

Dear real estate professional:

Yes, you can make sales before your Free Trial is over -
Here are 10 proven strategies for building profits with eNeighborhoods!

In today's challenging market, many agents are turning away from expensive advertising in favor of making more personal connections with prospects and clients. eNeighborhoods provided the tools you need for open houses, listing presentations, buyer tours and more. Here are 10 tips to help you make the most of your FREE trial - and make more sales!

1. DON'T JUST SELL PROPERTIES...SELL NEIGHBORHOODS!

How do you get prospects to choose YOU as their agent? Agent reputation and local knowledge - what we call being a Neighborhood Expert - are the two most important factors in choosing an agent, according to the National Association of Realtors(r) 2006 Profile of Home Buyers and Sellers.

Most buyers start by searching for individual properties and then check out neighborhood quality. With the right neighborhood information, you can help your clients identify the right location, and then find the ideal property to meet their needs. You'll save time for you and your clients because you won't spend time looking at "the right homes in the wrong neighborhood."

Make sure your prospects have the neighborhood information they need with high-impact Neighborhood Reports. You can deliver neighborhood information in minutes with personalized reports featuring school and housing information, population demographics and more.

"I do a lot of work with Relocation Clients, and I have been very successful with eNeighborhoods. From California to Florida, It allows me to help my clients get a real feeling and education on how neighborhoods near their destination compare to their current location. Recently, I was able to provide a client transferring to Naples Florida, with all the statistics and local information they needed to find a suitable neighborhood. eNeighborhoods really helps you support clients with all their real estate needs."

Martin C. Huguley, Weichert Realtors

2. BUYERTOURS ARE SELLING TOOLS

To win with buyers, it's important to create a dialog that enables you to learn about their goals and requirements for buying a home. At the same time, you should be delivering answers and information that build your reputation as a local expert.

Have you ever been on a tour with a helpful guide who added to your learning and enjoyment? You can use the eNeighborhoods BuyerTour to help buyers organize their thoughts, compare homes and make better buying decisions. It's easy to create a personalized report that features active MLS listings and neighborhood demographics. You can also provide custom loan scenarios, neighborhood statistics and school information for each client.

To help buyers decide on a home, you can add a Comments section to each listing that enables buyers to make notes on individual properties. They can then refer to the notes they've taken on their BuyerTour and tell you which properties they prefer. Provide an area for notes and encourage your buyers to use it!

3. A CMA THAT GETS THE LISTING

What's the difference between an eNeighborhoods CMA and those of mere mortals? In addition to rich data, customization and ease of use, eNeighborhoods CMAs have an additional difference - a system to ask for the listing. Our CMAs provide accurate information and insight into the pricing process. If prospects are comfortable with your research and methods, it's easier to break through any objections that stand between you and the listing.

In addition to recently sold properties, you will be prepared to answer questions about current listings, FSBOs and expired listings to help determine an accurate valuation of their home. Create a map with the comps clearly identified so you can prove your data is good data. Accurate and detailed market research will help you answer the common objections from owners who find your selling price too low.

If you want the listing, you often have to ask for it more than once, in different ways. Fortunately, using the eNeighborhoods CMA makes this easy. One technique that makes asking for the listing more natural is to include a marketing planner in your CMA that details all of the things you will do to get the property listed and sold.

Your planner should include every task that's important for the sellers to know, starting with "Get Listing Papers Signed." Making the task of signing the listing agreement step one is a great way to gauge the seller's reaction to your presentation. If you encounter an objection at this point, you can handle the objection and move on before you pull out the contract.

Another closing technique involves using your marketing planner to talk about scheduling open houses. Suggest a date and time that you'd like to do the open house. When you show sellers this task on your planner, ask them if they can be out of the home on that date. If the answer is yes, you have made a strong step towards signing that listing contract.

