

Why only 5% of agents

Succeed Online

How Do You Avoid Joining the 95% of All Agents Who Fail?

Those Agents Who Succeed Online Earn 3x as Much as So-Called "Traditional" Agents



95%

5% SUCCEED

FAIL

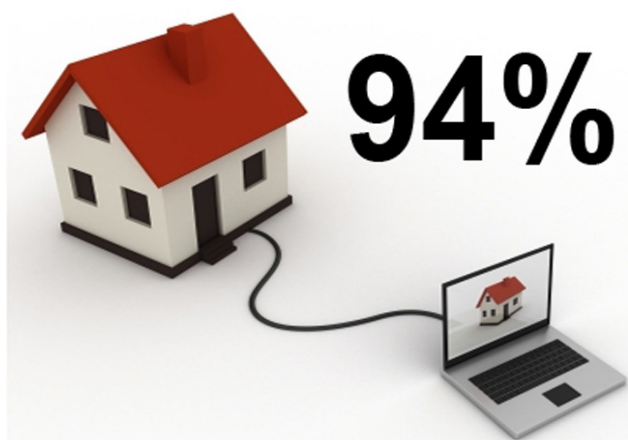
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Why do 95% of agents fail at Internet marketing? How do you get into the 5% that succeed?

According to the National Association of Realtors® fully 95% of all agents are unhappy with the results (or lack thereof) from their Internet marketing efforts. Today, it is estimated that 94% of all residential homes sales begin online. Something is drastically wrong when only 5% of all agents and brokers are participating in any meaningful way in the 94% of all sales that start online. This disconnect is where we come in. We have a plan. We ask you to read this booklet and think about the contents and the approach. We think most intelligent people will agree: some-



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thing is wrong when the official affinity group for real estate agents and brokers (The National Association of REALTORS®) offers the same realtor.com solution they have offered since day one, yet who also reports that 95% of all agents and brokers are not happy with the results of (i.e., who fail) at Internet marketing. We ask that you keep an open mind and think about trying to succeed at online marketing a truly new and different way—our way. Thank you and we are always available for any question you may have at info@theblackwatercg.com.

The do-it-yourself concept of marketing online is obsolete—95% of agents fail using that concept

An agent from Hawai'i wrote in asking for information from us recently. This happens hundreds of times every month, but for some reason, this one caught my eye. I decided to look at the agent's existing website and check it out. I went to the site www.mauipropertieseller.com and as I looked at the homepage, my heart sank: while on the surface, this site seems perfectly fine, this site embodies all that guarantees frustration in Internet marketing. It's not as if the agent isn't trying; there's IDX and much more. Unfortunately, as a prospecting site, it comes up short. As an informational site, it does fine—but that won't bring the prospects—it will help her existing prospects see what choices they have, but it won't attract new prospects. This is the old and obsolete website business model so many agents employ: the "do-it-yourself marketing company." It is this model that so many hard-working agents and brokers find themselves stuck in a pattern of frustration and failure trying to become Internet real estate agents because they keep trying what no longer works to attract prospects.

The "Big lie" in online marketing

The 'big lie' in online marketing is a doubly false proposition in that there are two big lies: There are two giant misconceptions about online marketing that must be made public: The first part of that big lie is that anyone can succeed at online marketing if they work hard enough at it. The second part of that big lie is that your website will succeed if you put enough "content" into it. Both of those statements are nothing but big lies.

Our files are replete with examples of agents who devoted huge efforts and sums of money to online marketing, only to continue to fail at it. These are not poor agents, they simply aren't in on the truth and the truth is that what passed as cutting edge online marketing even two years

ago just doesn't work, today. Neither are most agents told about their websites probable lack of performance and what's really needed to succeed online. (How is any agent to know these things?) With 94% of all residential real estate sales starting online it's plain that every agent needs a successful Internet marketing plan; but with 95% of all agents dissatisfied with the results of their attempts to establish an Internet presence, clearly, the majority of agents haven't got a plan that works.

