



Happy New Year! January 2001 Newsletter

The New Year Brings **MORE** Ideas to Market your Website

Advanced Access is committed to your success in Internet Marketing. That's why every week your Account Executive sends you an "**E-Marketing Tip**," designed to give you ideas on how to make the **most** of your Internet presence, how to drive more traffic to your website, and provide you with resources you can avail yourself of to create more "**Link Popularity**" to help boost your results on some of the search engines.

If you haven't had time to read your marketing tips each week, you can view ALL of the previous marketing tips [by clicking here](#)! The marketing tips are listed by date and subject for your convenience. Enjoy your reading together we can ensure that 2001 is the year of **SUCCESS** in your Internet Marketing plan.



Resolved to be more ORGANIZED? HomeFeedback.com is the Answer!

If, like many of us, one of your resolutions for the 2001 was to "get more organized," we have found a fabulous new product that we are representing called HomeFeedback.com.

HomeFeedback.com is the **FIRST** tool designed to give you and your sellers direct feedback from the buyers and agents who have previewed the properties you are trying to sell. *(You will have control of the feedback comments the sellers are viewing.)*

What are the Features and Benefits of HomeFeedback.com?

With HomeFeedback.com, you will receive a personalized, secure control page that will allow you to **Automate The Entire Feedback Process** so the program will communicate for you! With homefeedback.com, you can:

- **Instantly e-mail changes**, i.e., price reductions or commission incentives, to each agent who has shown one of your properties.
- **Obtain instant feedback** from showing agents to help price your properties accordingly. Use this information to get top dollar for your listings!
- **Receive feedback faster** than ever before. You can make immediate adjustments to your marketing plans based on the feedback you receive.
- **Avoid wasting time** leaving messages and not having calls returned.
- Automatically maintain a **database of every agent** who has shown one of your properties. Create a POWERFUL Listing presentation to show how quickly you can e-mail every agent changes in their listing.
- View a **summary of all feedback** on any of your properties. With the summary you have the tools to CLEARLY SHOW if the property needs a price or other reduction.

How does HomeFeedback.com work?

Step One: You or your assistant enters a new Seller into homefeedback.com. This generates a welcome e-mail with a password sent to the Seller to access their personal control page.

Step Two: An Agent shows your client's property to a prospective buyer.

Step Three: Either the Seller logs into homefeedback.com and enters new showing information from the business card, or you log into your agent control page and enter in new showing information that you've gathered from the appointment

Step Four: Homefeedback.com automatically handles the rest of the feedback process by:

- Attempting multiple times to receive feedback from showing agent
- Updating Sellers control page to show them status of every feedback request
- Notifying Seller and listing agent every time there is a showing and the feedback given.

Step Five: Via the seller's personal feedback page, the seller can:

- Enter a new showing to request feedback from the showing agent (optional)
- View all feedback responses to-date
- View statistics summarizing all feedback to-date
- View the status of pending feedback
- E-mail you directly

A Valuable Marketing Tool at a Reasonable Price!

HomeFeedback.com will drive your listing clients back to your site on a **DAILY** basis and help you build your brand name through the listing process. For only **\$200.00 per year**, you can enter **UNLIMITED numbers of listings** into Homefeedback.com and begin the New Year with an **edge** over the competition!

Here's what one of our clients says about their HomeFeedback.com service:

"So far our sellers sure seem to like the extra attention they are now getting from us! In the past we had to do the updating the old fashioned way (phone tag.) We want our sellers to login to homefeedback.com through our web site. Plus it looks great!"

John and Laura Sweet
Realty Experts, Inc.



Welcome Prudential Northwest Properties Professionals!



Recently we worked with [Prudential Northwest Properties](#), with offices in Oregon and Washington, to develop a comprehensive **new website** and online marketing system for Prudential Northwest agents. We're thrilled to be working with Prudential Northwest - welcome to the agents who have come aboard so far!



Experts Say "Real Estate will Hold Up Despite Economic Slowdown"

During the past few months, we've all been reading that *"Big stores are closing, dot.coms are down, and Wall Street is shaky."* Experts predict that despite the well-publicized economic slowdown, **real estate will NOT suffer** any kind of sustained, catastrophic downturn. Why? In an article published by RealtyTimes.com, one reason cited is that a large percentage of the population will be turning 18 between now and 2010, meaning that demand for rental properties will be on the increase. Also, continued strong job growth is fueling office space demand in the commercial sector, keeping vacancy rates low and rent prices up. For more details, [click here to read the article](#).



Congratulations to the Immel Team: Website Marketing Success!



Recently we heard from one of our valued customers, Phil Immel, with an inspiring success story about his marketing efforts on his website at.

"Wow - Little did I expect the website you created for me would have the tangible financial gain that our team has enjoyed.

Like most agents who needed to have a dot.com presence, I worked with your capable staff at Advanced Access to build a custom site. Although it is hard to measure direct results in cyberspace, I would guesstimate that 10 of our 70 sales in 2000 were a result of our website.

Our best example came in the form of an email from a lady in the San Francisco Bay area who indicated that her husband would like to view condos on the beach near Laguna Beach. On the second visit, they purchased a townhome for \$875,000 overlooking Dana Point Harbor and the ocean.

The husband asked if we knew of any commercial real estate in the coastal areas since he was involved in a series of 1031 exchanges worth upwards of \$25 million. Fortunately, I had experience in both 1031's and commercial real estate.

Since last summer we have sold them 4 properties (some I double-ended) with a combined value of over \$5,600,000! Beyond that opportunity, his tax attorney has other clients with exchange needs of \$1-5 million each. 2001 should be an exciting year!

I look forward to the day where I can write you my retirement letter because of the website you built."

Phil Immel
The Immel Team
Prudential California Realty



Important Note:

As part of our ongoing commitment to provide state-of-the-art service, Advanced Access' websites will be "down" temporarily on Monday, January 29 between 1:00 a.m. and 2:00 a.m. Pacific Time. In February's newsletter we'll give you the details about our new FASTER T3 server connections to serve you better.



To our Valued Customers: Best Wishes for a Successful 2001 from all of us at Advanced Access!

Thank you for your business - we appreciate your patronage and support. If you have any questions, comments or suggestions, please send them to us.

**** Refer one of your colleagues to Advanced Access - if they purchase a website, we'll add a FREE MONTH OF HOSTING to your existing contract. ****

TO DREAM ANYTHING that you want to dream-that is the beauty of the human mind. To do anything you want to do-that is the strength of the human will. To trust yourself to test your limits-that is the courage to succeed.

BERNARD EDMONDS