

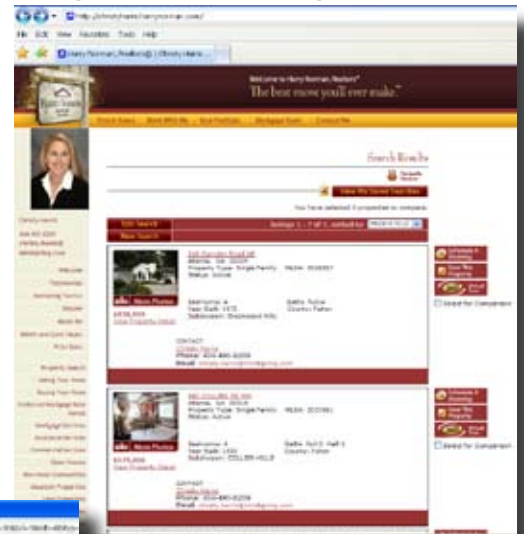


Internet Marketing

In today's competitive and high-tech environment, it is imperative to utilize the Internet as much as possible to promote homes for sale. I strive to have the best Internet presence in quality and quantity. My clients have an advantage because their houses look better on the Internet than other houses similarly priced. For houses over \$1 million, my clients get additional exposure on luxury websites.

*Not only do I use the Internet to promote my listings, but also to "work my listings." No longer is the market where placing a sign in the yard or listing in MLS enough to attract buyers willing to pay a premium price. A good agent needs to work the listings by **reverse prospecting**. I utilize MLS to search for agents that have qualified buyers looking for homes in the areas and price ranges of my listings. It's more than just pushing the listing -- it's pulling the buyers to my listings through the most effective marketing channel -- buyers' agents.*

My approach to Internet marketing is creative, sophisticated, and proven.



MLS Number	Agent Name	Prospect	Search
1. 3447994	SCOTT AKERS III	301448	602285
2. 3413148	TRENT ALDRIDGE	298304	888982
3. 3447994	AMANDA NICHOLS	279800	687070
4. 3337481	JGRIE AMOS	252335	602544
5. 3337481	ANDY MORRIS	99185	341391
6. 3337481	JCHRA ANGSTRAEM	144073	268329
7. 3447994	B DIANE ARNOLD	276311	712744
8. 3447994	B DIANE ARNOLD	320954	751637
9. 3447994	B DIANE ARNOLD	320954	751640
10. 3337481	EDNA BANFI	82085	395984
11. 3337481	EDNA BANFI	144185	395984
12. 3326387	BETH BOSWELL	233439	858078
13. 3413148	JAZZ BOUCHEAUX	280119	647450
14. 3428200	JAZZ BOUCHEAUX	280119	647450
15. 3452222	JAZZ BOUCHEAUX	299630	898491
16. 3428200	STEVE BOYCE	307196	703854
17. 3452222	STEVE BOYCE	307196	703854
18. 3337481	DONNA BOYNTON	100604	377185
19. 3326387	DONNA BOYNTON	101820	279842
20. 3337481	DONNA BOYNTON	101820	279842
21. 3326387	DARLENE BRUNO	312871	718725
22. 3337481	BURKE ROGER	258119	603358
23. 3337481	BURKE ROGER	260584	608142
24. 3326387	BURKE ROGER	260601	613119
25. 3337481	BURKE ROGER	265402	617894
26. 3337481	BURKE ROGER	265402	617893
27. 3447994	BURKE ROGER	261739	728720

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