



Internet Marketing Plan

prepared for:

Future Seller

compliments of:

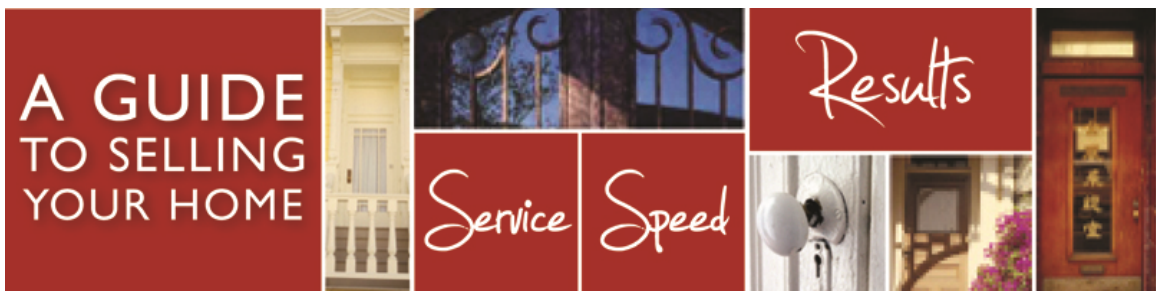
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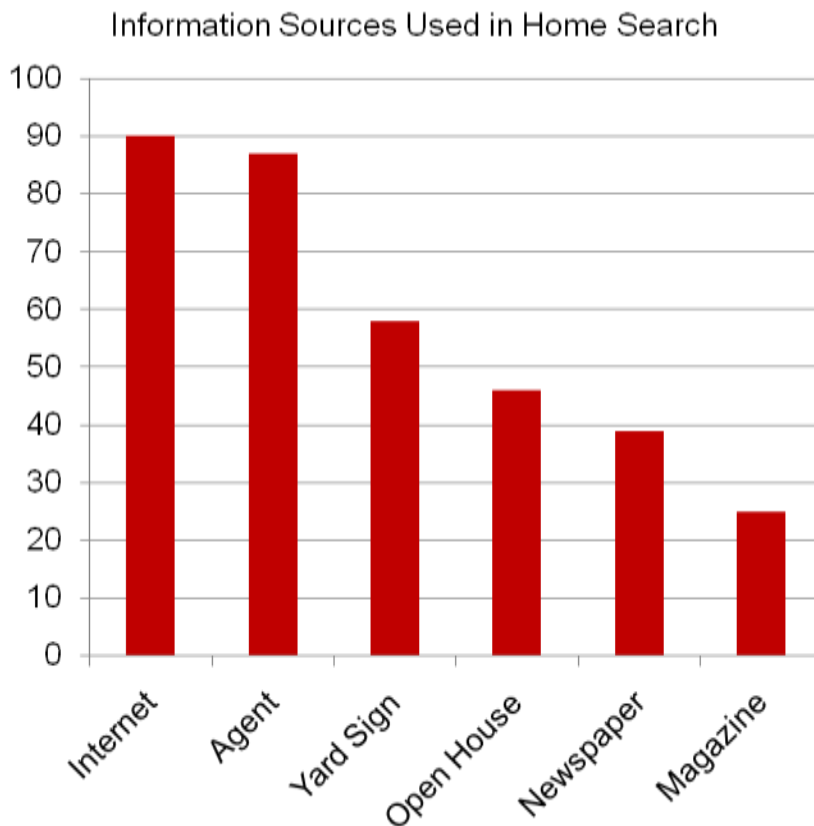
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How Buyers Find the Home They Purchase

Buyers find the home they purchase primarily by looking on the Internet and by asking real estate agents.

An excellent agent with a terrific Internet marketing program is your best path to a sale.



From National Association of Realtors, Profile of Home Buyers and Sellers, 2009



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A GUIDE
TO SELLING
YOUR HOME