4. A SYSTEM TO SIGN THE FSBOs

Here's a For Sale By Owner tip - while other agents contact FSBOs to ASK for the listing, you GIVE them valuable information and resources. Create custom Flyers and Neighborhood Reports in minutes and present them to the sellers as a gift to help them sell. Don't worry about do-not call lists. Knock on the door and explain how information contained in the Neighborhood Report can help market their home and volunteer to answer questions.

They will be impressed with your professionalism and that you have taken time to create marketing materials especially for them. Leave them with the idea that, the Flyer and Neighborhood Report are just two of the tools in your arsenal. If they decide to hire a professional real estate agent, as most FSBOs do, you can be first on their list!

Looking for the listing? Trying for the buyers? Don't forget the Flyers. For prospective sellers, consider taking a digital photo of the seller's home beforehand and printing several flyers with different design themes to show how you will market their home.

"On the kitchen counter, Mrs. Prospective Buyer found a colorful eNeighborhoods Neighborhood Report binder the team had prepared. The buyer began to open up, asking questions about the property and the surrounding neighborhood. Seeing that the neighborhood values were on the rise, the buyers knew they found a good home and a good investment. They bought the home, and the sellers retired to a beachfront community!"

The DiVito Dream Makers - RE/MAX Alliance, Denver

5. DON'T LEAVE HOME WITHOUT US

Although many top real estate professionals have large advertising budgets, you'll notice that much of their business is driven by reputation and referrals. That's because they have built their experience, skills and reputation with each contact they make. Each listing presentation, appointment and prospect meeting becomes an opportunity to establish your role as the Neighborhood Expert.

Because referrals are so important, you need to be ready when you meet potential referrers. Some agents carry eNeighborhoods presentations and reports packed with local information with them wherever they go. When they meet potential referrers, they can demonstrate their marketing power by providing samples of the high-impact presentations and reports they use each day. For example, you can run Neighborhood Reports for various cities, towns or census tracts in your area and present contacts with current knowledge for their neighborhood.

To reinforce word-of-mouth referrals, consistently ask for written testimonials. Testimonials can be used in brochures, flyers, listing presentations and as website content to further your position as the Neighborhood Expert. Testimonials are powerful advertising because consumers understand that such recommendations come from their peers.

You can use Neighborhood Reports to complement all your marketing presentations. Bring copies for everyone. Any neighborhood resident will appreciate the maps, neighborhood demographics and school reports. Your prospects will be impressed and appreciate that you have supplied them information they never thought to ask for.

6. PRACTICE SITUATIONAL MARKETING

All agents have meetings and events they attend as part of their business. Have an open house coming up? Make extra copies of Neighborhood Reports and place them strategically around the house. People pick them up, and they are great conversation starters. Be sure to personalize your reports with your name, logo, photo and resume.

Have a listing presentation on Wednesday? Enter a note in your planner to create a CMA on Monday. You'll have more time to select comps, add images and customize the report specifically for the seller's needs. Be sure to check out the marketing

planner and the other tools built into the eNeighborhoods CMA that make it easier for you to ask for - and receive - the listing.

Taking buyers out? One of the best ways to make the most of your time and theirs is to create a BuyerTour and review the homes in the tour booklet before you begin. It shows you respect their time, and helps you learn more about their concerns, needs and goals in buying a home. You will save time and gasoline by not driving around to see homes your buyer is not interested in. Do you have personalized pens? Clip one to a personalized BuyerTour and leave it on the passenger seat of your car. When your prospect picks it up and begins asking questions and taking notes, you've got an engaged buyer.

"eNeighborhoods has made it much, much easier for me compared to other agents in the office. It allows me to go out there and get a higher percentage in terms of commission because it shows what a Realtor has to do in order to get the house sold. My colleagues are bringing in three to four percent but I always bring in six percent."

