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Raise Your Profile and Profitability with the
eNeighborhoods InstaLead Marketing System

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Stu Siegel
CEO and Founder
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don't be a **secret** agent

By Charles Warnock

**Raise Your Profile
and Profitability with the eNeighborhoods
InstaLead Marketing System**

For over a decade, eNeighborhoods has equipped agents with the tools of the trade. Not cloaks and daggers, but powerful knowledge tools and reports such as Neighborhood Reports, CMAs, Maps and Buyer Tours.

Secret agents and real estate agents both seek an “information advantage,” but the similarity ends there. Secret agents go to great lengths to protect their information, but real estate agents do just the opposite—they take their information and deliver it throughout their communities in presentations, reports, newsletters, Web sites—anywhere they can gain visibility as an expert.

A check of current headlines shows plenty of potential concerns for the real estate industry: falling property prices and slow home sales in many areas are fueling concerns about inflation, interest rates, industry jobs and more. But a recent visit to eNeighborhoods’ Boca Raton, Florida, headquarters found company founders Stu Siegel and Dave Meyer full of optimism for their organization’s current projects and the future of real estate in general.

“Our industry is cyclical and because of its sheer size, it affects different sectors of the economy. But I also believe we’re an industry that’s learning to manage change. In the last decade, real estate has probably experienced more changes than in the past 50 years,” says Siegel, CEO of eNeighborhoods. “The industry forecasts are helpful, but there’s not a lot you can do about high-level trends. Because real estate is a local business, we’ve always stressed the importance of building your business at the neighborhood level.

“For example, check any neighborhood in the USA, and chances are you’ll see a few top agents with the lion’s share of listings,” Siegel continues. “They list and sell through vari-



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-Stu Siegel

ous market cycles, enjoying referrals and repeat business from loyal clients. They are highly visible, highly knowledgeable and highly profitable. How did they get there? They help current clients meet their goals, but they also systematically build their client base with new leads and contacts. Many agents provide great client service, but don’t really have a system for turning leads into clients and referrals.”

Taking the Lead—and Converting It

There’s no doubt that leads are a hot topic in real estate today. Industry

magazines and Web sites are full of articles and opinions on lead generation systems, new technology, vendors, and conversion strategies.

Traditionally, most leads have been self-generated by agents with flyers, yard signs, open houses and networking events. Today, with more than three-fourths of home buyers beginning their search online, much of the discussion centers around Internet-generated leads and how they fit into the picture for real estate professionals.

“These are important discussions,

and we listen to them carefully," says eNeighborhoods President Dave Meyer. "We hear the often-quoted statistic that more than three-fourths of home buyers begin their search online, and we hear the buzz in the Realtor community about Internet leads. We hear enthusiasm, but we also hear a lot about over-priced, under-performing leads, unqualified leads and bogus leads."

"We've built our business around researching and actively listening to agents and brokers in the real estate community," says Siegel. "We know

that traditional lead generation through local channels can be personalized, and it's very effective. And automation offers a world of opportunity in lead generation and management."

The company's desire to combine personalized, local contacts with the power of today's technology has led them to introduce a new approach to real estate lead management: The eNeighborhoods InstaLead Marketing System.

"We've recently launched the eNeighborhoods InstaLead Marketing

System, which draws on our extensive data management and mining experience to create an entirely new way to generate non-Internet leads," Siegel says. "Our goal is to provide not only leads, but a complete system to manage the entire lead process from generation to close. We use a unique, automated process to fill the lead pipeline and agents then use our proven tools and practices to turn those leads into profitable client relationships."

"Our experience with data integration and database marketing—

New Product Alert: InstaLeads

eNeighborhoods is rolling out a no-hassle solution that combines the power of lead generation with the industry's most popular agent marketing tools—The InstaLead Marketing System. For a limited time, new subscribers can try the InstaLead Marketing System, including the entire line of eNeighborhoods products, free. Current subscribers can try the System at no additional charge during the trial period. The free trial includes up to 58 free InstaLeads.

Q: What is it?

