



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



John M. Peckham III, CCIM, CIPS, RECS



"On the Internet, nobody knows you're a dog."



On The Internet Nobody Knows You're a Dog!

■ **How This System Got Started**

- 8 Buyers in 3 Hours!
- Several Repeat Successes

RECS
Real
Estate
Cyberspace
Specialist



On The Internet Nobody Knows You're a Dog!

■ **Q. But I Sell Different Stuff!**

- A. How about a Hydroelectric Dam?

Information Week.
Dec 1, 2001
A Dam Fast Sale!
4.3 Mega watt dam
Buyer: A Swedish Energy Company





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!

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■ How to Start!

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

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■ 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.

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■ Tool#1 ListServers

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

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■ Tool#2 Buyer/Seller Database

[illegible]

- **Tool#2 Buyer/Seller Database**

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[100 WALDERGREN FOR SALE 250 Acres Absolute Net Lease - Commercial - 7.15% cap. Click for details.](#)
[101 LAS VEGAS LAND Estate surrounded by 358 prime, undeveloped, commercial areas within the Golden Triangle Development Area, of Las Vegas-North Las Vegas, Nevada USA.](#)
[102 GOLFPORT Located at a prime location, Airport. Price \\$850,000 includes Terminal, hangars and all associated equipment. Top notch Sky Resort location. Surrounded by world and Airport. Commercial Country and perfect for your self concept.](#)
[103 MILLIONS OF TONS OF TALC FOR SALE Acquire an unmined talc pits deposit located on approximately 500 acres in southern Vermont.](#)
[104 HIGH LEVERAGE \\$85 MILLION NET LEASE PACKAGE - 92% Net Recourse Financing Assured!](#)
[105 GOVERNMENT GUARANTEED LEASE 15% CAP- HAWAII](#)
[106 DOWNTOWN BOSTON RETAIL-OFFICE BUILDING FOR SALE HUGE UPSIDE! Click for details](#)
[107 WALDERGREN FOR SALE -NET LEASE - 8.75 CAP. Click for details](#)
[108 PRIME APARTMENT LANDS IN SOUTHERN NEW HAMPSHIRE - 30 Acres](#)
[109 WALDERGREN FOR SALE 20 Year Net Lease - \\$750,000 Cash required. Click for details](#)
[110 WALDERGREN FOR SALE 20 Year Net Lease - \\$750,000 Cash required. Click for details](#)
[111 WALDERGREN FOR SALE 20 Year Net Lease - \\$ 685,731 Cash required. Click for details](#)
[112 76 APARTMENTS FOR SALE - PLUS LAND FOR 209 MORE! Click for details](#)
[113 \\$29 MILLION NET LEASED DEAL - ONLY 6.1% CASH DOWN](#)
[114 WALDERGREN FOR SALE 20 Year net lease. \\$1,099,000 cash required. Click for details](#)
[115 THE ONLY 3 ACRES FOR DEVELOPMENT ON HISTORIC PLYMOUTH MOUNTAIN](#)
[116 WALDERGREN FOR SALE 30 YEAR NET LEASE - \\$659,150 Cash required. Click for details.](#)
[117 WALDERGREN FOR SALE 20 Year net lease - \\$448,500 cash required](#)
[118 WALDERGREN FOR SALE 20 Year net lease - \\$428,200 Cash required. Click for details.](#)

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**WHERE WE'RE GOING
IN CYBERSPACE**

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