

# “You couldn’t find Poppy Borland or the properties she sells on a map, but million dollar buyers can!”

Poppy Borland, Two Rivers Realty, LLC

Ever since people stopped dropping into their neighborhood realtor’s office to look at the MLS book, landing customers has been harder than many of us remember it back in the “good old days.” Let’s face it—with over a million realtors out there; it’s very hard to stand out. It’s even harder if you find yourself in a remote community with few full time residents: while you can be sure there are plenty of real estate agents there, there may be few buyers who find their way to your town.

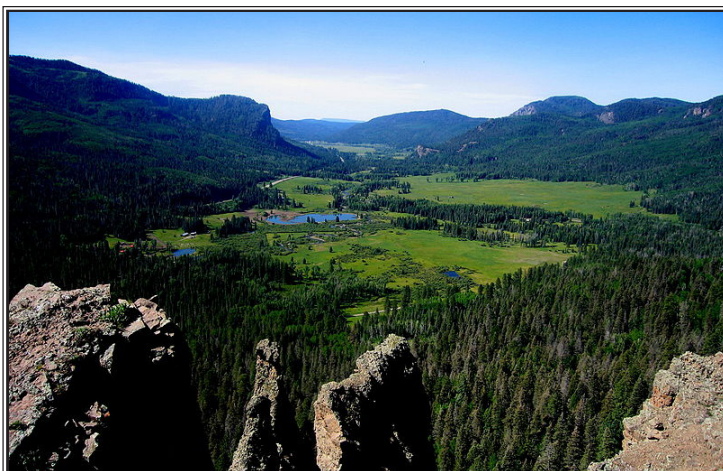
It was this fear of not having enough real prospects that Poppy Borland faced when she decided to go it alone and moved into her own one-person office In May of 2008. She knew that in order to prosper, she had to be capable of prospecting most of her business because there was not enough foot traffic to her market to assure that she would always have customers.

## Where is Poppy Borland?

Poppy owns Two Rivers Realty in South Fork, Colorado; a small mountain town in Southern Colorado of about 1000 year round residents. (The town of South Fork has been known as being in the Wolf Creek area literally forever, and people will call this area either name.) “This is a mostly unknown paradise because it is far off the beaten path,” Poppy told me recently. “Our visitors come from Texas, Oklahoma, New Mexico and Arizona in the main and almost all of them drive to get here. That averages a 6-12 hour drive, so we don’t think of South Fork as a weekend kind of destination.” Combine that with the fact that the area is surrounded on three sides by the Rio Grande National Forest and you’ll begin to get the picture that Poppy Borland operates her business in a wild and remote location. This may be remote, but its remoteness makes its properties very valuable, and homes and land sell from under \$100,000 to just under \$2 million.

Lacking a big advertising budget and having very little technical expertise, Poppy started researching how she could supplement traffic to her site in order to always have buyers working. She decided that the Internet would be her main producer of prospects.

Then, reality set in; how could she make that happen? “I didn’t even have a website. I didn’t know anything about how to make one effective or how to make it so that buyers could find it (and me). The more I read about it, the more I became concerned that succeeding online was beyond my knowledge level and budget. I read about another agent in a town slightly larger than mine who had succeeded with the strategy I was trying to employ in an online newsletter. It turned out that she had the very same worries I had and



The Wolf Creek area of Colorado is at the junction of the South Fork and Rio Grande Rivers, surrounded by almost 2 million acres of the San Juan National Forest.

she had decided to hire professionals to help her achieve her goals. “It’s just too complicated for me to do it on my own,” she said in the article I read. “I’m a real estate agent, not a technical person and for me to try to achieve Internet success is just like a FSBO trying to sell a prime property: it might work, but it probably won’t.” That resonated with me and I decided to follow her lead.

I contacted the company that had made it work for her: The Blackwater Consulting Group. When my site went live, I was really excited ([www.wolfcreekareaproperties.com](http://www.wolfcreekareaproperties.com)). Blackwater made that site be found by

people looking at **South Fork and Wolf Creek CO Real Estate**. Believe it or not, I sold my first Internet buyer in only two months and my commissions paid for my site, my subscription and I had plenty left over! By September of that year I had nine closings—six from my website! I get 700-800 unique visitors monthly, exactly double what it was even one year ago—and I am usually working with 6 solid buyers all the time. Five of those six buyers come from the website on average. My Internet marketing has been going strong ever since!”

“Not all people who contact me close quickly,” Poppy continued. “I closed on a \$1 million+ property once where the buyer contacted me on my website one August. It took a year, but he got a tremendous piece of property. Although that contact took a year to close, my online presence gets stronger and better all the time and keeps me busy with Internet buyers.”

## It seems so simple

Poppy is so modest and unassuming that we had to convince her to share her story here: “I wonder if my experience will really be interesting to anyone,” she told me when I contacted her, “this is just a story from ‘County Life.’ Poppy might not be so self-effacing about her success if she knew that 95% of all agents fail at online marketing, according to NAR. There are so many good agents out there who just can’t seem to crack the code of how to sell homes online that many have just flat given up at online marketing. “I just can’t catch any luck with that Internet thing,” so many say, but I am here to tell you that you can make your own luck with Blackwater Consulting Group.”



Poppy Borland  
Internet Realtor

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**TWO RIVERS  
REALTY**

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