



ABOUT U.S. REAL ESTATE, INC.

White Paper - Hyper-Local Real Estate Marketing Services

The Revolution in Real Estate

Can elements of today's real estate business processes be re-packaged to deliver an advantage over the competition for new buyers and sellers? Major real estate organizations have recently documented the radical changes in consumer conduct related to buying and selling residential properties. Old models have changed dramatically. The 'smart consumer' is online in staggering numbers... possibly in far greater numbers in the real estate sector than other categories of interest.

Today's real estate prospects and customers form a new consumer category – smart sellers and smart buyers, i.e., “smart consumers”. Smart consumers come from a computer generation that now spans ages 25 to 65. The Internet is their primary source for information and the smart consumer is sufficiently empowered to no longer require the real estate agent to be a source of critical information or be a trusted advisor. The agent often functions as a commoditized service provider and maximizes personal income by assisting in as many transactions as possible, typically at a reduced commission because of the perceived limited service and value provided. The agent-customer “relationship” becomes functional and not personal. Once a transaction is completed, the smart consumer often feels little loyalty to the agent. The end result...the customer remains at the margins of the agent's sphere of influence, providing few referrals and few repeat transactions. The challenge for today's real estate brokers and agents is navigating the bottleneck of converting Internet smart prospects into loyal customers.

“The real estate industry is in revolution. A new breed of buyer and seller rules the industry. Collectively, they are known as the ‘Smart Consumer’. They communicate using email. They research every purchase from lettuce to cars on the net. The Smart Consumer is a new and different buying phenomenon. They crave knowledge delivered by reputable sources. In the real estate space, they graze at Realtor, Zillow and Trulia.”

Arthur Esch
CEO, PowREe Real Estate, Inc.

The successful real estate broker understands and respects the smart consumer phenomenon and is actively looking for market savvy solutions to attract them. In the broker's ideal world, they have staff that addresses the knowledge needs of Internet smart buyers and sellers, converts that audience to qualified leads, and delivers those leads to their agents who are wearing the uniforms of neighborhood experts and transaction specialists. The top producing agent teams would have their own assistants whose responsibilities are much the same.



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“Realtors need help converting Internet customers into customers who take action... and who will develop loyalty toward that Realtor.”

Errol Samuelson
President Realtor.com & Top Producer

To date there has not been an ideal solution for traversing the ‘Internet prospect-to-customer relationship’ chasm. Solutions have been fragmented at best. They are not all in house nor are they controlled by the real estate broker or agent. The fragmented services depend upon national real estate service portals like Realtor.com to attract the consumer and then pass the prospect to a real estate agent who has provided no value to the consumer or reason for loyalty.

The ‘Hyper-Local’ Solution

The simplest way to meet the challenge of the ‘smart real estate consumer’ is to provide the consumer with an online service designed specifically to deliver answers to their real estate questions that is hyper-local in content (specific to the consumer’s community or neighborhood) and consultative in nature.

“The missing service is hyper local knowledge... quite literally ‘Neighborhood Knowledge’. When you become King of Local Knowledge, you build market share and become the sought after expert.”

Arthur Esch
CEO, PowREe Real Estate, Inc.

What is needed is a solution that:

1. Enables the real estate agent to drive the Internet consumer to the hyper-local information resources, qualify the consumer’s interest, and measure the effectiveness of the marketing efforts.
2. Effectively connects with the consumer before, during, and after the real estate transaction and keeps the consumer coming back to the real estate broker/sponsor of the site, because they have become a trusted source of neighborhood-specific knowledge.

Value of Information = Return On Investment

If you are a real estate broker or agent today and you are not focusing on the relationship between the value of information and a return on marketing investment, then you are doing yourself a disservice.



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The Internet has contributed significantly to the knowledge based economy we live in today. It has been said 'information is king'. Tomorrows kings will integrate their knowledge base effectively in support of valuable hyper-local information, focusing on the value of information and its effective dissemination as the winning operating formula for the future.

There is no greater example of a necessary strategy for today's real estate professionals than one built around being the information/knowledge leader in the communities they serve. Actionable real estate information, effectively integrated into a knowledge base of consultative services and delivered in a timely manner relates directly to increased consumer transactions. In other words, 'hyper-local information and knowledge equals market share'.

