

Relationship marketing is the key to increased sales, referrals and loyalty!

Let PropertySource Network help your firm build a powerful relationship network

There is no more important factor to improving your firm's bottom line than effective customer relationship marketing, registration and long-term follow-up

By partnering with PropertySource, you WILL:

- 1 Dramatically improve follow-up and customer loyalty with your existing sphere-of-influence. We'll help empower your agents with a comprehensive training and support system. As a result, you'll build a **central consumer database** - with professional, effortless, guaranteed follow-up!
- 2 Dramatically increase the number of real, tangible leads you generate from ALL advertising efforts - online AND traditional offline.
- 3 Reach thousands of **new** prospects in your area through our national, pre-qualified homeowner database

78% all consumers say they'll use the same REALTOR® again.

Only 11% actually do.

source: National Association of REALTORS®

Improved loyalty increases repeat business, ancillary revenue and referrals

Lost Opportunities

The statistics are unsettling. One NAR study illustrates the disconnect between sales associates and their long-term customer relationships. While a significant majority of customers say they'll use the same REALTOR again, only 11% actually do. When customers lose contact with their sales associate, it typically means they're losing contact with **your firm** as well!

The good news is that PropertySource can help you build a strong, 1-to-1 marketing relationship with customers who **WILL** remember you when it's time to buy, sell or refer!

A New Way

We help you leverage the **sphere-of-influence** sources that already exist within your company. Your corporate marketing efforts, combined with your agents personal efforts, have produced thousands of consumer contacts over the years - a very strong reach within your community. Chances are, however, these contacts aren't being effectively communicated with over time. We'll help your firm build strong lifelong relationships, loyalty and trust with all of these individuals!

Benefits for Your Firm:

- **Repeat Business:** By building strong relationships, customers will come back to your firm the next time they're ready to buy, sell or relocate
- **Increased Ancillary Revenue:** The PropertySource program includes communication tools that will allow you to easily cross-sell ancillary services, including mortgage and other home services offered by you and your partners
- **Significant Increases in Referrals:** Once trust is built, customers are happy to provide referrals. The PropertySource program actually requests and rewards customers who provide referrals of friends, family and associates.
- **A Permanent Relationship:** Relationships you build with your associates' customers are permanent - even when associates leave your company!

“PropertySource offers a tremendous benefit that our agents understand and are very excited to use. It’s just smart business for us.”

**Pat Parks, President
Prudential Parks & Weisberg Realtors**

How We Do It

PropertySource will work with your firm to identify and consolidate all existing customer data. To begin, we'll load corporate records from past transactions, web site requests, customer service call logs and more. The next step is to tap into the vast contacts available through each of your associate's sphere-of-influence. PropertySource provides extensive training on how to build a personal relationship network through a program called **The Relationship Revolution**. Every associate is provided a free online lead management tool, which allows them to load individuals within their sphere, as well as the stage of their relationship with each contact. All contacts loaded are automatically tied to your master broker account. Associates are encouraged throughout the process to load their customers - and special incentives are provided to associates who load the most contacts. Managers are trained on how to encourage and assist their associates and are provided updated reports on each associate's progress. Corporate reports document the total scope of your firm's relationship network, as well as analysis on the stages of your overall customer relationships.

Once a customer is loaded, the PropertySource platform launches a consistent, professional electronic follow-up program with tools that are fully customized to your firm. Tools available include:

- Customized e-newsletters
- E-greetings on birthdays, home anniversaries and special occasions
- Sweepstakes offers to build richer customer profiles

Don't have email addresses?

There's more great news! Part of the process includes the ability to deliver direct mail pieces which features a customized web address for each customer (www.consumername.yourfirm.com). Consumers are asked to provide updated contact information, including email address, in exchange for a special offer such as the chance to win "Mortgage Payments for a Year." Many brokerage firms have successfully lowered their costs by converting customers from expensive direct mail to email-based delivery.

Relationship Stages Incorporated into Associate Training and Contact Management Features

- > Awareness
- > Action
- > Proof
- > Conversion
- > Loyalty

PropertySource provides the perfect blend of technology and comprehensive agent training and support! Call us at 800-298-5055.

We'll help you capture leads and turn them into qualified referrals!

You're losing leads every day.

PropertySource will help your firm convert casual inquires into serious prospects. We provide tools that lead to customers completing detailed personal profiles from your web site and all email communication you currently utilize. Plus, we'll help improve the results of all offline efforts, including expensive newspaper advertising.

How We Do It:

We provide you easy-to-use sign up and registration features that tie to automated relationship tools.

Examples include:

- Print and electronic sign-up forms and banner ads for generating subscriptions to your new e-newsletters
- Animated, customized pop-up ads to promote a consumer incentive, such as the "Mortgage Payments for a Year Sweepstakes" program
- The ability to automatically and simultaneously register customers into your relationship network database from your existing web site features, such as saved searches

Less than half of the country's top 100 brokers are currently registering customers on their company web sites.

