

# ONLINE MARKETING PLAN

1



**SOLD**

Curtis Radmacher 714.420.5079



Prepared Exclusively For: Mr. & Mrs. Seller

## REALTOR® PROFILE



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Excellent Service, Exceptional Value

NAR, CAR, OCAR, SFR

DRE# 01851936



## BENEFITS OF MY SERVICES

- Full Service Brokerage
- Cutting Edge Technology
- Firm Negotiator
- Detail Oriented
- Accessible
- Large Network Of Associates
- Internet Savvy



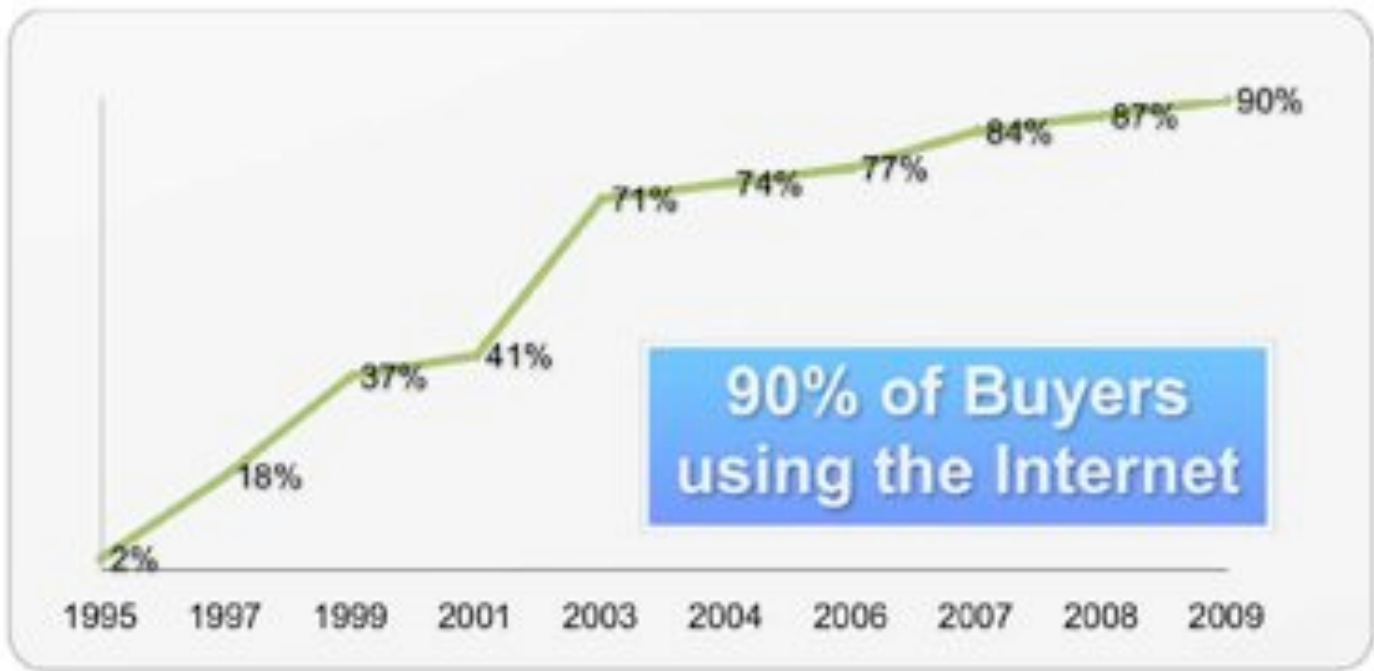
## SERVICES PROVIDED

- Submit Your Home To The MLS
- Install Sign And Lockbox
- Create A Professional Flyer
- Photos And Virtual Tour on MLS
- Email Flyer To SoCal Agents
- Showcase Listing on Realtor.com
- Broker Preview And Open House

***Deliver Your Check At Close Of Escrow!***



## ONLINE MARKETING PLAN OBJECTIVES



I use the Internet to reach the widest audience of potential buyers.  
More buyers = better chance of finding one willing to meet your terms, price and desired closing date.

