BoomTown!
Real Estate Web Platform

Process Overview

BoomTown integrates everything you need to *convert Clicks into Closings!*

1 ATTRACT

Attract buyers who search for real estate on the web



2 ENGAGE

Generate unique leads on your branded website



3 NURTURE

Focus on hot prospects & incubate early-stage leads



4 CONVERT

Turn *Clicks* into *Closings!*



Web Marketing Campaign + Lead Generation Website + Relationship Management = Closed Transactions

Step 1

We expose your brand to 1000s of targeted homebuyers through our network of online partners. And because you only pay us for the leads that we produce, we are constantly working to stretch your marketing dollar as far as it can go.

Maximize Listing Exposure

- We syndicate all your listings
- Google, Trulia, Cyberhomes, etc.

Drive Targeted Buyers

- Search Engine Optimization
- Pay-Per-Click Advertising

Step 2

Send your prospects to an online destination that they will compliment you on time and time again. Your branded BoomTown website is finely tuned to give homebuyers the info they want and to build trust & loyalty over time. The payoff is a sign-up rate that beats the industry average tenfold.

- Full MLS/IDX Integration
- Persuasion Architecture
- Exceptional User Experience
- Web 2.0 Tools & Widgets
- Interactive Mapping
- Customized Branding

Step 3

The relationship management dashboard tracks and analyzes all your prospects. Give your agents a never-before-seen view of their prospect's interest level, motivation, and intentions. Turn anonymous web clicks into *real* people who have *real* needs and desires.

- View all leads & web activity
- Focus on most active leads
- See all visits, properties, & favorites
- Focus on hot, active leads
- Access anywhere via the Web
- Add, transfer, export leads

Step 4

BoomTown is a real estate marketing platform that's custom-fit to your brokerage and your market. We deliver a steady flow of quality leads and give your agents the right tools to

convert Clicks into Closings!

- Capture consumers early in the process
- Build trust with fast, quality support
- High-touch incubation process
- Agents can focus on active leads
- Higher conversion rates
- Measurable Return on Investment

1 (800) 343-1974

For more information about how the BoomTown Real Estate Web Platform can revolutionize your online marketing efforts, visit BoomTownROI.com or call us at **1 (800) 343-1974.**