



DRIVING SALES HOME

**HOW SMART, CUSTOM WEBSITES ARE
CREATING BIG BUSINESS FOR REAL
ESTATE PROFESSIONALS**



ANALYSIS



PLANNING



IMPLEMENTATION



RESULTS

ABOUT KOMPANI GROUP



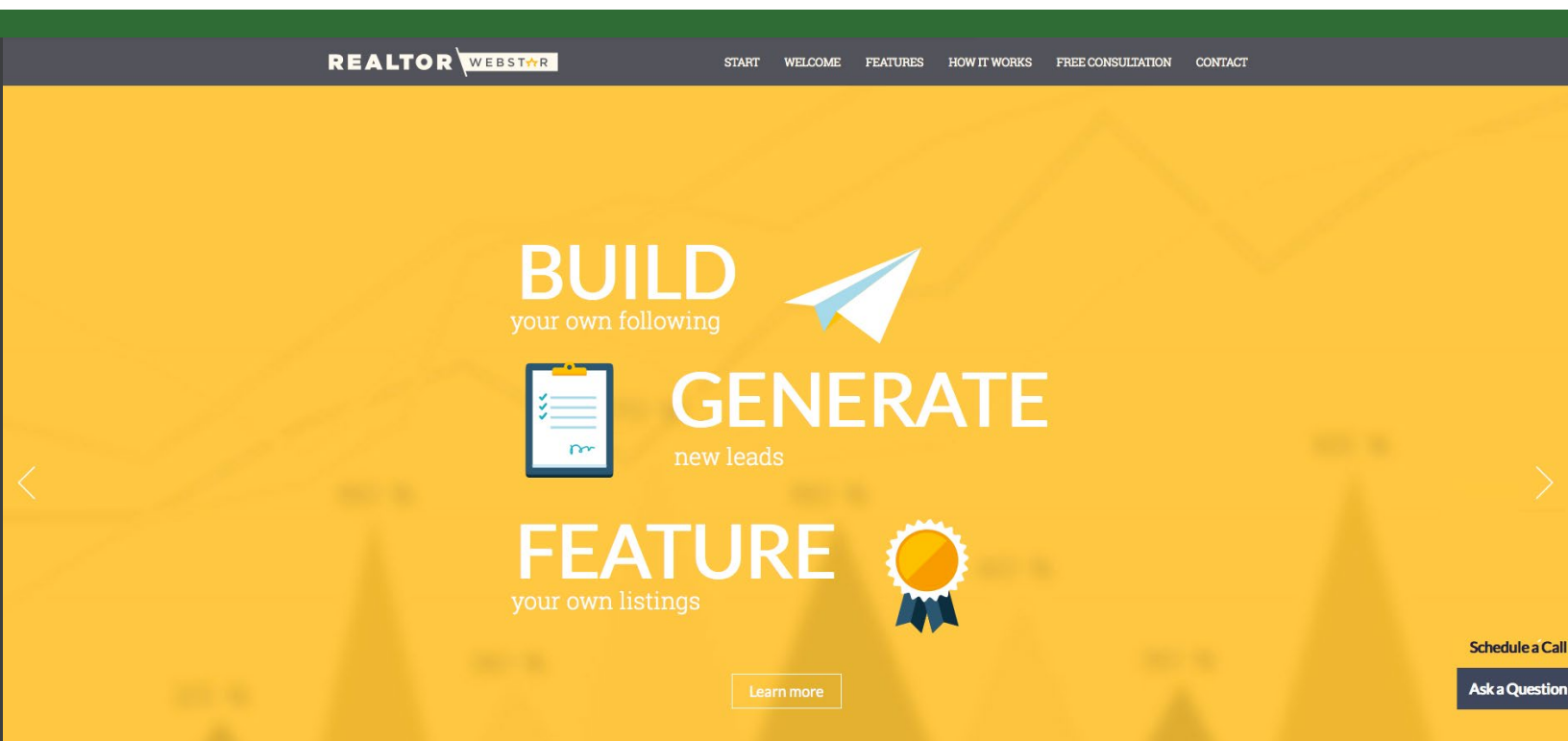
We are a team of business strategy, branding, marketing, and digital experience architects.

