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POWER HOUR:

WEBSITE CUSTOMIZATION STRATEGY TO GENERATE
MORE LEADS

Alyson Engelbrecht
Trainer & Instructional Designer



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Starting Today

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- How to customize your website
- Adding Video and Photos
- Leveraging links to keep visitors engaged

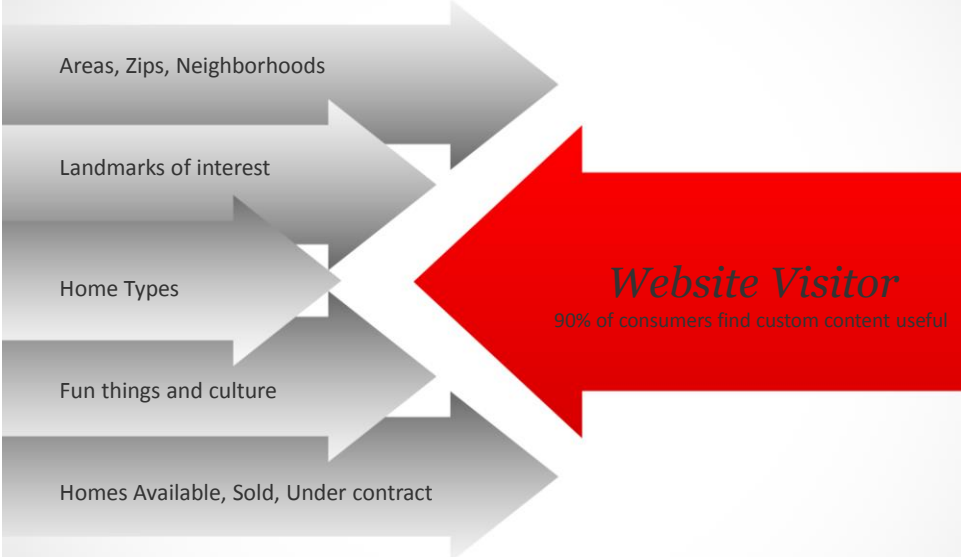
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MAKING CUSTOM CONTENT A REALITY

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Draw Clients to You & Maximize Your Impact market leader.

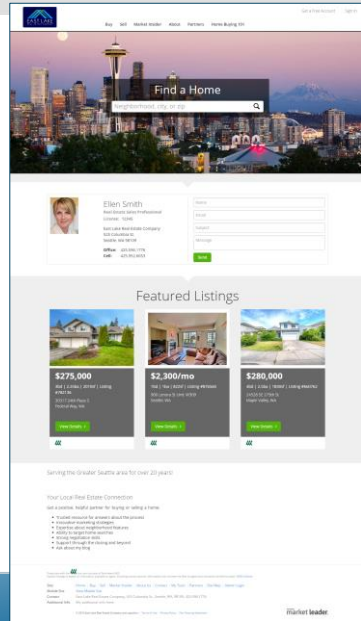


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Main Page Content

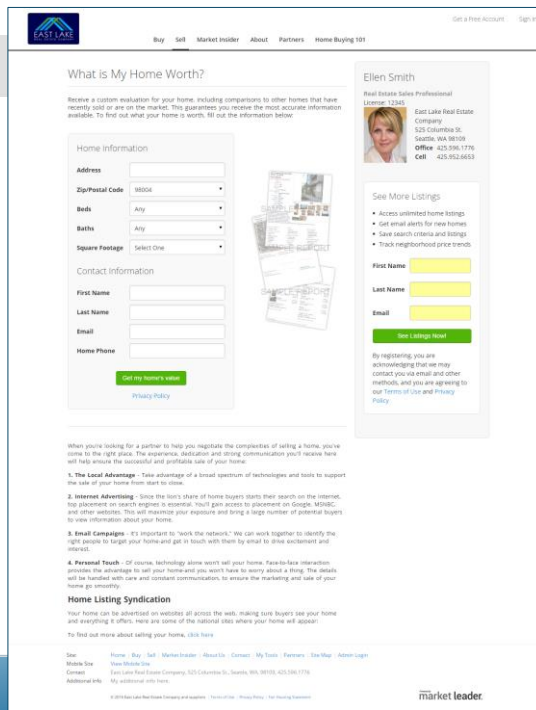
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- Welcome video
- Welcome video transcript



Sell Tab Content

- Homes sold / under contract
- Why sell with you
- Sellers outline / Guide
- Who is this targeted for?



Keys to Communities

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Then you want it to read like a paragraph, not like it's stuffed with key words



Ellen Smith
Real Estate Sales Professional
Office: 425.096.1776 | East Lake Real Estate Company
Cell: 425.951.6653 | 523 Columbia St, Seattle, WA 98102
Fax: 425.111.1111 | Get Directions

Search Homes for Sale
Home | All Types | Price | Beds | Baths | More

Today's Market Trends for Ballard
Median Listing Price: \$450,000 (+2.0%)
Median Sold Price: \$425,000 (+1.5%)
Days on Market: 18 (-0.5%)
Inventory: 10 (+0.5%)

About Tab

- Brag about yourself
- Let your clients brag about you

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Experience
Find Your Next Home
I've sold thousands of homes in this area inside and out! I can work with you to find the right home at the right price for you, including all the neighborhood amenities that matter - help to identify the essential criteria you have for your ideal home.

