

REAL ESTATE INTERNET MARKETING

BE SEEN, BE PROFITABLE!

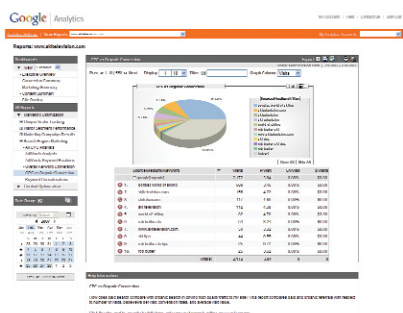


The Internet as a marketing medium offers exceptional sales and brand building potential for the Real Estate broker or business owner. Internet marketing is highly cost effective, offering many unique advantages that traditional advertising can't match and gives your business the advantage over other brokers.

WHAT CAN OUR REAL ESTATE PLATFORM AND OUR INTERNET MARKETING DO FOR YOUR BUSINESS?



- Generate traffic to your website or physical locations (for lead generation, sales, etc.)
- Enhance offline promotional activities – one more way to reach customers
- Extend awareness of your brand into new markets
- Give your business the edge over your competition
- Reduce your marketing costs while improving your sales
- Real Estate Searches is one of the fastest growing searched segments on the Internet today.



REAL ESTATE SEARCH ENGINE MARKETING

For delivering targeted traffic to your website, search engine marketing is hard to beat. Search engines, like Google, Yahoo and MSN is the #1 method consumers use to find the properties they are looking for online. Being listed and achieving a top rank for your industry's keywords can deliver a significant stream of prospects that are actively looking for the types of property you have available.

Search engines have the unique ability to connect with prospects at the exact moment they are researching a product or service to buy; they want to find your business ... so make sure they can!

FIVE REASONS WHY YOU NEED A REAL ESTATE SEARCH ENGINE MARKETING STRATEGY:

- Build an ongoing stream of profitable traffic to your website
- Connect with customers when they are making a buying decision
- Maximize your ad spending by targeting only keywords relevant to your business
- Very cost effective way of expanding your market
- If customers cannot find you they will find your competition



Grow Your Business Online for a Better Bottom Line!

FEATURES

- Site stability
- Search engine friendly
- MLS search (within "website family")
- Single ownership or multiple ownership of one site
- Activity log
- Document manager
- Residential and/or commercial content
- Properties wanted section
- Mortgage calculator and other tools
- Easy-to-use admin section
- Multiple e-mail addresses
- Spam manager



BENEFITS

- Visitor to site less likely to "stray"
 - Designed to keep user within the site
- Allows for better and easier search engine optimization
- Provides scope and evidence of a wide coverage of listings
- Appeal to corporate owners as well as single agents
- Interactivity between client and site owner
- Permits a corporate service to be offered to corporate agents
- Ability to submit topical articles to maintain the interest of visitors
- Flexibility given to both types of realtors
- Agent(s) able to communicate with potential buyers
- Visitor interactivity is maximized
- Grants the visitor the ease of identifying the location of a listing
- The administrator can efficiently manage listings, articles, activity log, document manager etc.
- A corporate owner can offer all its agents e-mails under a unified banner
- Allows for efficient spam filtering

To Learn about innovative and cost-effective ways of promoting your business online, contact your local WSI Consultant today!



we simplify
the Internet

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