A: The InstaLead Marketing System is a quick, easy and cost-effective way for agents to fill their lead pipelines. InstaLeads are generated by the InstaLead Marketing System from the company's extensive residential database of homeowners and renters. Each week, subscribers receive seven new InstaLeads, which automatically appear in the eNeighborhoods Contact Manager.

Q: How does it work?

A: eNeighborhoods sends each InstaLead a personalized, high-impact postcard with the agent's photo, logo and contact information. Each postcard positions the agent as a Neighborhood Expert and includes a special offer such as a free Neighborhood Report for any neighborhood in the USA. Subscribers receive a weekly e-mail report with information for each contact.

Q: What information will be provided about the InstaLead?

A: Each InstaLead will include the consumer's name, address, phone number and other information when available, including estimated household income, length of residence, marital status, age of resident and probable presence of children.

Q: What's included in the offer?

A: In addition to the InstaLead Marketing System, the free trial includes Neighborhood Reports, a compilation of information including local schools and demographics, and CMAs that combine neighborhood and property information into professional reports for clients. Other products bundled with the System include Buyer Tours, Maps, Contact Manager, Home Sale Alerts and branded Agent Web sites.

Q: How do I learn to make the most of the InstaLeads Marketing System?

A: Toll-free customer care is available from 9 a.m. to 7 p.m. Eastern Time, and via e-mail. Web-based courses for eNeighborhoods products, featuring a live instructor, are available weekdays.

Q: How much does the InstaLead Marketing System cost?

A: During the trial period, the InstaLead Marketing System is FREE. After that, the System with the complete line of eNeighborhoods products, is just \$99.95 per month. This special pricing includes seven new InstaLeads each week. Additional InstaLeads will be available to subscribers soon for just 99 cents each.



“Our experience with data integration and database marketing...gives us a different perspective than most lead generators.”

-Dave Meyer

whether it's school, neighborhood, crime, MLS or consumer demographics—gives us a different perspective than most lead generators,” Meyer adds. “Rather than focusing only on filling the lead pipeline, we've provided a variety of tools for years that help agents convert leads into clients and referrals.”

It's No Secret

Siegel reports that the current promotion featuring up to 58 free Insta-

Leads and the complete suite of eNeighborhoods products, is the largest in the company's 10-year history. In addition to print and online advertisements, the company is creating an informational Web site called www.58freeleads.com to spread the word about the InstaLead Marketing System. Site visitors can also read a special report titled “Seven Secrets of Turning Real Estate Leads into Customers” and the company plans to offer a Web-based sem-

inar on converting leads.

“Some people seem skeptical that we're actually giving away free leads, but that's what's happening. We're very confident in this product offering and we wanted to provide a true no-cost, no-risk way to try it out,” Siegel says. “There is no fine print and no startup fee. We've invested a huge amount in bringing the InstaLead Marketing System to life, and we want to make sure that people get a chance to try the System and all the eNeighborhoods products that can turn those leads into profitable business.”

Like many marketing activities, lead generation can be conceptualized as a funnel, Siegel adds. Every contact has potential, but some lead generation systems focus more on filling the funnel than converting leads into customers. Since continually adding people to your funnel can be expensive and time-consuming, it's important to have a conversion plan in place.

“Our product line features very powerful follow-up tools,” Siegel says. “InstaLeads get a personalized postcard from the agent with a special offer, a specific reason to contact the agent. eNeighborhoods subscribers have personalized tools like Neighborhood Reports, CMAs, Buyer Tours, Maps, Aerials, and more to deliver instant information to start building loyalty right away. Since our reports can be created in minutes, it's a real advantage for agents in terms of response time.

“Football coach and commentator Lou Holtz had a great line—‘Life is 10 percent what happens to you and 90 percent how you respond to it.’ To some extent, that philosophy applies to real estate leads,” Siegel says. “You've got to have a system that works to create business opportunities for you, and then respond to those opportunities in a way that makes a powerful impact on potential clients. At eNeighborhoods, that's why we come to work every day.” **RE**