What must be refuted are the myths that (1) websites sell houses all by themselves if you add enough "content" to them and (2) that the average real estate agent can successfully build and execute a successful Internet marketing strategy on their own. While there are exceptions—after all, 5% of agents are happy with the output from their websites—95% of all agents fail at Internet marketing—according to our own trade organization! When agents set out on a course to succeed at Internet marketing, there is a 95% chance they will fail. No one tells them that dream-crushing fact, which only breeds more disappointment. The statistics are plain and well-known; the question before us today is this; how does an agent join the 5% of agents who succeed at online marketing for realtors?

The website will never be invented that can do all the things an agent does

People sell homes, not websites. Technology is but a tool for a skilled agent to employ to give themselves an advantage. So many agents think that if they put up a site and get it optimized, throw in a blog, buy-some-pay per click, incorporate that all encompassing IDX, or buy advertising on a portal of some sort that they'll sell loads of homes to Internet buyers. That rarely occurs. The truth is that the paradigm has changed—again. We are seeing a return to the days when less is more; i.e., buyers want the agent to actually help them choose and find a home-- they are not necessarily looking to find it themselves. Oh sure—they like to look around and get ideas,

but they much prefer to tell a quality agent what they are looking for and then have that agent use the web to show them examples of such in the neighborhoods they want, then visit the ones of most interest. Often, not only do buyers know little about which neighborhood will suit them, they can't settle on what is within their realistic ability to expect. Thus, buyers want the involvement of a strong and knowledgeable agent. Websites do not sell homes: agents and brokers sell homes. In employing increasing technology in the relentless effort to make the website the virtual agent, this principle is forgotten.

What is the purpose of a website, then?

If your website can't sell homes for you, what can it do for you better than any other technology? The answer is simple: it can prospect the Internet for you and bring you interested Internet buyers better than any other device yet invented.

Different websites have different purposes and they obtain different results. Since the website was invented agents have been cluttering them up with every possible piece of information that might be tangentially related to what the client is looking for in the obsolete belief that informational sites are best. (You know, "Content is King?") Today, there are all sorts of 'experts' telling you to put video on your sites, telling you to

What is the purpose of a website?



To bring you Internet buyers.

use green screens for special effects, to employ complex mapping and satellite solutions and to continue to add 'content' every chance you get. Some of this technology has real value; most of it really adds nothing that results in more sales for the agent. What might work on the splashy corporate-funded master site, that strategy is ridiculous for the typical agent, untrained in any of those things. After all, are you an engineer or a real estate agent?

A large cause of agent failure is because today everyone is suffering from information overload. Few people will read past the first paragraph—or maybe even the first sentence—unless you grab their attention (you can be sure that most readers have stopped reading this booklet by now, too! Unfortunately, one of the only ways to obtain in-depth knowledge is to read!). Even TV commercials are no longer 60 seconds long—why?—because viewers' attention spans can't be held that long. Twitter limits 'conversation' to 140 characters, Facebook to 420. In this environment it is simply wrong to think that success is measured by how long visitors stay on your site, how low your bounce rate is, how many page views you get, how many awards you win, or any other formerly hip strategy. The ONLY thing that really matters are how many leads and how many sales your website produces for you.

Putting it another way, the only "success" that really matters in online marketing is commission income earned from an agent's online marketing plan.

When was the last time you sold a home from an inquiry to your website? How many good leads did it produce for you last month? Folks—let me say this again: 94% of residential real estate sales start online these days. You must succeed there.

Second question: Are you more interested in being a) the 'information source about real estate' for the world or b) the top agent in your territory?

Is your answer "b"?

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or b) the top agent in your territory?

Most agents want to be the most successful agent in their territory.

