

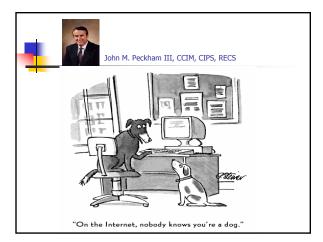
John M. Peckham III, CCIM, CIPS, RECS

On The Internet Nobody Knows You're a Dog!

Or --

You Can Sell Anything -- or to Anyone on the Internet!

National Real Estate On-Line Convention Wednesday, April 21 1:00PM -- In CyberSpace







On The Internet Nobody Knows You're a Dog!

- How This System Got Started
 - 8 Buyers in 3 Hours!
 - Several Repeat Successes









On The Internet Nobody Knows You're a Dog!

You Can Sell Anything – or To Anyone!







On The Internet Nobody Knows You're a Dog!

A CyberAge Sales Strategy

- You don't need to know a lot today!
- There are buyers for anything you can list!
- There are also Listings for any need!
- You just have to know where and how to find them!
- Timing, the Right Tools and Technology can make you look very smart!

R Real
E Estate
C Cyberspace
S Specialist





On The Internet Nobody Knows You're a Dog!

How to Start!

- Start with the premise that you have something that someone wants – now!
- Assemble the Right Tools
- Learn to Use Them







On The Internet Nobody Knows You're a Dog!

■ Tool#1 ListServers

- How Listservers Work
 - Like Your Own E-Mailing Division!
 - No List Maintenance!
 - Subscribing, Unsubscribing, Sending
 - Handling the Initial response with Auto Responders
 - Not Span Recipients Opt in.







On The Internet Nobody Knows You're a Dog!

■ Tool#1 ListServers

- The E-mail Broadcast Wizard
 - How the Wizard Was Born
 - What it Does
 - · What it Looks Like

E	Real Estate Cyberspace Specialist