Source: National Association of REALTORS®, Profile of Home Buyers and Sellers, 2009

**36% OF BUYERS FOUND A HOME VIA THE INTERNET - UP FROM 8% IN 2001**



**Exhibit 3-10** WHERE BUYER FOUND THE HOME THEY PURCHASED, 2001-2009  
(Percentage Distribution)

	2001	2003	2004	2005	2006	2007	2008	2009
Real estate agent	48%	41%	38%	36%	36%	34%	34%	36%
Internet	8	11	15	24	24	29	32	36
Yard sign/open house sign	15	16	16	15	15	14	15	12
Friend, relative or neighbor	8	7	7	7	8	8	7	6
Home builder or their agent	3	7	7	7	8	8	7	5
Print newspaper advertisement	7	7	5	5	5	3	3	2
Directly from sellers/Knew the sellers	4	4	5	3	3	3	2	2
Home book or magazine	2	1	2	1	1	1	1	*
Other	3	6	4	*	*	*	*	*

Source: National Association of REALTORS®, Profile of Home Buyers and Sellers, 2009

## INTERNET MARKETING



### Maximum Internet Exposure

- SoCalMLS.com • OCRealEstateFinder.com • Realtor.com • HomeSeekers.com
- LATimes.com • RELO.com • Homes.com • USAToday.com • AOL.com
- Homes.WSJ.com • NBC4.com • Plus Over 700 independent broker websites!

*Just To Name A Few!*



## ASKING PRICE VS. SELLING PRICE



We will work together to strategically price your home to get it sold for the most money in the least amount of time