> If you are, we can help strengthen your ongoing follow-up!

> If you're not, you will be! We provide effortless registration tools.

Call us at 800-298-5055



Skyrocket your lead registrations by offering a consumer incentive, such as the PropertySource "Mortgage Payments for a Year" program.

Lead Management

PropertySource works with your firm to determine how leads are to be handled.

- Allow leads to be routed to associates based on matching zip code location
- Route leads only to pre-qualified associate groups, based on sales volume, level of Internet training, etc.
- Route leads through Relocation for an additional incubation period or as associate referrals

We'll help you reach thousands of new homeowners in your area

A National Source for Qualified Leads

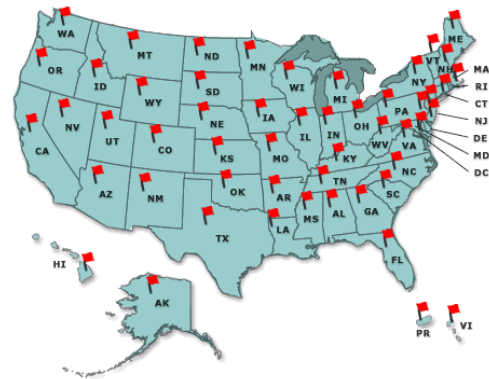
To build lifelong customer relationships, brokerage firms should reach and communicate with active buyers and sellers *as well as existing homeowners*. By reaching consumers when they're not in the immediate market for a home, you'll build long-term trust and you'll position your firm as the local expert on everything related to home ownership. You'll be the first company these customers think of when it does become time to list their home. You'll also benefit from additional home service activity, including refinances through your mortgage partner.

PropertySource Network has aggregated data on over 500,000 consumers across the country and can match these prospects to your firm and your associates. Our base includes only qualified, opt-in consumers who wish to receive information. All records have been filtered to confirm current homeowner status and location. Consumers available in this pool are added to your corporate pool or can be automatically linked to your local offices and agents, based on lead distribution rules you establish. In addition to email address, each consumer record includes name, address, age, gender and, in some cases, a complete demographic profile.

"I am getting great comments from consumers and agents on my list! Congratulations on making a well received email communication!"

**Nancy Hogan, Managing Broker
Arvida Realty, Coral Gables**

Our tools help your associates grow your business! Call us at 800-298-5055



Qualified, confirmed homeowners are currently available in every state and are matched to brokerage firms and associates participating in The Relationship Revolution program!

Smart Leads

- Build awareness and brand identity for a fraction of the cost of traditional advertising
- New, untapped revenue and stronger market share
- Direct-target only confirmed, qualified consumers

The Relationship Revolution Suite

PropertySource will work with your firm to create a customized package that integrates with your existing company web site and technology programs.

Custom-branded eNewsletters

PropertySource e-Newsletters are completely customized for your firm. Every sales associate will receive an e-newsletter account allowing them to enter their existing contacts as well as new leads. We provide professionally written general content which is always available for your review in advance and you can provide optional local company content. All delivery processes are handled automatically by us. Over 400,000 newsletters are now delivered monthly through exclusive Buyer/Seller, Homeowner and Home Financing editions!

Features include:

- Formats available for HTML, AOL and text versions with monthly and quarterly frequency options
- Custom articles can be added by your corporate office, branch offices and individual associates at any time
- New consumer subscriptions are also automatically generated from your company web site using existing registration features as well as new sign-up forms and ads provided by PropertySource.



Automated eGreetings

Keep in touch with existing customers effortlessly! The e-Greeting program can be used to send updates throughout the customer acquisition cycle and as ongoing follow up for birthdays, home anniversaries, holidays, refinance updates and additional custom events your firm can establish. Sales Associates will have access to a large library of PropertySource e-Greetings as well as custom cards that can also be developed for your firm.

Features include:

- Ability to select automatic delivery for key events
- Ability to send standard greetings or to customize a personal greeting on an individual basis
- Greeting templates are custom-branded to your firm and include a Sales Associate photo and complete contact information



Lead Capture

This powerful lead generator program allows your firm and associates to offer a registration incentive offer, such as our "Mortgage Payments for a Year" sweepstakes. We handle all the registration, legal and prize distribution in conjunction with our national sweepstakes partner. All registration pages and follow up emails are branded to your firm and the associate generating the registration. By participating in a national pool, you're able to offer the sweepstakes for a fraction of the normal cost of launching your own promotion. This tool will dramatically increase the number of leads captured from your company web site. A complete set of promotional tools, including custom-animated sign-up ads, are provided.



e-NEWSLETTER FEATURES INCLUDE:

e-Newsletters are available online (www.agentname.brokersname.com/news) AND are automatically emailed to an agent's entire online contact list.

e-Newsletter templates can be customized to carry your corporate look/feel and can be tied to existing print designs and publication names.