Focus on getting information from your website about what buyers really want and starting dialog with people who are looking for homes online instead of trying to let them look at every house for sale in the world. You must rethink the entire purpose behind what you do online as well as the process of what your site tries to do online.

That means that you must give the visitor fewer choices when they land on your site. Why? Because you want them to contact you and ask you to help them! That's what you are good at—not playing Internet guru and employing the latest gimmickry! If you could find 10 serious buyers every month to ask you for more information you will eventually sell some of them, correct? Then to succeed, start focusing your efforts on getting 10 Internet buyers to ask you (and only you) for more information each month and on starting a dialog with them: forget about competing in the beauty contests.

Content is NOT King (or, Queen) in Internet marketing: the agent who sells the most homes or earns the most commissions from their efforts is. Everyone knows that one must have plenty of prospects to sell plenty of homes. Concentrate your efforts on making your website produce Internet buyers who ask questions of you and who want to open a dialog with you. That is what your

website should be for, not for informing the world of every home for sale in the world and everything about the town it is located in. When people want information these days, they go to Google®, not to a real estate website. Likewise, an estimated 880 million people go to Google® every month looking for real estate related things. If you can't be found there, you're missing out on a lot.

Back to that Hawai'i site mentioned earlier

If you looked at the site listed early in this booklet, you saw a standard do-it-yourself site homepage with 1970's stock 'happy family' photos (folks, people looking for homes online are not looking to see 'happy family' photos on your homepage, they want to see something about what you sell!). Also, the site has no lead capture where folks can sign in on the homepage. No leads will come from there. (Don't buy into that falsehood that the "contact page" accomplishes lead capture, for it does not). While lead capture is employed on the "home audit" (and some other) pages, if someone isn't interested in a 'home audit' (whatever that is), they won't go to that page. You also saw the agent's photo and you read the text she obviously took the time to write instead of using the vendor's generic text.

Or, did you? Most visitors to that site would exit and move on because the site is too wordy, has no attention-grabbing details or photos, and no call to action. Isn't that precisely what you did? In a world full of information overload, this site gives no one a reason to mark it as worth a detailed look. Internet homebuyers are looking for sites that capture their attention quickly, get their interest and seek interaction. The same old stock website template that does not address a call to action, lead capture, and that doesn't seek input from the prospect just will not cut it in the real estate world of today.

You can't sell a home if you have no one to talk to who is interested in buying them!

The number one job of your website should be to attract interested prospects and to get those

prospects to contact you to help them find what they want in sufficient volumes to impact your business. While some agents revel in the technical aspects of doing that, 95% can't succeed at making it happen on their own (based on NAR's report).

Ask yourself this question: "If I knew that I had a 95% chance of failure by trying to do my own Internet marketing by myself, would I even bother trying?"

Of course you would not waste time on such futility!

Internet marketing is too important to 'do it yourself'

"Do it yourself" is great if you are putting a new birdhouse in the back yard, but in online marketing, it's an uphill battle. You can bet that those 5% of agents who are succeeding at online marketing worked very hard and endured a lot of frustration to get to where they are now. They invested plenty of money, time and frustration until they made it work—and now; they invest large amounts of effort at keeping it working—because successful online marketing is an ongoing process. There has been so much change in online marketing in just the past few years that even our own clients of two years ago are sur-



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prised when they see what we do now. How is any agent to keep informed on those changes, as well as all the technological changes that happen almost daily while being a full time real estate agent?

What do I need to succeed at online marketing?

After more than six years helping agents and brokers with online marketing, we can tell you that the entire process has changed so much as to be almost unrecognizable from the way-back days (funny thing is, the “way-back” days as regards the Internet is as recent as a year ago!) The only constant thing about the Internet and marketing on it is change. That said, here’s what you need: you need professional help.

