

complete control and choice

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EXIT Realty Northwest

...Doubles Web Traffic with **Point2 NLS for brokers** – Generates \$28 Million in Sales and \$850,000 in Commissions in its First Year in Business

"Since we switched to Point2 NLS for agents, our traffic has doubled. Each of our Realtors' Point2 NLS websites is a portal that drives more business to our main office site."

- Mike Robinson, Broker/Owner, EXIT Realty Northwest

SITUATION

Headquartered in Bentonville, Arkansas, EXIT Realty Northwest opened for business in December of 2004. The office serves Bentonville, Northwest Arkansas and South West Missouri. Even though the office has now grown to 43 agents, the operation struggled to get off the ground. Even in a region that economists project will continue to see strong growth for at least the next decade.

EXIT was a new concept in the area. It was hard to get consumers to recognize and trust the brand, and even harder to attract agents away from well established brand name franchises with solid inventories, infrastructure and marketing support.

Attracting agents and generating listings were key concerns that Owner/Broker Mike Robinson had to address as quickly as possible. Says Robinson, "We knew from other EXIT franchisees that the EXIT concept was 'built for big,' and we needed to get big as soon as possible."

CHALLENGE

Agent Recruiting and Consumer Confidence

The first order of business – and major obstacle – was to recruit top agents and generate listings. "When we first started, the real concern in our market was that no one knew the EXIT concept. From a recruitment point of view, for an agent to move from a well-known franchise to a brand new name was a big risk we couldn't just ignore. And to gain the public's confidence to list with us, other than our established contacts, was an uphill battle," explains Robinson. "We needed agents, we needed listings and we needed to close transactions," he emphasized.

Robinson initiated local public relations and visibility campaigns to try to create familiarity with the EXIT brand. However, he also knew that buyers were no longer in the local newspaper, but rather on the Internet.

Online Branding and Cash Flow

Before any real success could be claimed, strong presence and branding on the Internet had to be secured. It was clear for Mike Robinson that consumers were concentrating their searches online. And he wanted to be there in a big way.

"We knew that the buyers were now on the web. And it's getting bigger and bigger," says Robinson. "Our Internet image was a big issue for us. We wanted a cost effective but great looking website with lots of flexibility."

Custom website solutions would cost thousands, which at the time the franchise could neither consider nor afford. "While we wanted a great website, we couldn't afford a good local developer we looked into. That cost could have gone as high as \$8,000 dollars," stated Robinson.

WHY POINT2 AGENT Low Cost Advantage and Recruiting Catalyst

EXIT Realty Northwest struggled with a small website until the spring of 2005. "We were looking for the best solution that we could find that wasn't hugely expensive upfront," said Robinson. He then came across the Point2 NLS online marketing platform, as he recalls, likely during one of his online inquests.

The price point and ability to offer free websites to all agents in the office delivered compelling benefits that would prove critical to Robinson's success.

Point2 NLS for agents meant a new, strong competitive advantage that he would leverage in his recruiting efforts. "We liked the ease of use of the template site concept, and the ability to offer to our agents the value of a top of the line free website of their own, if they joined us," commented Robinson.

Customer at a glance



COMPANY:

Exit Realty Northwest
Headquarters:
Bentonville, Arkansas, USA

Founded:
December 2004

Realtors: 43

Broker/Owner:
Mike Robinson
Tel. 479.845.4040

URL: www.exitnorthwest.com

SOLUTION

Point2 NLS Online Marketing Platform

- Lead capture and incubation
- Online advertising exposure
- Internal MLS-type system
- Free websites for all Realtors

RESULTS

- Internet traffic doubles
- Over USD \$28 million in sales in first year in business
- USD \$850,000 in gross office commissions
- Highly successful agent recruiting and retention setup to fuel growth

"Frequently we get active leads that we work to convert into buyers. These automatically go to the drip e-mail system."

*- Mike Robinson, Broker/Owner,
EXIT Realty Northwest*

(continued)

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Online Advertising and State-Of-The-Art Lead Incubation

Robinson understood the value of promoting web-sites to generate traffic and sales. He quickly capitalized on Point2 NLS's unique Handshake™ technology to create an Internal MLS that would accelerate his presence online, enhance his team's effectiveness and double his traffic within a few short weeks.

"We have our agents sign up to Point2 NLS as soon as they join us. We activate Handshake™ agreements between all the agents' websites, so all the sites are interconnected in the back end and our office listings appear on each and every site simultaneously," he explains.

Robinson's knowledge and understanding of Internet marketing is reflected in his strong commitment to an aggressive online strategy. He diligently works with his agents to ensure everyone is aware and is effectively capitalizing on the opportunity his Point2 NLS system offers. "I hold a class every month with our agents wherein I go over how to setup and optimize their websites. We also encourage all our agents to upgrade to the Professional or Premium versions, and to register their own domain names," he added.

Robinson's strategy works. "While we promote our main office website extensively, each of our agents is also out there promoting their personal website. Each of these sites becomes a portal driving more business to our main office site," he says.

Agents who choose to upgrade to the professional version of Point2 NLS are enjoying enhanced sales with the system's state-of-the-art lead capture and incubation capability. "We also get active leads that we work to convert into buyers. These automatically go to the drip e-mail system," says Robinson.

These do turn prospects into real customers for Robinson's franchise. "For the most part, we'll get a customer who walks in and says you have been sending me e-mails and now I'm finally ready. You guys have been great and I'd like to work with you."

Consistent Branding and Automatic Listing Syndication

Robinson's Internal MLS system today consists of 43 interweaved websites. Working together, the sites project a consistent brand look and eliminate the need to enter data more than once, generating significant efficiencies. New Realtors can join the network with a single push of a button, facilitating rapid, efficient growth for both the franchise and the agent.

All the sites working together to promote listings are making a clear impact on Robinson's business. Leveraging Point2's unique data syndication strategy and network, Robinson's listings are also automatically featured on the country's most widely used search sites, including www.Point2Homes.com, Google Base, Yahoo! Classifieds, Trulia, Oodle, PropSmart, LiveDeal and others.

Wherever consumers go, so are Robinson's listings. And he enjoys not having to worry about dealing with each site separately for each of his listings. It all happens automatically, as soon as a listing is entered into any one of the office's 43 websites.

RESULTS

Robinson and his EXIT team have and continue to enjoy significant, consistent growth. "We officially opened for business in January 2005. We ended our 2005 fiscal year with 32 agents, many of them in their first year in the business. We did about 28 million dollars in closed transactions and \$850,000 in gross office commissions," says Robinson. "Since we switched to Point2 NLS, our hits have doubled," he added.

FUTURE VISION

Looking further into 2006, Robinson projects significant growth. "Through our intensive new agent training, we are working hard to constantly develop our agents into solid producers. We plan to double our sales and commissions, and to grow our agent count to 55," concluded Robinson.

No small feat for a start-up office that just 16 months ago had only basic web presence, did not have a recognized brand and faced significant challenges in agent recruitment.



Contact Information

For more information on how the Point2 NLS online marketing and lead management platform can benefit your organization, please contact us at 888.955.7900 or visit us at www.Point2NLS.com

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