



## Making A Difference In 90 Days



# Use The Web To Attract Clients

The Internet is the 800-pound gorilla in the real estate room. More people interested in buying or selling real estate rely on the web first, and more often, for information than any other method. An increasingly distant second-place: yard signs.

How do you, and how does your broker, use the web to attract clients? Asking a broker about his or her programs to attract and capture web prospects, or about how they use web leads, will be important during affiliation interviews.



## Own Your Own Domain Name



Image: Clipart.com

2



## Own Your Own Website

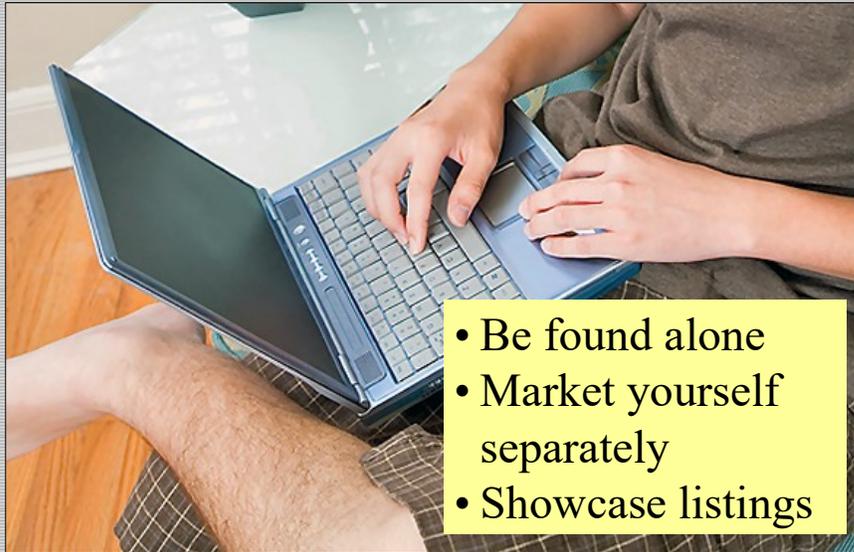


Image: Clipart.com

3



## Consider Owning Multiple Sites



- Different sites for different interests
- Cross-linking for higher search rank
- More opportunity



Image: Clipart.com



## Host Pages At Broker's Website

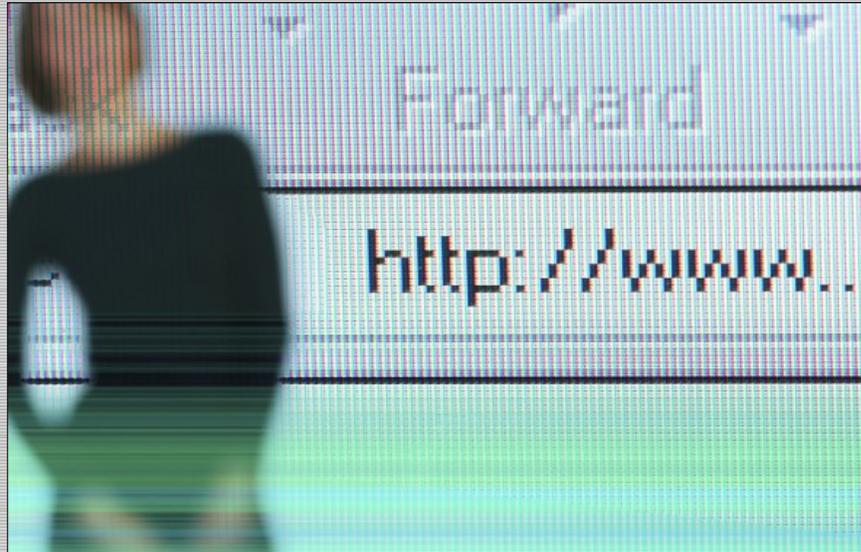


Image: Clipart.com

5



## The 3-Second Website Test

- How quickly pages load (3 secs)?
- Immediately apparent purpose?
- Easy navigation?
- Same appearance, different browsers?
- Consistent look and feel across pages?
- Name, address, phone each page?
- Free of unnecessary distractions?
- Content of value to the visitor?



