

# The Power of the web



AWESOME POWER

# Fact

4 out of 5 real estate transactions  
Initiate on the internet

My website reaches out to all of these!



# Fact

Newspaper and magazine ads

Are all but obsolete

a listing is entered and ...

With a keystroke syndication is done ...

The Exposure Engine™

User Manual FAQ Message Board

The Exposure Engine™  
gets your listings out there.



Spotlight Advertising



Neighborhood-based search, intuitive design, and rich listing content make Point2 Homes a successful and growing source of free leads for Point2 members. Point2 Homes will also expose your listing in Facebook through Point2's Neighborhood application.

Syndicate (FREE)

Spotlight Ad  
30 days \$25.00 USD



Google Base (Beta Partner) is the place where you can post your real estate listings and have them show up on Google.

Syndicate (FREE)

Spotlight Ad (Google Adwords)  
 15 days \$30.00 USD  
 15 days \$60.00 USD



NYTimes.com, the No. 1 newspaper website in the US, and the Great Homes network of newspaper websites, including The Boston Globe, The International Herald Tribune, The Sarasota Herald Tribune, and the The Santa Rosa Press Democrat extends your reach to approximately 36 million unique visitors per month. Original Price of \$125 is discounted to \$99 for Point2 Members only.

Syndicate (FREE)

Spotlight Ad  
[Details](#)  
14 days \$99.00 USD



LiveDeal (Beta Partner) is a free, local online classifieds market with reach into every city and zip code across the U.S. It is one of the country's top 10 most visited online classifieds sites.

Syndicate (FREE)

Spotlight Ad  
30 days \$25.00 USD

Do you googl e?

The Google logo is centered in a white rectangular box. It features the word "Google" in its signature multi-colored font: 'G' is blue, the first 'o' is red, the second 'o' is yellow, 'g' is blue, 'l' is green, and 'e' is red. A small "TM" trademark symbol is positioned to the upper right of the 'e'.

Google™

A google search leads us to ...



Google

Web

[Woodridge Lake Homes](#)  
www.ppgrealtors.com Private lake community with tennis, clubhouse, marina and more.

# A typical internet POSTing



Register/Sign In

Post an Ad

what *(Toyota Camry, 2BR apartment, 3BR house, etc.)*

where *(city & state or zip code)*

Find it!

- Home
- Cars
- Real Estate
- For Rent
- Jobs
- Pets
- Items for Sale
- Tickets
- Personals
- Services

Real Estate > Single-Family Houses

## 494 East Hyerdale, Goshen, CT 06756



**\$389,000**

3 BR, 2 BA

**Sq feet:** 1,800 Sq. Feet

**Property Type:** Single-Family Houses

**Location:** Goshen, CT

**Listing on:** Point2, 5 Days Ago

### Description:

“ 1,800.00 sq. ft. 2 1/2 Story for sale in Goshen, Litchfield County. Priced at \$389,000.00  
Brokered and Advertised by: Portfolio Properties Listing Agent: Ray Shine



[See Full Listing at Point2](#)

[See more listings like this](#)

### MORE ACTIONS

Send to a friend

See more like this

Report as fraud

Report as unavailable

# Another internet posting

[Return to property list](#)

1,800.00 sq. ft. 2 1/2 Story for sale in Goshen, Litchfield County. Priced at \$389,000.00

[More Property Information](#)

**Price:** \$389,000.00

**Address:** 494 East Hyerdale  
GOSHEN,  
CT 06756

**County:** LITCHFIELD

**Type:** Residential

**Year Built:** 1990

**Bedrooms:** 3

**Bathrooms:** 2

## Contact Info

Listing Agent: Ray Shine

[Click here to Contact Agent](#) [Contact Agent](#)



Yet another and These Listings are interactive!

Information Photos Mortgage Calc. Similar Listings My Notes Map

 last updated: 3 days, 3 hours ago

**Home in Goshen, Connecticut \$389,000**  
House For Sale

**Pricing:**  
3 beds: \$389,000  
Full Baths: 2  
Square Feet: 1800

**Address:**  
494 E Hyerdale  
Goshen, CT 06756

**Contact Information:**  
[Click to Show...](#)

**Contact this property**

your name\*  
your email\*  
your phone number  
moving date  
your questions go here!  
Send

**More Information**  
[Visit Property Web Site](#)

**Company Info**  
**Listed By:**  
Portfolio Properties

**Description**  
1,800.00 sq. ft. 2 1/2 Story for sale in Goshen, Litchfield County. Priced at \$389,000.00

Information

Photos

Mortgage Calc.