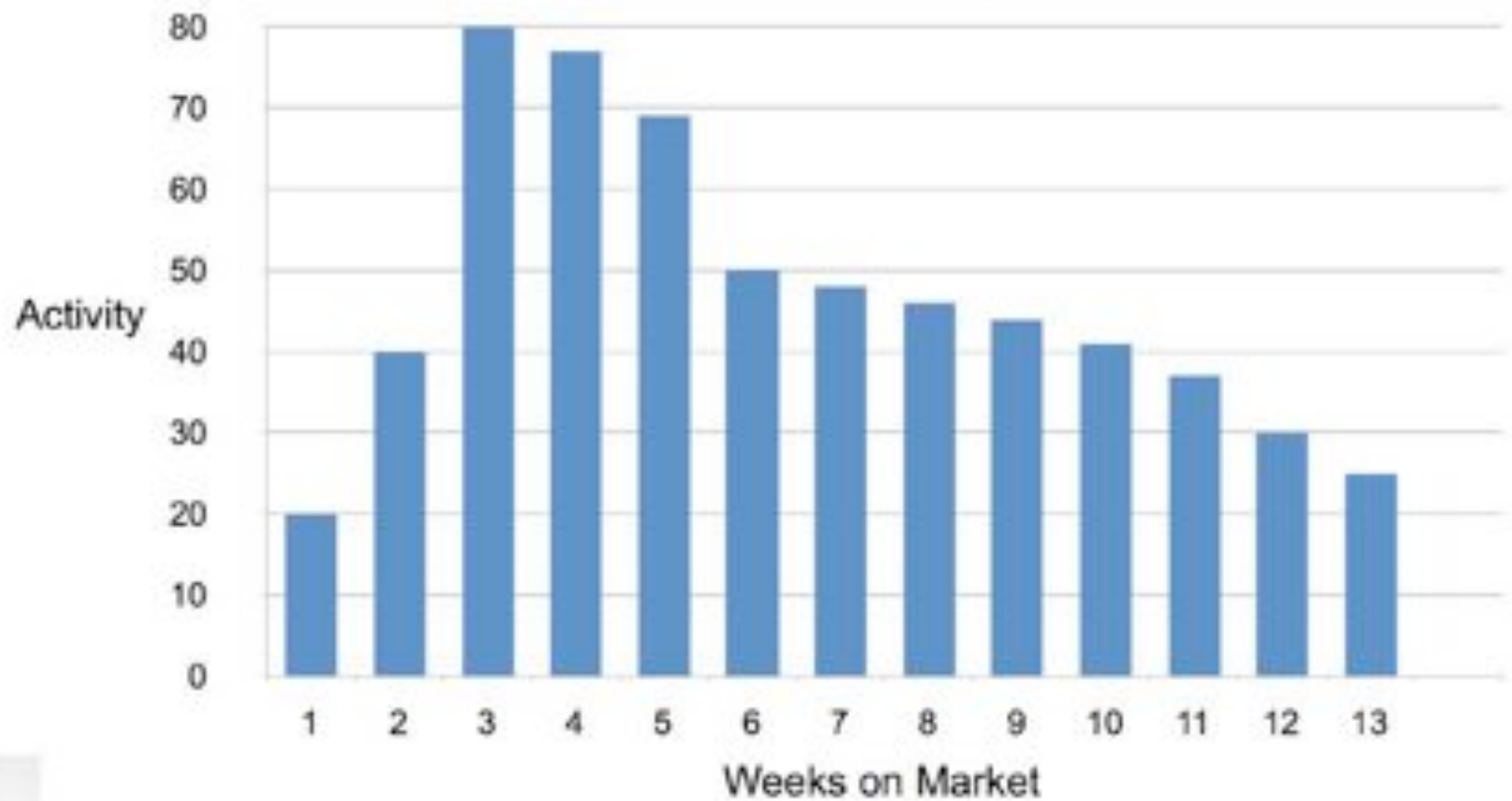


Price too low and you lose the value.  
Price too high and you lose the buyers.

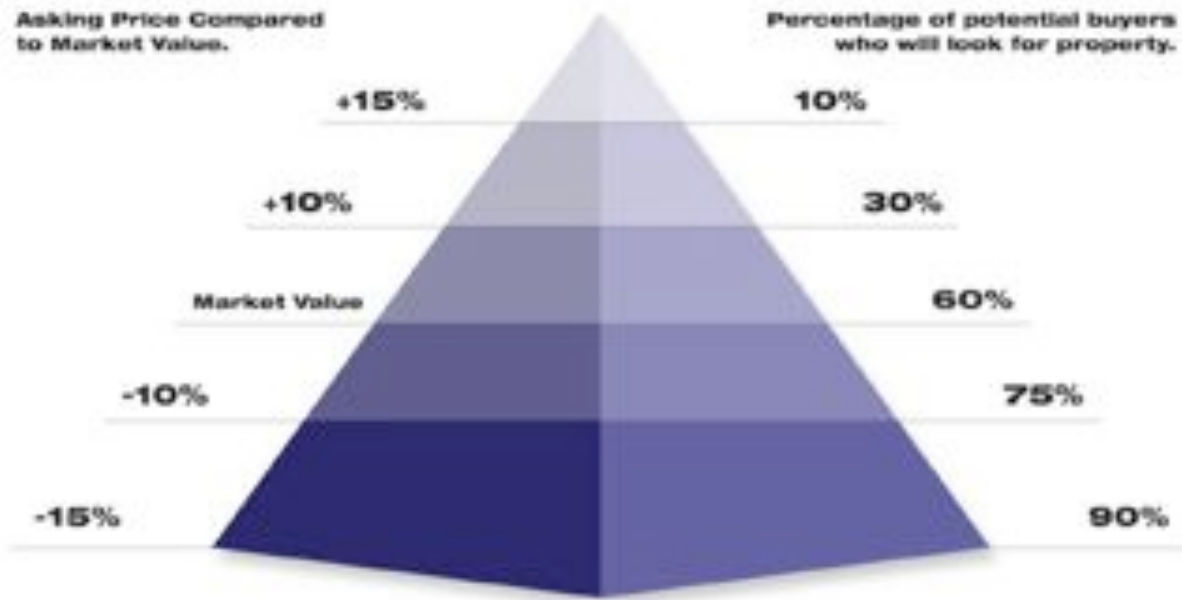
## CRITICAL WEEKS WHEN A PROPERTY IS LISTED



Pricing correctly helps you strike a deal when there is more competition for your home.



