



eMarketing Guide



Listing Presentation



Preparation

1. Drive by the property and take photographs of the neighborhood and exterior pictures of the home.
2. Put up a basic Property Website outlining the various features of the listing.
3. Edit the site and tools like a "Text to Voice" voice over to show how you will showcase the listing.
4. Text yourself the property code to 79564 so it is on your phone already at the presentation.
5. Order a Sign Rider to really WOW the sellers. You can have a

generic one you use on all presentations or you can decide to make one before each listing appointment to show the Sellers that you are already going above and beyond, even before you have the listing. (Some Agents call this listing insurance).

6. Print up brochures of the home from the Single Property Website.
7. Print one sheet of Business card stickers (hint: If you put in 1 for price it will make the price say "Call For Price", you can do this until price is determined. Make sure you change it once you have the listing and Activate the property.
8. Know the URL to your Listing Appointment "Flip Show"...even email it to the Sellers before hand if you like.

Appointment

9. Show up to the home and have the Sellers give you a tour of their property.
10. If you don't have a laptop, notice where they keep their computer.
11. After the tour ask them if you can start by showing them something on their Computer or your Laptop.
12. Explain that you understand that the appointment isn't about you as much as it is about their home and explain what you are going to do to help showcase their home to the world, negotiate the contract and make for a pain free sale.
13. Bring up the "Flip Show" URL (i.e.; 249Ruby.FlipShow.com - *hint*: it is just the address or website key (dot) flipshow.com)
14. As you flip the pages of the digital book, click on the "See Sample" buttons and show all of the features of your marketing, the property website, two Virtual Tours, Mobile technology with text message call capture, full color sign riders, posting to classified ads...etc.
15. Explain that you are creating a series of "Commercials" for the property rooted in the Property Website, Slide Virtual Tour, Panoramic Virtual Tour and Mobile Technology that help consumers locally or from all over the world

- access detailed data to see if they might have interest in viewing or knowing more about the home.
16. When on each feature, talk about how you are going to put the URLs and text code different places to maximize exposure to their home (i.e.; Multiple Classifieds, on signs, postcards, emails, print ads, in MLS, Realtor.com...etc.).
 17. Show them a sign rider and the brochures and how that will help purchasers driving the neighborhood (60+% of buyers said they drove by the home first)
 18. Text for information (or already have it on your phone) and show the information that is returned, how your number is captured and the Mobile Phone Website...all that allow consumers to access the property information and pictures on the go.
 19. Take your business cards with the stickers on the back that have the URL and information of actual listing you are sitting in. Give the Sellers some to remember you by.
 20. After you are done, go into your traditional listing presentation and CMA.

(Hint: A wonderful technique in both pricing a home and building rapport is to take the sellers to 1-3 homes near theirs that are for sale. Setup a preview before the listing appointment. After you show them some of what you are going to do for them, ask them before you talk price to take a ride or follow you to a couple of homes near theirs. When they are standing in the homes that purchasers will see before they consider theirs, it will make it very easy for them to know if listing their home at this time is reasonable as they will not be able to be in denial about pricing. Ask them, compared to the homes you have seen, what price would make you buy yours first. Usually Sellers will under price their home and now you have the joy of telling them how you actually think they can get more.)

You got the listing... Now What?

By creating a Website, a Slide Virtual Tour, a Panoramic Virtual Tour and a Mobile Phone Website with a text message code for a property, you have multiple cutting edge commercials to showcase your listing. As a professional marketer, it is now important to market the Single Property Website, Virtual Tours and Mobile technology anywhere and everywhere you possibly can. More exposure means more likelihood of finding a ready and able purchaser to buy your listing.



Preparation

1. Go to the property and take 20-200 pictures of the property to be displayed on the Property Website. Buyers love pictures so don't hesitate to show everything. Remember, in a Google world, you may have consumers on the other side of the planet viewing your listing and they are curious about everything about the home (including the side yard, roof, garage...etc.). You can put almost every photo you take (as long as it looks decent) on the property Website.
2. As you are taking photos, think of 10-20 features or great shots that will look good for the "Slide Virtual Tour".
3. Take 4-10 "Panoramic" pictures. If you are using our recommended stitching software, take as many photo's as you would like to enhance a particular view, room or feature of the property going in a complete circle or just partial (180 or 360). Doing this will make sure you are showcasing the properties best features in the most powerful way.
4. Compile floor plans, documents, historical data, special incentive sheets, special financing, community information Websites and more that you can use to enhance the Single Property Website and educate the public about the special attributes of the listing.

