

When you think of Realtor.com....
Please contact Heather Riggio 805.557.7841

Not all marketing consultants are created equal!

I have personally put this together for you, my client.

You will not find this on the Realtor.com marketing section or is this available from other consultants in my office. If you appreciate my service, and choose to refer other Realtors who need assistance of an experienced marketing consultant, please refer them directly to me.

The Realtor.com marketing system is not just a “billboard ad” or website on Realtor.com. It is best utilized as a marketing system, leveraged in every aspect in you online, offline, and face-to-face marketing strategies. As you know, it is not always what you buy, but how you use what you buy.

I know the market is changing, and it is the perfect time to reinvent the marketing wheel.

It is best served as a guideline until we can converse about which strategies you feel will best suit your needs, and marketing conditions.

BEST REGARDS,

Heather Riggio

805.557.7841

Your Online Marketing Consultant

REALTOR.COM BEST PRACTICES

THINK OF THE POSSIBILITIES

Goal: I want to **DOMINATE** my TERRITORY?

Goal: More effectively **FARM FSBO'S & EXPIRED?**

START YOUR FEATURED HOME CAMPAIGN TODAY!!

EXPIRED - Before you look for another Realtor, let me tell you what I have done today. To get the exposure we need, I have actually reserved a front page spot for your home on Realtor.com, MSN and AOL... Would you reconsider, and allow me to get your home the exposure you deserve??

LUXURY HOMES- I truly understand that your home deserves the best exposure money can buy, that is why I RESERVED a spot on the front page of REALTOR.com, MSN & AOL.com – just for your Home.

LEVERAGE- See that spot right there on the front page of REALTOR.com – list with me and that could be your home tomorrow!!

FARMING EXPIRED'S – I understand, that in this changing market that homes are not moving at the pace they were a year ago. I assure you though, that just because HOMES aren't moving, does not mean my homes aren't. I do everything possible for my clients to get their home sold, and if you list with me today I will put your home on the front page of REALTOR.com, MSN & AOL.com. This is just one of the key ways I leverage recent changes in home buyer online behavior to get your home the maximum exposure it deserves when you are ready to sell.

FARMING FSBO'S – CONGRATULATIONS, on selling your home... I just wanted to let you know that I use the Realtor.com marketing system to market homes in the area, and the only way you can be on Realtor.com is to list with a Realtor. If you do ever come to a place where you need to list your home, nationally, I would appreciate it if you contacted me, and I promise I will feature your home on the front page of Realtor.com



Incorporate FEATURED HOMES into your postcards, emails, shopping carts, display ads, yard signs, press releases, in your custom ad copy on Realtor.com and phone calls to leverage that you are less than 1% of all Realtor.com in the U.S. that you can put their home in a featured home spot on Realtor.com. ***Uneven the playing field.***

Use this same type verbiage in your print & online marketing campaigns

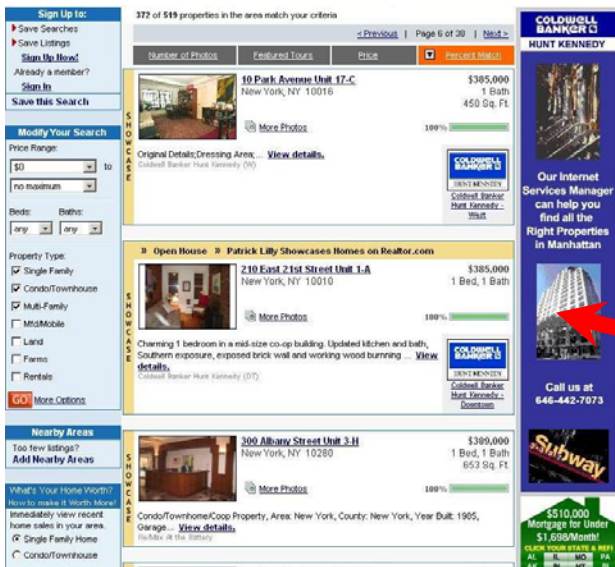
**Goal: Get my message out to over
50% OF ALL HOME BUYERS & SELLERS
Goal: Brand Myself EXTENSIVELY**

Incorporate FEATURED AGENT/COMMUNITY/OFFICE into your postcards, emails, shopping carts, display ads, yard signs, press releases, in your custom ad copy on Realtor.com and phone calls to leverage that you are less than 1% of all Realtor.com in the U.S. THAT ARE FEATURED ON THE #1 REAL ESTATE WEBSITE, REALTOR.COM AS ONE OF 10 FEATURED AGENTS IN THE COMMUNITY . *Uneven the playing field.*

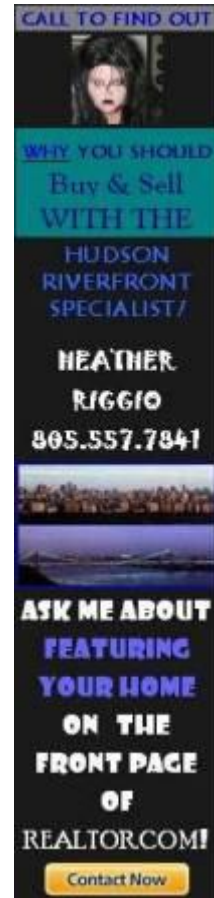
Imagine if you didn't have to spend the first 50% of your time with a new customer explaining who you are, what you do and how you do it. What if your brand had already communicated that for you? You can spend 100% of your time focusing on sales rather than educating your prospects about your business.

