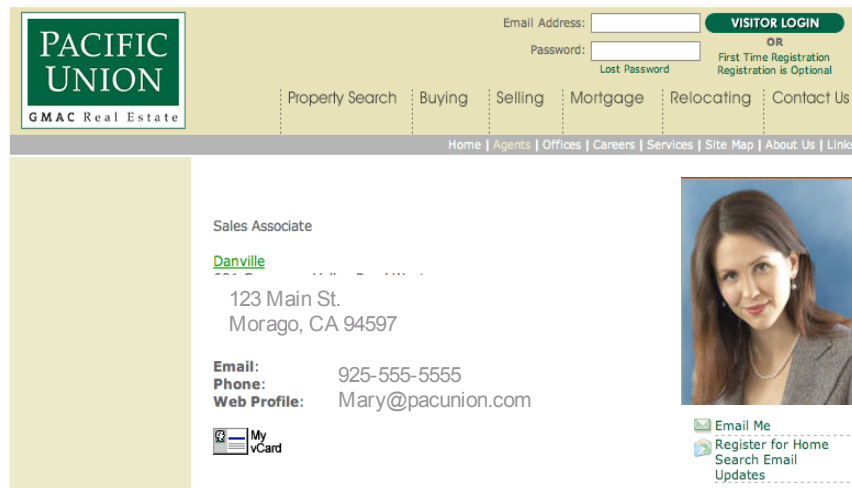
Great Internet Marketing - **FIVE Must Haves**

1. A **website system** to capture large numbers of homebuyer leads and respond instantly
 2. A Toll-free **phone system** that generates qualified leads 24/7, and allows you to reply immediately
 3. An approach whereby **clients find you**
 4. A proven method to impress sellers and **win more listings**
 5. An automated **process to stay in touch** with all your contacts
-

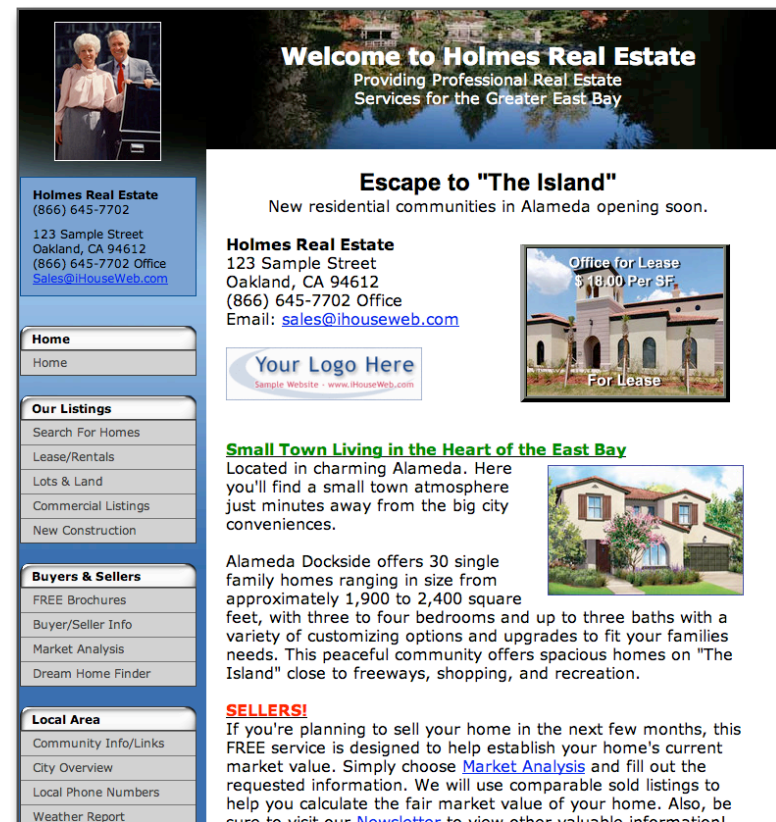


To Capture Online Leads You Must Have a (Real) Personal Website, Not Merely a Profile Page