Service Speed

Results

How Buyers Find the Home They Purchase

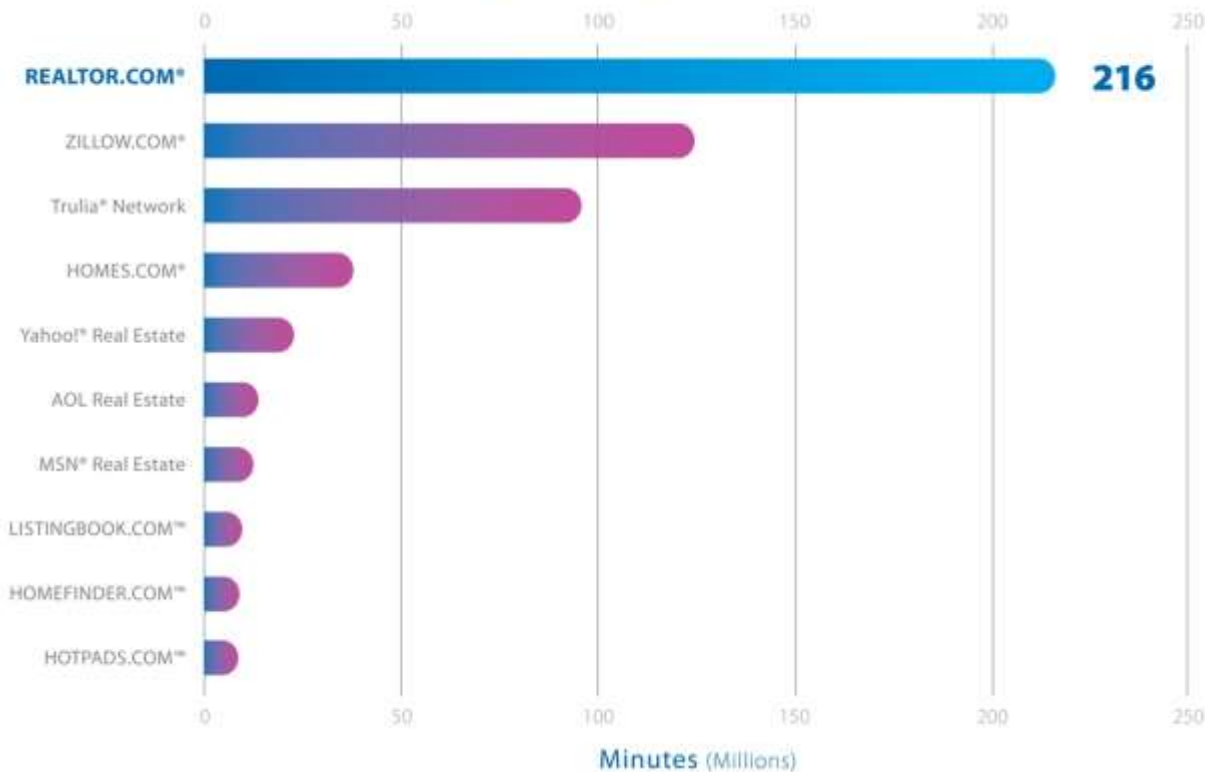
Almost 90% of consumers use the internet to search for their home

Reach the widest audience of potential buyers.

More buyers = better chance of finding one willing to meet your terms, price and desired closing date.

Source: National Association of REALTORS®, Profile of Home Buyers and Sellers, 2010

November Total Monthly Minutes Spent | Nationwide Comparison

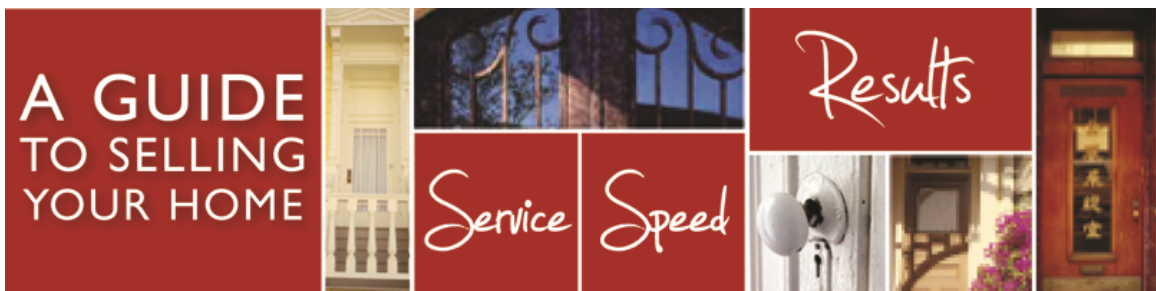


comScore Media Metrix, based on reporting for November 2010 for REALTOR.com® and other comparable real estate aggregation sites and excluding sites of franchisors/brokerages. REALTOR.com® numbers include MSN® referring numbers



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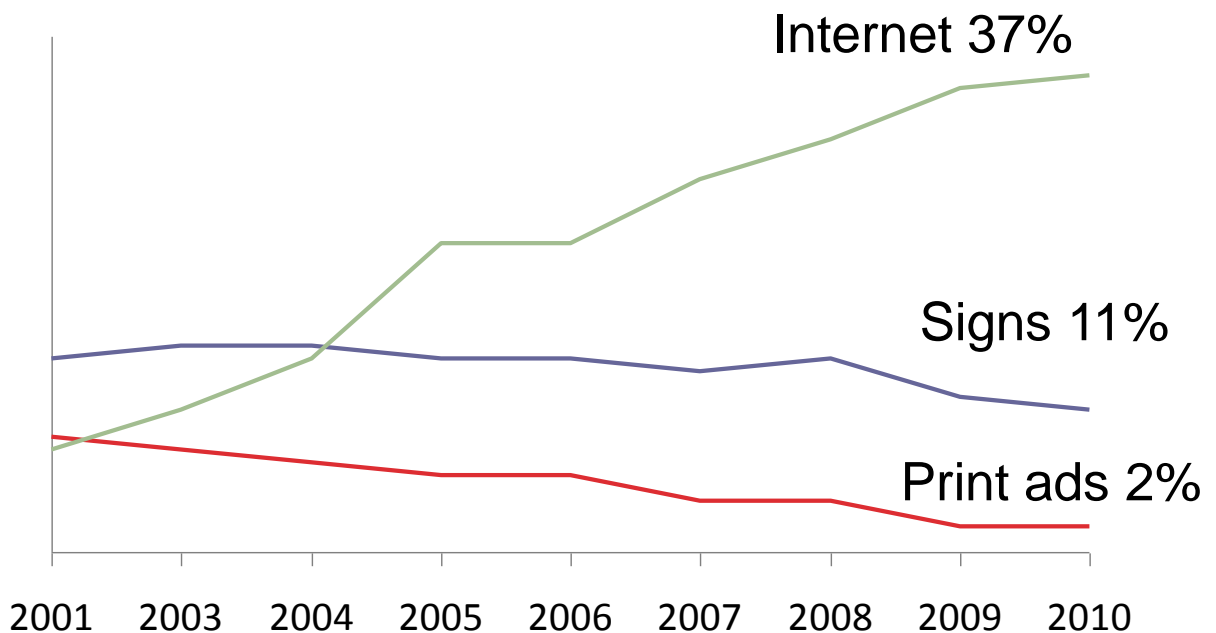


