

Marketing Tips & Opportunities

Auditors and REALTORS
The New Partnership

The Real Estate Initiative

February 18, 2008

RESNET Conference

San Diego, CA

Marketing Tips and Opportunities

- Building relationships
- Events
- Print
- Web/Email
- Other

Building Relationships

- Meet as many agents as you can and build positive, cooperative rapport
- Remind them what value you can add to their business (use our PowerPoint!)
- Target agents with
 - Good reputation, integrity
 - Marketing plan in place
- Sit down with them and brainstorm ideas!
- Network with other professionals involved in the real estate transaction (termite inspectors, home inspectors, title companies, etc.) Agents or consumers ask them for recommendations.



Events

- Weekly sales meetings
- Free seminars for agents via Associations or brokerages
- Association conferences/meetings



Events



- Conduct homeowner workshops in conjunction with realty firms or an agent
- Appear at open houses (public or broker: work with agents to hand out free info)
- Co-host a real estate roundtable discussion


Print Opportunities

■ Create marketing pieces in conjunction with agents for whom you've conducted audits

■ E.g. Lenders and agents co-create pieces now, to leave as take-away handouts at listings.

King Farm
Gaithersburg, MD

The Royallan offers attractive one, two, or three bedroom homes with one, two, or three levels. Select from condominiums, manor homes, townhomes, lofts and more to suit your needs. In addition, many homes have private attached garages, and covered or on-street parking available.




Home Presented By
Monaco Development LLC
204 Garden View Way, Rockville, MD 20852
(301) 850-8525

Loan Program	Conventional Fixed Rate	Conventional Fixed Rate	Conventional Fixed Rate
Loan to Value	100.00 %	100.00 %	100.00 %
Term / Due In Months	360	360	360
Interest Rate	6.000 %	6.000 %	6.000 %
Purchase Price	299,000.00	358,000.00	417,000.00
(Less) Loan Amount	299,000.00	358,000.00	417,000.00
(Less) Other Financing			
Down Payment	0.00	0.00	0.00
(Plus) Closing / Prepaid Costs	9,017.53	10,902.03	11,844.36
(Less) Paid by Seller	9,017.53	10,902.03	11,844.36
Cash Required for Closing	0.00	0.00	0.00
First Mortgage (P&I)	1,495.00	1,790.00	2,065.00
Other Financing			
Mortgage Insurance	147.01	176.02	205.93
Taxes / Insurance / HOA	0.00		0.00
Other Housing Expense			
Total Monthly Payments (PITI)	1,642.01	1,966.02	2,270.93
APR	6.405 %	6.346 %	6.351 %

At The Royallan, enjoy a luxurious, maintenance-free lifestyle. Elegant architecture and rich amenities combine comfort and convenience, creating a magnificent place to live. These spacious, sophisticated homes are ideally located across the street from the Shady Grove Metro Station and just one block from the thriving King Farm Village Center.

For Financing Information Contact:
Brent Manderson
CHOICE FINANCE CORP.
6001 MONTROSE ROAD SUITE 704, ROCKVILLE, MD 20852
(301) 581-6900, brent@choicefinance.net

www.choicefinance.com 800-855-1009



**King Farm
Gaithersburg, MD**

The Royalton offers attractive one, two, or three bedroom homes with one, two, or three levels. Select from condominiums, manor homes, townhomes, lofts and more to suit your needs. In addition, many homes have private attached garages, and covered or on-street parking available.



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At The Royalton, enjoy a luxurious, maintenance-free lifestyle. Elegant architecture and rich amenities combine comfort and convenience, creating a magnificent place to live. These spacious, sophisticated homes are ideally located across the street from the Shady Grove Metro Station and just one block from the thriving King Farm Village Center.

For Financing Information Contact:



I, ROCKVILLE, MD 20852
s.net



Welcome to 7 Auburn Court!

