

TECH HOTLINE

A Matthew Ferrara Seminars Company

Millennium Internet Strategies

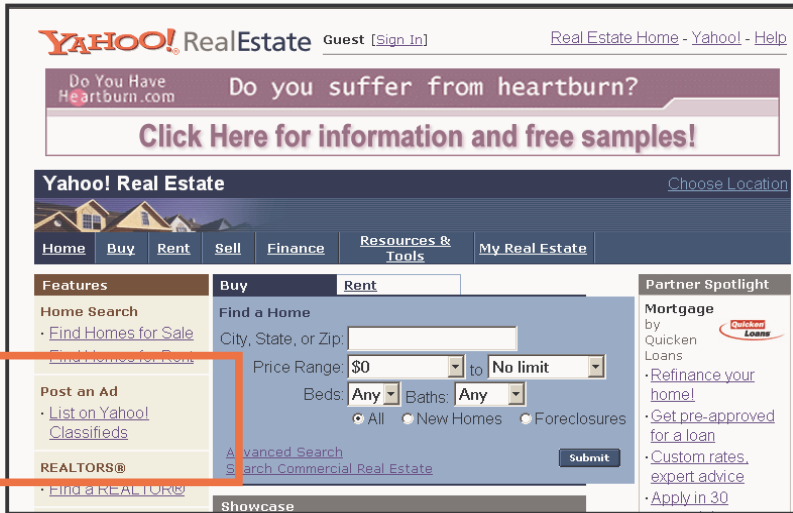


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Many portals like Yahoo! run classified sections that include real estate ads. You can place ads online with far more features than traditional newspaper ads.

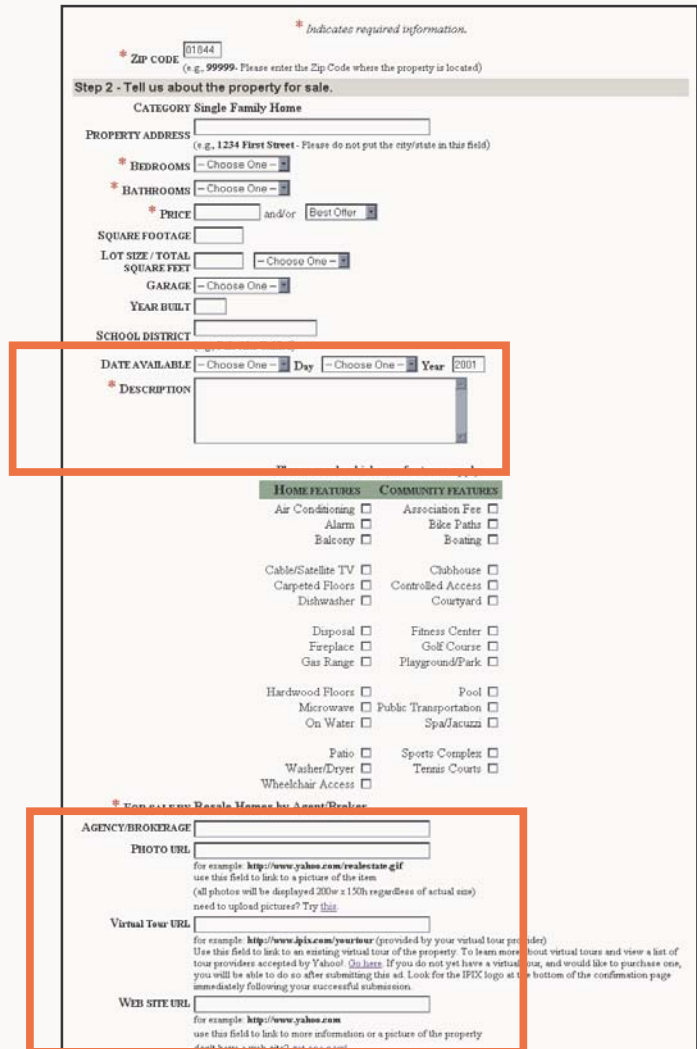
Online classifieds can be placed in any zip code to attract buyers who might be looking "nearby" the actual location...

Property descriptions can be very long – far more than you would typically afford in a newspaper ad – and can include many amenities from the check-off area.

Unlike newspaper classifieds, adding photos, web site links and even virtual tours to online classifieds are inexpensive and easy!

