

# He has found success where so many others have only found failure

Kendall Caputo is relatively new to real estate, but not to business success. Having sold his previous business while in his early 40's, it took him only a while to realize that he needed to do something productive in order to enjoy what he thought would have been his retirement years. Four years ago, Ken obtained his real estate license and began his second career as a real estate agent on Florida's Atlantic Coast. Some thought his timing was awful; after all, that was just when the financial meltdown that became "the mortgage crisis" hit the industry.

Ken Caputo took stock of the situation and realized that—with 87% of all residential real estate transaction starting on the Internet—he had to succeed with his online marketing plan or survival might be a bit dicey. After all, statistics tell us that up to 40% of all agents have left the business over the past four years, and Ken didn't want to add to those statistics. He hired Blackwater Consulting to help him with his online marketing plan.

It's four years later and Ken is the top agent (out of 35) in his Palm West Real Living Realty office in Palm Coast, Florida. With practically the entire State of Florida thinking that real estate there is a Dead Zone, Ken was on more than 25 sides in 2009 and he did even better in 2010. "It's not a fluke or any secret strategy—I am committed to online marketing," Ken told me. "Most of my clients come from 500 miles away or more. I have sold homes to folks in England, Dubai—even Bagdad. I don't think they found me from a yard sign."

"They found me online," he continued, "the same place 50% of my buyers find me. I tracked 10 deals from out of town from my online marketing in 2009 and my Internet success helps me gain more listings because sellers know that if their agent has a strong online presence, that seller will actually be a "seller" instead of a "listing." So far this year, I have converted 439 (out of about 5000 people brought to him by his high search rankings) Internet visitors to real leads. I am working with a good percentage of them and I get new ones every month. My online marketing has changed my website from a lonely billboard on a dusty road to a major exit on the information highway." I have had more visitors to my website this year so far than I had all of last year. With more visitors, I convert more of them to leads



Kendall has sold several homes in this picture, in beautiful Flagler Beach, Florida.

and I convert more of them to sales. I've got the Internet working for me, now!"

Now, it just keeps getting better. "Let me tell you my favorite thing about my Blackwater subscription," Ken offered. "I really like the fact that my lead generation never stops: not when I'm out showing houses, closing deals, or even going to dinner. I am so happy with my overall Internet presence and reputation as a good agent that I am now going to target another market segment. My existing site attracts first-time buyers, people hunting for foreclosures and bargains- and I want those buyers- but that doesn't cut it with the high end buyer, and I want those, too! I signed up for a Blackwater Consulting Professionally Managed Lead Site (PMLS) during 2010—one where I hand the responsibility for making that site generate leads for luxury buyers totally to Blackwater. I now have two market segments feeding me leads and it has been successful beyond my expectations. I'm excited. I know the quality of leads I generate with on my traditional

site with their help and I generate 100+ real leads from luxury buyers. I'll hoping to double my income next year. 2009 was a really good year for me as was 2010, but I am looking for 2011 to be a great one."

This is not the attitude of the typical Florida Realtor these days. Most are mired in the economic morass and trying hard to survive in the marketplace while they await the turnaround. For many, thinking offensively about attacking a new business segment (Internet buyers) is out of the question right now. This is PRECISELY the time to go to that new source of business and to start tapping in to the Internet. The same old way just won't work anymore. Kendall Caputo's success proves two things: 1) Good agents can succeed in all markets and all market conditions; 2) When a capable agent starts thinking and taps into the power of the Internet with Blackwater Consulting, good things happen.



Kendall Caputo  
Internet Realtor

**You can succeed in finding Internet buyers, too, no matter what market you are in. Talk to your Blackwater representative and get a marketing plan put together for you. Kendall Caputo hopes to double his already strong income in 2011 with Internet power.**

**Why don't you join him?**

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