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How to Make *Boatloads* of Money From Your Website



Ten Easy Ways for Busy Agents to Supercharge Their Websites With Less Headaches and Hassles!

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The Top 10 Tips on How to Make *Boatloads* of Money From Your Web Site

When I asked my CyberStars® (who number almost 200 of the top agents from the U.S., Canada, the Bahamas, Mexico and Australia) this past January what they feel makes them SO out-of-this-world successful...they all answered with one common thread...



**...that the effective use of today's technology
lies at the heart of their businesses.**

I then asked my CyberStars® to determine their closed gross commissions **from their websites alone** in 2004. The lowest figure I was given, from an agent in an extremely small market, was \$30,000. The highest reported was \$528,000!!! From just her website!!! **The average income from the CyberStars®' websites alone was \$115,412.**

But what is it that makes their sites so successful?

Can you believe that I'm going to GIVE you these never-before-shared secrets I've discovered after numerous studies and discussions with prosperous agents all over the world?!?! Well, I am!

I've found that there are 10 super-successful site secrets, which I'm GIVING you here, as tips to help YOU make more money from *your* website!

Tip #1: Retool Your Marketing For *Today's* World

The most important point to remember if you want to make money with your website is this...



When we want to research a product or get other information, where do we go?

Most of us go first to the Web!

Strangely, the majority of agents ignore this fact when they plan their marketing efforts. For some reason, they continue to rely on traditional marketing methods like print advertising, holding open houses, taking floor duty, expensive postcard mailings, etc.

A recent N.A.R. study found that **74% of homebuyers and sellers went first to the Web** to get information on their sale or purchase. Your strategy should be to capitalize on this fact by embracing a concept I call *Web Centric Marketing*[®].

Web Centric Marketing[®] has two components:

Step #1: Make sure you have a meaningful, *consumer-oriented* (i.e. about THEM – NOT YOU!) personal website.

Step #2: See your website as the core marketing tool of your business and promote it (NOT YOU!) in every way possible.

Tip #1, then, is to embrace Web Centric Marketing[®] as the core of your business today. Doing so means that you understand the consumer's needs and that you are meeting those needs.

Tip #2: Promote Your Site, NOT Yourself!

The “old way” of marketing (i.e. conventional marketing) urges you to promote yourself. **My CyberStars® promote their websites, not themselves.**

When you advertise, then, advertise your website. *Better yet, advertise a specific page on your site – such as a special report you’re offering, a free market analysis you’ll give or the fact that consumers can access all homes in the MLS on your site.* Focus on productive marketing methods, such as devoting 1/3 of your page in a real estate magazine touting the features on your site, that are useful to consumers.

Give gift cards from www.TheGiftAssistant.com to your most valued referral sources...since you can put your photo and website address on the card. If you do postcard marketing, use the postcards to get consumers to your site. Make sure that you e-mail *everyone* in your database monthly promoting new feature of your site.



In short, use marketing tools that have impact and that focus on one thing...getting consumers to your site.

“The Gift Assistant is a really great idea. The time it saves alone is worth it. I also like the flexibility it gives my clients and the professional look it gives me!”

~Harry A. Rodas, Century 21

Tip #3: Display Your Listings in a Way They Can't Resist!

It's been proven over and over that buyers and sellers begin searching the Web for information 3-6 months before their projected move. In my experience, one of the main criteria by which site visitors decide whether or not to bookmark your site for on-going and later review is ***the way listings are displayed on the site***. (The other is whether or not there is complete information on the area surrounding the property.)

Fortunately, more agents now recognize that the quality of their listing display has a direct influence on making money from their sites. Smart agents realize that the way listings are displayed on a site is one of the main reasons that sellers choose an agent to market their home and why buyers choose an agent to sell them a home.



How are listings are displayed on your own site? Do you feature just one exterior photo of the home along with dry “brick and mortar” details on the property?

Hopefully, you have multiple photos of the home *and* a virtual tour as well as the following links to further information...information that goes into a buying decision:

- A consumer-friendly description that sells the *benefits* of the home's features

- A map of the area

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- Neighborhood information
 - A downloadable flyer
 - A downloadable print brochure
 - School information
 - A link to schedule a showing
 - A link for requesting more information on the home
 - Financing information

Some awesome products exist that help you with this task, requiring only that you upload photos and text into their pre-designed listing formats. Among the best is **Agency Logic Power Sites** (www.AgencyLogic.com). This is a turnkey system that takes just a little bit of your time (or your VA's or assistant's time!) and no knowledge of website design...and the results are wonderful!

For an example, see the listings on CyberStar® Anthony Marguleas's site at www.AMRealtyLA.com. Anthony is just one of many CyberStars® who have started using the Agency Logic product and who have had wonderful results from it.