This is NOT a Real Personal Website
www.janedoe.broker.com



Example Personal Website
www.janedoe.com



iHOUSE Websites

Take a Free Test Drive

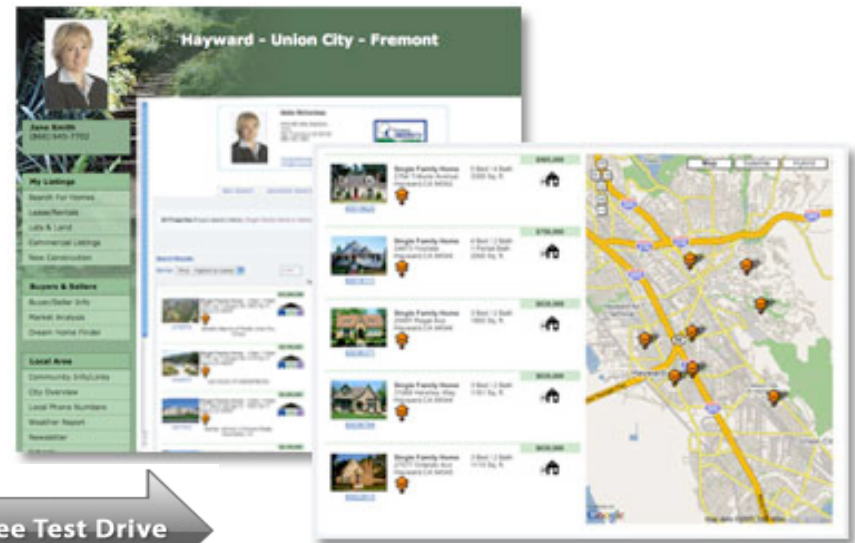


Your Website Must Provide a Solution that All Homebuyers Visitors Need - an Ability to Search for Listings On-line



IDXPro Branded MLS Search

BRANDED MLS search which allows visitors to search for listings **without leaving your website so you capture the lead. Don't lose another visitor to a generic MLS search!**




Take a Free Test Drive





An IDX Solution Provides Fantastic Ways to Capture Leads

Check "Send Me Updates" and receive daily email notifications of new and updated listings that match your criteria!

Send Me Updates: ☐ Name Your Search:


[View Listing](#)


[View Listing](#)


[View Listing](#)

← Allow homebuyers to receive automatic email updates about new listings that match their search criteria, AND notifies you automatically and simultaneously!

Sort list by: Search By Email:

Status	First Name	Last Name	Phone	E-mail	Last Visit	Agent	
	Jane	Smith	789-789-8777	janesmith@yahoo.com	8/10 10:54	Katie McCanless	Details
	John	Smith	789-789-8900	johnsmith@hotmail.com	8/10 10:52	Katie McCanless	Details
	Katie	McCanless	890-800-7899	ktamac15@hotmail.com	8/10 10:50	Katie McCanless	Details

Allow users to customize their search. Keep visitors coming back by helping them **Save Searches and Listings**

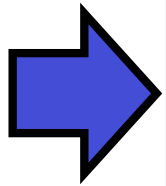
Know WHO, WHAT and WHEN someone is searching





Great Internet Marketing - **FIVE Must Haves**

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2. Toll-free **phone system that generates qualified leads 24/7, and allows you to reply immediately**

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4. A proven method to impress sellers and win more listings

5. An automated process to stay in touch with all your contacts



There is Now a **NEW** Way to Capture Leads - the Boring Telephone!

How would you like to:

- Provide recorded listing information 24/7 and save yourself some time

AND:

- Capture their **phone number and name** (*even if they have caller ID blocking!*)
- Receive **instant alerts** by email, text message and/or phone of every call. Return the call while **the lead is hot!**
- **Never miss a call**, wherever you are, with “Find Me, Follow Me” call forwarding technology
- **Track effectiveness** of where you spend your ad dollars
- Allow callers to receive a **faxed flyer** while they are on the phone