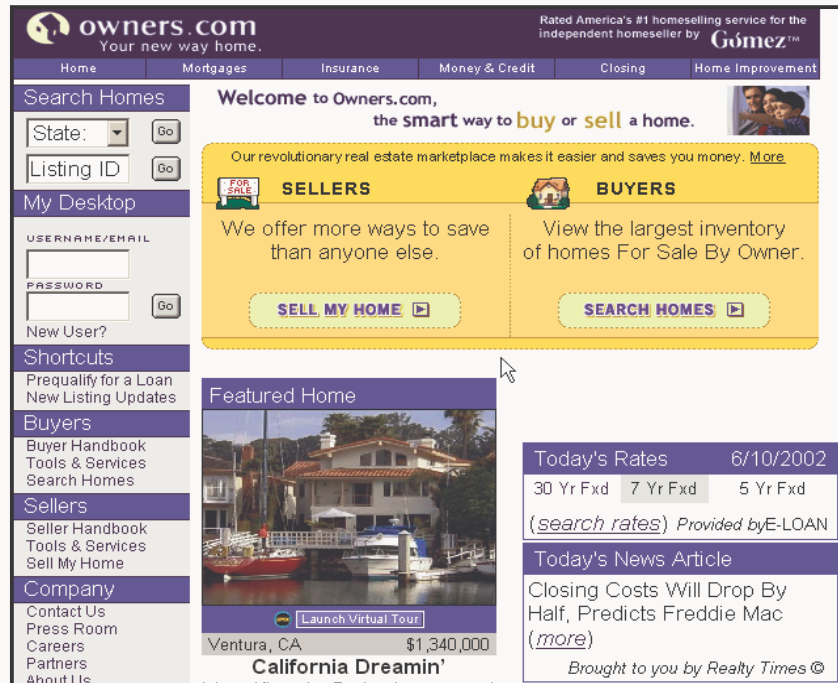
Activity: Posting Yahoo! Ads

- Get a Yahoo! Account
- Check your ZIP Code in the Ad
- See if ZIP Code is available
- Write down address of a property you will post into your Yahoo! Ad



Many home sellers attempt to sell their home on their own each year. While 80% of these sellers *ultimately* work with a real estate professional, there exists a time period when their house is actually on the market but they have not yet selected an agent. The faster you can track such “pre-professionally represented” properties, the easier it will be for you to target and convert qualified consumers to clients.

An excellent method for finding potential qualified seller clients is to monitor the For-Sale-By-Owner web sites such as www.owners.com



Some facts about FSBO sites:

- ▶ Many require sellers to “pay” for their listing, photos, tours, etc; making these listings “more qualified” than mere free-listing sites
- ▶ In many cases, FSBO sites contain more entries than the local newspaper, since they can contain large quantities of information for less cost than a simple three-line classified in the paper
- ▶ FSBO content is usually very thorough, including street address, phone numbers, email and full name of the seller – perfect prospecting info!

Ways in Which FSBO Sites Can Be Useful:

FSBO sites represent sellers in your area who are motivated to sell their homes right now. They are an excellent source of potential listing appointments.

FSBO sites contain properties for sale in your local marketplace that you *might not otherwise have noticed* because they are not in MLS or advertised in newspapers. Such properties may be good opportunities for your *buyer clients*.

FSBO sites are statewide in scope; you could look up the sellers in other cities in your state and send them helpful email messages. If they become interested in working with a pro, you could make a referral without actually traveling to distant cities in your state.

**Capturing Prospects Online
Anatomy of a FSBO Profile**

FSBO listings are very thorough. Sellers try to maximize the return on their investment by putting as much information online as possible:

Complete Contact Info

Multiple Photos

Property Specifications

Willingness to work with a real estate pro

In Depth Property Description

owners.com
Your new way home.

Home Home Finance Moving & Storage Free Credit Report Foreclosure Listings Home Services

Search Homes
State: [dropdown] Go
Listing ID: [input] Go

My Desktop
USERNAME: [input]
PASSWORD: [input] Go
New User?