Similar Listings

My Notes

Map



[Add to Favorites](#)



[Email Friend](#)



[Printable version](#)



[Report listing](#)

## Home in Goshen, Connecticut \$389,000

last updated: 3 days, 3 hours ago

House For Sale

### Pricing:

3 beds: \$389,000

Full Baths: 2

Square Feet: 1800

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Goshen, CT 06756

### Contact Information:

[Click to Show...](#)

### Contact this property

### More Information

[Visit Property Web Site](#)

### Description

1,800 sq. ft. 2 1/2 Story for sale in Goshen, Litchfield County. Priced

This link opens to

### Company Info

Listed By:

Portfolio Properties







# An electronic interactive brochure

Remove This Banner


**Details** Photo Gallery

Goshen (Connecticut, US - 06756) **\$389,000** *Exceptional value*


**Quick Links**

-  [Virtual Tour](#)
-  [Request More Info](#)
-  [Mortgage Calculator](#)
-  [Show Map](#)
-  [Email Listing](#)
-  [Schedule A Showing](#)

This link opens to



**Portfolio Properties**

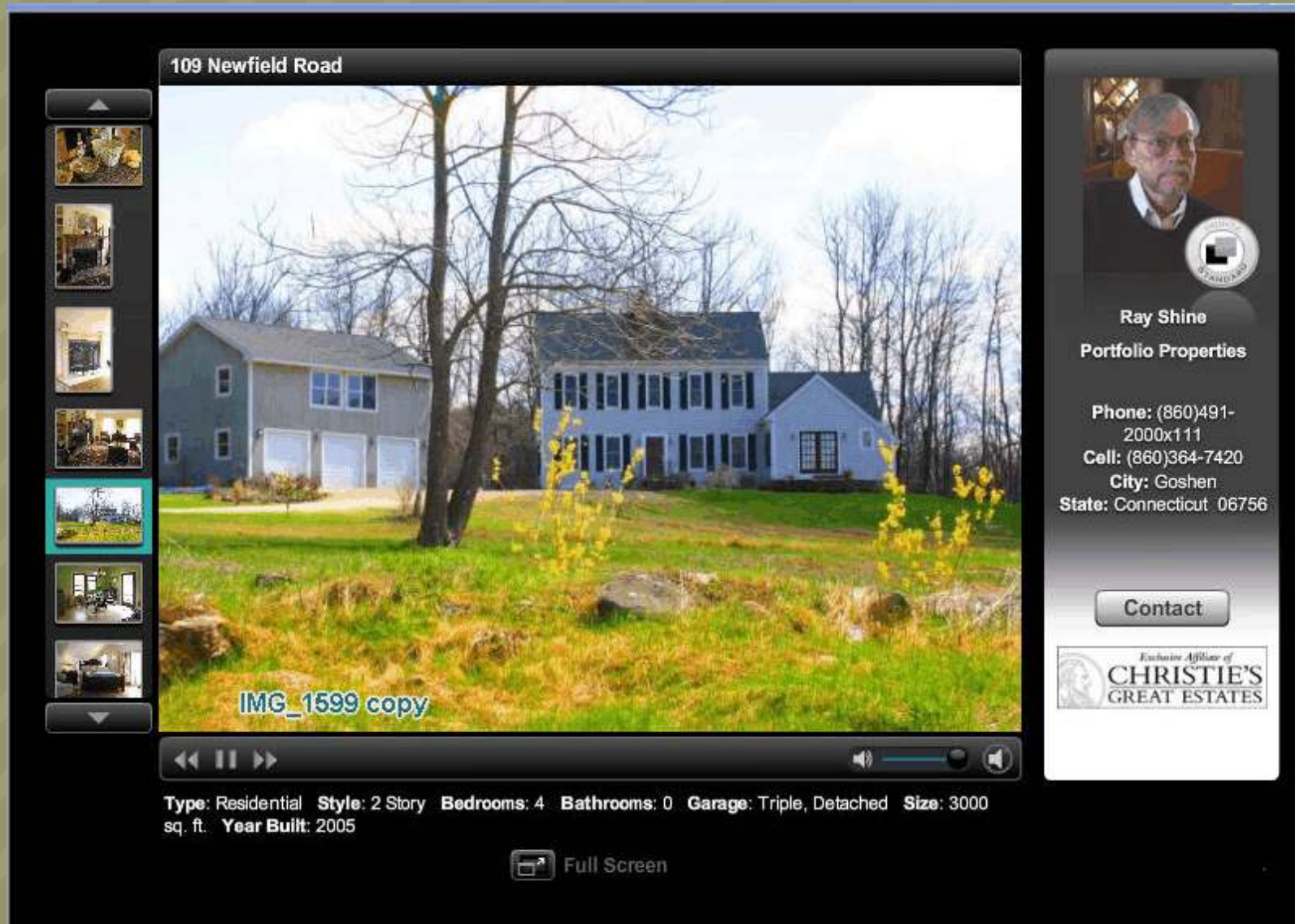


**Ray Shine**  
[Email Ray](#)

**Phone:** (860)491-2000x111  
**Cell:** (860)364-7420  
**Fax:** (860)491-4109

# A virtual tour

109 Newfield Road



IMG\_1599 copy

Type: Residential Style: 2 Story Bedrooms: 4 Bathrooms: 0 Garage: Triple, Detached Size: 3000 sq. ft. Year Built: 2005

Full Screen

Ray Shine  
Portfolio Properties

Phone: (860)491-2000x111  
Cell: (860)364-7420  
City: Goshen  
State: Connecticut 06756

Contact

Exclusive Affiliate of  
**CHRISTIE'S**  
GREAT ESTATES

# The Listing is interactive

[Remove This Banner](#)

Details

Photo Gallery

Goshen (Connecticut, US - 06756)

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Exclusive Affiliate of  
**CHRISTIE'S**  
GREAT ESTATES



Ray Shine

[Email Ray Shine](#)

Send more detail on the property

**To:** Ray Shine

**Subject:**

[Why is my contact information showing?](#)

**First Name:**

**Last Name:**

**Email:** shine12@comcast.net

**Phone:**

**Message:**

**\*\* Maximum of 1000 characters**

Receive additional information via email.  
Unsubscribe at any time.

OK

Cancel

# The Listing is interactive

[Remove This Banner](#)

Details

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**Cell:** (860)364-7420

