the COMMUNITY MARKETING SYSTEM

from HomesIn.com

Your Exclusive Users Guide To:

- Customizing Your Exclusive Website
- Creating Engaging Online Content
- Enjoying Lead-Generating Leadership
- Effecetive Content Management
- Utilizing Geo-Targeted Marketing

AND MORE...

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HomesIn.com

Making the Most of Your Membership

We at **HomesIn** feel certain that just as we can offer you steps toward success with this Community Marketing System, that you, in turn, will offer our Network keys to success that we could never have imagined. The strength online is in numbers – a benefit for you and us. **Google placement** is becoming tougher due to the number of sites online. With a powerful network to back you up, it is a win/win situation for all. This is why we too seek to foster a relationship with you and your community that will continue for many years to come. Relationship marketing will never go out of style and it works!

Now, the process to understanding and achieving success with the **HomesIn** Community Marketing System *(just like your career when you first started)* requires planning, patience and persistence. No one will see overnight success because becoming a true advocate for your community cannot be achieved overnight. Have you ever heard of a person moving into a new town and becoming mayor the next week? Of course not. Your community must first become aware of you, then familiar with what you bring to the community, next, begin to trust and respect what you have to offer, and finally become your advocate just as you are the advocate for the town or towns you represent. **That level of commitment and loyalty cannot be won overnight; it is not purchasable, it can only be earned.**

In the next overview section of the System, we will discuss your unique and exclusive **HomesIn.com** website and how it operates. Remember, future 'town champion', just like a bicycle left in a shed, our HomesIn Community Marketing System can't operate on its own. It is you and only you that can deliver the drive and motivation necessary to successfully navigate the open road ahead.

Safe journeys and thank you for your passion and professionalism.

The Power of EXCLUSIVITY

As you will soon learn, there are many factors that contribute to making the **HomesIn** Community Marketing System a unique and powerful tool for your future success...but first and foremost, the most important attribute of the System is **exclusivity.** You and only you, the local real estate champion for your town or towns, have the exclusive online rights to your town's geo-targeted **HomesIn.com** website.

Unlike **every other online real estate website** currently available, only **HomeIn.com**'s fully customizable and community-centric platform appoints you, both through it's content and design, as the real estate leader of the community you serve.

Why is this the case?

Because the creators of *HomesIn.com* are aware that every town in America is unique and therefore there is no one way to market to each area of the whole nation. It is only through experience and dedication that a real estate professional of a community can proclaim with honesty that they have their finger on the pulse of the area(s) they serve.

This will be you and only you.

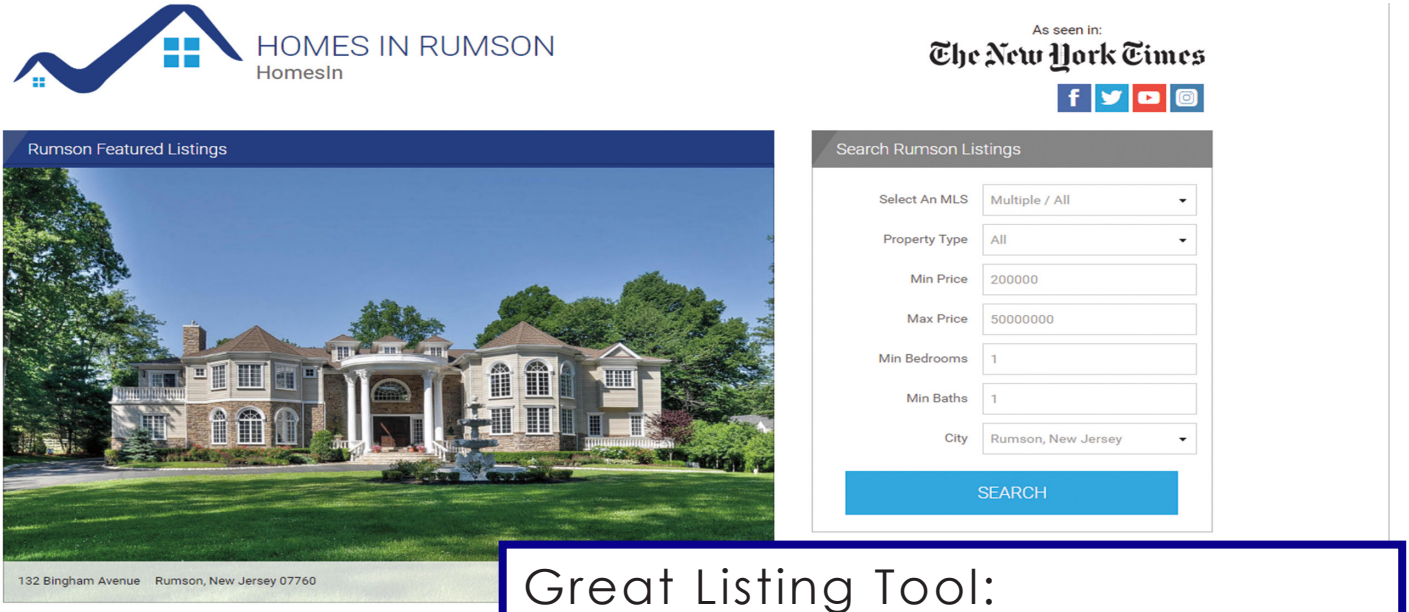
As we have discussed before, each part of the **HomesIn** Community Marketing System works in tandem with *(and therefore relies on)* every other. This process will be laid out for you step by step in the following sections, beginning with...