*MOST ADS COVER ENTIRE COUNTY

HOW IT APPEARS ON REALTOR.COM



STAND OUT NEXT TO THE TOP 3 LISTINGS, REGARDLES OF LISTINGS AGENT



Goal: Be the **CMA SPECIALIST** in my area

Incorporate FEATURED CMA into your postcards, emails, shopping carts, display ads, yard signs, press releases, in your custom ad copy on Realtor.com and phone calls to leverage that you are less than 1% of all Realtor.com in the U.S. **THAT ARE THE CMA SPECIALIST IN YOUR AREA ON THE #1 REAL ESTATE WEBSITE, REALTOR.COM . *Uneven the playing field.***

*MOST CITIES ONLY HAVE ONE SPECIALIST

The screenshot shows the Realtor.com interface. At the top, there are navigation tabs for 'Find a Home', 'Rentals', 'Home Finance', 'Moving', and 'Home & Garden'. Below this, a search result for 'Homes near 17 N Triangle Dr, Plymouth, MA XXXX' is displayed. A profile for Heather Riggio of Realtor.com is featured, along with a 'Home Value Report' section. The report states that public records data indicates houses in the area are valued between \$290,000 and \$620,000 during the last 18 months. It offers a free customized Home Value Report with three steps: 1. View most recent homes sales with property photos & details, 2. Review mortgage that may make your home worth more, and 3. Understand factors impacting your home's projected value. Below the report is a table of 'Closest homes' and 'Most Recent Sales'.

#	Prop. Address	Est. Price	Est. Value	Close Date	Days	Beds	Sq Ft	Year Built
1	17 Triangle Dr	6	\$400,000	11/21/2005	3	1	2,152	1965

Goal: ADVERTISE INTERNATIONALLY Let your sellers know that you are going to showcase their home worldwide on worldwideproperties.com As a member of Realtor.com, you will be able to do this for free. Just call our customer care team. *Uneven the playing field.*

The screenshot shows search results on Realtor.com. At the top, there are filter tabs: 'Number of Photos', 'Featured Tours', 'Price', and 'Percent Match'. Two property listings are shown:

- 320 84 ST Unit: 11**, MIAMI BEACH, FL 33141, \$149,900, 1 Bath. Features include 'More Photos' and 'Internationally Featured' (100% match). Description: 'Condo/Townhome/Coop Property, County: DADE, Year Built: 1955, View, Hardwood floors... View details.'
- 6345 COLLINS AV Unit: 610**, MIAMI BEACH, FL 33140, \$156,000, 1 Bath. Features include 'More Photos' and 'Internationally Featured' (100% match).



Goal: NEVER LOSE A LISTING BECAUSE SOMEONE WHO STANDS OUT MORE THAN YOU!

- If you send out monthly news letters or items of interest electronically or through the mail
- If you find yourself trying to compete with other realtors
- If you need some leverage to justify your commission
- If you want to farm FSBO & Expired Listings
- If you send out just sold & just listed postcards
- If you advertise on the front page of homes & Land
- If you do Billboards, shopping cards, bus stop signs

And need to increase your conversions, with powerful leveraging & messaging, then consider the complete Realtor.com Marketing System.

I will market your home on these sites:



Goal: Increase my **CONVERSION RATIO...**

- Incorporate OUR MARKETING MATERIALS into your postcards, emails, press releases, and phone calls to leverage that you are less than 15% of all Realtor.com in that showcase their home on all of these major sites.
- Make and create a CD to mail, or leave with your clients.
- Advertise services that you offer in your custom ad copy on Realtor.com. As your marketing consultant, I can help.
- Create an effective headline like ANOTHER SHOWCASED HOME BY HEATHER RIGGIO and a call to action in the scrolling text Find Heather... ANYWHERE.. ANYTIME...805.557.7841
- Sent out reporting via mail, or email every week to your sellers, to show them how proactive you are. When they forward this to their friends and family, they will be inadvertently creating you referrals.

STARTING YOUR CAMPAIGN:

If you were to farm every home in your area between now & a year you could figure there is at least going to be 12,000 HOMES BEING LISTED OR RE-LISTED. How many of those would list with you, if you let them know you were 1% OF ALL REALTORS who reserved this right JUST FOR THEM, to have their home on the front page of Realtor.com.

Goal: **CAPTURE ALL OF THE FSBO'S AND EXPIRED IN MY AREA...**

Run a report everyday in the mls all of the expired listings for that day, they still should be on realtor.com. The ones without photos, print, and mail that with a print out of one of your listings to the home seller, show them how you would showcase their home on realtor.com with a cover letter.