“I am amazed how *Power Sites* keeps improving! It's just perfect for someone like me. I'm blessed with great business and don't have time to create websites on my own. This is soooo simple.”

~Linda Davis, RE/MAX® Realty Group

Tip #4:
Don't Just Show the Home...
Show the Neighborhood!



When you made your last move, did you just buy a home, or did you buy a home *and* a neighborhood? I'm sure that you gave the neighborhood and surrounding areas careful consideration, just as you did the property itself, right?

Your site WILL make you more money if you remember that neighborhood information is just about as important as the home itself.

In addition to detailed listing info, then, it is IMPERATIVE that you display complete neighborhood information on the areas that you serve.

To see how several of my CyberStars® feature neighborhood information, visit the following sites:

www.sendera-ranch.com

www.BerkeleyHomes.com

www.NorthwestDreamLiving.com

www.amrealtyla.com/about_la/cities/index.shtml

www.DonKingHomes.com

www.SanDiego-MLS.com



Tip #5: Help Your Buyers (and Get More Listings While You're At It)!

If you're like most agents, you have a number of buyers who are looking for "just the right home."

Your website can be a GREAT source for helping these folks find homes, while also attracting new listings at the same time.

How?

***By building a page that profiles the buyers you have
and the types of properties they are looking for!***

To see this concept in action, visit www.HomeRome.com and click on the "Buyers 4 Your Home" link. There you'll see how CyberStar® Margaret Rome of Baltimore, MD, capitalizes on her backlog of buyers.

This is a useful content area for your site...one that will certainly help you make more money from your site!

***This strategy will pay off
big in the longrun!***

Tip #6: Help People Get to Know You!

Repeat this over and over to yourself...my site does not exist to promote me...my site does not exist to promote me...my site does not exist to promote me. It must focus on services of value to the consumer.

That said, site visitors *will* want to know **a little** about you after they have investigated content areas that are important to them. After the site visitor checks out homes, neighborhoods, area information, financing information, virtual tours, etc., he or she will want to know something about *you*.

Look at most agent sites, however, and you'll see the agent information presented in a dry, sterile way...a way that includes only information on the agent's professional qualifications.

**It is guaranteed...
you will “connect” with many more buyers and sellers
if you “make yourself real.”**



Include photos of yourself and your family in “non-business” situations. Let people know what your interests are.

In short, present yourself as a *person*, not just as an agent.

For a good example of this, see the personal information of my Australian CyberStar®, Helen South, at www.lanerealty.com.au/Helen.html and CyberStar® Barbara Weismann’s bio page at www.bergencountyhomes.com/meet.htm.

Tip #7: Have at Least 8 Response Forms on Your Site:

A response form is a fill-in-the-blank form that site visitors complete to request more information from you. Why have these? Because of this cycle...

The more reasons you have for them to ask for something, the more responses you get. The more responses you get, the more prospects you have in your automatic follow-up system. The more prospects you have in your automatic follow-up system, the more prospects you can contact on a monthly basis. The more prospects you contact on a monthly basis, the more money you make!

Makes sense, but most agents have only the standard “E-mail Bob For More Information” response form on their site. Blah and boring. Not compelling at all.

There are any number of **compelling & meaningful reasons** you can give for visitors to ask you for something. For example, people absolutely love FREE special reports on various topics. Here are some ideas for items you can offer to send people – for FREE:

- A relocation packet
- A newcomer’s guide
- Special Report: *The Top 10 Top Secret Money-Saving Tips When Buying a Home*
- Special Report: *The Top 10 Hottest Tips for Selling Your Home Faster and For More Money!*
- Special Report on tips from their fellow homeowners or homebuyers that you’ve gathered and made into a report

Using your creativity, you can think of many more valuable “freebies” that can be added to your site. Keep the overall point in mind, however, which is...

**The more reasons you give them to ask you for something...
the more money you will make from your site!**

Tip #8: Answer Site Inquiries Within One Hour!



CyberStar® Glen Gill of Houston, TX, (www.4AHome.com) lives by the principle of “The Golden Hour.”

By this he means that **you have one hour to respond to a site inquiry if you are to have a good chance of capturing that person’s business.**

How do you do this and still have a life, you ask?

You can do-ably get this done in several ways:

- If you have a personal assistant, assign the task to him or her and stress that it is vital to the success of your business (so it’s taken seriously as a very important responsibility).
- You can assign this task to a Virtual Assistant (VA), someone who works for several agents from a remote location. Simply transfer the e-mail address on the response form to your VA’s e-mail, instruct him or her to respond to the inquiry immediately and to forward the response to you at your personal e-mail address. To find a VA, go to www.CyberStarVA.com. For general information on what a VA is, can do or how to transition your onsite assistant into a VA, go to: www.WhatAboutAVA.com.
- You can have telephone and/or e-mail inquiries from your site routed to your Treo or Blackberry.
- You can attach an “auto responder” system such as that from **AWeber Systems** (www.AWeber.com) to your site so that an e-mail response goes out automatically when the inquiry is received.
- You can utilize the full-service auto response and auto prospecting systems mentioned in the next tip.