ConnecTel Real Estate Listing Hotline

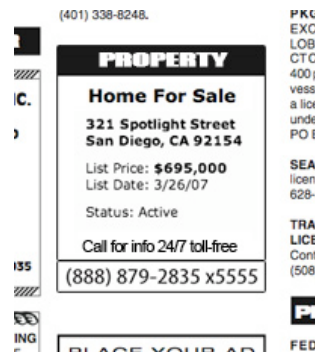
Take a Free Test Drive



This is How a Lead Capture Phone System Works

Free Test Drive | ▶

Include Your Listing Hotline Number in Ads



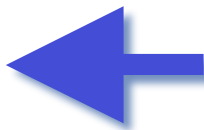
Homebuyers call in to listen to the property description



Agent gets **ALERTED** of the lead **INSTANTLY** via:



Alerts include **PHONE NUMBER, NAME, ADDRESS** listing code, ad source, and time.



Homebuyer options after listening:

1. **Connect Directly to Agent** (wherever you are!)
2. Leave a **Voicemail**
3. Request a **Faxed Flyer**
4. Hang Up



New Click-to-Talk Technology on Your Website Will Increase the Number of Calls and Leads You Receive

Place a Click-to-Talk Button on Your Website and even Email



Insert this button anywhere online, on your site, your email signature, and more - let your **visitors connect to you NOW!**

Visitor types in phone number and are connected to your phone instantly

The Century 21 logo is at the top of the form, featuring the text 'Century 21' with a yellow house icon above the '21'.
A small photo of a smiling man in a dark shirt is on the left side of the form.

Talk With Me Soon!
Thank you for your interest. I'm sorry I'm r

Name

10-Digit Phone Number

Extension

Email

CALL ME ASAP!

Thank You!

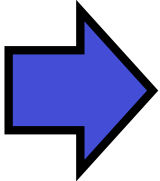
Why Does Click-to-Talk Work?



- 3x more people would **prefer to click** than pick up the phone and dial
- You should **put Click-toTalk anywhere** you are on-line - even on your e-mails!
- **Never miss a call** wherever you are and capture the contact info
- Send pages right to your caller's computer screen
- It's new technology and **WAY COOL!**

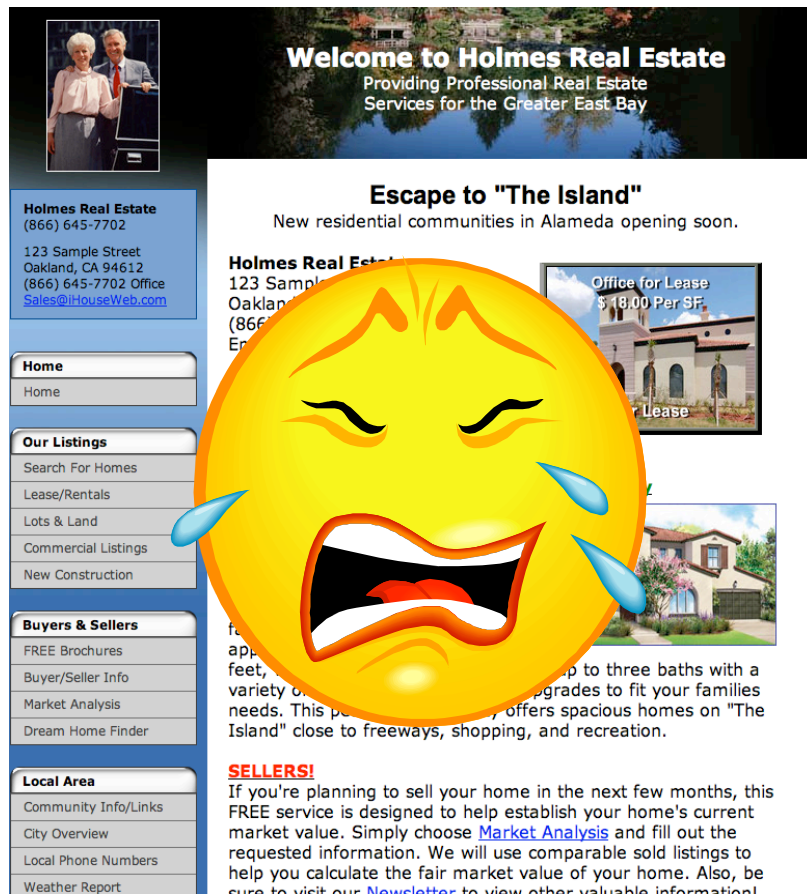


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2. Toll-free phone system that generates qualified leads 24/7, and allows you to reply immediately
-  3. **An approach whereby clients find you**
4. A proven method to impress sellers and win more listings
5. An automated process to stay in touch with all your contacts



What if You Had a Website and No One Came to Visit?