Home with photos, may be a little harder to sell. Print out listings, and one of your featured home listings, and tell them you would be more than happy to get them on the front page of Realtor.com, but they would have to call you today, as space is limited. Don't forget great call to actions and custom ad copy.

The image shows a comparison between a newspaper real estate listing and an online listing on Realtor.com. The newspaper listing is a small, text-heavy ad with a 'FOR SALE' sign. The online listing is a comprehensive page with a large photo of a house, a detailed description, and contact information. A callout box points to the online listing with the text: 'Comprehensive content includes customized home description, multiple photos, and interactive consumer contact opportunities which enable me to provide your home with the exposure it deserves.'

REALTOR.COM BEST PRACTICES

Other tools of the trade

School Reports You have clients with children. You know that one of the most pressing concerns that parents have is finding their children a good school, and individual school performance is often the lynchpin of neighborhood stability. The School Report® CD is a desktop software product that allows you to create, save, print or e-mail public and private school reports from communities that you serve. These reports can be customized for prospects and clients with your name and contact information.

Find A REALTOR® Directory REALTORS® with enhanced listings or Web sites are listed in the directory for no extra charge. This links to your Web site and allows consumers to find you when searching for a REALTOR® in a specific geographic area. Consumers can also search for REALTORS® who have online relocation tools and/or who specialize in helping buyers. A listing in the Find A REALTOR® Directory is included with the listing enhancements and Web site.

New Homes Search Page Add New Home content on your Web site that will directly connect homebuyers to new, factory-built and custom-built homes in their area. It's a great way for buyers' agents to add REALTOR®-represented inventory to their Web sites. New Homes Search Page enables potential buyers to Conduct a personalized search for new homes in your market, Examine floor plans, features, elevations and photos of new, unlisted homes , Directly contact you regarding any home they are considering , Increases the number of properties you can offer to potential buyers, Increases your visibility by prominently displaying your contact information and photo at the top of the New Homes Search Page, Provides a listing in the HomeBuilder.com™ new home specialist directory of agents and offices

Examples of Leveraging Realtor.com

(THESE ARE REAL SITES, NOT SAMPLES)

- <http://www.thenicketour.com/>
- http://www.randybess.com/bin/web/real_estate/AR100954/ABOUT/Saint+Petersburg/1165423186.html
- <http://www.mollytuttle.com/sellers.htm>
- <http://www.homesofwilkes.com/RealtorInternetFactsFigures-Debo.pdf>
- http://www.ihsrealty.com/catalog_details.php?ID=846
- http://www.teamrodrealty.com/?real_estate=showcase_realtor_com
- <http://www.beangroup.com/pages/sell>
- <http://www.newjerseystates.net/pages/selling.htm>
- <http://www.mykelmartin.com/144187.html>
- http://www.californiarealestatecenter.com/sell_my_home.htm
- <http://denver.craigslist.org/rts/271392113.html>
- http://www.claudiaandgiovanny.com/marketing_plan.php
- <http://www.fairfieldcountyrealestate.com/>

ONLINE & OFFLINE COMPARISON

MEDIA	COST PER AD (APPROX)	TOTAL PRICE @15K	AVERAGE RESPONSE RATE	REACH OF INTERESTED PARTIES	COST PER REACH
POSTCARDS	\$00.50	\$7500 A MONTH	1%	150 PEOPLE	\$50 EACH
REALTOR.COM SKYSCAPER	\$00.05	\$757	4%	600 PEOPLE	\$1.26 EACH
MEDIA	AVERAGE cost per day/month	Based on 10 LISTINGS	% of consumers and time spent	National Averages	People actually interested
REALTOR.COM SHOWCASE LISTINGS ENHANCEMENTS 60 DAY AD	\$00.75 A DAY \$45.00/TOTAL	\$385.00 YEAR	86% OF ALL MINUTES LOOKING FOR A HOME ARE SPENT ON REALTOR.COM	100 PEOPLE PER MONTH PER LISTING	.45 CENTS per person
NEWSPAPER 60 DAY AD	\$45.00 A DAY \$2700/TOTAL	\$27,000 YEAR	6%	—	\$270.00
FRONT PAGE OF HOMES & LAND	\$500 ONE MONTH/ MINIMUM	\$6000 YEAR	1%	—	\$500 per person
REALTOR.COM FEATURED HOMES	\$275 A MONTH	\$3299 YEAR	44% OF ALL PEOPLE SEARCHING IN YOUR CITY, WILL SEE YOUR HOME FIRST	(ON AVERAGE) 2000 PEOPLE PER MONTH PER LISTING	\$.14 cents per person
This is based on averages, every market is different.					

WHERE BUYER FOUND THE HOME THEY PURCHASED, 1997-2006

	2006
Real estate agent	40%
Internet	22
Yard sign	13
Print newspaper advertisement	6
Friend, relative or neighbor	7
Directly from sellers/Knew the sellers	5
Home builder or their agent	6
Home book or magazine	1