

“Blackwater Search has helped me surpass my own expectations, earn record commissions and expand my business.”

-CJ Van Der Meulen, CAPRE Partners, Lake Arrowhead Real Estate

In late August of 2008, C J and Bob Van Der Meulen subscribed to Blackwater Consulting's Search subscription. It was money very well spent. They sold their first home from the Internet in early September. That sale completely covered their subscription cost and then some. They had previously dabbled in pay-per-click. “We got some leads, but it was so expensive compared to what we do now that it was a relief to be able to stop buying it,” C J said. “Not only that, but if you go to any browser and type in “**Lake Arrowhead Homes for Sale,**” you'll find us right there on page one of every single major one! We get buyers from MSN, Yahoo, and others, too. Google is most important, but getting there is only step one in succeeding online, and that's where Blackwater really earns their money.”



Lake Arrowhead is located in the San Bernardino Mountains surrounded by National Forest

they would not go into a house that was not listed by a major brand....they do not care! The seller is hiring me not a company and so are the buyers. I use my online strength to close almost all my listing presentations.”

“I am the reason to list with CAPRE and the web is the vehicle that gets my clients exposure on the well traveled web. I tell clients that buyers have seen their home on the web long before they come to Lake Arrowhead and pick up a magazine that at time of print is already outdated and obsolete.

Buyers have an appointment with me before traveling to Lake Arrowhead and all this via the web and because of Blackwater's work on my behalf.”

Hold on a minute—what is she doing online?

“When our account representative told us that we would we'd be on page one of the major search engines, that we'd receive regular coaching and training that would improve our lead generation, that we'd never be charged anything additional no matter how many calls we made asking for help or no matter how many classes we attended. For about \$4000 annually, it almost sounded too good to be true. Well, we sold a home within a week or two of subscribing, covering that complete cost (I'm told that is really a lucky happenstance and that it usually takes a few months for that to happen; maybe so, but that's what happened!). 90% of our leads come from our website, now. They are a better quality than we ever got with pay-per-click. We don't get the sheer number of leads we did with PPC, but we don't waste all that time chasing down the bogus ones, either: most of the leads we get from our website are real leads--good quality ones. We sell lots of homes from our Internet leads and we are setting income records in a market where so many are hurting. I believe our professionalism and quality is the biggest reason for our success, but I also believe that Blackwater enables our success by bringing buyers and sellers in the door to us. We began our online strategy around four years ago and it is paying off hugely for us—and most importantly for our assured future success—for our customers!”



CJ Van Der Meulen
Internet Realtor

CJ, a former CEO and six-year Lake Arrowhead Realtor® is hard working, humble, yet extremely confident. Statistically, you'd be hard pressed to find a more depressed real estate market than San Bernardino County, California where the average home price is about \$250,000. That's why CJ Van Der Meulen and her team are more than a ray of hope in that hurting marketplace; they are a true example of how the agent who refuses to “do the same old same old” rises above the market and the economy and succeeds greatly.

“In 2008—a horrible year by anyone's standards—I sold over \$5,000,000,” CJ told us. “2009 was better: In June alone of that year I sold close to \$4,000,000 and at that time, 2009 was my best income year, ever. I was inspired by my former broker: he sells over 5 times my number and I am convinced that I can get there, too. 2010 was solid and 2011 is even more exciting as we have opened another office in Newport Beach to service that market.”

Our strength in being found gives us total success at listing presentations

“Now, look at my rankings on Goggle and Yahoo....typically I am either right ahead of Big Name Brokerage or just below them. I ask my sellers how long it would take them to find their listing on “The Big Brokerage” website and show them how difficult it is to do so. On mine they are front page. I don't compete with Big Name unless they are brought up. My comments are: We have half the amount of agents that Big Name has and yet do 50% of the business. We dominate Lake Front sales. Your listing will be found on my personal website long before you will be found on Big Name's and no buyer has ever said to me that

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