“If I get a website I’ll be rich tomorrow!”

The truth is that it isn’t so. Having a personal website is a good first step. You also have to:

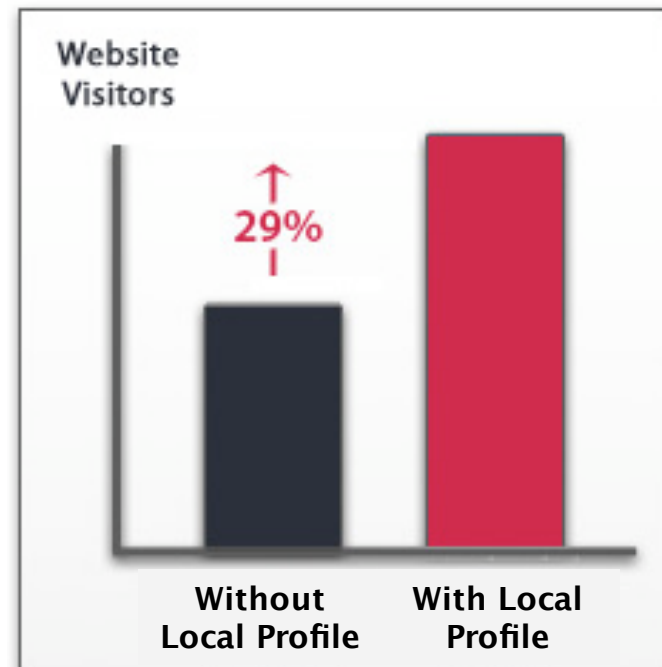
- Capture your visitor’s contact information
- Provide them with accurate listing information
- Deliver good client service with timely follow-up
- **DRIVE TRAFFIC TO YOUR WEBSITE**



Real Estate is a Local Business and You Need **LOCAL** Exposure

Being found in local real estate
directories...

...can result in many more
visitors to your website!





Expose and Sell Your Listings Faster by Submitting to Popular Free Real Estate Portals

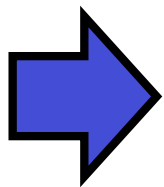
**You need to find services which allow you to submit listings
to these portals with just a few clicks!**





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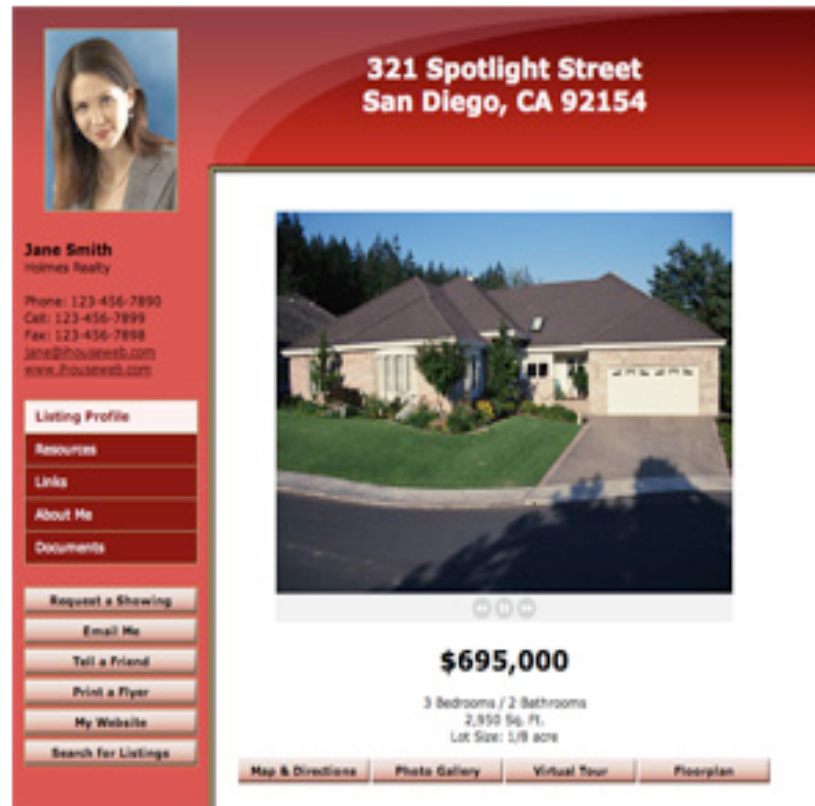