How Buyers Find the Home They Purchase

2002: Internet surpassed print ads

2004: More buyers found their home on internet than from signs

2009: The internet is **THREE TIMES** as powerful as signs

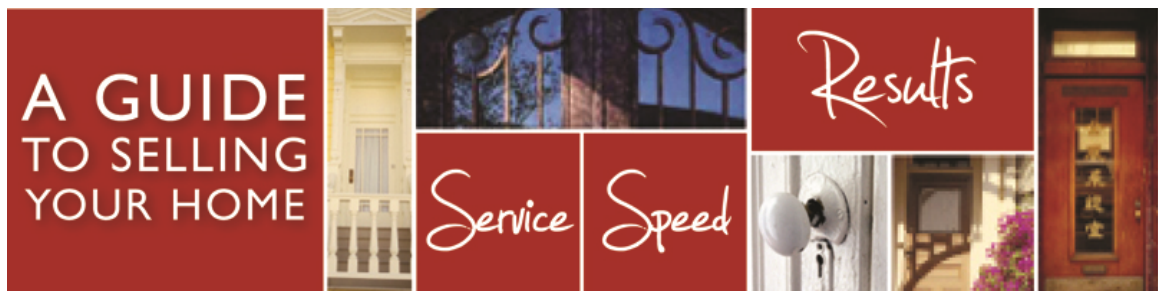


Source: National Association of REALTORS®, Profile of Home Buyers and Sellers, 2010



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Your home is immediately listed on the following websites/systems:

My Agent Website:

www.KW.com

Keller Williams Realty International's Website with mobile application mobile.kw.com!

www.FortCollinsKW.com, www.LovelandKW.com,
and www.GreeleyKW.com

Our northern Colorado market center websites.

www.ColoProperty.com

Our northern Colorado MLS (IRES) public website.

www.Realtor.com

I ensure your properties receive the exposure they deserve with powerful Realtor.com marketing. Because Realtor.com is a top-ranked real estate search website, I have chosen to go above and beyond what the typical real estate agent does to market listings on Realtor.com. **I enhance your listings on Realtor.com so they receive maximum exposure.**



- Customized, detailed description of your home.
- 25 jumbo sized photos versus standard listings with only four.
- Online buyers can take a Virtual Tour.
- Scrolling Text to capture the buyer's attention.
- Online buyers can inquire about your home 24/7 via email or phone.
- I will email you **traffic reports** that show how often your home is viewed.



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Extended Marketing Reach through the KWLS

When you list with me, we'll have access to the Keller Williams Listing System, or KWLS. This proprietary, exclusive system ensures your property is marketed online 24/7 through more than 350 of the most popular search Websites.



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Price Right—Attract Buyers

www.HomesAndLand.com

I give your home the prominent, offline presence needed in Homes & Land Magazine as well as additional online exposure on www.HomesAndLand.com. Through the magazine's website your properties are promoted in front of a massive, affluent audience. The website generates 1.1 million unique visitors each month and according to HitWise over 50% of visitors on www.HomesAndLand.com have incomes in excess of \$150,000 per year.

www.VisualTour.com

Creating a virtual tour of your home is an important part of our online marketing plan. VisualTour is a leading provider of virtual tours. According to HitWise, an online competitive intelligence firm, VisualTour.com attracted more than 50% of visits from all virtual tours in 2008. Your virtual tour will be syndicated on **Craigslist and Facebook** to further exposure to online buyers. Moreover, I will send you **traffic reports** so you can see how many hits your virtual tour is getting online.

ListHub Online Market Reports

In addition to the traffic reports I will be sending you from Realtor.com and VisualTour.com, I will also be sending you a comprehensive traffic report from ListHub. This report will show you how many visits your home is getting on major property search sites, such as Trulia.com and Zillow.com. I am committed to showing you what kind of activity we are generating online and offline, not just telling you.



I will use social networking as a non-intrusive way to keep my network apprised of your listing!



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