Tip #9: Prospect & Capture *Automatically*

Can this be?

Is it **REALLY** automatic, but yet personalized?

Absolutely!

If you have a deep, meaningful, consumer-oriented website, ample response forms and practice Web Centric Marketing® (which I covered earlier), you *will* get inquiries from your site.

Having a plan for ongoing follow-up to those who contact you is what insures that you WILL convert a good percentage of your inquires into listings and sales.

Your plan **MUST** contain 2 important elements to obtain maximum benefits:

1. It must provide an immediate e-mail response and must provide *automatic*, on-going follow-up e0mails on a regular basis.
2. The e-mails that go out must look professional (HTML or “fancy” format rather than plain text) and must contain material of interest to the consumer.

Fortunately, there are several products that accomplish these objectives with no effort on your part. Among the best are:



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- ❑ **The Gooder Group's Rainmaker e-Central 4.0** (www.GooderGroup.com)
This system provides content for your site as well as very effective automatic "drip" e-mail campaigns for various target markets (i.e. niches). In addition, it gives you 440 pages of plug-in content for your website, over 120 of which are response offers that bring site inquires!

 - ❑ **RealProSystems** (www.RealProSystems.com)
When you sign up, use code AKY050 to receive a \$50 discount!
This program provides a main website and several "stealth" websites that you advertise in place of your regular site. The system also has an automatic "drip" e-mail follow-up system that uses excellent e-mail marketing messages. If you don't have a website now, or if your existing site is extremely weak, RealProSystems can be an excellent Web marketing tool for you.

 - ❑ You might also investigate **My Home Management Club** (www.MyHomeClubPro.com)
You sign up clients and customers using this dynamic system and each prospect receives twice monthly topical mailings, a personalized monthly newsletter and more.

The beauty of these three systems is that your target prospects receive dynamic and meaningful (to the consumer!) marketing pieces with ***no effort on your part!*** Let me repeat that: NO EFFORT ON YOUR PART! Each is worth the investment if you believe, as I do, that successful people do the "little things" that unsuccessful people do not do!

“Success is doing ordinary things extraordinarily well.”
~Jim Rohn

Tip #10: You Must Have a Client Activity Page

What is this? Well, many of the CyberStars® include a feature on their site that is accessible only to their buyers and sellers. Behind this “door” is a wealth of services available to their current clients. Buyers and sellers (as well as others involved in a transaction) can go to this special section of the site for updates on their transaction, to post or download documents, to leave messages and more.



You can use a feature like this to save time, while – at the same time – increasing client satisfaction by posting such items as:

- When sign installation is scheduled
- When the virtual tour was completed
- How many times the virtual tour was viewed
- How many times the listing itself was viewed on the site
- How many property inquiries have been received
- Showing results and comments
- Relevant documents pertaining to the transaction

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By following these ten HOT tips, you *WILL* make more money from your website. If, as mentioned in Tip #1, you promote the site and its specific features heavily.

PLUS! I'm throwing in a BONUS summary tip that will help you maximize income from your site!!!

**You must remember the “Website Loop.”
First formulated by CyberStar® Alice Held
(www.Come2AZ.com)...
it consists of three parts:**

1. Focus *all* of your marketing efforts on promoting your site.
2. Have deep, specialized content and interactive response forms on your site.
3. Monthly, use e-mail to send a group message to all people in your database to get them back to your site to view some new information.

The secret of website success is not very complicated, but it does require time and a commitment to follow these 10 tips. If you are willing to devote the time and to make the commitment, you, too, will come to see your website as the best money-making tool in YOUR success toolkit!

To your success!

Allen Hainge

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- Author of "Dominate! Capturing Your Market With Today's Technology"...Real Estate's #1 Best Selling Book On Using Technology To Run A Successful Business

Web site URL to be analyzed:

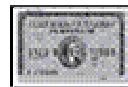


Isn't it time that your investment in your Web site pays off? My CyberStars® earned from \$20K to over \$700K from their sites alone last year, and you can too. The place to start is by having me do a complete analysis and evaluation of your site. I will:

- Send you an evaluation questionnaire
- Review your information
- Analyze your site
- Email you a complete Action Plan for your site which, if followed, will dramatically increase the income you make from it!

Website Analysis Cost is \$395.00

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