4. A proven method to **impress sellers and **win more listings****

5. An automated process to stay in touch with all your contacts



You need to **WOW Sellers** with a Single Property Website



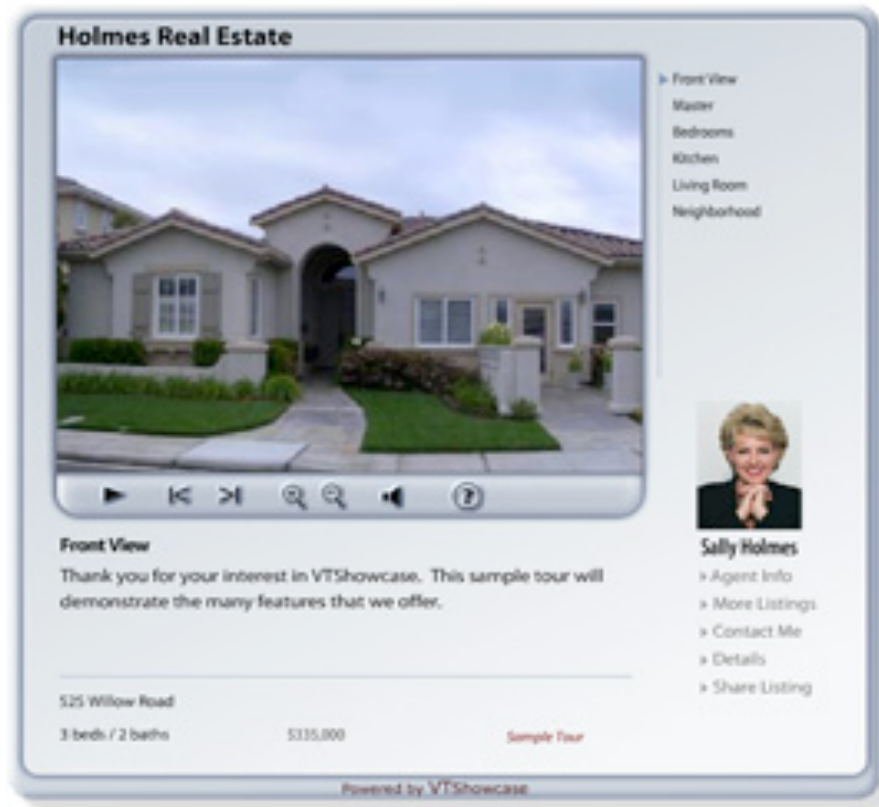
- An entire website dedicated to selling their home
 - ✓ Unique domain name
 - ✓ Unlimited photo gallery
 - ✓ Local area info
 - ✓ Numerous methods to contact you, the agent

Spotlight Single Property Websites

Take a Free Test Drive



Alternatively, Highlight Your Listing with a Virtual Tour



- Unlimited photos
- Include 360° panoramic images
- Ability to record audio to personalize your tour
- **Listings with a Virtual Tour are viewed 3x more often than those without!**

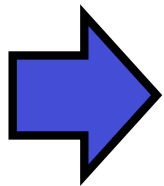
VTShowcase Virtual Tours

Take a Free Test Drive



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- 5. An automated process to stay in touch with all your contacts**



Building and Staying in Touch With Your Contacts is **VITAL**

Key sources of new business are:

- Happy previous clients - buyers and sellers
- Friends and relatives of happy previous clients
- Basically, **ANYONE** who you have ever met and have a relationship with!



