

“\$11,000,000 sold online in 2008; zero sold online in 2007. Blackwater brings us 90% of our business!”

Rick and Joyce Tietz, Altera Real Estate, Antioch CA

Four years ago, Rick and Joyce Tietz were hanging on in the real estate business by tapping into their 401(K)s and hoping for something big to happen. This year, their commission income will top \$300,000—again. They now have a team of four additional buyer’s agents, have staked out another market to attack, and they have quadrupled their sales overall. Quite a turnaround, to say the least, and accomplished while so many others are quitting the business. What did they do and how did they accomplish these things?



View of Antioch and East San Francisco Bay

“We’re not in one of those high-priced markets where homes sell for millions,” Rick Tietz explained, “Every one of our sales required hard work and we haven’t had a day off in months. To put it bluntly, in 2007 our median house value in Antioch was \$497K; today, it’s hovering around \$300K. These have been tough times and we either had to get smarter about selling or find another job.”

Getting smarter about selling homes

“I actually went and took community college courses on Internet Marketing back then, because we believed that the Internet was the future of selling real estate,” Rick continued. “The college courses were interesting, but we really didn’t learn much we could use until I hired Blackwater. That’s when my education in how to sell homes online really began in earnest.”

“With as many as 90% of homes for sale in our town in foreclosure (or pre-foreclosure) proceedings or already bank owned, I didn’t need a professor to tell me that we should focus on that market segment. The only problem was that I didn’t know how to target that segment online—until, by some lucky alignment of the stars, I read about a company that did know what to do. We hired Blackwater in 2007 for a very reasonable investment and we may see a 100 times return on that investment this year!”

What did they actually do to succeed online?

“Blackwater taught us how to interact with Internet visitors,” Rick continued. “Actually, let me start over—they taught us how to attract the traffic to our website by placing us on the first page of Google, Yahoo and MSN for just about everything related to Antioch CA, then they taught us how to incent a percentage these anonymous visitors into becoming leads, then they taught us how to properly follow up on these leads. Now, fully 90% of all our sales come from our self-generated Internet leads. We learned how to make and package information visitors want, then we made it available. We learned how auto responders kill so many leads,

so we switched to personalized email response. The end result is that a visitor to our website can choose between useful market information, lists of bargain priced properties, lists of bank owned properties, programs for first time buyers...the full gamut of hot specialties. The visitors request the information; we follow up and nurse them into becoming buyers. We post our listings and maintain our updates on our site and the leads keep coming. We’ve added up to 7 new clients in one weekend! Once we learned we just kept getting

better and better at converting these visitors into sales. In retrospect, the ‘something big’ we were hoping for turned out to be selling houses to Internet buyers. We can’t wait for when the economy finally recovers!”

They’re not stopping there

“We’re expanding our practice to a town adjacent to Antioch,” Rick confirmed, “and we’ve changed our affiliation from our former franchise to Altera. One thing we’re not going to change is our commitment to the Internet. We also subscribed to our second service from Blackwater: the Professionally Managed Lead Site - a totally new idea where we have a new website branded and built for us and managed by Blackwater. They are totally responsible for our Internet prospecting for our new market target. We do nothing but tell them what we want for targets and they do everything else. They build and run the site for us and we own the output exclusively. This entirely new concept puts real leads in our inbox ridiculously fast: we had five qualified real leads in our first three days!



Rick & Joyce Tietz
Internet Realtors

We’re hoping to sell an additional 20 homes in that new town by the end of the year. If you want to see our Antioch site, just type in “Antioch CA Real Estate” or any phrase relating to bank owned properties or homes for sale with Antioch CA in front on Google or Yahoo. You’ll find us there.”

87% of all residential real estate sales begin online: If your sales don’t reflect that contribution, you are missing out on a great deal of money and success. Start today and maybe you’ll start selling homes from website like Rick and Joyce Tietz!

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