**Fax:** (860)491-4109

Term In Years:

Interest Rate:  %

Cost of Home: \$

Down Payment: \$

Annual Insurance: \$

Estimate Insurance to 0.43% of Cost

Annual Property Tax: \$

Estimate Tax to 1.2% of Cost

Monthly Income: \$

Monthly Debt: \$

Gross Debt Service Ratio (GDS):

Total Debt Service Ratio (TDS):

Condos Fees: \$

[MA Mortgage Calculator](#)

Looking For A Loan? Use Our Mortgage Calculator For Local Rates

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

Ads by Google

[remove This Banner](#)



Results

Analysis

Mortgage

Qualification

Affordability

Rent vs Buy

Your Monthly Payments

Loan Amount:

Loan Insurance (%):

Total Loan(Mortgage) Amount:

Principal & Interest:

Homeowners Insurance:

Property Taxes:

Condo Fees:

Monthly Loan Insurance (%):

Total Monthly Payment:

It will even take you to mortgage sources

**MORTGAGEQUOTES** **COM**  
come home

MORTGAGES & LOANS TOOLS & CALCULATORS MORTGAGE COMMENTARY CREDIT CENTER ADVICE & ARTICLES RESOURCES

Select your loan, compare rates online and choose your lender.  
Fill out this short form and save thousands on your next mortgage.

State:

City:

Loan Amount:

**Search**

Data Provided by [Bankrate.com](http://Bankrate.com)



[Remove This Banner](#)

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Ray Shine

[Email Ray Shine](#)

## Request a showing appointment

**To:** Ray Shine

**Subject:**

[Why is my contact information showing?](#)

**First Name:**

**Last Name:**

**Email:** shine12@comcast.net

**Phone:**

**Message:**

**\*\* Maximum of 1000 characters**

Receive additional information via email.  
Unsubscribe at any time.

OK

Cancel

The program log and captures  
client contact information

The program

provides maps and directions

YAHOO!

1 st. 3 city 5 6 7 state 9 10

small map

Maps and driving directions

©Yahoo! 2008, Data ©NAVTEQ2008

See these business locations on this map



**Summary of Consumer Activity**

	Last 7 Days †		Last 14 Days †		Last 21 Days †	
Listing Viewed	10	8	79	59	79	59
Listing Emailed by Prospects	2		3		3	
Map Viewed			2	2	2	2
Mortgage Calculator			2	1	2	1
Attachment Request						
Virtual Tour Viewed	3		34	1	34	1
Listing Notification Emailed						

† Weekly statistics calculated each Sunday.

