

This August 2012 Preferred Client Newsletter will discuss the changes in real estate marketing for real estate professionals. The National Association of REALTORS® (“NAR”) has stated over 90% of buyers initiate their real estate search over the Internet. I estimate that well over 80% of the buyers in the Clearwater Beach, Island Estates and Sand Key real estate market are purchasing their property as a second home or for investment purposes. The figure in our market is therefore well over 90%.

Real estate professionals use Search Engines, such as Google, for their web sites to display when a Key Word is typed, such as “Sand Key Real Estate.” “Pay-for-Click” or “Sponsored” ads are found in the prime areas of the Search Engine web page, with highest placement at the top of the page. REALTORS® pay dearly for this space, as I can attest first hand. The “Organic Placements” are located from the middle of the page to the bottom of the page and on the successor pages that few people read. Organic Placements are based upon the Search Engines’ opinion of relevancy to the Key Word, as determined by a software program. This system is often flawed but there are too many web sites to handle the analysis manually.

There are few viable alternatives to premium Search Engines. Independent web sites such as Realtor.com, Trulia and Zillow provide additional access to listings but only Realtor.com has reliable data. Sponsoring on these sites is both expensive and results in nominal traffic.

I stated in my July 2012 Newsletter that print media is nearly obsolete, as there is no ability to search listings, only to read advertised listings. Newspaper Classifieds and magazines are generally a waste of REALTOR® advertising dollars and a waste of time for the readers. The only productive print ads tend to be found in inexpensive local newspapers that are read by readers in the specific market the REALTOR® is targeting.

Social Media (“Social Media”) is presently a time-consuming and largely unproductive lead source for REALTORS®. The investment in time must be matched with transactions. It is not producing business at a level to justify the time investment but I have faith in technology and believe the payoff will occur in the future.

It will be interesting to see how our business changes with technology over the next 10 to 20 years!

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If you want market statistics for your area, please call.

PREFERRED CLIENT UPDATE

Working Hard to Keep You Informed

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A couple of weeks left

I hope you're having a good summer. Is it going by a little too quickly for you? If so, try to sit back and enjoy the few weeks left before the traditionally busy month of September.

If you know of a friend or neighbour looking to make a move, please pass on my name and number. My business depends on referrals and I truly appreciate your support.

All the best.



Paul Gibson

REALTOR®

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