



[www.YourHouse.com](http://www.YourHouse.com)

## Your Home Deserves its Own Website

*The Best Internet Marketing Presentation with The Most Exposure*

Eighty percent of buyers start and refine their search for a home on the Internet. This means that most buyers will get their **first impression** of your home on a computer screen. The most common complaint these days is "not enough information or not enough pictures," which leads a buyer to surf to the next listing.

At **Kristal Pooler & Associates** we take Internet marketing seriously and were the **first company** on the North Shore to offer this service. We make sure that your home stands out from the crowd, that it is easy to find, and that your home grabs (and keeps) a buyer's attention by giving them the **most comprehensive representation of your home**. We accomplish this by building a showcase Website that is dedicated entirely to your home, with its own unique and memorable Web address, such as **[www.123YourSt.com](http://www.123YourSt.com)**.

### Your Home's Website Will Feature the Following:

- Photo tour with up to 100 photos for slide-show with detailed captions
- Detailed marketing text, feature highlights and custom content
- Printable flyer
- Property map
- School and census information
- Mortgage calculator
- Link to schedule a viewing
- Open house information
- Multiple ways to contact me for more information
- Enhanced search engine optimization
- Property documents (disclosures, plot maps, floor plans, etc.) for downloading.

### Here's How I Will Market Your Property's Website

Your home's Website will be marketed in the print media, on the multiple listing service (MLS), and our firm's Websites. I will also submit your Website to the most popular real estate search engines such as REALTOR.com, Trulia Pro, Oodle, Google Base, PropSmart and Edgeio as well as Yahoo!, Point2, Craigslist, Zillow, and more

Your home's Website will also be marketed on your lawn sign, flyers, mailers, and email campaigns. With just one click, buyers will go straight to your home's showcase Website, as opposed to a long list of other houses in their price range.

Successful Internet marketing is about getting the attention of **the most** and best-qualified buyers **focused on your home**. It is not about promoting me, my firm, or any other listings. A showcase Website like **[www.123yourSt.com](http://www.123yourSt.com)** will provide buyers from any location a complete and elegant presentation of your property – and it will leave an impression that makes them pick up the phone.

If desired, You will also be given an account that will allow you to login to access Website statistics and track how many people are viewing your site. You can customize and view graphs for particular date ranges, re-view the top five pages visitors are looking at and see what sites are leading them to your home's Website.

This marketing is second to none. You can be assured that the casual buyer surfing for homes will not click away from your home. By creating your own property Website, I will give your home the exposure it deserves, making it visible to a **worldwide audience 24 hours a day, 7 days a week**.