This beautiful home has been completely renovated. Updates include:

- Old appliances replaced with ENERGY STAR appliances
- Windows replaced with ENERGY STAR, low-e windows
- Outdated lighting fixtures replaced with ENERGY STAR fixtures and CFLs
- Low-VOC paint on walls; water-based sealant to refinish the beautiful oak floors
- All ductwork tested and sealed
- Additional insulation added to attic to achieve R-40!
- Leaky outlets and light fixtures sealed and insulated
- Building envelope checked for drafts and insulation reinforced
- Third-party verification of energy improvements

This home received an energy audit before renovation. Each recommended energy-saving improvement was made. Just ask our expert energy auditor!

A WINNING TEAM!



Julie P. Hawkins
REALTOR, LEED AP
Jobin Realty
Alexandria, VA
202-555-1212
jphawkins@mrri.com

Lee O'Neal
Energy Inspector
CGE Solutions
Ashburn, VA
703-555-1212
Cgesolutions.com



Common energy leaks diagnosed during a CGE Energy Audit

Your One Stop for
Energy Savings!

PO Box 221704
Chantilly, VA 20153-1704
Phone: (703) 574-4365
Toll Free: (866) 218-9055
Fax: (703) 636-5216

Call today to schedule an
appointment! Mention Julie
and receive a 10%
discount!

The Power of Energy Improvements

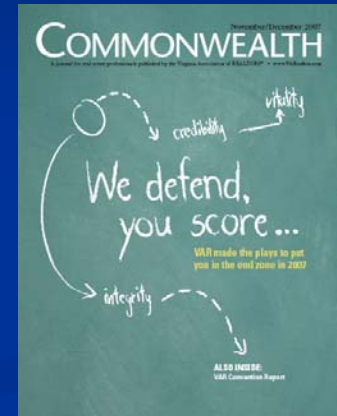
\$75,000 VA 30-Year Mortgage at 7.5% Interest
(Source: Energy Rated Homes of Vermont, Inc.)

Monthly Costs	With \$4,000 in energy improvements	Without energy improvements
Monthly mortgage payment	\$552.38	\$524.42
Monthly energy expenses	\$90.00	\$150.00
Total monthly cost	\$642.38	\$674.42

THE BOTTOM LINE: The buyer in this example reduces his monthly housing costs by \$32 --- nearly \$400 a year --- and has a more comfortable and durable home, after making the energy efficiency improvements.

Print Opportunities

- Co-brand standard marketing tools
- Contact state/local REALTOR publications
 - Often published by Associations
 - Offer to write an article
 - Advertise in these publications
- Invite press, homeowners and agents to attend your energy audits
- Consider a broadcast flier service (if available in your area)



Print Opportunities

- Work with an agent to build a notebook of “green” area info for their buyers and sellers. Be sure your name is at the top!
 - Agents can supply this booklet to all clients
 - Consumers are hungry for direction and information on green resources in THEIR area

Web and Email

- Establish an email newsletter or blog in partnership with an agent
 - Blogging takes commitment and you do not always know who your readers are, but you attract readers interested in a specific topic rather than pushing information on those who may or may not be likely clients.
 - Email newsletters reach a larger audience once you get a list, you know who is getting it, and you could offer a subscribe/unsubscribe feature.

Web and Email

- Do your research
 - Google “real estate blog San Diego” etc.
 - Find out (if you can) who gets the most readers
 - See if you can start your own blog and ask an existing (and popular) real estate blogger to add you to their affiliated links, OR
 - Add regular comments to an existing real estate blogger’s site

CHEROKEE COUNTY GA REAL ESTATE & COMMUNITY BLOG

A BLOG THAT HIGHLIGHTS THE WONDERFUL PLACES, BUSINESSES AND HOMES OF WOODSTOCK, MARIETTA, ACWORTH, CANTON, HOLLY SPRINGS, WALESKA, AND ALL OF CHEROKEE COUNTY, GEORGIA. WWW.SOLDBYMICHAELBRADFORD.COM

TUESDAY, JULY 24, 2007

Lowering Energy Bills

One of the big drains on the cash flow of a home owner is the cost of energy to the home. The American Council for an Energy Efficient Economy ([ACEEE](#)) has suggestions for helping you to not only save energy/resources, but also money. Sometimes, it just takes a small amount of cash to stave off the larger amount you might have to pay in the heat of the summer and the cold of the winter. Here is their home energy checklist:

To Do Today

- Turn down the temperature of your water heater to the warm setting (120°F). You'll not only save energy, you'll avoid scalding your hands.
- Start using energy-saving settings on refrigerators, dishwashers, washing machines, and clothes dryers.