Sources: Verizon, SCORE | Image: Clipart.com



# Value Example: Walkability

**Walk Score™** Find a great neighborhood.

Why Walking Matters | Walkable Neighborhoods | How It Works | How It Doesn't Work | Real Estate Title | Blog

Please type an address  
Address: 1747 N Saratoga Rd, Pottstown PA 19464-2236 Go United States

Walk Score: 25 out of 100 Worst Best What it means

**Expand all**

- Grocery Stores**
  - Turkey Hill Minit M 1.13 Mi
- Restaurants**
  - Ron's Crooked Hill 0.35 Mi
- Coffee Shops**
  - Dunkin' Donuts 1.91 Mi
- Bars**
  - Ron's Crooked Hill 0.35 Mi
- Movie Theaters**
  - Baldwin Sadler Corp 3.17 Mi
- Schools**
  - Marzoff Karate 0.38 Mi
- Parks**
  - Gerald G. Richards 0.4 Mi
- Libraries**
  - Pottstown Historica 3.09 Mi
- Bookstores**
  - Christian Science R 3.4 Mi
- Fitness**

**What's My House Worth?**  
HouseValues' free service helps you determine the value of your home.

**Prepare to be Shocked**  
Millions have already taken this amazing test. What's your RealAge?

Ads by Google

Map Satellite Hybrid

Green living in a box  
Kathy's Climate Kit  
Get green now.

Get the Walk Score Title  
Walk Score: 78 - Very Walkable

Closest Businesses: View full map  
Grocery: Dunn Good Groc... 0.28 Mi  
Restaurant: Rocking W... 0.23 Mi  
Coffee: Espresso Splendi... 0.07 Mi  
Bar: Buckaroo Tavern - 0.38 Mi

Source: Future Of Real Estate Marketing, 24 July 2007 | Image: WalkScore.com

7

One neighborhood site that seems particularly useful is also simple. Walk Score is a mashup (combining Google mapping abilities with other databases to plot specific information in visual form) that calculates the pedestrian friendliness of a neighborhood is by answering the question; “How Walkable is Your House?” (1)

Punch in your street address and the site maps a series of local landmarks it has pulled from Google Base; grocery stores, restaurants, coffee shops etc. - all relative to a home's location. Walk Score™ uses a patent-pending algorithm to calculate the walkability of an address based on:

- \* The distance to walkable locations near an address. (1)
- \* Calculating a score for each of these locations.
- \* Combining these scores into one easy to read Walk Score. (1)

Walkability is becoming an important criteria among many buyers in finding a new home, particularly in an era of climbing gasoline prices. (1)

Walk Score is created by the Sightline Institute, a sustainability think tank. (1)

## SOURCES:

1) Burslem, Joel. "Measuring Walkability with Walk Score," The Future of Real Estate Marketing blog, July 24, 2007. <http://www.futureofrealestatemarketing.com/measuring-walkability-with-walk-score>



## Hire Someone Else To Build It



- Focus your time on prospecting
- Budget for cost
- Broker in-house set-up, free
- Starters free, talent only \$200
- Upgrade to templates, \$500
- Custom-made

Image: Clipart.com

8



## Promote Your Web Presence

- Business cards
- Stationery
- All advertising
- Conversations
- E-mail signatures
- Companion sites



Image: Clipart.com



## Own Your Own Information



- Ensure addresses and other data you develop stay yours
- Know broker policies in advance, not afterward



## Network Locally In Person



Wherever clients might gather

- *Business: chamber, clubs*
- *Social functions: school*
- *Family functions: church*

Image: Clipart.com

11



## Network Socially Online



- Causes you believe in
  - Business-related
    - *Active Rain*
    - *LinkedIn* and *Plaxo*
    - *Facebook*, *MySpace*
  - Sites you enjoy
  - Communities in which you can be the expert

Image: Clipart.com

12



## Measure Return On Investment

- Properties sold
- Prospects gained
- Repeat visitors
- Market penetration
- Cost per qualified lead
- Sales or profit gain
- Productivity gains or time saved
- Reduced costs



- *Repeat what works*
- *Stop what doesn't*
- *Accept moderate risk*

Sources: Verizon, SCORE | Image: Clipart.com

13