

Blackwater PMLS

The Original
Professionally Managed Lead Site

We help you
succeed where
80+% of all home
sales begin: on
the Internet.



The key to success is having plenty of interested prospects to work with every day. PMLS was designed to help you meet that need.

Over the past five years, the way people find and purchase homes has changed. Gone forever are the days when buyers came into town, were attracted to your franchise sign and stopped into your office to see what was available by going through the MLS book with you. Gone, too, is the practice of poring through the newspaper classified ads each Sunday for the family looking to purchase a home. Foot traffic, people seeing a yard sign, doing desk duty at your office—all these things can produce prospects, but not in the quantity they used to. The paradigm has changed and the consumer knows where to find out everything they want to know about properties for sale before they even speak to a real estate agent-- the Internet is the new MLS book, and the consumer needs no real estate license to see the information.

Today's buyer is most likely to simply sit down in front of her computer, go to her search provider (Google®, Yahoo®, bing® and others), type in the name of the town she wants to look at homes in together with "homes for Sale" or "real estate" or any other descriptive phrasing that pertains to what she really wants. If you appear on screen after she types her query, you have a chance to be chosen as her agent. If not, the business will likely go to one of the agents who do appear in the top ten search results.

As over 880 million searches are entered every month pertaining to real estate—just on Google®--it is easy to understand why the National Association of REALTORS® reports that today, 90+% of searches for homes begin online. Clearly, the Internet is the place people are looking for homes and the Internet is the place where those people must be able to find you. With a solid Internet presence, it is possible to have a steady and reliable stream of prospects entering your virtual office –your online presence— and asking you for more information every week and every month. Chances are good

that if you have even eight or more new prospects each month, you will manage to sell one of them something in due course. Blackwater PMLS makes sure that you have those people to talk to.

Blackwater PMLS is the best Internet prospecting tool you can have working for you.

For the first time, you simply hand the responsibility for developing Internet leads to a qualified party—us—and you concentrate on selling and listing property. We build the site, brand it for you exclusively and manage it for you so that it converts Internet visitors into inquiries at a rate that is far greater than ordinary websites. We optimize your site to appear organically on the first pages of the major search engines—both organically and in the paid search section. We apply other types of Internet advertising—including intelligent pay per click—to your site from day one to help it generate traffic and leads right from the start. All this is included in the subscription price; there are no "extras" or "options." We bring you the traffic, 5-15% of



that traffic converts into people asking you specific questions about your marketplace, and we manage your campaign for the length of your subscription—you do nothing but give us your logo, your photo, and tell us what your target specialties are and what you'd like your color scheme to be on the site. You tell us what telephone number you want your leads texted to and what email addresses you want them sent to. You also must tell us what your target market is and what specialty you want to attack (e. g., distressed properties, first time homebuyers, relocations, etc.). In addition to delivering them to you, we keep a permanent record of them that you can access in one click from your client page. These leads are your permanent property and are never shared or sold to anyone else. Blackwater PMLS gives you the ability to outperform the vast majority of ordinary agents where it counts: in the number of visitors that you engage. As you know, the more people you engage in conversation about buying a home, the more chances you have to sell some of them a home.



why that is so.

What is “an inquiry”?

An inquiry is a request for more information that was generated by a real person viewing materials about what you sell who desires more information about something they saw on your website. An inquiry leaves their true contact information (phone, email address or both) because they really do want to communicate with you or to gain more information about something you sell.

If we introduced you to 100 or more visitors to your website who fit that description during the coming months, would you sell a few of them a home, do you think? We will introduce you. You have to sell them.

Why Blackwater PMLS outperforms ordinary websites

The National Association of REALTORS® tells us that about 95% of agents do not succeed and are not happy with the results of their online marketing efforts. We know

Simply put, most agents look at a website as a place to offer visitors information about any possible thing they might want to know about buying or selling a home. We look at a website as a place to open a dialog with Internet buyers where they literally write in and ask you for what they want. Instead of focusing your efforts on providing information, we seek to obtain it for you.

For more than five years we have helped agents and brokers with their online marketing with our original outstanding product, Blackwater Search, and we have learned what works. Our PMLS uses only what we know works. Until now, even the savviest agents can be aimed at the wrong target in their Internet marketing. Online marketing is NOT about the prettiest website with the most features and the most information on it; rather, we believe it is about making Internet shoppers give you a description of what they really want, so you can find it for them.

No technology will ever replace a competent



real estate agent. We try to take you out of finding the prospects so that you can concentrate on selling them.

What Blackwater PMLS does NOT include

There are no hosting fees, "neighborhood" fees, webmaster fees, web designer fees, IDX fees or any other kind of fee. There are no "options" or "extras." There's no need to "post your listings" or to blog or social network or to do anything but respond to your leads. You simply tell us your targets and we find them for you. You however, must 'get them into the boat', as fishermen would say, and you need to respond immediately, provide ONLY what the prospect asks for in the method that they ask for it and stay engaged.

