

## Quick Guide

I've boiled our system down to **3** main tasks that you should do regularly:

**1. Improve Your Listings, 2. Manage Your Prospects, 3. Advertise Your Website.** Each one is described below:

**1. Improve Your Listings:** Make your listings look nice on the internet. Just as Realtor.com has their listing enhancement package that allows you to modify your listings on their nation-wide site, we offer you the ability to modify your listings locally. Once you do this, you change the way your listing appears on ALL sites in your area that use TrackMy.com. In many markets this equals hundreds of other websites!

**“Why?”** This means a lot to your sellers. When they search various websites in your area (local to your region), they want to see their listing looking as nice as it can. By making your listings look nicer, they are more appealing to potential buyers, and that is ultimately, the key, right? TrackMy.com only knows what is in the MLS... but you know more. You add niceties to your printed flyers, like “light, bright, and airy” or “close to schools and shopping” or “wonderful family home on quiet cul-de-sac”. You should be adding these phrases to your listings within our system too. Especially with a **Headline/Title** and **Subtitle**.

**“How?”** Just login to trackmy.com and click at the top of the screen on “manage listings”. Click on the MLS Number for your Active listing and type in the boxes. There are 20 boxes for features and a box for title and subtitle. Click on Save. That's it! Easy.

**Take a look at the two flyers below. The one on the left has not be modified. The one on the right contains a great title, subtitle and long flowing features.**

4802 Hazelbrook Ave, Long Beach  
(Phone: 562-591-7844)



**Property Features**

- Part Copper Plumbing
- Ground Floor Master Bedroom
- Double Pane Windows
- Entrance Living Room
- Yard - Block Wall
- Workshop
- Spa Gas Heated
- Crown Moldings
- Open Floor Plan
- Individual Laundry

Listing Status: Active  
Offered At: \$599,000

**View Monthly Payments:**  
3 Bedrooms, 3 Bath  
Detached Single Family Home.  
1355 Sq. Ft. one story  
7800 Sq. Ft. Lot  
Built in 1942  
Association Dues: 0  
2 Car Detached Garage.

**Property Details:**  
BEAUTIFUL REMODELED LAKEWOOD VILLAGE HOME WITH POOL & SPA. 3BR 1.5 BA 1355 SQ FT HOME PLUS \$29 SQ FT WORK SHOP WITH SHOWER AND KITCHEN THIS HOME FEATURES AN OPEN FLOOR PLAN WITH BRICK.

**For More Information Contact:**  
Howard Brown  
Web Site: [www.howardbrown.com](http://www.howardbrown.com)  
E Mail: [hbrown@coldwellbanker.com](mailto:hbrown@coldwellbanker.com)  
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(562) 364-1258  
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C/W FRANK I. BARNETT President of Affiliates

**For more information on this property, or to make arrangements to view this property,**

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**MEDITERRANEAN OCEAN VIEW HOME**  
Spacious Living With Architectural Detail And Views From Most Rooms  
910 Baja St, Laguna Beach  
(Phone: 949-432-8122)



**Property Features**

- Open Entry With High Ceiling, Designer Lighting
- Wonderful, Spacious Living Room With Ocean View
- High Beamed Ceiling, Track Lighting, Speakers
- Gas Fireplace In Living And Family Rooms
- Formal Dining Area Of Kitchen For Full Size Table
- French Doors Lead To View Deck, Rear Patio
- Gourmet Kitchen With Breakfast Bar
- Main Tyle Sink Plus Separate Preparation Sink
- Four Burner Gas Range, Convection Oven
- Custom Cabinets With Stainless Pulls
- Master Suite Features Two Walk In Closets
- Bath With Skylight, Spa Tub, Separate Shower
- Master Suite Features Sitting Area Plus Office
- Deck Off Master Has Outdoor Spa
- Bedrooms 2 & 3 With Mirrored Closets, Bath 2
- Downstairs Bedroom & His Private Bath
- Separate Laundry Room, Two Storage Areas
- 2 Car Direct Access Garage With Roll Up Door
- Flowering Landscaping, Mature Palms
- Overlooked Lot For The Area Towards Street End

Listing Status: Active  
Offered At: \$1,799,000

**View Monthly Payments:**  
4 Bedrooms, 4 Bath  
Detached Single Family Home.  
3022 Sq. Ft. 3 or more level  
9000 Sq. Ft. Lot  
Built in 1929  
Association Dues: 0  
2 Car Garage.

**Property Details:**  
Stunning panoramic ocean, north coastline and Catalina Island views are seen from all levels of this amazing home. Spectacular living space of approximately 3,000 square feet with four bedrooms, three and one half baths. Open living room with high beamed ceiling, fireplace and surround sound. Formal dining and family room areas convenient to kitchen. Wonderful master suite with incredible views, sitting area and separate office. Rear patio and front view decks great for outdoor entertaining. Generous lot of approximately 1,000 square feet towards street and provides a private, serene setting to enjoy the ocean vistas.

**For More Information Contact:**  
Patricia Horton and Amanda Horton  
Web Site: [www.gamedelux.com](http://www.gamedelux.com)  
E Mail: [game@aamelafort.com](mailto:game@aamelafort.com)  
(414) 432-8122  
(949) 432-8122  
Sutcliffe Properties, Inc.

**For more information on this property, or to make arrangements to view this property, Click Here!**

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## Quick Guide

**2. Manage Your Prospects:** You know that every person you meet is a potential lead. This is true whether you use the internet or not. You work floor time, sit at open houses, meet people everywhere you go, receive calls from your open house signs, etc. Everyone is a potential lead.

