

“You have given me a source for sales I never reached before, and a great return on my investment for years, now!”

-Judith Picker, Las Cruces Fine Properties

“My husband and I ran a mom and pop brokerage in Northern New Mexico for 25 years. We were a big fish in a little pond and our business was 100% referral and walk-in. Then we moved to Las Cruces, New Mexico (a city of about 100,000) and went from a realtor board of 43 to one of over 600. It occurred to us that we had to do something to stand out in the bigger pond.”

“I found a source that recommended lead generation companies and thought they might be the answer, until I read the blogs from my fellow realtors. I looked further, calling many of the top companies. I found they promised everything and delivered little. Thank heavens I didn't commit to any of them. We knew there had to be an answer that would help us establish ourselves and succeed in the bigger market and after reading about how over 80% of all real estate sales begin online I started to think that SEO might be “the thing.” I worked hard at it and got myself some first page listings. After a while, though, I couldn't keep that performance going.”

“I spoke with a knowledgeable professional, Nick Dafni, at The Blackwater Consulting Group and he really impressed me. His patience and knowledge were remarkable. I took a gamble and within 30 days of signing up I got my first lead off the subscription. I sold that lead a \$450,000 home and I have never looked back.”

Several years later

“I am still at the top of most search engines and I receive about a lead a day, sometimes more, from my website (www.lascrucesre.com.) I haven't had a day off in six months. I couldn't even answer your questions because every time I would sit down to write you, another lead would come in

and I had to follow it up. I hired two new sales people to help field all the leads we get. I pay less than \$300 a month for my subscription and I never make less than \$5000 a month in commissions from sales generated by that subscription. What's



It's a different way of life in Las Cruces, but real estate is still very competitive

more, this is something that happens every year since I first subscribed! The product just keeps working for me. I'm not usually so effusive, but what you have done for me is awesome!”

If you aren't getting about 80% of your leads and sales from your website, how do you think you will remain in business in the future? Judith Picker used to get 100% of her business through referrals and walk-ins. “Used to” is the key phrase. You probably used to get 100% of your business

through walk-ins and referrals, too, but that's unlikely these days. Now, Judith gets 80%+ of her business through her website, but chances are good that you don't. Judith Picker succeeds regardless of “market trends” by marrying high tech with common sense. Think about it. Despite the skeptics and cynics who revel in predicting how bad things will be, you have the power to make any year a good year right in the mouse on your desk. Plenty of agents and brokers are succeeding every day; it's just that they aren't waiting for walk-ins and referrals anymore; they are going out and capturing prospects online. You can too, and you can afford it. More importantly, can you afford to ignore all those sales that begin online? Regardless of where you are, the Internet can be made to produce for you! When you realize that you need the Internet to continue in this business, you will finally grasp the importance of being an Internet realtor. When are you going to start? When are you going to succeed online and assure your continued success? We're ready when you are!



Judith Picker
Internet Realtor

Call or write Blackwater today and get started succeeding online!

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