## PRICING VS. POTENTIAL BUYERS



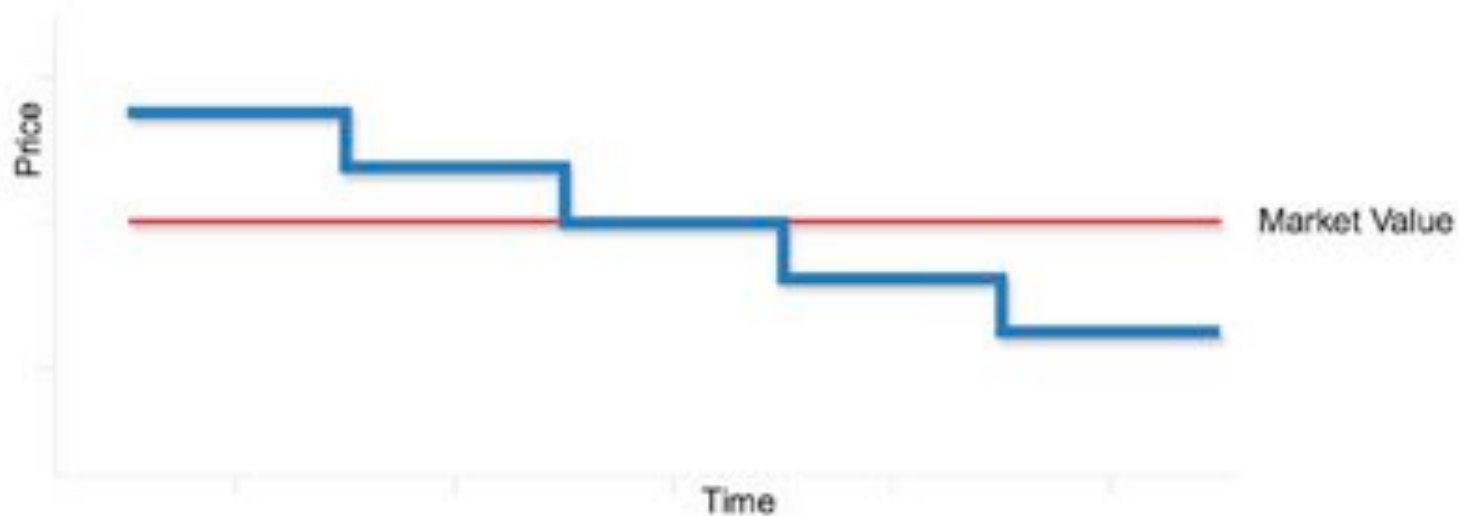
Properly priced, you will have the possibility of many more buyers competing for your property.

## Properly Priced = Practically Sold

I will negotiate on your behalf to help get the best price at the best terms in the shortest amount of time.



Over time a home that has not been sold may attract offers below market value.