ABOUT ME



MICHAEL BRADFORD
WOODSTOCK, GA, UNITED STATES

My name is Michael Bradford and I'm an

Associate Broker with Southern Prime Realty. I work in all aspects of real estate in Cherokee and Cobb County. My specialty is in Internet Marketing - where over 80% of all people searching for their new home begin. My listings are viewed thousands of times each week. Let me put my proven marketing plan to work for you. Call me today at 770-862-8002 to see how I can serve

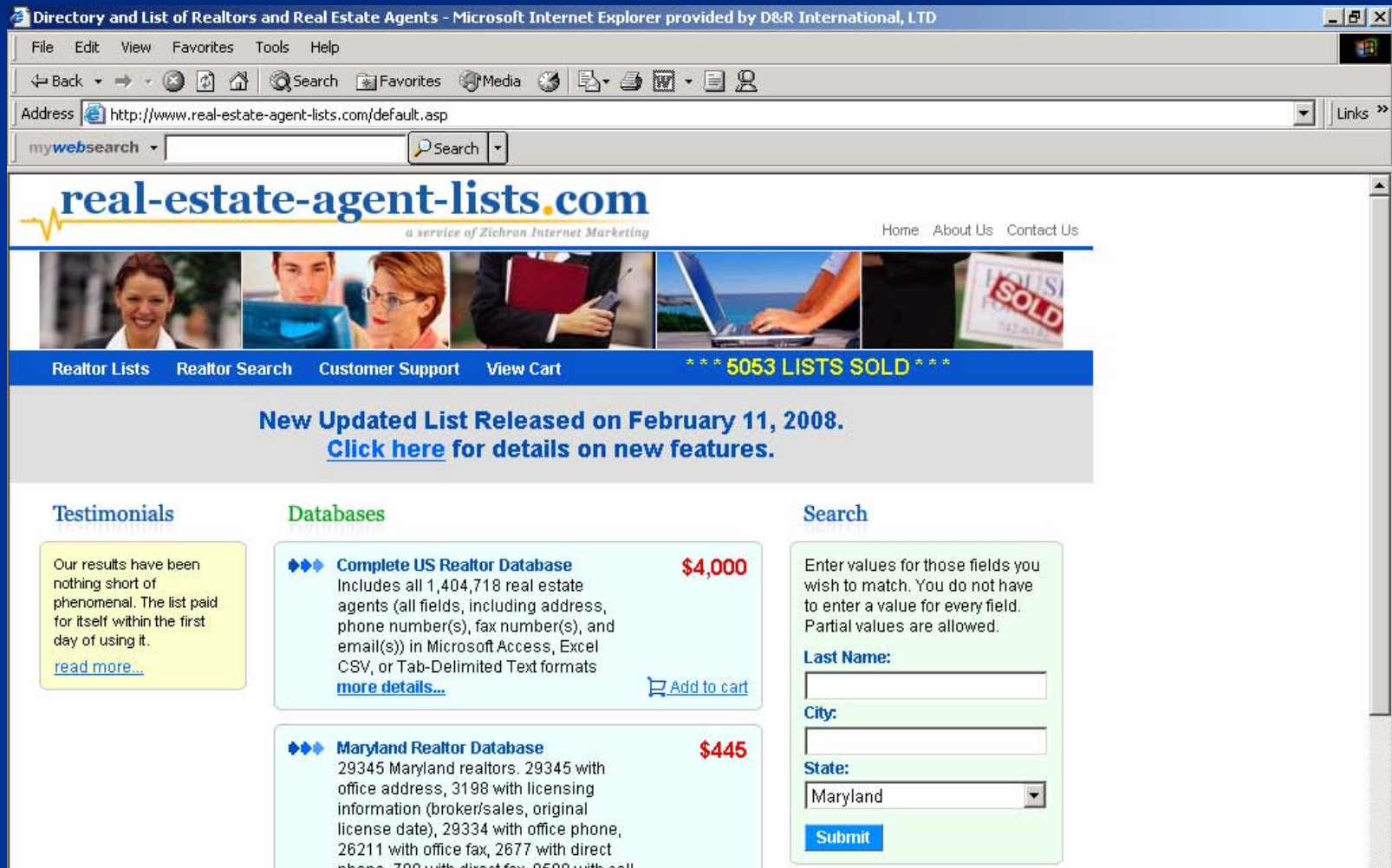
Web and Email

- Work with an agent who has an existing real estate email newsletter; add a regular column
- Use business networking sites to be as visible as possible to area agents
 - ActiveRain.com (can post columns here)
 - LinkedIn.com
 - ZoomInfo.com

Web and Email

- Refer your Web visitors to partner with real estate agents' sites and ask them to do the same for you. Set it up to rotate agents each time the page is uploaded.
- Build a database of agent email addresses
 - Notify them of your events
 - Invite them to partner with you
 - Send them your rates and offer discounts
 - Share success stories

Web and Email



Web and Email

The Data Depot - Real Estate Agent Databases - Microsoft Internet Explorer provided by D&R International, LTD

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites Media Print Mail News RSS Feeds

Address http://www.datadepot.biz/US_realtor.html?gclid=CObk3su-xJECFQIQFQod_zP-DA Links »

mywebsearch Search

home / databases / frequently asked questions / sample / terms & conditions / contact us 888.707.3434

(data) depot


Welcome to the Data Depot. Your direct source for business and consumer data.

Buy Direct and Save!

At the Data Depot, our analysts research information on over 100 million businesses and 66 million households to provide the most accurate data possible.

REAL ESTATE AGENT DATABASES

Advantage XB US Realtor List +e-mail



Complete US Real Estate Agent Database