 [Detailed History Report](#)

Detailed visitor information

Visitor	Activity	Other Info	Created Date						
<b>shine12@comcast.net</b> Source: Your Website	View Listing ( Your Website )		02-Mar-2008 2:08 PM CST						
<b>shine12@comcast.net</b> Source: Your Website	Listing Virtual Tour ( Your Website )		02-Mar-2008 10:21 AM CST						
<b>shine12@comcast.net</b> Source: Your Website	View Listing ( Your Website )		02-Mar-2008 10:21 AM CST						
<b>shine12@comcast.net</b> Source: Your Website	Listing Virtual Tour ( Your Website )		02-Mar-2008 7:10 AM CST						
<b>shine12@comcast.net</b> Source: Your Website	View Listing ( Your Website )		02-Mar-2008 7:10 AM CST						
Anonymous Visitor (166625674) Source: Point2 Homes	Use Calculator ( Point2 Homes )	Visit mortgage calculator	02-Mar-2008 1:11 AM CST						
Anonymous Visitor (166624554) Source: Point2 Homes	Use Calculator ( Point2 Homes )	Visit mortgage calculator	02-Mar-2008 1:07 AM CST						
Anonymous Visitor (167139290) Source: Point2 Homes	View Listing ( Point2 Homes )		02-Mar-2008 12:00 AM CST						
<b>shine12@comcast.net</b> Source: Your Website	Email Listing ( Your Website )	Sent to: <b>shine12@comcast.net</b>  Click Through: <table border="1"> <thead> <tr> <th>First</th> <th>Latest</th> <th>Count</th> </tr> </thead> <tbody> <tr> <td>02-Mar-2008 7:10 AM CST</td> <td>02-Mar-2008 7:10 AM CST</td> <td>1</td> </tr> </tbody> </table>	First	Latest	Count	02-Mar-2008 7:10 AM CST	02-Mar-2008 7:10 AM CST	1	01-Mar-2008 3:50 PM CST
First	Latest	Count							
02-Mar-2008 7:10 AM CST	02-Mar-2008 7:10 AM CST	1							
<b>shine12@comcast.net</b> Source: Your Website	Email Listing ( Your Website )	Sent to: <b>shine12@comcast.net</b>  Click Through: <table border="1"> <thead> <tr> <th>First</th> <th>Latest</th> <th>Count</th> </tr> </thead> <tbody> <tr> <td>--</td> <td>--</td> <td>0</td> </tr> </tbody> </table>	First	Latest	Count	--	--	0	01-Mar-2008 3:50 PM CST
First	Latest	Count							
--	--	0							

# The system actually Grades website performance

## Marketing

	Exact Score: 4201		
	<b>World</b>	<b>Country</b>	<b>State/Province</b>
<b>Rank (7 Day Change)</b>	12203(n/a)	9221(n/a)	77(n/a)

## Community

	Exact Score: 2543		
	<b>World</b>	<b>Country</b>	<b>State/Province</b>
<b>Rank (7 Day Change)</b>	28906(n/a)	24242(n/a)	238(n/a)

## Website

	Exact Score: 3309		
	<b>World</b>	<b>Country</b>	<b>State/Province</b>
<b>Rank (7 Day Change)</b>	8101(n/a)	6289(n/a)	69(n/a)

**Performance Index = 3351**  
(avg of all 3 scores)

Magazine & Newspapers advertising

Really?

NEWSPAPER ADVERTISING: A DEAD HORSE



They are expensive

They have limited shelf life

They reach a limited subscriber market

They are not stimulating

They are not interactive

Today 4 in 5 buyers start w/ the internet

They do not produce relative to the cost

*The Americans. 2003:*

### Number of Personal Computers in the US

	Stat
"In 2000, about 60 percent of US households owned at least one personal computer. What's more, nearly every business in the nation, from hospitals to accounting firms and airports has implemented computer systems to handle many of its daily operations."	168 million (2000)



168 Million ... WOW!

This estimate is almost 10 years old

There is no print media that compares !!

Come join the internet age

market exposure is the best!

WHY NOT SIGN UP?

**NOW!**

This concludes the presentation

Thank you