"After more than 30 years in this industry, I am convinced that if you do not successfully reinvent your firm now, you will miss a critical opportunity to improve your value proposition to both your sales associates and consumers. Positioning your firm as a trusted resource for today's home buyers and sellers by providing them with the information they need through the latest delivery methods will secure your place in the real estate market of tomorrow."

John E. Featherston
CEO, RISMedia

Information, critical to important decisions, often brings on the need for further information. Real estate information is certainly no exception. It is one of the most important financial decisions all home owners make in their lives. The business model of tomorrow's real estate kings lies in hyper-local information, delivered the way the smart consumer wants it.

It's all... 'About The Community'

About The Community leverages smart marketing for the smart consumer, combining the best of traditional marketing and geographical farming with web-based consumer information services that deliver hyper-local real estate information. This unique product offering addresses the real estate agent's displacement as the trusted advisor and demotion to a transaction manager by reinserting the agent back early into the consumer's sales process through the delivery of neighborhood specific property and market information that cannot be found on the open Internet. This service enables the real estate agent to offer value across the entire range of the sales process from the consumer's initial market research to the completed transaction and establishes the agent once again as a trusted advisor, generating strong loyalty and subsequent referrals.



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About The Community is composed of three components.

1. The first is the prospecting component. Postcards (and emails) are used to introduce the valuable services to the consumers. The multiple services are the reasons the consumers respond so strongly. But these postcards are also designed to catch the fickle attention of the consumer and strengthen the response rate. Through proprietary technology, the postcard is individualized to each consumer or homeowner, with a map dynamically printed of their neighborhood and with a marker identifying their specific address.
2. The second component of About The Community is the exclusive community website. The capture marketing postcards or emails drive the consumer to a community-specific website that is exclusive to the sponsoring real estate agent and which targets the agent's geographical farm. There the consumer accesses the hyper-local real estate information and their activity is captured.
3. The third component of About The Community is the lead and marketing management system. This is where the real estate agent manages contacts, tracks leads, and schedules marketing campaigns. The processes are highly automated and include a complete print fulfillment center.

About The Community serves the informational needs of buyers and sellers with a set of smart tools to analyze, assess, and communicate 'real time' property and market data that is easily understood and actionable. Just as important is the expert consultative support offered by the agent sponsors. The neighborhood branded web site offers high value, reliable information and support for every stage of the home and market valuation process, be it selling, buying, investing, or asset protection. Specific services include:

- Dynamic Home Estimate – an intelligent, interactive service complete with a neighborhood Google map allowing the consumer to determine the estimated value of a specific property.
- Visual Pricing – offers buyers and sellers information regarding the odds of selling and the best time to buy/sell based on an assessment of their neighborhood market. It is presented in easily understood visual charts.
- Market Trend Reports – provides detailed knowledge of buying and selling trends specific to a local community or neighborhood, enabling consumers to better understand the market dynamics that will affect their real estate sale or purchase.
- Neighborhood Assessment – objectively assesses neighborhoods based on criteria such as school quality, crime rates, home appreciation values and social economic mobility trends.



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“The largest risk for people buying a home is rarely the condition of the house, but the location of the house. An informed purchase decision requires very specific community information.”

Andrew Schiller
CEO, Location Inc./Neighborhood Scout

In addition, About The Community’s database services enables targeted marketing based upon specific economic, demographic, and geographic conditions, enabling marketing campaigns to be designed for customized “farms” - prospects in a particular life stage, demographic, or lifestyle (e.g., first-time home buyers without children or empty nesters). About The Community also offers a unique predictive analytics community database that predicts 30% to 50% of the sales that will actually occur within 12 months, enabling highly focused marketing, which in turn maximizes lead generation and reduces marketing costs.

Benefits of About The Community

The full complement of About The Community products and services provides the real estate agent a cradle to grave marketing system, with value based on a new marketing paradigm. About The Community is designed to generate leads and listings from a geographical farm and to strengthen a real estate agent’s sphere of influence. Through its innovative collection of consumer services and patent-pending print technology, About The Community:

- Introduces the agent early into the consumer’s sale process
- Presents compelling reasons for a consumer to respond
- Typically doubles or triples the consumer response rate
- Establishes the real estate agent as a trusted advisor

The result is About The Community generates more leads and listings than other marketing systems and strengthens and expands a real estate agent’s sphere of influence.

Contact Information

For more information, contact About U.S. Real Estate, Inc. by email at Info@AboutTheCommunity.com, call (888) 885-8842, or visit www.AboutTheCommunity.com.