

# “I consider Blackwater Consulting’s SEO as necessary to our success as our license to sell real estate”

Malcolm Waring, Waring Bowman Realty, East Stroudsburg, PA [www.bevwaring.com](http://www.bevwaring.com)

Chances are good that if you were to flash a word in front of a person, the word “Poconos” would elicit “Honeymoon.” Before letting your mind fill with visions of heart-shaped Jacuzzi tubs, and champagne specials, we are not talking about those kinds of Honeymoons. No, we’re talking about the kind of Honeymoon that brings more than two dozen home sales to you each year: we’re talking about successful Internet marketing. We’re talking ‘bout LOVE, baby! And what self-respecting real estate professional wouldn’t just LOVE to have the more than two dozen sales from their website each year?



**The beautiful Pocono Region is rich in natural beauty with clean streams, wild flowers, wildlife and many lakes.**

The Poconos Mountains of Pennsylvania are within easy driving distance of Washington, D.C., Philadelphia, New York and Boston. Containing over 150 lakes, myriad attractions and the peace and quiet so lacking in the city, this huge area of Eastern Pennsylvania is visited annually by millions of people. It also happens to be the physical place where Bev and Malcolm Waring maintain their Waring Bowman Realty brokerage. However, Bev and Malcolm will tell you that they have a second “office,” where about 80% of their sales originate: The Internet! That office isn’t confined to East Stroudsburg, that office is [www.bevwaring.com](http://www.bevwaring.com) and it is that office that feeds them the bulk of their leads and sales.

“This year alone, the site has brought us 22 closed sales, 2 leases and 5 pendings, with just one scheduled past December,” Malcolm told us. “76% of our sales were from the website, including where Bev was the listing agent. If you don’t count listings, then 83% of our sales were from the website. This success is also a major part of Bev’s listing presentation. Sellers understand the importance of Internet exposure and respond very favorably when we show them the website and talk about our search engine rankings. It helps close many a listing for us. And if anyone out there wonders about how the Internet brings buyers from outside their geographic area, let me tell you that our website brought us buyers who were from out of our area who comprised a full 72% of our sales this year. We would not have had a chance at those 18 out-of-area buyers if we weren’t able to find on the Internet when people go looking for Pocono Real Estate.”

Bev Waring has been a broker for five+ years; Malcolm has been licensed for four + years. Bev handles the sales; Malcolm (who has a serious IT background) built and manages the website. Bev and Malcolm also realized early on that in addition to having that fresh content and lots of information for their prospective clients that it was an absolute requirement for their site to utilize the best search engine optimization (SEO) so that Internet buyers

could find it. As Malcolm puts it: “I’m a full-time IT database consultant—mainly a database architect. I initially got my license to help Bev handle the overflow on weekends. I knew that at my billable rate it would cost me far more to learn SEO, to stay up to date on SEO and to monitor and implement it for the site than it would cost to subscribe to a good search program. Because of my IT background, I also knew that a solitary IT person, no matter how good they are, cannot avail themselves of the total SEO resources that the leading company can. I looked around the web and one day I saw a message board talking about success with SEO. I researched the company that the bloggers were talking

about, then checked out that company’s client testimonials and we’ve been with The Blackwater Consulting Group ever since.”

“When we started and before we found Blackwater to be our organic SEO provider, we used pay-per-click to give us an Internet presence” Malcolm told us. “Once our organic SEO subscription kicked in and we got onto the first page of Google, we were able to drop the pay-per-click and save that large expense,” he continued. “We started selling homes right after we got on page one and we have been selling them ever since.”

“It is a classic mistake to cut advertising and marketing dollars too much when things slow down,” Malcolm offered. “We could not be this successful without the Internet, and we have had only one really slow month during all this bad news. In my work I have seen so many websites of all types from all types of businesses that you just can’t find when you do a Google search for them. Our Blackwater Search subscription gets results. Even in this market, people are still looking for homes on the Internet and Pocono Real Estate. We just have to get them to our website in order for them to have a chance at doing business with us, and I don’t view the SEO that does that for us as advertising, I consider that SEO as necessary to our success as our license to sell real estate. After all, if people can’t find you and don’t know about you, you can’t sell them a property in any market, let alone this one!”

**Once again, we see it is the progressive agent who embraces the Internet who continues to succeed, no matter where they are located. Pocono Real Estate is not just for honeymoons anymore, but the Internet is where home shopping still happens-- 84% of all residential homes sales, in fact. You’ve simply got to be there and be effective—especially in these times.**



**Bev Waring  
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