

April 2008

You've Got Mail! InCom Real Estate Launches a Monthly e-Newsletter Latest News

New Website Feature Updates

Be on the lookout for fresh new features we've updated on your agent or brokerage website. This section will keep you up-to-date on any improvements we have recently implemented to your site. Check out these helpful updated features:

- The Google Property Map feature will automatically locate and map a property, so your clients can instantly view its location. This feature is now available to all Gold & Platinum Package subscribers at no additional cost.
- Inside your visitor reports, we have added the Source Referral feature. This allows you to track where your visitors are coming from. ie. Google, Yahoo!, MSN, etc. or shows if your URL is linked into another site

InCom Real Estate Web & e-Marketing Solutions is committed to bringing you the latest and most advanced features in the industry. Remember to check out next month's e-newsletter for more new features!

We've Moved!

That's right. Our office has found a new home. Here is our new contact information so we can stay in touch:

InCom Real Estate Web & e-Marketing Solutions
3500 Dufferin Street, Suite 501
Toronto, ON M3K 1N2
Phone: 416-477-2860
Fax: 416-477-2861
www.InComRealEstate.com

Success Story

See how our real estate websites and e-marketing tools are creating pathways to success for agents and brokerages everywhere!

"Dear InCom Real Estate Web & e-Marketing Solutions,

I heard about InCom Real Estate through my HomeLife brokerage. They highly recommended your services, as they were very satisfied with the website you designed for their office. They mentioned that I should get a website with InCom Real Estate so I could use the office listings as part of my personal listings on my own site. What a great feature! This capability plus all the other great lead-generating tools have brought me 3 sales in 3 months!

Thanks InCom, for bringing me up to speed with my customers' needs. If I didn't have my own website including all the great features you have to offer, I would have missed out on qualified internet leads and valuable business. And best of all, the service, support and website development itself has exceeded my expectations. All of my needs as an agent have been handled quickly, efficiently and with a smile.

Thanks again for making the most of my money with proven results you can see."

Sincerely,

Semion Sorovaiski
Sales Representative
HomeLife Cimerman Real Estate Ltd.
www.rolling-homes.ca



Special Offers

New! InCom Real Estate is now offering FREE educational seminars!

Do you have a website with us? And feel nervous about editing, uploading and navigating on your own? Don't worry...we're here to help! With our on-site group learning seminars, we'll help you understand your website administrative options with step-by-step instructions.

We design our websites with an ultra user-friendly interface that allows you to access your administrative capabilities all on your own. Although we make it simple and easy to edit, upload and change information, we would like to offer you, our valued customer, some extra one-on-one support if you feel you need it.

Take advantage of this FREE service and sign up today! Learning seminars are scheduled once a month, and since space is limited, we register customers on a first-come, first-serve basis.

To register, simply send an e-mail to learning@incomrealestate.com. You will then receive a confirmation e-mail with the time, date and location details of your learning seminar.

New! Customer Referral Program

Now if you refer someone to our services, we'll credit you 1 FREE month! That's right. Simply have your referral mention your name when they sign up, and we'll place the credit on your account. It's that easy. InCom Real Estate is committed to bringing you the best services, benefits and deals.

For more information or to refer a realtor, please contact our sales team at 416-477-2860 ext. 221 or sales@incomrealestate.com

Helpful Tips

Promote Your Website: Exposure is Key

So you have your newly designed real estate website, but what's the next step? Your site needs exposure, and lots of it. So, you have to be an active part in creating awareness about it. Here are some helpful tips proven to promote your site:

TIP #1:

Ensure your new website address (URL) and e-mail address are included on all your promotional and advertising materials such as business cards, brochures, feature sheets, press releases, signs, letters, newspaper or magazine ads and more.

TIP #2:

E-mail your past and present clients with a link to your new real estate website, so they can take a look at current real estate information and have access to your new contact information.

TIP #3:

Include your URL on your voice mail, e-mail signature and greetings. Include a short introduction such as: "To see the latest information and properties for sale in Toronto, visit my website at www.yourname.com."

TIP #4:

Take advantage of our search e-marketing solutions and services: search engine optimization and pay-per-click advertising. Call now for a free quote!

TIP #5:

If reprinting your advertising material to include your new website address is not a viable option, use printed labels as a cost-effective solution.

TIP #6:

Update your profile (bio & photo) by logging into the admin panel located on the bottom left corner of your website homepage with your username and password. Then click on the edit profile button to make changes to your content.

In Our Next Issue: Promote Your Website: The Power of Search Engine Optimization