## PREVIEW OF YOUR HOME

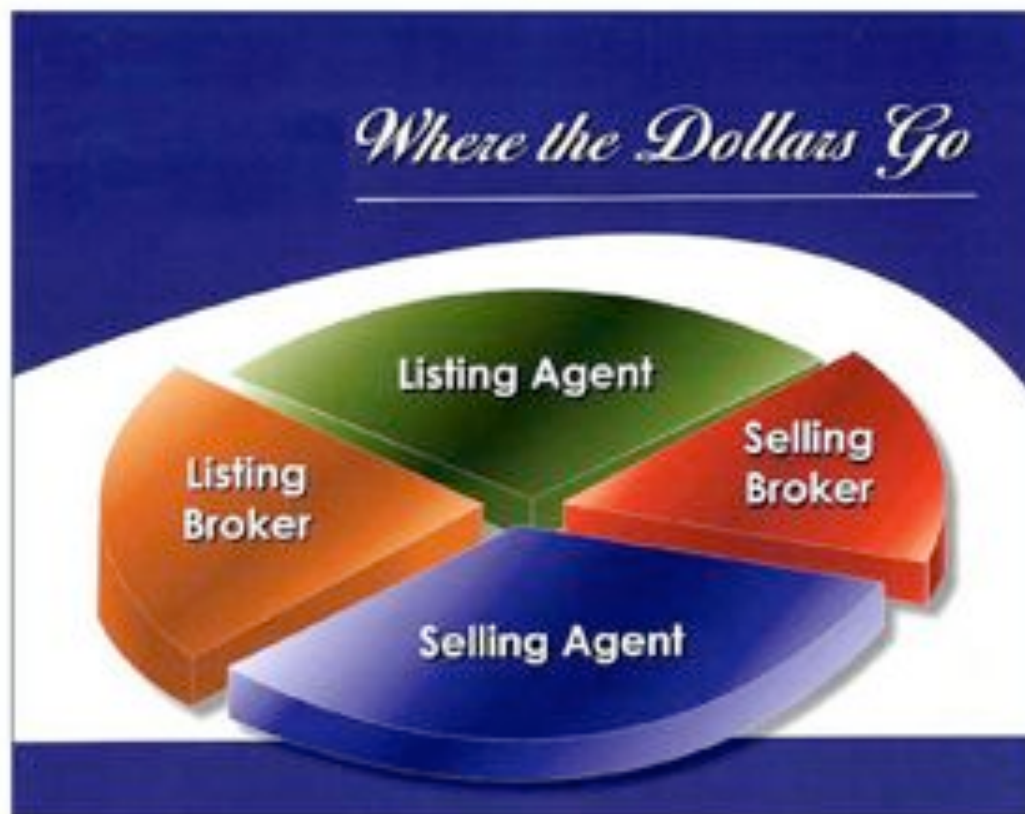


In addition to my efforts, my large network of associates may be assisting me in locating buyers and showing and selling your home.

Making your home easily accessible to buyer's and their agents is crucial in order to avoid any missed opportunities.



