

Search for Flexible Website Solution at Top RE/MAX Brokerage Yields 300 Percent Increase in Business

"We researched 20 alternatives and selected Point2 Agent for its flexible website tool. But the real surprise was the exposure and business we got from it. In less than a year we went from extreme market share loss to reclaiming market leadership, and from nowhere on the Internet, to top rankings, triple the traffic and triple the leads."

Sean Bossie, Broker / General Manager, RE/MAX Presidential

SITUATION

Based in Conway, New Hampshire, RE/MAX Presidential is the oldest and largest real estate brokerage serving the Mount Washington Valley area. The company's roots go back 30 years. Up until 2005, the challenging yet gorgeous landscape that makes up the Mount Washington Valley region gave the RE/MAX brokerage some strategic advantages. The region, highly popular amongst tourists and second home buyers, kept the real estate market active. Counties scattered across the geographically challenging land commanded that any real estate brokerage of substance be able to serve clients on both sides of a lake. The closed market environment had kept any major competition at bay and away.

Things began to change towards the end of 2005. Rapid migration to the Internet for real estate research suddenly gave RE/MAX Presidential's competitors a creative new way into the once shielded market.

CHALLENGE

With NAR data suggesting business was quickly moving to the Internet, the decision to build RE/MAX Presidential's online presence was made roughly three years ago. However, early efforts proved ineffective and even counter-productive. A cookie cutter website solution was chosen, offering little if any editing capabilities. It also required the expertise of a full time Webmaster, and updates took far too long. The company's 40 agent team needed a more flexible, more efficient solution. Bossie also needed a far less costly alternative.

The urgency did not truly kick in until late 2005, as the company began to experience significant decrease in foot traffic, and the phones rang less and less with each passing day.

Says Sean Bossie, RE/MAX Presidential Broker/General Manager: "We knew we had to be where the market was going, but all we were looking for at the time was a flexible website solution that would allow us to project the visual image we needed, but also give us the flexibility to implement changes on the fly without the expense and long waits associated with webmasters. But the real issue was that we noticed walk in traffic and phone calls greatly diminished, despite our market's brisk sales environment."

Bossie began to field more and more leads generated by virtual competitors with no presence on the ground whatsoever. "That was a real eye opener. In hindsight, we shouldn't have waited that long to develop a solid online strategy," said Bossie. "We were facing extreme market share loss, and this is no exaggeration. The only thing that was certain is that the industry was changing and we needed to meet it."

WHY POINT2 AGENT

Flexibility

Bossie looked into "at least 20 alternative website solutions" before deciding on Point2 Agent. "I had identified Point2 early on and came full circle after extensive research. We had good visual appeal on our old website, but it was not popular with consumers, nor with our agents because it did not allow us to change things as we wanted, and as fast as we needed from any of our four office locations," said Bossie. "The thing I liked most about Point2 was that there were no restrictions. We had a flexible palette to work with, unlike others who wanted us to stick with their model and designs. Point2 gave us the freedom to build what we had in mind."

(continued)

Customer at a glance



COMPANY

RE/MAX Presidential

Headquarters:
Conway, NH, USA

Number of offices: four

Founded: 1979

Realtors: 40

Broker/Owner:

Sean Bossie

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SOLUTION

Point2 for Brokers – fully integrated online presence solution with:

- Complete broker/agent website network.
- Blogging network.
- Point2 NLS Listing Syndication and Exposure Engine™.

RESULTS

- More flexible website solution expedites online efforts and cuts cost.
- Reclaims market leadership after rapid loss to virtual competitors, with superior online presence, first page rankings on Google and other search engines.
- Triples traffic and leads.

"We went from facing extreme market share loss and nowhere on the Internet, to tripling our results in less than a year!"

- Sean Bossie, Broker/Owner, RE/MAX Presidential.

Integrated Broker/Agent Website Network and Easy Implementation

In January 2006, Bossie rolled out Point2 Agent across his organization. "We wanted a strong online presence and went with the Premium package so we gain access to all the tools and capabilities we would ever need. From our main Point2 Agent account, we immediately launched Point2 Agent websites for each of our 40 agents, and instantly got the presence we sought. The roll out was a breeze. We presented NAR data to our agents on consumer use of the Internet, and showed everyone what we wanted to do and how it would work. We had our support team enter all our listings, then I held meetings at each office, gave the agents their passwords, showed them what we're doing and how the process worked, and implemented it quickly that way."

Listing Exposure – agent website network, listing syndication and blogs

To Bossie's surprise, RE/MAX Presidential listings suddenly began to rank among the top in Google™ and other major search engines.

"Once we got 40 websites going, that's when I began to understand the other tools the Point2 system offered. We had been fixated on website flexibility, design and easy administration, but the total surprise was all the listing syndication and exposure we would get."

Bossie is referring to the industry's largest listing syndication network, the Point2 Agent Exposure Engine, which enables real estate professionals to control their listing data and selectively publish their listings on over 22 popular consumer real estate search sites including Google Base, Yahoo! Classifieds, Craigslist and eBay. The full list can be obtained at www.Point2Agent.com.

Bossie also started to leverage additional exposure tools the system offered, namely the built-in, world class blogging facility.

"We've now started to work the blogs. We did four or five of them. The last one we published showed up on Google, and it is still there. We had 67 hits from that blog in one day. We could not achieve the same results with other blogging tools we've tried, including Active Rain," he said.

Low Cost

"As I mentioned, we decided to go with the Premium package for all the added functionality and value it offers," said Bossie. "One of our main goals this year is to watch expenses. It's a time where you have to be careful."

"We also no longer need a webmaster, and we even generate advertising revenue from banner ad sales on our Point2 website," he added.

RESULTS

Bossie's search for a flexible website solution led him to a major discovery about the potential of Internet marketing once the right strategy and tools are deployed. In less than one year, RE/MAX Presidential netted a 300 percent increase in business – all from the Internet.

Competitive Online Position

"We literally went from nowhere on the Internet. We could be seen pages deep on Google, then suddenly we were third on page one!" stated Bossie. "That's against competitors who had a strong presence on the web, even years before us!"

Traffic and Leads

"In two years we had had absolutely no inquiries from the Internet, and we went to the numbers we now have," explained Bossie. "We nearly tripled our results in less than a year. Both traffic and inquiries, which were the primary objectives behind building a strong online presence. That's where we've seen huge results."

"And it's getting better all the time," continued Bossie. "We are now getting 10 to 12 solid leads each week. On average, we get around 1000 unique visitors per week. The exposure has just been huge for us."

Bossie has since learned how to constantly strengthen his company's standings online, as well as improve lead conversion through the use of Ultrastats, an advanced traffic analysis and reporting tool built into the Point2 solution."

"We use Ultrastats to figure what terms people are using and what pages they enter and exit from on our sites, so we can keep on tweaking them to optimize results. And all it takes is five hours a week,"

"We set out to get a great, flexible website, and look at the exposure and business we are doing now online. I think we got the best of both worlds, but also that we've probably only scratched the surface of what we can do with the technology we now have at hand," concluded Bossie.



Contact Information

For more information on how the Point2 Agent online marketing and lead management platform can benefit your organization, please contact us at 888.955.7900 or visit us at www.Point2Agent.com

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