

“After 10 years of wasting thousands of dollars trying to succeed online, I made 10 times my Blackwater Search subscription cost in commissions in six months!”

Willard Morris, RE/MAX Sylvan

“I don’t have enough time in a day to tell you how much money we have flushed in online marketing”, Willard Morris, of RE/MAX Central Alberta told me in a recent interview. “We’ve done the keyword technology thing, we’ve done the sponsored links thing, we tried reciprocal linking and we hired a website company to build us a real estate site (because—they said—‘that’s all we do’ and they said they’d market it for us, too). It was nothing but a complete disaster. We have spent thousands and thousands of dollars that we have basically flushed. We spent all that money and had nothing to show for it. Worse, we had no idea



The beautiful harbor and lighthouse at Sylvan Lake on a perfect Summer day.

of the huge amount of problems we would have establishing our site again after our web designer pulled our site down and handed us a disc with our files on it because we cancelled our \$400/month ‘keyword technology’ agreement with him that we had pre-paid for 16 months. His ‘technology’ didn’t work, we never sold a home from it, we had prepaid 16 months of it, and –boom! We were on our own!”

“The net is something we have struggled with for 10 years,” Willard Morris continued. “Getting a reliable site built is harder than you think. We have been taken to the cleaners more times than we care to admit. Even when we think we have our butts covered it turns out we just don’t know enough about how it all works. We finally started to reverse that by having Blackwater evaluate our website through an offer we found online. We were so impressed with the person that called us back and the report that was presented as well as the plain English explanation given to us on what it all meant. We signed up, expecting very little. When our webmaster found out, our website then became a nightmare and everything started to go wrong. You see, our web host was also the webmaster and site designer and when we opted out of his ‘keyword marketing program’ he refused to maintain the site anymore. He was forthright enough to admit the reason: without his ‘special programs’ there was no money to be made for him in simply

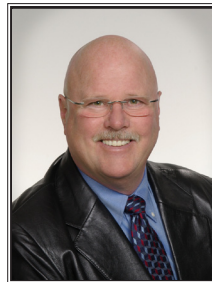
maintaining the site. He told us that we could keep paying him for a “keywords program” that didn’t work, or we could find another webmaster. We were lost and knew nothing about choosing a website company. We phoned our rep at Blackwater and told him the problem. He referred us to an approved website vendor and

introduced us to them. We sold our first home from the website in May of 2009, just 60 days later.”

“That first sale earned us a \$9600 commission, and before the summer was out, we had closed on two others—one that earned us \$5400 and one that earned us \$20,300. We were very pleased that our \$3400 investment brought us \$35,300 in commissions we would have never made in just a few months—especially after all we went through for all those years attempting to make the Internet work for us! Since starting with Blackwater our subscription has never failed to earn us more than

an additional \$50,000 in commission each year! But, our pleasure at our program comes from more than only making money: it comes from being better at what we do because we are now effective online.

“You have no idea how skeptical we were when we made the decision to give online marketing one more try and subscribe to Blackwater Search,” Willard continued. “Now, we feel like Blackwater should be our best kept secret! We are so pleased by ALL the levels of service and the fact that Blackwater did everything they said they were going to do. Not only that, anytime I had a question or a problem the Blackwater team has been able to answer it or solve it. Their IT guys are amazing; everyone tells it like it is. If they think an idea won’t work or won’t benefit us they says so -- and we appreciate that. Some companies just say, ‘sure, if you want to do that it’ll cost you this’ and they don’t care if it works or not. All they care about is their revenue. Blackwater not only cares about your success, no one in service or IT ever tries to sell you anything because there’s nothing else to buy! There are no “extras” or “upgrades.” Our subscription has one cost and we can’t buy anything else—everything is included.”



Willard Morris
Internet Realtor

Does this the first part of this story sound like you? Wouldn't you like to be the second part? Call or write us today and we'll prove to you how you can succeed online. We guarantee it!

 **SOLD**
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