Single Property Website

Our websites are fully customizable so you should put anything and everything you want to display about the home on the property websites. Think about the consumer that is searching from miles away and comes upon a 24 hour Open House in the

form of your property site. What do you want them to see? What pictures, historical data and community information would make them most intrigued about your listing? The more serious you take these property websites the more credibility your listings have. Consumers (often correct) perception is that care given in marketing equates to care given in the form of pride of ownership. We all want a home we can be proud of and with the property website you are creating a medium that exudes pride for the property you are trying to promote.

Setup

1. Pick a layout that best suits the individual property you are trying to market.
2. Pick the domain and website key or sub-domain that best suits your listing (249Ruby.WillSellQuick.com) or purchase one that showcases the address or property.
3. Put in over 20 pictures, we allow unlimited so give the buyers what they want...tons of photos. We recommend that you input pictures with dimensions of 750 x 1000 or more (just keep them under 2MG). Don't put in small pictures or MLS pictures...put in the best ones you have. Take pictures of everything inside and out, including the side yard...special features floor plans...etc.
4. Add a detailed and wonderful description. The description is to tell a story about the property.
5. Add features to the property (this adds bullet points to the site...(i.e.; new carpet, Viking appliances, new roof..Etc.)
6. Put in all sorts of documents (Floor plans, historical data, blue prints, plat maps, inspection disclosures, inspection reports, appraisals, special financing brochures, area data, improvement receipts...etc.)
7. Pick a song that best suits the property (we have over 100 to choose from) or add voice over's...etc.
8. Add a custom website menu linking to parks, Universities, Chamber of Commerce and other important things that add to the appeal of the property.
9. Add a "Text to Voice" or real voice over as a "Welcome Message" to enhance the user experience.
10. Add a banner to describe something important about the listing.
11. Put in the Open House dates.

Slide Virtual Tour

"Slide Virtual Tours" are an exceptional way to highlight the most important features of a listing. When you take your photographs of a property, have the different zooms in mind for the "Slide Tour". For instance, take a picture of the kitchen that will look amazing when panning right. Take a picture of a unique property features that will look great when showcased with the "Slide Virtual Tour".

1. From the "Virtual Tour Editor", edit pictures, zooms, and text to showcase the home in its best light.

2. The first ten pictures are automatically pulled for the "Slide Tour", but, you can change them out for different ones and/or add more for up to 20 pictures on the tour.
3. Edit the zooms to best highlight the most important feature of a listing.
4. Edit the text to tell a story about the home.
5. Change the music to a song that best suits the property.
6. Add a "Text to Voice" or custom "Voice Over" to narrate the tour.

High Definition Panoramic Virtual Tour

"Panoramic Virtual Tours" give prospective purchasers a detailed view of special elements of the property. You should upload 4-10 panoramic photographs for every property. You can procure them with a panoramic camera or by stitching pictures together using any of the wonderful panoramic stitchers available (For instance; Microsoft I.C.E. is incredible and free, we link to it in the "Panoramic Tour Editor" so that you can download it to your desktop). Use 180 or 360 pictures, whatever enhances the property feature you are trying to showcase best. Listings with Virtual Tours get more showings which will hopefully equate to more sales, so it is very important that you use our tools to enhance your listing best.

1. From the "Panoramic Tour Editor" upload 4-10 panoramic photographs.
2. Choose your pictures as 180 or 360 degrees dependant on what works best with the feature, view...etc. that you are trying to showcase.
3. Arrange the photo's to the order that suits best.
4. Give the photograph a title.
5. Add a brief description.

Property Marketing 101:



There are many great things you can do to promote your listing with your Single Property Website, Virtual Tours and Mobile / Texting technology. When you make a property Active in our system it gets fed to some of the most trafficked classified Websites, but, that is only the beginning. Where to put the URL's and text code for your property is only limited by your imagination. The important thing is that the more you do, the more

people will be exposed and have interest in your property.