Customizing Your HomesIn.com Website

Your own town website features IDX home search, free home value reports, free list of foreclosures, school reports, links to local government and area websites. Stealth websites include Luxury Estates, horse farms, modular, waterfront, historic, rentals and more. Here are a list of some of stealth sites:

- HomesintheUS.com
- HomesofDistinction.com
- HomesinForeclosure.com
- NewHomesinYourTown.com
- CribsinYourTown.com
- HomesinCalifornia.com
- AdultHomesinYourTown.com
- HistoricHomesinYourTown.com
- WaterfrontHomesinYourTown.com
- RealEstateinYourTown.com
- HomesinNewYork.com
- HomesinNewJersey.com
- VacationHomesinYourTown.com
- CondosInYourTown.com
- USHorseFarms.com
- MobileHomesUS.com
- ModularHomesUS.com

MARKETING SYSTEM BENEFITS



Great Listing Tool:
FEATURED LISTINGS

Be the **only agent in town** that can feature home sellers' listings on **HomesIn**(yourtown), **HomesIn**(state) & **HomesIn**theUS.com... along with our stealth sites, as featured in

The New York Times

HomesIn.com

HomesIn.com and Local Realtor®, Stacey Ward, unveil Robust Town Website

Jan. 4th, 2017

Hometown, USA – HomesIn.com, p
information on its local websites – pert
and neighborhoods across North Ameri
of Real Estate Pros Inc., as their Real E
town site to their national database of e

Visitors to HomesIn.com/HometownUS
actionable data, information, knowledge

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SOCIAL MEDIA MARKETING ASSISTANT

Press release to your community Newspapers and online publications...

Post to your town Facebook page, **HomesIn** Twitter and Instagram accounts.

Build **YouTube videos** for your listings and post to your **HomesIn**(yourtown) channel.

Weekly Blog posts.

The Future of Real Estate:

Online 'Secret Agents'

Consumers search non-Real Estate agent and company sites... like Zillow and Trulia. Agents need to build community or non-Real Estate agent sites to attract consumers and promote their community... not their self. As a marketing platform vs. a Real Estate agent website, consumers are more likely to respond vs. being afraid to be "sold" by an agent. That is why so many consumers are attracted to 3rd party sites such as Zillow and Trulia.

LOCAL BUSINESS NETWORKING

Local business networking is one of the **most important features** of this system. Most local businesses are local property owners. We can help local businesses **promote themselves** with our free listing service:

SurfYourTown.com is linked to over 20,000 town sites. We also provide local business owners with **new neighbor emails**. Every time a home closes in your town, an email goes to the business owner. This makes you different from any other Real Estate agent in town.

Community connections introduced by you... and **only you**.

MORE MARKETING BENEFITS

For Sale By Owner
Mortgage Marketing System

Our For Sale by Owner Marketing System for Loan Officers helps our Members **generate Buyer and Seller leads**.

This FSBO Program allows Loan Officers to help Home Sellers... while generating Buyer and Seller Leads **for our Members**.

LEAD GENERATION (upgrade)

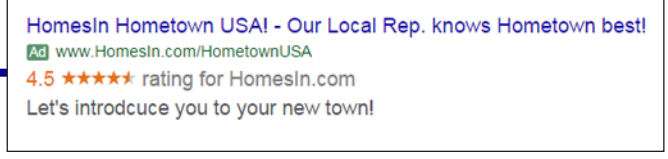
Postcard Mailings

HomesIn will design postcards for Members. We have proven, better responses from our **HomesIn Mailers** than from agents or Real Estate company mailers.

OTHER LEAD GENERATION OPTIONS:

- Pay-Per-Click GOOGLE ads for your Town
- FACEBOOK Boost ads

(speak with a HomesIn representative)



REVERSE TELEMARKETING

Buyers and Sellers call you!

HOME VALUE INDICATOR

Learn what Your Property is Worth in Today's Market!

FREE FORECLOSURE LIST

Get Local Foreclosure Information in your area!

MEASURE YOUR RESULTS

- How many **Town Page** FACEBOOK LIKES are you attracting each week?
- How many emails (business and consumer) do you setup in the **New Neighbor Program**?
- How many Homes did you actively **Post and Share** this week?

What is HomesIn?

A town-specific network of websites which enable real estate professionals to continually advance their town or towns' distinctive lifestyle, real estate values, and community services.

HomesIn.com websites are licensed and hosted on a **ONE AGENT PER TOWN** basis, empowering select real estate agents to positively insert themselves into the real estate fabric of their community by becoming the "real estate talk of their town".

Our network of members host town websites that provide featured home listings, idx home search, home value reports, school reports, and links to local businesses.

Member Benefits

Unlike other national websites where realtors are competing against each other. HomesIn is exclusive for one agent per community. HomesIn.com offers up to date information exclusive to your town. Exclusivity is the key to success with HomesIn.com.

- Exclusive URL for your town.
- Town Press Release
- Town Postcards
- Social Media Postings
- Town Facebook Page
- Exclusive Stealth Websites (waterfront, new homes, rentals, condos)
- Pay per click Google Adwords campaign
- Town Meeting Guide
- B2B Network Surfyourtown
- National Referral Network

Did You Know?

New homeowners spend up to 20 times more on household products than an established home residents.

HomesIn is not just for real estate agents. Mortgage lenders, insurance agents and other preferred vendor's can also license a HomesIn websites. Networking on HomesIn , you can build business and connect people within your community.

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