

Websites & Marketing for Commercial Agents



Jon Varsano



- I. Introduction
- II. Websites
- III. Social Networks
- IV. Internet Marketing
- V. Email Marketing



web retool

- Web Design & Online Marketing for the Real Estate Industry
- Core Services Group of Keller Williams Santa Monica
- Office: 2701 Ocean Park Bl, Suite 240 (upstairs)



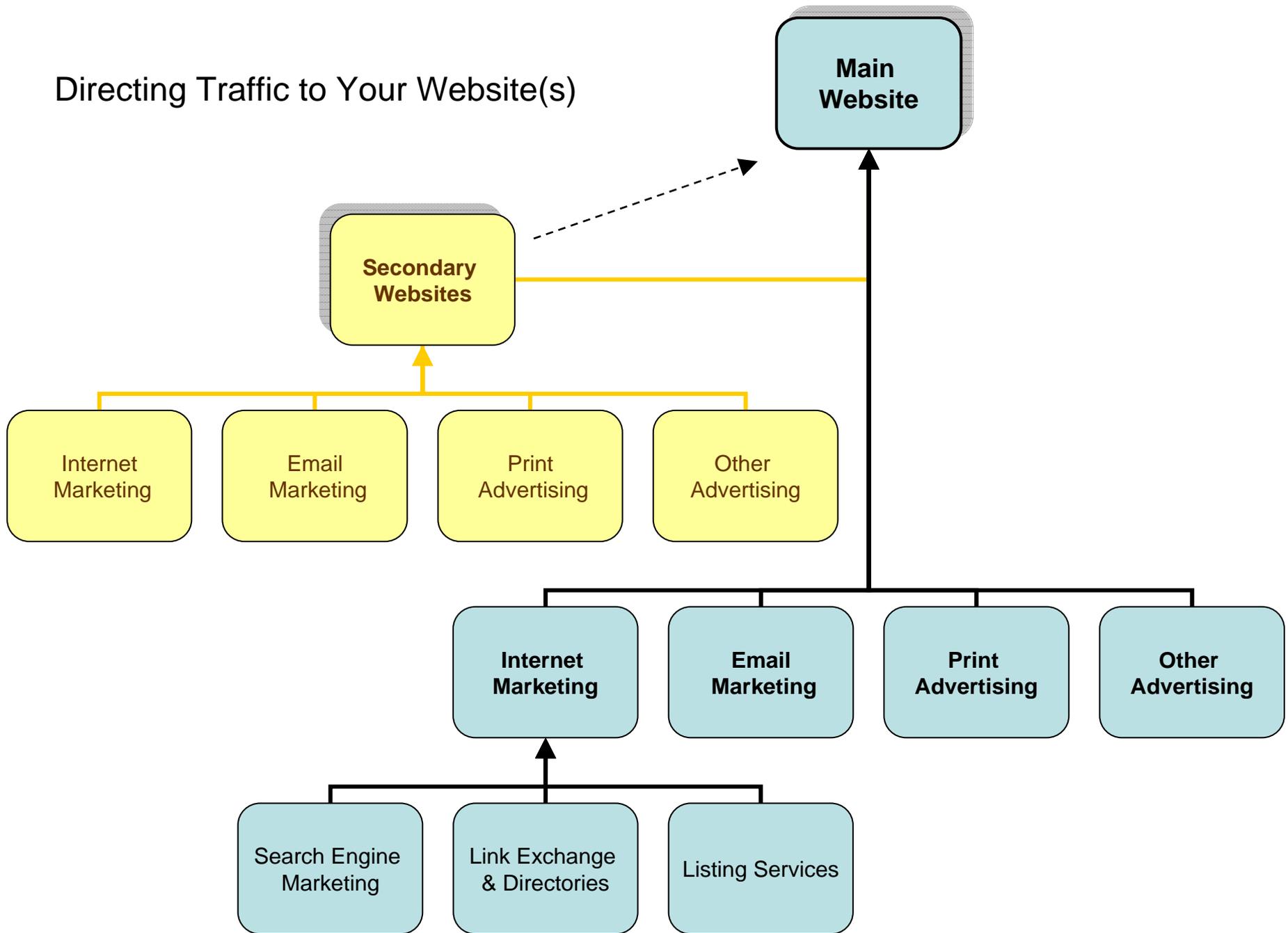
Jon Varsano

- Designer & Developer of Websites since 1999
- Licensed Real Estate Broker
(former Vice President at Grubb & Ellis)
- Commercial Property Owner/Operator
- Los Angeles Native

Residential vs. Commercial

“The general principles of real estate marketing success apply to commercial properties and residential properties alike.”

Directing Traffic to Your Website(s)



Commercial Real Estate Websites

- Leverage existing networks
 - Put listings on commercial databases
 - Add contact info to commercial directories
 - Participate in discussions, chat rooms, etc.
- Create own marketing channel
 - Promote your own primary website
 - Promote your own secondary site or blog
 - Drip Email Marketing/Newsletter

Commercial Real Estate Websites

- Match the Marketing to the Property
 - Keep audience in mind
 - High End Office needs attractive single property website
 - Basic Industrial Properties need a only a simple listing
- Promote the Intangibles
 - Tangible selling points are always listed
 - Commercial agents are generally more reluctant than residential agents to embrace intangible marketing
 - Intangibles make your property stand out
 - Intangibles such as easy access to parking, proximity to popular lunch spots, views, etc.