Consider what characteristics your site must have:

- It must be able to be found by people searching for homes in your Internet target area when they type what they want into their search engine. (That means Google®, MSN (bing®) and Yahoo® at minimum.)
- It must have target and focus both geographically and by specialty;
- It must be interactive;
- It must convert a solid 10%+ of Internet visitors into people seeking information and asking you questions;
- It must gather information for you, not just give information out to people;
- It must produce sales and a steady stream of good leads: leads that are solicited by your branded and proprietary website, not purchased from some “lead aggregator.” If you subscribe to The Blackwater Consulting PMLS (professionally managed lead site) your Internet leads will come from your branded site. Even better, they are exclusive, you own them and they are

never shared with anyone else plus the people responding to you have been on your site and know who you are! And it costs you less to generate them than those companies charge you to sell you their “leads!”

Why Blackwater PMLS? Lots of companies sell leads. Aren’t you just another lead seller?

With respect, absolutely not! There are as many lead sellers as there are gullible agents. One of the hardest things to communicate is the difference between being a lead aggregator as opposed to what we do: we help you solicit inquiries from people looking for homes. Semantics? Not at all. Consider: ordinary lead aggregators SELL you leads they creatively obtain; leads who don’t know who you are, leads that are shared with up to four other agents, and leads that cost more than ones you solicit yourself. WE DON’T SELL LEADS. WE SELL YOU THE SYSTEM TO ACQUIRE YOUR OWN. We solicit inquiries on what you sell exclusively for you using the effective techniques our clients have taught us over the past five years. For example, if you were to sign up with any lead aggregator you would find that every “lead” you receive is furnished to up to four other agents (Think about how happy that makes the “lead!”). Furthermore, the prospect is answering blind, having no idea of what agent is soliciting him or her, so a high percentage of those “leads” are not valid. Blackwater PMLS leads are solicited on YOUR branded site we own and manage for you (the client knows who you are) and are never shared or sold with anyone else! Not only is Blackwater the industry leader, but we are the ONLY online marketing company that works for you exclusively. We’re also less expensive than ordinary companies and require no lengthy contracts or down payments—just the first month’s payment gets you started and you can cancel any time after 90 days without penalty!

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and others are lead aggregators. The “leads” they sell you do not come from your branded site, they are not exclusive, you do not own them and they reserve the right to sell them to as many as five additional agents and people signing in on the other end have no idea who you are.)

Best of all, Blackwater PMLS includes that proprietary branded site, organic SEO and

Intelligent Pay-per-Click to get you found, great lead capture that yields the highest conversion rates in the industry, all texted to your phone and emailed to your computer instantly as received, exclusively; a permanent online record of every lead you ever receive. Our simple product has changed many an agent from the 95% who fail over to the 5% who succeed online. Give it a try and you'll join the 5% of agents who succeed!

After years of leading the way in online marketing services for realtors, we have learned how to put any agent who will follow our program into the 5% of those who succeed. We require no long term commitment from you; you may cancel on 30 days notice once you've subscribed for 90 days without penalty or hassle. We created a solution that includes everything needed for the site to be found by the consumer. We believe that if we can't show you that this is the best Internet prospecting tool you have ever seen in a few short months we haven't done our job. Now you can give it a short try and join the 5% of agents and brokers who succeed online. However, unless you are committed to follow up rapidly and persistently, the leads you solicit will most likely not mature into engagement. You see, Internet users expect very fast response and they want to be in the form the request. In other words, if they want a list mailed to them, mail them that list. If they want a home in a specific area, don't try to shift them to another area. If they tell you they want to stay under a certain dollar figure, send them properties under that figure. By doing these things you will cement your credibility with the prospect and according to the NAR, 81% of Internet buyers will stick with the first agent they contact if that agent responds quickly and professionally to their inquiries.

We'll give you the system to obtain good inquiries; your job is to treat them like gold and work them properly. We are your Internet marketing partner.

**Blackwater PMLS is the way to
move from failure at online marketing to success!**

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**To Buy Now, to have more information
sent to you, or to see an actual demonstration
of how this works on a real agents site.**