**But How Can You Do It (Almost)
Automatically?**

If you have 75 contacts in your database and keep in contact with them, you should expect that group to yield one transaction per year.

- NAR Survey



The ONLY Cost-effective Way is with an E-mail Marketing Machine

E-mail software allows you to send:

Listing Flyers



Adam Jones
adam@mywebsite.com
Jones Realty
2498 A Street
Hayward, CA 94545
866-645-7702
Visit my website at:
<http://www.MyWebsite.com>

[Click Here For More Details](#)

**3545 University Avenue
San Diego, CA 92113**
Available Date : 04/01/2006
Type : Single Family House
Status : Sale Pending
Stories : 2 Story House
Heating : Gas Forced Air
Basement : No
Washer/Dryer : Garage Area
Year Built : 1966
Cooling : N/A
Deck/Patio : Huge Patio, Party Area, Pool
Landscaping : New and Attractive
Fireplaces : Wood Burning
Water Heat : Gas
Kitchen Area : Great Remodel Cherry
Cabinets, Granite, etc.
Rear Yard : Swimming Pool, Party Area

Homebuyer Tips



Dear Michael Thomas,

Are you searching for a home?

The Internet can be a great place to start looking for the perfect home, but sometimes it can be overwhelming! Visit my site at <http://www.MyWebsite.com>; and I can assure you all your needs will be met.

You'll find mortgage information and special links for the answers you need, and to start planning for that important financial investment in your future. Try my mortgage calculator to determine what your payments might be, or just review some current articles on the topic.

You can research school information within the area(s) you desire, or view community web pages, or obtain local phone numbers for other activities.

I have an entire section dedicated specifically to buyers, full of answers to the questions you may have about purchasing a new home. I hope you find my site informative and helpful. If you have any questions while on my site, feel free to use any of the online forms to contact me and I will respond as soon as possible.

If you have any immediate questions, feel free to contact me at 866-645-7702, or adam@MyWebsite.com.

I look forward to helping you find your dream home!

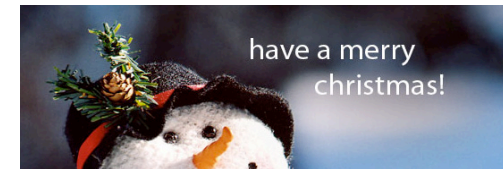
Best regards,
Adam Jones

Your Neighborhood Realtor



Adam Jones
adam@MyWebsite.com
Jones Realty
2498 A Street
Hayward, CA 94545
866-645-7702
Visit my site at:
<http://www.MyWebsite.com>

Seasonal Greetings



Dear Michael Thomas,

Are you looking for real estate information?

Check out my website at <http://www.jones-realty.com>.

You'll find information on all different topics, including local schools, community information and links, local phone numbers, and much more.

Whether you want to relocate, or need information on the latest trends in the real estate market, visit my website and you'll find just what you're looking for! If you don't find what you're looking for, feel free to contact me at 510-487-5971, or adam@jones-realty.com and I'll deliver the answers that you need.

Looking forward to helping you with your real estate needs!

Best regards,
Adam Jones

Your Neighborhood Realtor



Adam Jones
adam@jones-realty.com
Jones Realty
2498 A Street
Hayward, CA 94545
510-487-5971
510-487-5973
<http://www.jones-realty.com>

In just a few clicks!