Primary Commercial Listing Services

- Loopnet
- Costar
- Local MLS
- KWLS



Secondary Commercial Listing Services

- Craigslist (losangeles.craigslist.org)
- Catylist Commercial Real Estate (www.catylist.com)
- Commercial Source (www.commercialsource.com)
- CCIM Net (www.ccimnet.com)
- Commerical Investment MLS (CIMLS) (www.cimls.com)
- Realty Investor (www.realtyinvestor.com)
- City Feet (www.cityfeet.com)
- Deal Makers (www.dealmakers.net)
- Comm REX (www.commrex.com)
- Lease MLS (www.leasemls.com)
- Building Search (www.buildingsearch.com)
- Land Search (www.land.net)

Speciality Commercial Listing Services

- **Business for Sale**

- Biz Trader (www.biztrader.com)
- Biz Buy Sell (www.bizbuysell.com)
- Biz Ben (www.bizben.com)
- Business for Sale (www.businessesforsale.com)
- Business Broker (www.businessbroker.net)
- Biz Quest (www.bizquest.com)
- Business Mart (www.businessmart.com)

- **Office Leasing**

- Office List (www.officelist.com)
- Office Search Online (www.officesearchonline.com)
- Office for Lease (www.officeforlease.com)

Online Relationships

- People are becoming less social offline and more social online.
- Since real estate is a relationship and network-dependent business, Realtors should be wondering "How does this apply to me?"

Commercial Real Estate Club of Los Angeles

Global

Basic Info

Type: Business - Real Estate
 Description: Anyone involved in the Los Angeles commercial real estate market and surrounding submarkets. Welcome all owners, investors, brokers, lenders, appraisers, etc.

Contact Info

Email: jeff.ringgenberg@grubb-ellis.com

Members

Displaying 8 of 82 members

[See All](#)

Victor Stamboling

Dee Nep

Susie Glass

Elaine M Lyles

Peter Sorensen

Rory Nomoto

Jason White

Qubyc Architectural Tile

Discussion Board

Displaying 3 of 4 discussion topics

[Start New Topic](#) | [See All](#)

SOUTHERN CALIFORNIA RESORT & SPA FOR SALE!!!

1 post by 1 person. Updated on January 19, 2009 at 12:59pm

2 Properties with Las Vegas Blvd (STRIP) Frontage For Sale!

1 post by 1 person. Updated on September 12, 2008 at 10:14pm

Developer seeking investors

1 post by 1 person. Updated on September 3, 2008 at 8:22am

The Wall

Displaying 5 of 9 wall posts.

[See All](#)

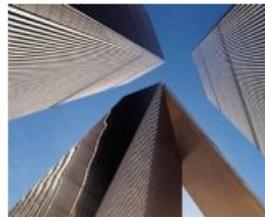
Write something...

Post



Amanda Russell (Washington, DC) wrote
 at 11:59am on February 5th, 2009

Lee Technologies invites you to attend this free seminar on the current commercial real estate market. In today's commercial market, learn how it is in the broker and owner's power to

[View Discussion Board](#)[Invite People to Join](#)[Leave Group](#)

Share

Group Type

This is an open group. Anyone can join and invite others to join.

Admins

- Jeffrey Ryan Ringgenberg (Los Angeles, CA) (creator)

Related Groups

- Commercial Real Estate Gurus
Business - Real Estate
- Young People in Real Estate
Business - Real Estate
- Real Estate Investing Network
Business - Real Estate
- REAL ESTATE
Business - Real Estate
- Real Estate on Facebook
Business - Real Estate

Advertise

Hollywood, CA Condos



New loft style condos now selling on Hollywood Blvd. at Vine Street from \$490,000. View pictures and floor plans of the remaining units



See it
before you
click it

The visual
search engine for
a visual world



searchme:

Social Network Realtor Marketing

- Encourage past clients and new clients to ‘friend’ you to create a new, online “sphere”.
- Creating a Group and **leverage your experience** to become the expert in the group.
- Keep in touch with business networking contacts you meet in a neutral open forum
- Market properties to a select group or share properties with your friends.
 - Add a link to a property from your own site.
 - Share listings with each other even before they hit the MLS.
- If you’re a blogger, add your RSS feed to your profile.

Internet Marketing

- 60% of Realtors with sites don't market them!
- 85% of people who go online use search engines to find what they are looking for.
- 62% of people use Google and 22% use Yahoo
- Most people never look beyond the first page of Google and Yahoo search results.
- Ranking Number 1 receives 42.1 percent of click throughs
- Where real estate professionals will spend \$1.8B advertising in 2007

(Source: MarketingVox.com; "Local Online Ad Growth Robust, Search to Double")



Keyword Phrases

- Combination of
 - Geographic Area
 - Zip Codes
 - Property Type
 - Specialty
 - Real Estate Function
- Competitors
 - Who are they?
 - What are their keywords?

Commercial Real Estate Directories

- Open Directory
(www.dmoz.org/Business/Investing/Real_Estate/Commercial/)
- Google Directory
(www.google.com/Top/Business/Real_Estate/Commercial/)
- Yahoo Directory
(dir.yahoo.com/Regional/U_S_States/California/Cities/Santa_Monica/Real_Estate/)
- Blacks Guide

Email Marketing

- Target Audience
 - Prospects
 - Previous Clients
 - Brokerage Community
 - Other_____

HTML Emails



- Opens in Email Client, not an attachment
- Attractive Look - Photos, Branding, Custom Fonts
- Links to Website, MLS, Virtual Tour, etc.
- Ability to Track Results

Results, Analysis, & Strategy

- **Campaign Reports**

- Open & Non-Open Rate
- Links Clicked (optimize your content in the next campaign)
- Who opened, when, and how many times
- Bounce Rate
- Unsubscribed
- Email Forward Rate
- SPAM Reports
- Download report attachments, so you can forward them to clients or co-workers.

Action Plan

- Hire a professional to customize your website
- Update Your Content on a Regular Basis
 - Blog, Discussions, Photos, Videos, etc.
- Increase website traffic through marketing
- Secure more clients by utilizing your internet tools
- Measure your website(s) success