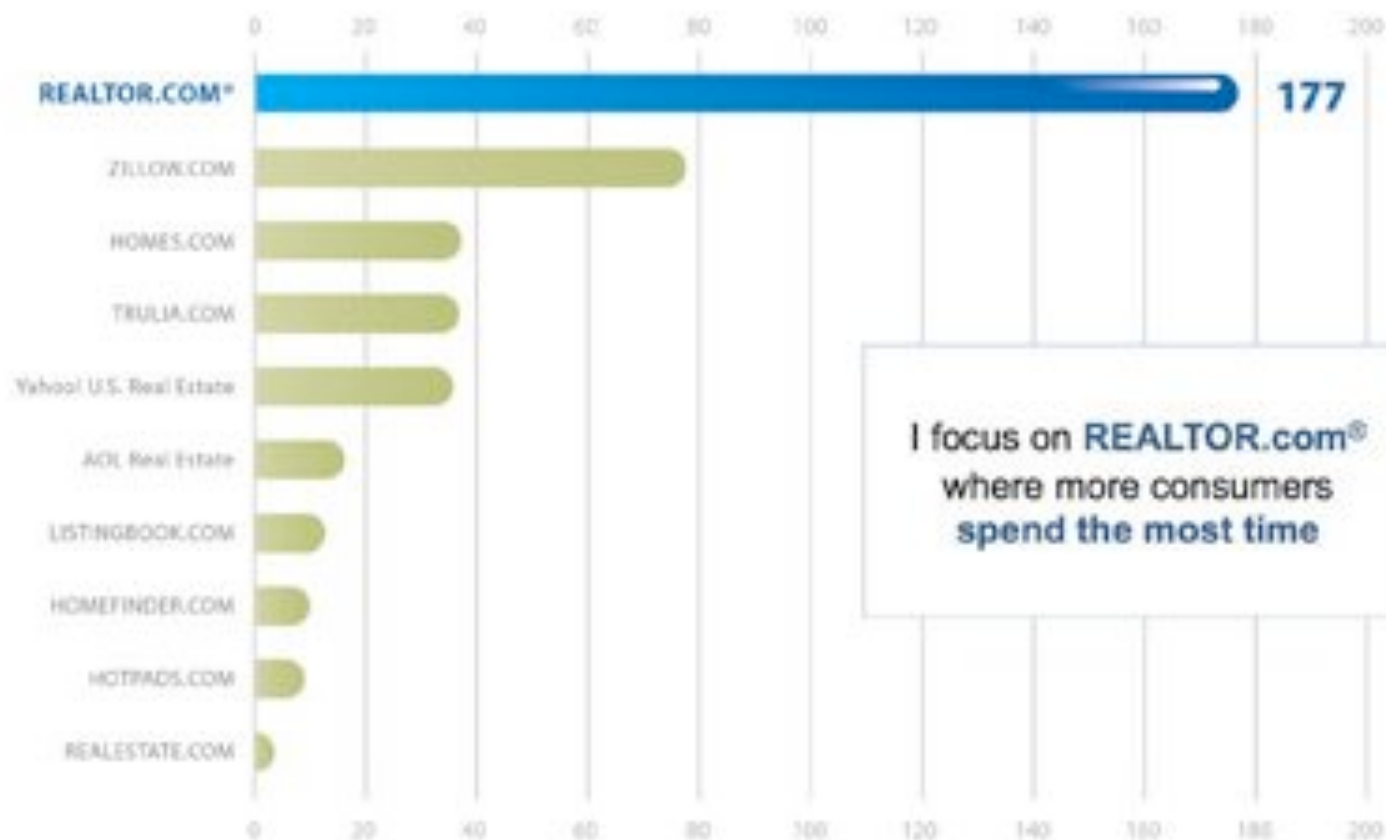
## REALTOR COMMISSION CHART



Typically, real estate commissions are divided four ways between the listing broker, the listing agent, the selling broker and the selling agent. Each party plays an important part in the sale of your property, and is compensated accordingly.

## TOTAL MONTHLY MINUTES SPENT ONLINE

(NATIONWIDE COMPARISON, in millions)



I focus on REALTOR.com®  
where more consumers  
spend the most time

Source: comScore Media Metrics, January 2010



Because REALTOR.com® has millions of listings...

**I will make yours stand out**

## HOW WILL I SHOWCASE YOUR HOME TO THE MOST BUYERS?

- Enable your home to rise to the top of the search above all other homes by adding more photos and upgrading your listing on Realtor.com with the "Showcase Listing Enhancements" feature.




497 listings found   Sort by: Open House   List   Gallery   Map

Like to see photos? Sort by number of photos

**2243 Hollister St** - Any Town, USA 90000

Silver Creek Valley Country Club Gated Community

 **\$279,500**  
**3 Bed, 2 Bath** | 1,795 Sq Ft  
Property Type: Single Family Home  
**Open House** on Sun, 1pm - 4pm  
Located along two fairways of the world-famous Any Town golf course ... #1000

☆ Save Listing



- I place my cell phone on multiple points to increase buyer calls for your property



2083 Hillcrest St  
\$279,500

25

Open House	Address	Start Time	End Time
Yes	2083 Hillcrest St, Hillcrest	10:00 AM	1:00 PM
Yes	2083 Hillcrest St, Hillcrest	2:00 PM	5:00 PM

