

UNIQUE AND MOST PROFITABLE PROGRAMS & SERVICES

Agent Referral Fee Program (Archives 07 & 09)

A system that identified the right real estate firm, the right agent within the firm, tracked that agent's activity with the referral on a daily basis, and ultimately, billed the referral fee.

Start Smart Programs (for Sellers and Buyers) – (Archives 012)

Once the Seller's location was known or the Buyer's price-range and location selections were known, this program researched past and current market data within the specified locations and price range to clearly document what type of market the client was entering (Sellers, Buyers or Balanced Market) and, as a result of that finding, what the client could expect in the way of pricing rigidity or flexibility and terms of sale, who has the negotiation advantage, and what will be the most likely contingencies.

TMI – Timely Market Information (Archives M12)

A detailed monthly analysis of real estate activity covering an entire metropolitan area. In the Greater Boston area this report documented the total number of unsold listings at the end of each month in the six counties that constitute the total Greater Boston market. This report was followed by a report on monthly sales activity in the same six counties. This allowed our analysts to characterize each market as a "Sellers, Balanced or Buyers Market" by dividing the number of unsold listings by the number of sales, which resulted in months of unsold inventory at the current rate of sales. The sales report also showed the trend of sales over the prior four months. Following, is an example of the lead heading of one of our monthly reports:

Greater Boston Market

As of January 1, 2011

Greater Boston Market Remains Healthy

Sales Activity up 4.4%
Nationally, Down 25%

Supply of Unsold Listings at 6.7 months — Down 2.5%
Nationally, 10.1 Months Supply – Up 29%

Bottom Line: This monthly report, with detailed accompanying press release, was distributed to, and adopted by 90% of all major media in the Greater Boston area. This one program generated greater awareness of, and appreciation for HouseSavvy than any other single marketing effort.

Rewards Program (Archives M14)

This program provided Sellers and Buyers great discounts and benefits for things that relocating people really need. We first identified the consumer products and services that would most appeal to people relocating, such as Home Cleaning Services, Fencing, Carpet and Rug Cleaning, Appliance Repair, HVAC Contractors, Landscaping Services, Lawn and Garden Maintenance, and many more. We next sent an ***“Invitation to Become a ‘Rewards Partner — a One-Time Business Opportunity”*** to targeted businesses. The key sentence in our invitation was: “We assume that you agree with us that relocating families moving into and out of your market area constitute your best customers.” They agreed.

We attached three things we asked them to complete and return: Application to become a Rewards Partner, the Rewards Partner Agreement, and an Exhibit A that asked them to fill in a very clear and precise definition of the “Preferred Rate” or “Reward” they would be offering our Reward’s members. Most invitees accepted the invitation. We defined “Preferred “Rate” as “a price reduction on Reward Member’s services or products — either in dollars or percentage — (1) is not offered to the general public; and (2) that Rewards Partner agrees to apply either one time upon first use, or on an ongoing basis — with or without a time limit”.

As to logistics, in addition to an attractive member’s card and the Rewards Partner Agreement mentioned above, we had a “Terms & Conditions of Membership” Agreement.