1,516,827 real estate agents - 96% with e-mail
Included & Searchable Fields: Company Name, Realtor name, Phone, Fax, Address, City, County, State, Zip, Email, Web Address
Free Bonus: 111,616 real estate offices with full contact information **86,929 fax numbers (\$195 value!).**
***database can be downloaded instantly.**


\$495 entire US

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Lynne Jones
President
Escrows Direct



***Popular Specials**

realtor data
consumer data
business data

Data Depot
888-707-3434
data.info
North

Other

- Connect with state, local green initiatives
- Partner with agents and get involved in local energy-related events such as climate action group seminars, city government seminars on saving energy, etc.



Other

I know
this really
dynamite
agent....



Did you call
Julie yet? She
knows her
stuff!



I'm telling
you, Julie
Hawkins is
top notch!



■ Refer

■ Refer

■ Refer

- If you send business to your real estate partners, they are far more likely to return the favor!
- Agents are always seeking ways to expand their “sphere of influence”, or the number of people that can be potential clients or can send them potential clients

Other

- Encourage an audit as a closing gift and offer discounts to agents who purchase them for clients
- Offer creative closing gift packages for agents
 - Gift baskets with CFLs, educational material, an energy audit coupon, organic products and green cleaning supplies, etc.
- BE CREATIVE !!!

In Summary...

- Existing homes—huge opportunity for new business partnerships, profit and energy savings.
- Agents need you to meet the overwhelming demand for energy efficient, green living!
- You need them, too!



Our Contact Info

Candace Lightner, REALTOR®

Coldwell Banker

Consultant to the U.S. Department of Energy

clightner@mrisc.com



Julie P. Hawkins, REALTOR®, LEED® AP

D&R International, Ltd.

On behalf of the U.S. Department of Energy

jphawkins@drintl.com