MarketReach Real
Estate Email Marketing

Take a Free Test Drive

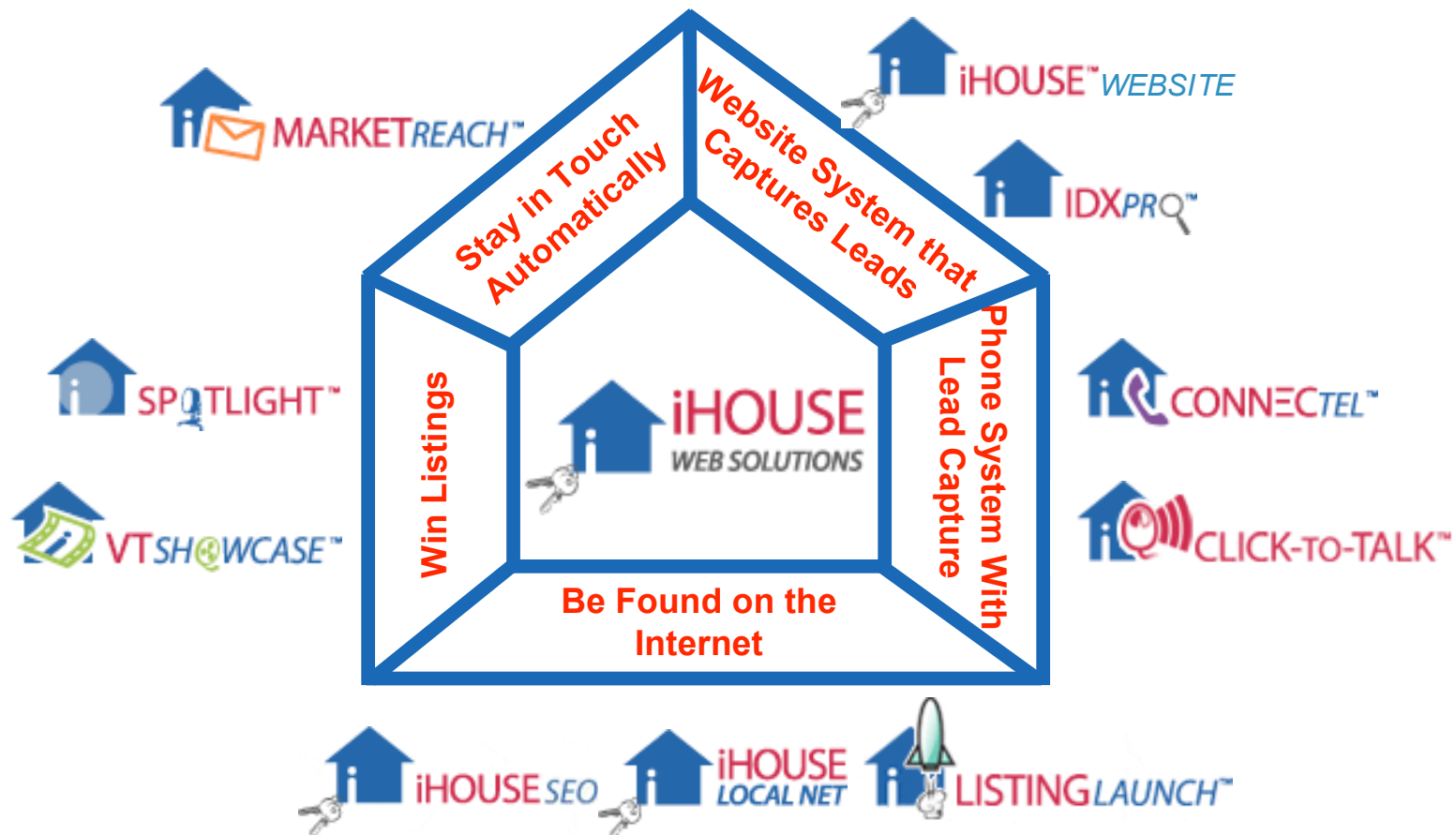


Six Items to Consider when Evaluating Technology Vendors

1. **Product Features:** Do the products fundamentally work in generating leads?
 2. **Product Line-up:** Do they have all the products you will need? Do they work seamlessly with each other?
 3. **Ease-of-Use:** Are products easy to use? Do you need to be a techy to make them work?
 4. **Customer Service:** Does vendor have 7 day a week phone and email service? Will they just forget you after you purchase?
 5. **IT Platform:** Do they have a bulletproof platform that will never go down?
 6. **Value:** Do they provide great value for your hard-earned dollars?
-



At iHOUSE, We Have **ALL** the Internet Marketing Tools You Need





Take a **FREE**, No Obligation, Test Drive of ANY of Our Products



Go To: www.ihouseweb.com

Find out how iHOUSE products have taken **35,000 agents'** business to the next level