Sell a Home
When it's time to move, you need someone who will advertise your home, show to prospective buyers, negotiate the purchase contract, arrange financing, oversee the inspections, handle all necessary paperwork and supervise the closing. I can take care of everything you need, from start to close.

Consult on Home Selling Tactics
Oftentimes buyers don't visualize living in your home the way you do. I can make your home attractive to the ideal audience - which can help you get top dollar. Things like staging the home, making repairs or minor improvements, or even simply painting the walls can be the difference between a home sitting on the market and one that's sold fast.

Recommendations
John Jones, Family - May 10, 2015
Extremely Professional

Melinda M. Olson - February 10, 2015
We have completed three transactions with Ellen in the past two years. In the last purchase, she was key in negotiating agreed prices with the sellers. In our sale transaction we received outstanding advice on how to stage and price our home. She set us up for a successful sale in a tough market and within a very short period of time. Thank you so much!

Shawn A. Clark - August 22, 2014
Friendly and courteous. Ellen was always available when we needed her. Thank you so much!

Shawn A. Clark - April 21, 2014
Shawn made this difficult and unique sale so very easy for us. She was always there when we needed her. In fact she anticipated our needs. We would be happy to recommend Shawn to anyone who needs the services of a professional. She is a star!

Valencia Davis, Client - November 10, 2014
Ellen is wonderful to work with! She made the process so easy and simple. I would recommend her to everyone looking to buy or sell their home.

Search Homes
Area: City, Neighborhood, or Zip/Postal
Type: All Types
Price: Min to Max
Beds: Min to Max
Baths: Min to Max
More search options
Search | Clear

See More Listings
• Access unlimited home listings
• Get email alerts for new homes
• Save search criteria and listings
• Track neighborhood price trends


First Name
Last Name
Email
See | Login | Home

By registering you are acknowledging that we may contact you via email and other methods, and you are agreeing to our Terms of Use and Privacy Policy

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Custom Page


- Anything you want
- Who are you writing for? - Generations
- What's important to them and you – they aren't that interested in you... sorry to say... they are interested in their pain points


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Buy Sell Market Insider About Partners Home Buying 101

- 1. Don't buy if you can't stay put.**
If you can't commit to remaining in one place for at least a few years, then owning is probably not for you. At least not yet. With the transaction costs of buying and selling a home, you may end up losing money if you sell any sooner – even in a rising market. When prices are falling, it's an even worse proposition.
- 2. Start by sharing up your credit.**
Since you most likely will need to get a mortgage to buy a house, you must make sure your credit history is as clear as possible. A few months before you start house hunting, get copies of your credit report. Make sure the facts are correct, and fix any problems you discover.
- 3. Aim for a home you can really afford.**
The rule of thumb is that you can buy housing that runs about two-and-one-half times your annual salary. But you'd do better to use one of many calculators available online to get a better handle on how your income, debts, and expenses affect what you can afford.
- 4. If you can't put down the usual 20 percent, you may still qualify for a loan.**
There are a variety of public and private lenders who, if you qualify, offer low-interest mortgages that require a small down payment.
- 5. Buy in a district with good schools.**
In most areas, this advice applies even if you don't have school-age children. Reason: When it comes time to sell, you'll learn that strong school districts are a top priority for many home buyers, thus helping to boost property values.
- 6. Get professional help.**
Even though the Internet gives buyers unprecedented access to home listings, most new buyers (and many more experienced ones) are better off using a professional agent. Look for an exclusive buyer agent, if possible, who will have your interests at heart and can help you with strategies during the bidding process.
- 7. Choose carefully between points and rate.**
When picking a mortgage, you usually have the option of paying additional points – a portion of the interest that you pay at closing – in exchange for a lower interest rate. If you stay in the house for a long time – say three to five years or more – it's usually a better deal to take the points. The lower interest rate will save you more in the long run.
- 8. Before house hunting, get pre-approved.**
Getting pre-approved will save yourself the grief of looking at houses you can't afford and bid you in a better position to make a serious offer when you do find the right house. Not to be confused with pre-qualification, which is based on a cursory review of your finances, pre-approval from a lender is based on your actual income, debt, and credit history.
- 9. Do your homework before bidding.**
Your opening bid should be based on the sales trend of similar homes in the neighborhood. So before making it, consider sales of similar homes in the last three months. If homes have recently sold at 5 percent less than the asking price, you should make a bid that's about eight to 10 percent lower than what the seller is asking.
- 10. Hire a home inspector.**
Sure, your lender will require a home appraisal anyway. But that's just the bank's way of determining whether the house is worth the price you've agreed to pay. Separately, you should hire your own home inspector, preferably an engineer with experience in doing home surveys in the area where you are buying. His or her job will be to point out potential problems that could require costly repairs down the road.

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- Save search criteria and listings
- Track neighborhood price trends

First Name

Last Name

Email

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