

# “When I subscribed to Blackwater’s services back in early 2007... I never anticipated that they would become as important to me as my license to sell real estate, but they have.”

—Priscilla Allen, San Antonio, Texas

Priscilla Allen is a broker with Allen Realty Group, a RE/MAX brokerage in San Antonio. It was in 2007 that her group’s sales increased by over \$10 million (to over \$26 million) after her online marketing kicked in. Today, Priscilla’s online business keeps getting better and better. For example:

- In 2007 her Internet sales increased to over \$26 million;
- In 2008 “when no one was selling hardly anything,” 85% of her sales came from her site

and everyone made a good living while many agents were quitting the business;

- In 2009, it was another record year: “It’s a treat to open my email all day long,” she said;
- In 2010, over half her commissions continued to be from leads Blackwater helped her produce;
- So far in 2011, it looks like yet another record year!

“I can honestly say that my Blackwater subscription is as important to me as my real estate license; while I couldn’t sell homes without that license I also wouldn’t sell nearly as many without Blackwater helping me find buyers!”

## What did she do to make an already successful online marketing effort make the jump to light speed?

“I must sing the praises of The Blackwater Consulting Group,” Priscilla continued. “If they were a song, that song would be #1 on my Hit Parade! If your goal is to increase your Internet sales, do exactly what they recommend. Don’t listen to supposed experts; Blackwater is the expert in online marketing services for Realtors® and real estate agents. I can tell you they do everything for my site—all I do is handle the leads and cash the commission checks! My Blackwater subscription returns its yearly cost every month— at minimum. I am a RE/MAX agent with one of the best RE/MAX offices in San Antonio and 50% of my business comes from the leads I get from the subscription. When I subscribed back in early 2007, I was hopeful that it would help my business. I never anticipated that they would become as important to me as my license to sell real estate, but they have.

## There is a technical underpinning to this success

Success in online marketing is a three step thing. Step one is that Internet buyers must be able to find you when they go looking for a home



Beautiful downtown San Antonio TX skyline, home of the Allen Realty Group

online. Step two is converting anonymous visitors to your site into people who give you their information so that you can send them information and develop a relationship with the visitor. That requires good online marketing and most real estate people are not the best online marketers; most could use some help in adapting to doing that online.

Step three is responding quickly, all the time. “I can’t tell

you how important it is to get back to these people who sign in to your site as soon as possible,” Priscilla offered. “They use the Internet because they want that information right now! You must respond immediately— every time they communicate with you.” You’d be amazed at how few brokers follow that simple third step.

A short word about that first step: If the buyers can’t find you, they won’t be signing in. In Priscilla’s case, just go to any search engine and type in “**Search San Antonio TX Real Estate Listings**” and you’ll find she is on the first page of every single major search engine under that phrase. Or, go to Google and type in “**San Antonio TX Real Estate Agent**” and you’ll find her right there on page one. Since about 85% of all real estate searches are done on Google or Yahoo, being found there is paramount.

It is that dominance which allowed Priscilla to open up a whole new segment for her online business: She added two buyers agents in 2010 to handle the increased numbers of good leads she continues to receive. “We do no other form of advertising,” Priscilla will tell you, “and we don’t need to: we get a steady stream of real buyers from the work Blackwater has done for us. Every agent and broker should look into this because this is the best Internet prospecting tool I have ever seen.”



Priscilla Allen  
Internet Realtor

## Want to sell houses to Internet buyers?

Visit [www.TheBlackwaterCG.com](http://www.TheBlackwaterCG.com) and see how so many agents and brokers are doing it each and every day: with the power of Blackwater’s online marketing services working for them!

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