The Blackwater PMLS guarantee

Blackwater Consulting Group ("BWCG") guarantees the Subscriber that their subscription to the Professionally Managed Lead Site (PMLS) will provide the subscriber with the contracted number of inquiries

during the subscription term and that at least one of those leads will convert to a sale or to a listing if the subscription is maintained for 12 consecutive months in good standing. (Shorter subscriptions do not qualify for the conversion guarantee) Should that not happen, Blackwater must continue to provide inquiries until it does happen, at its sole expense, or for another 12 months, whichever occurs first. (There is no additional charge for receiving additional inquiries during the original term.)

These inquiries will be transmitted to Subscriber by email/text as soon as received by us and are the exclusive property of subscriber. We guarantee never to share or distribute these inquiries in any other way to any other party for as long as subscriber maintains subscription paid and in good standing. We shall also maintain a log of all leads received on behalf of subscriber that subscriber may access at will and we will never share that log with any other entity or person not employed by us or by you. (An "inquiry" is defined as being a communication from a real person, with a real name and real contact information, that is, a valid email address, a valid phone number, a valid name or a combination thereof solicited by us for you, exclusively).

Choosing your target markets and specialties

Your representative will help you choose the best localities and specialties to attack. It is important to note that organic and paid search both work best when focused on the narrowest possible geographic area capable of producing hundreds of leads. You are doing yourself no favors to try to make five towns your target; the power of the solution is diluted if you do, so we won't let you do that. One town or city works best, but two towns of small size are acceptable. In major metropolitan areas, make sure to tell us what areas you target; you know your market best and you know where you want to succeed. Please do not specify towns more than a few miles apart; online marketing for realtors is most powerful when localized.

Not everyone can subscribe to Blackwater PMLS

Unlike some companies, we feel we have a responsibility to our customers that includes not overselling a territory. It does no one any good to have unhappy clients due to overselling a territory. This means that there are a limited amount of PMLS sites in any region, depending on the demographics of that area. Some towns can only manage one site; some can manage three. Cities can support many such sites, as major cities are incredibly diverse and segmented into easily identifiable target markets. In any event, we have set firm limits on how many subscriptions we will allow our representatives to accept, based on demographics of the individual marketplace. We want you to succeed. You can be sure that we will avoid permitting too many subscriptions for a marketplace to absorb. Because every marketplace seems to have a surplus of agents, we suggest you stake out your ownership of a market as soon as you can. As long as your subscription is kept in good order, you cannot lose it and once a market is full, it's a waiting game to subscribe.



An important word about generating inquiries in numbers and a CAUTION

Some agents and brokers have asked us how we can guarantee varying numbers of inquiries in a subscription. It's a valid question and the explanation is simple: We use our proprietary intelligent PPC and paid search with Google and Yahoo to send traffic to each site. We manage the spend (included in your subscription) to generate a level of unique visitors to the site and we utilize our technology to convert as many as we can into inquirers, in addition to constantly promoting the organic search that takes longer to achieve. Thus, we are usually able to manage the incoming leads within certain parameters. You get what you want at a preset price and everything is included. There are never any additional costs.

*Please see actual guarantee right above the signature line in your subscription agreement

A caution

PMLS works a very high percentage of the time to produce the kind of inquiries that can make you truly excited. However, in some areas of North America it is slower going than in others. There are—unfortunately—a very few places in North America where we simply cannot produce as many good inquiries as we aim to for reasons as basic as there is low traffic in those places to as esoteric as we don't really know why. The Internet is still capable of being a mystery at times. This is the principal reason that we encourage you to take a 90 day trial subscription before signing on for a year at the lower pricing; give it a test drive! Likewise, if you delete a significant part of the broad spectrum of buyers (e.g., foreclosures, distressed properties, short sales, etc.), you should expect fewer leads than those who do not pare their market down. Because just one of these inquiries can result in a sale of any size, however, we hope that you agree that by being a bit patient and allowing us to adjust based on what your experience is we are

both better served. While you could very well sell the first person you engage, it's a numbers game: the more people you engage the more likely you will sell some of them! Likewise, poor business practices guarantee failure, too, no matter how many great inquiries one gets.

PMLS is a great tool for agents and brokers; it is not a miracle worker. Its success depends on you.

To speak with a representative

Should you have questions, we invite you to contact us for the answers. You can write us at realestate@theblackwatercg.com, you can call us at 949 612 9014, or you can send us a letter at The Blackwater Consulting Group, 220 Newport Center Drive #613, Newport Beach CA 92660. Please visit our website at www.theblackwatercg.com. We have customers throughout North America, the Caribbean, the Hawaiian Islands, Central America and in Australia. We hope to hear from you.



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