Pierre King, Weichert Realtors HP, Brooklyn New York

7. USE MAPS & AERIALS

Maps are one of best ways to provide prospects with high-impact visual information, and they are among the most popular features on real estate websites. Shouldn't your marketing materials feature maps and aerial photos as well? eNeighborhoods makes it easy to showcase home and neighborhood features with Maps & Aerials. Whether you're creating a Flyer, Neighborhood Report, CMA or BuyerTour, a map displaying properties of interest and community highlights is always welcome. With eNeighborhoods, it's easy to create custom maps to:

- Show comparable properties for sale, schools, parks, shopping and more.
- Display locations of homes to make comparison shopping quicker and easier.
- Show expected commuting times to places of employment and schools.

You can also add your own notes and comments to maps for that personal touch that helps you connect with clients.

8. MAKE SURE YOUR WEBSITE is READY

More than 80 percent of homebuyers begin their search online - is your WebSite ready? Your agent WebSite is often the first - and only - chance you'll get to make an impression on prospects. Make sure your website presents a professional image and communicates the value of your services to visitors. eNeighborhoods Agent WebSites are completely customizable and full of the content buyers and sellers want, including in-depth neighborhood and school information. You can:

- Stand out from your competition with featured listings, free home reports and more
- Choose from dozens of professionally designed templates

- Home sale and neighborhood information are built in to generate contacts
- Personalize your site with custom colors, text, and images - [see sample designs](#)
- Select the domain name that's unique to your business and branding

Bring home the buyers today with Agent WebSites, and the rest of eNeighborhoods' PowerSuite, the original real estate marketing system that helps you turn prospects into clients and referrals.

9. CREATE CUSTOM REPORTS IN MINUTES

PowerSuite solutions include professionally designed, ready-to-print Neighborhood Reports, CMAs, BuyerTours, Flyers and maps - for any neighborhood in the USA. Self-produced agent marketing materials vary in quality and can look unprofessional. eNeighborhoods - with over a decade of experience serving hundreds of thousands of real estate professionals - has already done the work for you. Materials from eNeighborhoods are clear, complete, readable and concise. They're what consumers want - and what successful Neighborhood Experts provide.

The PowerSuite delivers timely property and neighborhood information in high-quality presentation. Professional design, colorful charts, and clear graphics tell the story. You'll stand out as the Neighborhood Expert amid the competitors in your local market.

10. FREE ONLINE TRAINING WITH A LIVE INSTRUCTOR

eNeighborhoods offers FREE online training conducted by a live trainer! You can get started right away. eNeighborhoods is easy to use, but contains many powerful features to set you apart from the competition. Choose a FREE eNeighborhoods Training Classes and get started today:

eNeighborhoods General Training Class

This overview class takes you from initial set up to creating dynamic reports, flyers, and your custom eN Website. You will also learn to make the most of the eN Contact Manager, Direct Mail and Email Campaigns, and MLS Connect. Learn how to use eNeighborhoods applications to take your business to the next level with this free online class.

Advanced CMA Class

Take control of your next listing presentation and learn the skills to get that listing! Gaining a seller's confidence goes far beyond comps and data analysis. Learn how to sell yourself and your strategy with our powerful CMA program, the Neighborhood Report and custom Flyers designed to impress.

For a limited time, eNeighborhoods is offering an open enrollment period of up to 60 days. That's plenty of time to try different presentations, personalize materials and customize formats. You'll be able to immediately use the PowerSuite to win clients!

Take advantage of your FREE trial subscription to the eNeighborhoods PowerSuite today!

To make the most of your PowerSuite Free Trial

- Activate your account now! **GET STARTED TODAY !**
- Personalizing your Profile with your photo and logo!
- Take advantage of FREE eNeighborhoods online training classes!
- Create powerful marketing materials for your next meeting or event!

Questions? Call 877-363-4442

During installation, you will be prompted through the Profile Wizard to add personalization your presentations. Follow the prompts to add your photo, logo, phone numbers, e-mail address, resume and more.

Questions?

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www.eNeighborhoods.com