Default subscriber letters can be written for each publication date for both the Buyer & Seller and HomeOwner editions. You can provide your corporate staff and/or branch office staff access to set the default letter. Agents can use the default letter or create a personal version.

Custom news sections and articles can be created at the corporate, regional, branch office and agent levels. You can also include news from ancillary service companies and partners.

Consumers can create and modify personal profiles over time. Information collected is automatically emailed to your corporate contact or the agent linked to the subscription. Profiles include contact information, buying and selling needs, homeowner details, Internet usage statistics and more. e-Newsletter article hits are also logged by category so agents can determine areas of interest. Detailed company-wide reports are also provided to your marketing department and branch managers.

Agent property updates are included in each e-Newsletter. Listings can be included under New Listings, Price Reductions, Open Houses, Pendings and Just Sold categories and link to property detail pages on your corporate site.

Consumers can choose a pull-down menu of your corporate site features as well as custom agent features from both the email and online versions of all newsletters. Every newsletter helps drive additional traffic to your property search, ancillary services and content features.

Agents can add sign-up forms, banner ads and hyperlinks to their existing personal web sites to encourage consumer registrations. Your corporate site will also generate substantial new consumer registrations by offering e-Newsletter and e-Sweepstakes links.

Edina Realty: Buyer & Seller News - Microsoft Internet Explorer

File Edit View Favorites Tools Help Send

Edina Realty Buyer & Seller News
February 15, 2002

Brought to you by: **Don Rasmussen**

Dear Reader,

Some quick, inexpensive fixes will help to improve the overall first impression you make when showing your home. Read **QUICK FIXES TO BOOST YOUR HOME APPEAL** for a list of suggestions. **UNDERSTANDING FIXED-RATE MORTGAGES 101** may help you better grasp one option among many for financing your new home. This week's homeowner tips teaches you how to paint unfinished wood. And if you're ready to begin **WEATHERPROOFING YOUR HOME**, read here how to. For any of your real estate needs, please Contact Me. Thanks and have a great weekend!

---Don Rasmussen

NEWS FROM Edina Realty

Check Your Home
A few quick maintenance checks around your home can save you time and money. [More](#)

GENERAL REAL ESTATE NEWS AND VIEWS

DEFINITION OF THE WEEK: POSSESSION
Possession is the "holding, control, or custody" of a property for one's own use, either as the owner or a party with another right, such as a renter or lease holder. [More](#)

FIXED-RATE MORTGAGES 101
Today, as never before, you have an excellent chance of getting financing on the property you want. No, you can't finance a \$1 million home on a \$100 paycheck, but lenders are making it easier than ever for you to get realistic financing. [More](#)

QUICK FIXES TO BOOST YOUR HOME APPEAL
The most important factor in getting buyers to like a house is how well it 'shows'. Houses that show well, sell well. Houses that don't may not sell as quickly or at the price you want. Here are a few quick fixes that can help boost your home sale appeal. [More](#)

QUICK TIP
If you're selling a home, you may want to offer a 'home warranty'. [More](#)

WEATHERPROOFING YOUR HOME
While most home-maintenance projects will save you money over time, few will produce an immediate effect of measurable return. [More](#)

WISE WORDS FOR 02/15/02
Click on more>> for this week's words of wisdom. [More](#)

RECEIVE HOMEOWNER NEWS BY EMAIL

Email:
ZIP Code:
Newsletter Edition:
 Buyer & Seller
 Homeowner

LISTING UPDATE

Featured Properties
[1865 MOCKINGBIRD AVE](#)

Just Sold
▶ 5628 23RD AVE S
▶ 3521 CEDAR AVE S
▶ 13504 PARKWOOD DR
▶ 1115 RHODE ISLAND AVE N
▶ 5539 SANIBEL DR
▶ 5560 QUINWOOD LANE N.
▶ 7032 COLUMBUS AVE S
▶ 4428 NOKOMIS AVE.S.
▶ 654 MONROE ST NE
▶ 5601 DEWEY HILL RD
▶ 6644 THOMAS AVE SO
▶ 6628 PARKWOOD RD
▶ 1415 44TH ST E
▶ 8910 HILLOWAY ROAD
▶ 11936 BAYPOINT DR
▶ 8507 MITCHELL RD
▶ 4716 OVERLOOK DR
▶ 20775 LANGFORD WAY
▶ 12782 DIAMOND PATH
▶ 7708 GLASGOW

HOMES OF THE STARS

WILT CHAMBERLAIN
Former Bel Air home of legendary Hall-of-Famer Wilt Chamberlain, is on the market for \$4.37 million. [More](#)

HOMEOWNER TIPS

PAINTING UNFINISHED WOOD
You prepare and paint unfinished (raw) wood

Sign Up!

RECEIVE MY NEWSLETTER

e-mail

zip code

SIGN ME UP