Your leads come from many different sources:

- Your website – they visit the website and are entered in the system when they register.
- You – you add them yourself into the system.
- Your company – your broker may transfer leads to you from their own TrackMy.com system

By logging into TrackMy.com and clicking on “manage prospects” at the top of the screen, you can add leads into the system and monitor what your leads are interested in. Our system will search the MLS each evening and find properties that match what your leads are interested in and then it will send them the beautiful color flyers with all the bells and whistles that people enjoy.

Add your potential Buyers: If you are working with a buyer, you should add them into the system. Our system will monitor their activity, so that you can see which properties they’ve viewed and which they have saved to their favorites.

Add your past clients and SOI people. If you are a seasoned agent, then you have many past clients. New agents should be working on their Sphere of Influence (SOI). Adding these people into our system so that they receive the “comps” or “solds” for their area is a great follow-up/marketing system. Imagine how impressed a past client will be when every time a property sells in their neighborhood, they get a quick email from you with all the details. Or, your SOI can both monitor the value of their home AND be reminded that YOU are the agent that provided that information to them. They will remember you.

Add any leads you get from other sources. If your broker transfers a lead to you, they will automatically be entered into your TrackMy.com system, but if you get leads from other sources, you should add them as well.

**“How?”** Just login to TrackMy.com and click on “manage prospects”. Click on the “add a prospect” button and enter their name and email. Click on Save. Then click on the brown file folder-type tab at the top portion of the screen that is called “searches”. Click on the “add a new search” button and fill out what to send them. Save the search and you’re done! It’s that easy to do!

Lastly, DO NOT DELETE PEOPLE from this list of prospects. With a few exceptions, everyone on that list is a potential lead. You may never hear from them, but why would you delete them? TrackMy.com is emailing someone your contact information everyday, why would you stop that?

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**3. Advertise your Website:** This may actually be the most important task on this list of three tasks. You need to advertise your website.

**“Why?”** Why do you advertise your phone number? Why do you place your phone number on your business cards? **SO PEOPLE WILL CONTACT YOU.**

In this day and age, people want to get information without making any commitments – the internet offers them that chance. The internet offers people the chance to get the information they want while still offering them the anonymity they desire. Think about your last internet-related search. You wanted to find the information you were looking for without having to pick up a phone. You have a GREAT site – Advertise it!

You are competing locally with other Realtors for business. Most of them also have websites. Are you getting your website address “out there” as much as they are? Are you placing the website address on as many pieces of marketing as you do your phone number? Why not?!?!?

With 78% of home buyers starting their search for home online (NAR study 2008), why have them search from another site?... they should be looking on YOUR site. If they use another site, they will just contact the listing agent directly (or the agent that DOES advertise their own site) instead of you!

**“How?”** If you are not including your website on ALL of your materials, you are missing out on a potential lead. I recommend the following AT A MINIMUM: Place your website address on the following:

- Ads (printed and online ads)
- Postcards
- Listing Flyers
- Newsletters
- Brochures
- Listing Presentations
- Buyers Presentation
- Press Releases
- Voice mail recordings
- Email signatures
- Sign riders (Open House and For Sale)
- Magnets, Notepads, and other giveaways
- Anywhere else your name is found

There are many other more advanced methods used to advertise websites (including pay-per-click and reciprocal linking), but I recommend that you exhaust the above list of traditional marketing methods before spending another dime. This will keep you busy for sometime. Once you are ready to start out into other methods, let me know, I will help you as best I can.



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### Extras – Other things to Consider

#### Customizing your website:

You can add content, photos, and other material to your site by working with me. I strongly urge you to first look at our example sites.

[www.trackmy.com/site\\_clients.htm](http://www.trackmy.com/site_clients.htm)

This list changes often so that you can see what others are doing on their sites.

Website studies have found that changing the content of your site is a good thing and offers the customer a reason to return to the site. Keep in mind, however, that your site is already updating the most important thing to home buyers – properties updating every hour.

However, you may have a newsletter that you want to have on the site. You may farm a particular neighborhood and want to add floor plans, HOA information, and photos of the area. You may have a contest that you are running each month and want people to enter the contest each month directly from the site. You may have a presentation that you want to show during your listing presentation. You may have a referral list of contractors, handy-men, plumbers and other local business that you want people to be able to retrieve from your site.

Work with me to add the content you want on your site. I customize the sites in my spare time and on weekends. You can fax me your ideas and email me photos and other documents and I will try and help you the best that I can.



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### **Email Blasting your listings:**

You can also email your Active listings to large groups of people with one click, if you wish to. I recommend that you start gathering (if you haven't done so already) email addresses of other agents that you've done deals with and agents that you've met. These are the people that know you and will most likely read an email you send to them. You can blast out a "just listed" or "price reduced" or "open house" type flyer to other agents so that your listing gets maximum exposure locally. We all know that selling a home is a networking challenge for the listing agent. Placing an ad in the local paper is really done to please the seller, but the real way to sell a listing is to make sure as many agents know about and see the property as possible.

I do not recommend that you randomly gather email addresses of other agents. Many consider receiving these types of emails as "spam", so limit the people to those you know.

This is not for all agents, but if you are interested in creating an email farm and then blasting out your listing to that e-farm, please let me know and I'll help you do this.

### **Training and Support:**

Remember, I am here to help you. We also have a customer service toll-free number for you:

877 322 5465

You will not find a company that offers as many features as we do, that also provides you with the support and training for the low cost you are paying, I guarantee it.

Hilarie – TrackMy.com  
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