Shortcuts
Prequalify for a Loan
New Listing Updates

Buyers
Buyer Handbook
Tools & Services
Search Homes

Sellers
Seller Handbook
Tools & Services
Sell My Home

Company
Contact Us
Press Room
Careers
Partners
About Us

Stockbridge, GA \$179,900
Monthly Payment

Basic Information
ID: MDT4525
Bed: 5
Bath: 2.5
Sq Ft: 2279
No. Floors: 3
Home in Henry County

Contact the Seller (William Leon):
Day Ph: (678) 571-5975
Eve Ph: (678) 571-5975
Fax: (770) 507-0687

Photos: [1] [2] [3] [4] [5]

[Listing Updates](#) [Printable Version](#) [Save Listing](#) [Email Listing](#) [Edit Search](#)

View Foreclosure Properties in **Henry** county. Save 30-50% on foreclosed homes. Find the best deals in the neighborhood!

View New Homes and discover future developments in your area. Get a **1% Cash Back Bonus** on the purchase of your home!

Additional Information

View Type: Neighborhood	Main Heating System: Forced Air Heating
Lot Dimensions: 3/4 acre	Main Cooling System: Central A/C
Acreeage: 0	Garage: 2 Car (Attached)
Number of Fireplaces: 1	Sewer System: City Provided
Year Constructed: 1994	Estimated Taxes: \$1,550.00
Architectural Style: Other	School District: Pates Creek & Eagles Landing

Area of Town: South Side
[Get Neighborhood Information](#)

School District: Pates Creek & Eagles Landing
[Get School Reports](#)

Please Note the Following:

- This property has a basement.
- The owner is willing to work with a real estate agent.

Property Description

REDUCED BELOW APPRAISAL VALUE.
Formal Dining Room, Fenced Corner Lot, Front porch, Rear Deck with Retractable Awning and concrete patio under deck, Jacuzzi tub in master bedroom. Shopping, Schools, Major Hwy, Hospital-all within 2 miles, Liveable Finished basement with exit to yard. Landscaped property, Community Pool & Tennis Court. Plenty of storage in Stand up Attic and under front porch. Air purification system, half hour from Atlanta and Airport.

FREE credit score!
Before you rent, check your credit!
Your credit ready? Get 3 in 1 report!
See your credit report in seconds

Get a **FREE** copy of your **Credit Report**

BE THE FIRST TO KNOW [CLICK HERE](#)

Equal Housing Opportunity

Marketing to Prospects Online Automatic Alerts for New Leads

Many FSBO sites feature a powerful "update" tool which enables you to enter search criteria and an email address to which you would like matching listings sent *as soon as they come online!*

The search area you will be using is:

The email address you will use to monitor new leads is:

Other sites containing potential FSBO leads in my area are:

Property Search ◀ Page 5 of 44 ▶

Go to page

 **New Listing Updates:** Receive email updates of new home listings that match your search criteria

 **Local Info:** Learn about the community with neighborhood and school reports

New Listing Updates

You can save your search to receive New Listing Updates from **Owners.com**. By saving this search, you are requesting to receive New Listing Updates from **Owners.com** whenever properties that match your criteria are added to our site.

Save Your Search

Online Privacy

*Please read our [Privacy Statement](#).

Your Search Criteria

Please see below for a summary of your search.

State: **GA**

Metro Area: **Atlanta**

Search Options

We will send your search to the email address you specify below. You can specify the frequency with which you wish to receive email notifications of any new homes. If you want, you can also give your search a name to help you easily remember it.

Email Address:*

Format messages with HTML

Notification Frequency

How often would you like to receive automatic New Listing Updates?

Daily
 Weekly
 Monthly

Name Your Search:

#	Interest Groups	Joins Today	Drops Today	Total Subscribers
1.	Coldwell Banker University	0	0	1
2.	Digital Recruiting Series	0	0	5
3.	Fairfield	0	0	148
4.	Hartford County	0	0	138
5.	Matthew Ferrara Seminars	0	0	419
6.	NAR All Associations	0	0	674
7.	Tempe Arizona	0	0	747
8.	WCR LTG Internet Pros	0	0	2

The typical net-savvy consumer participates in an average of two online digests, receiving daily and weekly messages on a variety of topics such as travel, weather, sales or topics of close personal interest.

Start your own E-Newsletter with **BCENTRAL** and for less than \$30 per month you can send 10,000 newsletter emails. Put a sign up box on your web site so visitors can join when they visit your site.

You can ask new subscribers to fill out a quick survey, too. Visitors join various "Interest groups" you offer based upon their real estate goals; this makes it easier for you to send specific messages to subscribers based upon interest topics.

BCentral newsletter tools also manage subscriptions automatically, eliminating the need to purge and maintain complex mailing lists. BCentral will even remove accounts that 'bounce' so you don't spend money sending messages to inactive accounts.

