

91% of Homebuyers Start their Search Online



4,010
Targeted Website Visitors



473
Leads



18%
of those Leads
Purchased a Home
within 4 Months



The Industry's Best Return on Investment



Nextage

Southwest Premier Realty

Kim Horn

National Director NAR

Past President AAR

Arizona Governor's Real Estate
Advisory Board

Actual Client Results

Potential Homebuyers Searching Online: These are ALL potential homebuyers that are searching the internet looking for a home in their market. According to NAR, 91% of all homebuyers begin their home search on the internet. That represents a HUGE number of potential clients looking for you!

Targeted Website Visitors: In this real world example, an IDX Solutions optimized website developed by Dynamic Page Solutions attracted 4,010 unique visitors over a four month period.

Lead Capture Rate: The lead capture rate is the number of leads that were capture by the website. In this case, 473 leads were captured from 4,010 visitors. This translates in to a capture rate of nearly 12%!

Unique Leads: Each time a new visitor fills out the short form on your website, the lead is assigned to an agent. Every lead is yours and yours only.

Sales Conversion Rate: In this specific example, our client Kim Horn with Nextage Southwest Premier Realty had an independent study conducted to determine how many leads converted in to actual sales. It was discovered that out of 473 leads, 95 of those people purchased a home with Nextage within six months. The average home sales price was \$149,850. The total sales dollars from those best homesales was nearly **\$9 million dollars!**

The Real Estate Industry Best Return On Investment: Each company's experience will be unique. However, you can clearly see that Dynamic Page Solutions' websites deliver a high percentage of traffic to lead ratio conversion and solid leads that turn in to sales.

"We've tried many systems &
nobody generates more leads
than Dynamic Page Solutions"

Kim Horn
Broker & Owner
Nextage Southwest Premier Realty