East Coast Realty Group – The Website

**Current Mistakes:**

• We want convenience and simplicity, and we believe we can obtain that with one website, but it has done nothing more than confuse.

• We are no longer a seller based company. And we are focused on truly selling, marketing and appealing to buyers, whether we represent them or not, without losing the strong satisfaction we can supply our Asset Managers. To do this, we must divide and conquer.

• We need two strong websites, geared to our target audiences. Our buyer website should appeal to interested parties, featuring questions, blog posts, and information they need, along with good marketing of our assets in a way that appeals to them. This means we lose the copy/paste aspect of our marketing and start writing compelling descriptions of our listings and obtaining better, stronger photos.

• Our seller website should be a clean representation of what we do for the seller. It should evoke organization, strength, and success in various aspects of the REO and other various sides of the market. We want them to feel that we are reliable. In doing this we show them what they need to see, while still giving them a way of seeing EXACTLY how we market to our potential buyers.

• I don’t know our brand, our mission. We were once a company who can say that we “exclusively work for the seller” but that is no longer the impression we want to use to appeal.

• What is our brand? Where are our strengths? Our weaknesses?

• What is the goal and mission of this company, or all companies?

• NCREO – we need to lose that. It limits us. It sets the wrong impression. We don’t want to do REO’s in NC. We want to take over the east coast and beyond, and people should know that right off the bat. When they want to move from Florida to NC or VA or SC, we want to be at the TOP of that google search.

• There is NO SEO STRENGTH in the domain name we currently have. It is a mere acronym and holds no true strength on Google.

• Mix keyword filled blog posts with a clear target-based domain name, and we can be mastering our market via Bing, Google, and Yahoo within a year.

**Potential Domains:**

www.eastcoastrealtygroup.com

www.theeastcoastcompanies.com

www.eastcoastreo.com

**Marketing Ideas:**

• Prelisting Inventory List

• Educational Videos

• Guest Blog Posts

• Virtual Tours

• Social Media

• Blog (Wordpress)

• Guest Posts

• Lenders

• GMAC (Lauren)

• Agents (referral)

• Weekly Posts

• List Price Reductions (within past 7 days)

• Property’s Back on Market

• New Listings

• Office Happenings

• Monthly Themed Friday Posts w/ photos

• Interviews of various co-workers and what they do

• Buyer Focused Posts

• FAQ

• Organizational Tips

• Decorating Tips

• Tips for Choosing the Right Home

• DON’T FORGET RSS FEED

• Facebook

• Feature New Listings

• Share New Blog Posts

• Notify of List Adjustments/reductions/BOMs

• Twitter

• Feature New Listings

• Share New Blog Posts

• Notify of List Adjustments/reductions/BOMs

• Hootsuite (for FB/Twitter/Linked In)

• CraigsList

• New Listings

• Pinterest

• Pin Photos of our Best Listings

• Pin “local attractions”

• Organizational Tips?

• Decorating Tips?

• Email Newsletter

• Opt-In to…

• Weekly Listings Update

• Weekly/Bi-Monthly/Monthly Email Newsletter (MailChimp)

• New Listings

• Recently Reduced

• Hot Properties

• Etc.

• Set up XML Listing Feed for Zillow and Trulia (realtor.com?)

**Example Marketing Workflow:**

New Listing

• Review/Edit Marketing Photos

• Enter Listing in MLS

• Update EBH and upload new MLS sheet

• Submit MLS Sheet and signed LAG to seller

• Create Blog Post featuring photos and basic listing info, w/ detailed description of property within 1 business day of listing.

• Create Craigslist Posting

• Submit Blog Post to Facebook/Twitter

• Pin photo of property to Pinterest.

• Update Weekly Newsletter with Property Info

List Adjustments

• Verify have best and most recent marketing photos in MLS

• Enter List Adjust in MLS

• Update EBH and upload new MLS sheet

• Submit MLS Sheet and signed LAG to seller

• Update Weekly Blog Post with one photo and basic updated listing info, w/ detailed description to post at end

• Create Craigslist Posting

• Submit Blog Post to Facebook/Twitter

• Pin photo of property to Pinterest.

• Update Weekly Newsletter with Property Info

**Wordpress Website (Realtr Template)**

Pros

• Easy Property Management System

• Dashboard Search and sort features

• Easy “Add a Property” feature

• Bulk Actions for editing properties

• Drag/Drop photo upload

• Create a full property page with every submission and EDIT the URLS for SEO optimization

• Fully Customizable Widgets

• Add/remove any type of widget, from search function, to “latest blog posts”, to testimonials.

• Menu Options

• Gorgeous Front End:

• Property Tags (\*New\* \*Reduced\* \*Hot\*)

• Grid/List/Map Views

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Cons

• Limited in color customization.

• Real Estate website allows color customization but does not include mobile version of website.

EXAMPLES:

Real Estate - http://myrealestatebuddy.net/

Real Estate - http://r-e-i.be/

Real Estate - http://greenhomesforsale.ca/

Real Estate - http://www.vibanda.com/

Real Estate - http://www.estateagentz.com/

Real Estate - http://www.bluedoorrentals.com/

Real Estate - http://realestate-cyprus.com/

Realtr - http://www.sellwithjulia.ca/ (downside – no way to change colors)