The first six things you should always do are:

1. Put a Sign Rider on your property. Over half of purchasers said they drove by a property first before they considered buying it. A sign rider gives them the ability to gather more detailed data about the property. Get a sign rider to promote the text message call capture so buyers can have property information directly on their mobile device and you can capture their phone number (we have the most incredible Custom sign riders anywhere, available in full color to match your current sign marketing).
2. Put the MLS Compliant link in Multilist. If your MLS allows, put the short compliant URL in your actual property description as well. This will insure that your listing gets the most exposure possible. Other Agents are more likely to show a listing with a Virtual Tour and buyers with more data are more likely to want to see a home they may have interest in. Also, putting the MLS compliant link in Multilist and/or putting the compliant URL in your description makes it more likely that even if your Broker or MLS feed supercede ours, your Property Website and/or Virtual Tours will have increased traffic as the feeds will still link to them.
3. Post to Craigslist once a week with our "One Click" posting tool. Craigslist is the fifth most trafficked Website on planet earth and by far the most robust Website for selling properties available (we track how many people look at the ads and how many click through to the site for more information and it is the largest bringer of traffic...more than Realtor.com in some areas)..
4. Post the Realtor.com "Picture Path" link for FREE if you are a showcase member (\$20 if you are not). Realtor.com is one of the most visited Real

Estate Search sites and having the Virtual Tour link will enhance consumer interest and increase traffic that you can convey to the Sellers.

5. Place Featured Property links and Widgets on your personal Website, company Website and on blogs and social networking sites. There are multiple ways that you can use the Featured Property link and Widgets to link through to the Property Website and Virtual Tours. The more places you place your Property Website and URL, the more opportunity you afford potential purchasers to gather information and decide if the property is something they would like to see and potentially buy. Use our links and quick post to post the Widgets on social networking sites like Facebook, MySpace, Twitter, Active Rain and more.
6. Email the Property Website to all of your fellow Agents, prospects, past clients and sphere of influence. You can use the email Website function, the html or simply send the URL to the Single Property Website/Virtual Tours. For emails that you don't already have, there are many wonderful blasting services that will send out blast emails to all of the Realtors in your area, maximizing exposure of the property.

FREE Classified Websites

The Classified ad has never been more powerful to promote your listings. Unlike print ads, *Online Classifieds* make it possible to showcase in depth information regarding a particular property. It is important to post your Single Property Website URL or if available the full HTML code provided for every property to any and all Classified Real Estate Search sites that you can. While the print classifieds still produce effective marketing



results, running an ad without a Property Website URL or Text code in the ad, limits your ability to attract the modern consumer. There are literally hundreds of possible FREE Classified Websites that you can post your property on and link through to the Single Property Website. The main thing is post as many places as possible, because you never know where someone might be looking for properties.

Sites we automatically feed to:

- * <http://www.Google.Base.com/>
- * <http://www.Trulia.com/>
- * <http://www.Zillow.com/>
- * <http://www.Oodle.com/>
- * <http://www.DotHomes.com/>
- * <http://www.Vast.com/>
- * <http://www.eLookyLoo.com/>

- * <http://www.ClrSearch.com/>
- * <http://www.HotPads.com/>
- * <http://www.FrontDoor.com/>
- * <http://www.Realtor.com/> (By request)

Ancillary Sites That Get Fed:

- * <http://www.Info.com/>
- * <http://www.Local.com/>
- * <http://www.eFind.com/>

Manual "ONE Click":

- * <http://www.Craigslist.com/>
- * <http://www.Backpage.com/>

Recommended Other Manual Post:

- * <http://www.Kijiji.com/>
- * <http://www.PennySaverUSA.com/>
- * <http://www.Recycler.com/>
- * <http://www.Homescape.com/>

Other Sites:

- * <http://www.OLX.com/>
- * <http://www.LiveDeal.com/>
- * <http://www.Geebo.com/>
- * <http://www.AdPost.com/>
- * <http://www.Lycos.com/>
- * <http://www.Move.com/>
- * <http://www.RealEstate.MSN.com/>
- * <http://www.CityCribs.com/>
- * <http://www.FindMyRoof.com/>
- * <http://www.ePage.com/>
- * <http://www.Local2Local.org/>
- * <http://www.Locanto.com/>
- * <http://www.NationalMultiList.com/>
- * <http://www.MoveFrog.com/>
- * <http://www.PostPin.com/>
- * <http://www.ProbBot.com/>
- * <http://www.ReadExpress.com/>
- * <http://www.USListed.com/>
- * <http://www.WebClassified.us/>
- * <http://www.WebCosmo.com/>
- * <http://www.Yakaz.com/>

Traditional Print Advertising

Many traditional print mediums are very effective in promoting your listings. Consumers still enjoy reading about property, but, are used to being able to surf the web to find out more information. Therefore it is very important that you put the

URL for your Single Property Website on all of your print advertising. This will save on Ad dollars as you can put limited information in the ad and offer the URL as a way to direct consumers to more detailed information. This works great for any type of print medium from Newspaper to Magazines.

Newspaper Classified Websites

Included with your print advertising is usually an online version of the traditional Classified ad. By having the URL's in the ads you are ensuring that people searching the local newspaper website have detailed 24 hour access to your listing. Increase consumer confidence in your property by giving them a way to access the most detailed showcase of your home, the Single Property Website. You can also run Banner Ads on Newspaper sites linking to sites, this a powerful way for some agents or offices to showcase their listings and make them stand out from the other ads on the Classified Newspaper Website.

Brochures/Flyers

Print Brochures/Flyers from the Property Websites and put the in the brochure box outside the listing and inside the property for showings. Every Single Property Website automatically produces four Brochure/Flyer combinations that have the URL's on them. This will enable the consumer to access detailed information about the listing from their home to help them decide if the home is right for them.

Postcards

Increase the neighborhood awareness of the property and find potential buyers by sending "Just Listed" post cards to homes surrounding the listing. Make sure you place the Single Property Website URL on the Postcards so that neighbors can pass the URL on to friends and family that are thinking of moving to the neighborhood. Your Single Property Website acts as a Virtual Open House available 24 hours a day to anyone seeking more information about a property.

Business Card Stickers

Every listing has a Business Card Sticker creator that allows you to print up stickers that have property information and the URL on them. These stickers can be printed out and put on the back of your business cards. After you print and put them on the back of your business cards, give 25 to the Sellers to hand to everyone they know. Also, you should go around the neighborhood and hand them out to the neighbors and at Open Houses. This will increase awareness of the property and your services so that you can procure more interest in the property.

Water Bottle Labels

Put the domain/URL on water bottle labels for Open Houses and showings. This is a fun and exciting way to remind consumers that they can access the home's information and Virtual Tours 24 hours a day Online at the Single Property Website.

TV ads

Many local advertising stations have a Real Estate show or offer advertising for a showcase television spot regarding your property. It is paramount that you use this medium to direct consumers to the domain/URL for you Single Property Website, as people with interest are always excited to find out more.

Radio Ads

Feature your property as a live spot or just a commercial on any radio station. Save air time by telling just enough, then directing listeners to the property URL so that they can find out 24 hour information about the listing. If you run them daily or weekly, you could have the "Featured Listing of the Day" or "Featured Property of the Week" and direct traffic to the property Website or Text Message code.

Banner Advertising

Run banner ads on search engines or pertinent Real Estate Search sites promoting the listing that link through to the Property Website. This is an effective way to bring traffic and can be tracked by using the Hits Tracker.

Pay Per Click

With Google and other search engines you can run inexpensive pay per click ads that link through to the Property Website URL. Every time a consumer searches whatever keyword you think meets the property criteria, an ad with your property will appear. This is one of the most powerful and effective ways to find consumers all over the world looking for properties near the property you are trying to promote.

Display Website at Open House

Hook your laptop up to a Flat Screen TV in the Family Room and have the What's Nearby or other features of the listing displaying on the screen when people come in to see the open house. It makes you look very tech savvy and promotes them re-visiting the home virtually from the comfort of the potential buyers own home.

Be Creative

Any thing you can think of to drive traffic to the Single Property Website and Virtual Tours is a great idea. Think outside the box to come up with new ideas that make sense for whatever particular property you are trying to promote.