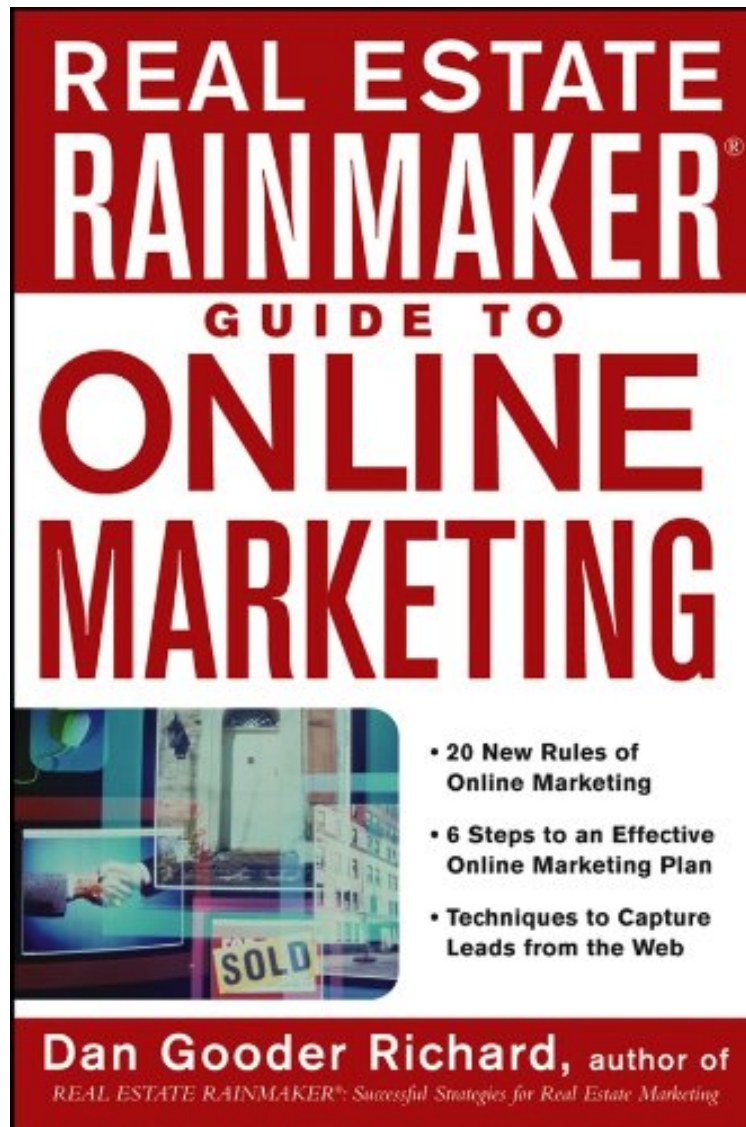


## Real Estate Rainmaker: Guide to Online Marketing

Dan Gooder Richard

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web sites. I found the information in this book very helpful. It pointed out very specific ways to promote a site and also provided good sources for backup. It is hard to find material these days like this that really point out ways to promote yourself online that really work. 0 of 0 people found the following review helpful. A Complete "How To" for online real estate By Mark A. Wagoner This information will help the new and "not so new" agent understand the principles of working in an online world. From email to web presence, branding to building a business one can sell in the future, this book is replete with tips, tricks, links and insight from some leading real estate trainers and agents. Presented in a clear, easy to follow fashion you can use right now, this is a must read for anyone interested in the "new rules" of real estate.

Learn the new rules of real estate marketing! Old rule: Your website is all about you. New rule: Your website is all about the customer. Old rule: Online advertising will surpass offline advertising. New rule: Integrated offline and online advertising wins every time. Old rule: Delivering leads is the only job for a website. New rule: The best websites deliver leads and customer service. These are just some of the new rules of online marketing that you'll find in this helpful, hands-on guide. In the REAL ESTATE RAINMAKER Guide to Online Marketing, Dan Gooder Richard offers new solutions and proven ways to use the Internet to drive your real estate business. Whether you're a novice or a veteran real estate pro, you'll find all the cutting-edge online strategies you need to design and implement your own effective, profitable marketing strategy—with practical guidance on building a unique online brand with web domains, websites, and e-mail marketing strategies. Full of real-world examples and straightforward guidelines, the REAL ESTATE RAINMAKER Guide to Online Marketing will help you generate more leads and more business than you ever thought possible!

From the Inside Flap As a real estate agent or broker, would you like to double or even triple your income? Would you like to cut advertising and marketing expenses in half and keep more of what you bring in? Would you like to get more done in less time? You can do all this and more by tapping into the power of technology to create an effective marketing campaign for your services. Dan Gooder Richard's REAL ESTATE RAINMAKERreg; Guide to Online Marketing walks you through the practical steps of building an e-practice brand with web domains, websites, and e-mail "drip" marketing systems. This practical, proven system uses real-world examples and straightforward guidelines to show real estate professionals how to generate more leads and more sales at the lowest possible cost. Packed with hands-on tips and simple techniques that work for novices and veterans alike, the REAL ESTATE RAINMAKERreg; Guide to Online Marketing is an indispensable tool for real estate professionals who want new solutions and proven ways to use the Internet to increase business. By combining the cutting-edge online strategies and time-tested offline marketing techniques in this book, yoursquo;ll have an effective, profitable marketing strategy up and running in no time. Statistics show that almost three-quarters of all home buyers use the Internet during their search, yet hardly any buyers or sellers find their agent through the Internet. Those numbers prove that most agents are behind the technology curve and that only a few top sales agents have learned to take full advantage of the Internet. Not only can the Internet help you find buyers, but it can also help you find sellers! If you want to use the Internet to tap into a rich new vein of clients, this guide will show you how. E-marketing isnrsquo;t the only way to generate business, itsquo;s just an important piece in the whole marketing puzzle. The REAL ESTATE RAINMAKERreg; Guide to Online Marketing will show you exactly how to design and implement an e-marketing strategy that will complement your offline marketing plan, improve your brand recognition, and bring in more leads and sales than ever before! From the Back Cover Learn the new rules of real estate marketing! Old rule: Your website is all about you. New rule: Your website is all about the customer. Old rule: Online advertising will surpass offline advertising. New rule: Integrated offline and online advertising wins every time. Old rule: Delivering leads is the only job for a website. New rule: The best websites deliver leads and customer service. These are just some of the new rules of online marketing that yoursquo;ll find in this helpful, hands-on guide. In the REAL ESTATE RAINMAKERreg; Guide to Online Marketing, Dan Gooder Richard offers new solutions and proven ways to use the Internet to drive your real estate business. Whether yoursquo;re a novice or a veteran real estate pro, yoursquo;ll find all the cutting-edge online strategies you need to design and implement your own effective, profitable marketing strategy—with practical guidance on building a unique online brand with web domains, websites, and e-mail marketing strategies. Full of real-world examples and straightforward guidelines, the REAL ESTATE RAINMAKERreg; Guide to Online Marketing will help you generate more leads and more business than you ever thought possible! About the Author DAN GOODER RICHARD is one of the real estate industry's leading authorities in marketing and lead management. He is the founder and President of Gooder Group, a publisher of real estate marketing materials since 1983, based in Fairfax, Virginia. Gooder Group publishes six monthly real estate newsletters and a wide selection of marketing tools, including website content, automated e-mail brochures, handbooks, postcards, print ad templates, a sales letter library, and more. He is also the author of REAL ESTATE RAINMAKERreg;: Successful Strategies for Real Estate Marketing, from Wiley.