Property Information for 2083 Hillcrest St

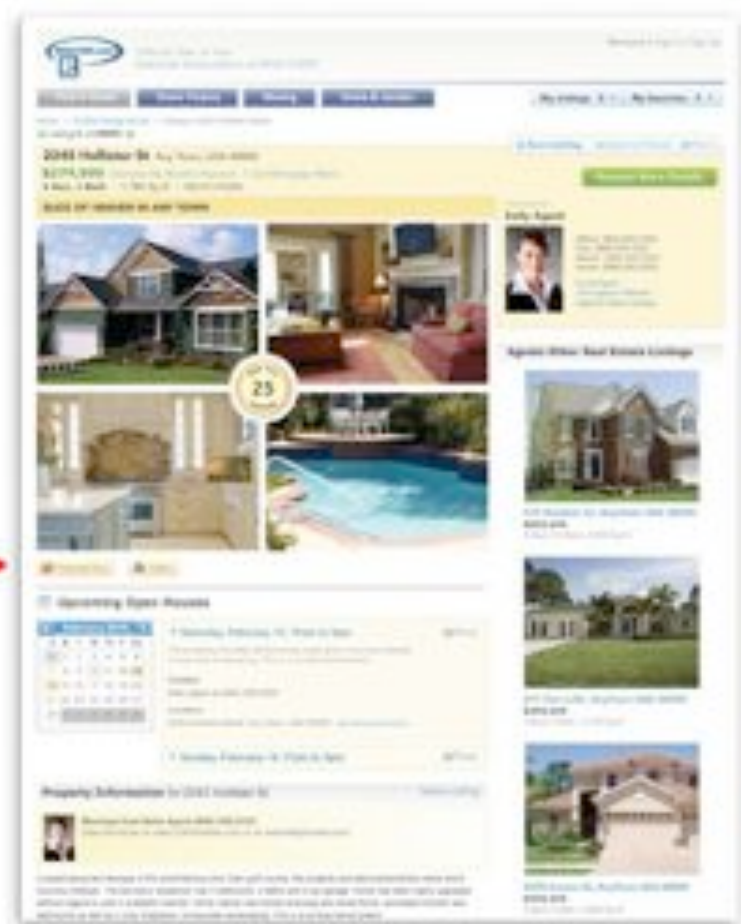
REALTOR.com

SOLD

- I will make your home stand out with a video or virtual tour



*Over 173 million Americans watch videos on the internet every month*



Source: comScore, January 2010; Top U.S. Video Properties by Video Viewed.



## MOBILE BUYER MARKETING PLAN

Buyers driving through the neighborhood can:

- Find your home, get directions and a map
- Connect with me in one "click" to get details and make an appointment



# ONLINE LISTING PERFORMANCE REPORT



- Weekly tracking report shows how many buyers are looking at your home

## SOCIAL NETWORKING



### See My Listings



Homes for sale by  
Brad Agent



2243 Hollister St  
Any Town, USA

\$279,500  
3 Bed | 2 Bath



998 Pleasant View  
Any Town, USA

\$329,300  
3 Bed | 2 Bath



5817 Colfax Av  
Any Town, USA

\$419,226  
3 Bed | 2.5 Bath

[View all 7 homes for sale](#)



Facebook is another way  
that I can keep my sphere  
apprised of your listing.



Find us on  
**Facebook**

## OPEN HOUSES



- Local and regional buyers make up half of the market
- I will market your open house where most buyers are doing research in the early part of the buying decision
- Those who know the neighborhood may refer their friends to your home



Pier Colony  
200 P.C.H, Hunt. Beach

Buying?  
Selling?  
Investing?



Call Me for Fast Results!

Curtis Radmacher

Lic.# 01851936

(714) 420-5079

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2/Bd 2/Ba Ocean View  
Call for more details



419 Main St. Suite 86 H.B. CA 92648

Thanks for the opportunity

I look forward to putting my skills  
and experience to work for you!



Sincerely,

**Curtis Radmacher**

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