Our experience and expertise have been acquired from helping build and grow hundreds of companies across multiple industries, as well as from building our own portfolio brands. Our main focus is always to empower our clients and brands with effective solutions, know-how, improved processes, training and tools that immediately generate measurable results.

Place yourself in good Kompani and success follows.

For more information, visit www.KompaniGroup.com or take a look at our corporate brochure.

HOW WE CREATE SITES THAT SELL



Plenty of resources exist for designing a website – agencies, freelancers, and even online services promising a quick, simple, and inexpensive experience. But there’s a big difference between “designing” a site and delivering an online sales tool for your business.

We realized that real estate professionals in particular were being oversold on the design aspect while also being underserved in terms of functionality and performance.

So we did something about it... we built RealtorWebstar.com a full featured web development tool created specifically for real estate pros, backed and supported by real estate industry experts who know what really works and what kind of resources have the biggest impact on the bottom line.

AN ONLINE ANSWER TO REAL WORLD CHALLENGES

In creating RealtorWebstar.com we knew the right solution would lie in reinventing the entire webdesign platform for realtors. Understanding just how to do that, however, took some investigation.



⇒ ANALYZE

We looked at what realtors were currently working with – and it wasn't much. A pretty design and a nice front end, sure... but little else. If anyone could appreciate you can't sell something on curb appeal alone, it was the realtor audience.

🧩 PLAN

Just like features sell a home, we saw that realtor websites needed to sell knowledge, expertise, insight. So we developed a number of tools to get important data out of an agent's head and on to a page where clients could see it and use it.

- Unique Branding: no more cookie cutter templates
- Custom Listing Directories
- Smarter User Search Criteria
- DataRich Pages: maps, area info, statistics, trends, and more –pushed direct from multiple online sources
- IDX Plugin: no more manual entry of MLS listings – sites stay up to date automatically!
- Mobile Site Compatibility with easy, intuitive interface



IMPLEMENT

We tested our idea against an advisory team made up of current and former real estate agents that had worked at all ends of the real estate spectrum in multiple nationwide and international markets. They liked what they saw and challenged us to do even more

- Smart Forms for Clients, Requested Showings, and More
- Seamless Social Media Integration – syndicated info across realtor blog, Facebook, Twitter, Instagram and other online portals
- Content Optimized for Search Engines
- RealTime Web Analytics
- Available Marketing and Advertising Support

RESULTS

Armed with a completely different approach to using the web to support sales, a North Carolina based agent took her business to the next level. The lead realtor not only has seen a jump in traffic, but now also has a reliable tool for making client presentations, capturing specific target audiences, and managing multiple aspects of her business with less time.

The increased efficiency is already producing more solid leads and more time making deals, which definitely shows in her bottomline profitability.

HOW TO KNOW WHEN IT JUST “CLICKS”



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Hours spent entering recent listings	Becomes	Hours spent showing properties
Clients asking for multiple custom listing profiles	Becomes	Clients creating their own “hot lists” on your site themselves
Guessing at the next neighborhood that will be hot in your area	Becomes	Being ahead of the curve on other agents thanks to search analytics from your site
Being tied to an office	Becomes	Being connected to your clients with mobile simplicity
Late nights “catching up” on everything that needs to make it to your social media feeds	Becomes	Practicing the ultimate sales pitch or perfecting the finest detail on an upcoming closing

Thank you for coming along on the journey of how we've changed real estate sales for the better... we hope you'll decide to start down your own path to success with a custom site from **RealtorWebstar.com** soon.

Just Visit Us **www.KompaniGroup.com** to get started, or contact us at **contact@KompaniGroup.com** to schedule a free consultation with one of our brand strategists to see what other bright ideas we can bring to your business.



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GET AHEAD. STAY AHEAD.

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