



## A WEBCUBIC BUSINESS REPORT

### Why every REALTOR® needs a personal website

Surveys taken by the National Association of REALTORS® over the past several years reported well over 70% of homebuyers used the Internet to begin their search for properties. The survey also showed that 90% of the Internet buyers used REALTORS®. These same buyers were so delighted with their agents that almost 100% say they would use their agents again.

REALTORS® continue to focus on promoting and marketing their real estate business where the homebuyers are. Today, the homebuyer market is distributed this way (even if we assume only 71% of homebuyer use the Internet):

	<i>Use agent</i>	<i>Don't use agent</i>
<b>Internet</b>	64%	7%
<b>Traditional</b>	23%	6%

The largest segment are Internet users that use REALTORS®. A typical promotion campaign includes flyers, direct mail pieces, and newspaper advertising. Since most homebuyers use the Internet, REALTORS® should also include Internet marketing and promotion to reach the growing number of Internet users. As a result, REALTORS® will reach new clients from both the Internet and traditional sources.

The prerequisite for conducting a successful Internet marketing and promotion campaign is a full and professional website. When properly designed, websites are easily accessible to Internet homebuyers. Remember that these Internet buyers are the same tech-savvy consumers that concern real estate professionals. So, a website serves as a destination for tech-savvy consumers and also enables REALTORS® to promote their services over the Internet. It also serves as a place where properties can be featured – a very important marketing strategy.

REALTORS® have many choices when it comes to websites. Major real estate firms and brokers offer websites to their agents. Some obligate REALTORS® to use these websites, at times even prohibiting them from using an independent one. These broker-sponsored websites are often linked with a broker's website. This works entirely in the favor of the firm or broker. All of the advertising and lead generation is focused on the broker – not the individual real estate professional. When visitors make queries on data found on the website, they will contact the firm or broker – not the agent. The only way to overcome this is for individual REALTORS® to have a personal website. The marketing is focused on the individual – not the firm or broker.

The only way for REALTORS® to market to the growing market of Internet buyers is to have a personal website that promotes *their* business. REALTOR® success also means broker success. In reality, brokers should encourage this.

Do real estate professionals need a personal website? Do REALTORS® want success? **Absolutely!** The issue is not template website or custom website. The fact is REALTORS® need websites.

For more information, contact WebCubic, Inc at 1-866-28-CUBIC (866-282-8242). Or visit <http://www.webcubic.com>.