



HOW TO HAVE A PROFESSIONAL REAL ESTATE WEBSITE FOR JUST PENNIES A DAY!

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INTRODUCTION

Not everyone can afford to hire an expensive Web programmer to build a custom real estate Website. Nor can all agents spend \$30 to \$200 monthly for a service that builds and maintains their real estate Website. Don't fret - for those of you who understand the immense benefits of online real estate marketing, but are limited by a tight budget, there is an answer that fits your pocketbook.

In the next few minutes, you are going to learn a secret that web programmers and online services wish you didn't know. I am going to show you how to create a simple, professional-looking real estate Website for as little as \$7.95 monthly. Then, I'll show you how – by spending just a little more money – you can have a sophisticated real estate Website that rivals anything available through professional designers.

But there's a catch. You have to be willing to invest your time in doing the work to create and maintain your real estate Website! Fortunately, this is an easy task today and one that will not consume an inordinate amount of time. Too, even if you had someone else do it for you, you would still have to invest the time to keep your site information and listings current. So you might as well invest a little time and learn how to do the whole thing.

Let's get started and you will see just how easy this process is.

A STARTER REAL ESTATE WEBSITE

If your budget is tight, tight, tight, this is the option for you. Follow the below steps to create a simple Website that introduces you to visitors, promotes your services and shows off a few of your listings. You will find that with a few hours of effort, you can create a professional Website to introduce your real estate services to a worldwide audience.

Set up an account with iPower Web Hosting

[iPower](http://www.ipower.com) (www.ipower.com) is the premier Web hosting company. I use it myself and strongly recommend it to all. Set up an iPower Pro Account for just \$7.95 monthly (one year paid in advance) and you will get:

- ✓ A FREE domain name. This costs up to \$20 elsewhere.
- ✓ 3GB of online storage to handle future growth and tons of graphics and photos.
- ✓ UP to a 50GB transfer rate (makes your Website fast and visitors never have to wait).
- ✓ Online tools and templates that let you create a professional-looking customized real estate Website.
- ✓ A built-in HTML editor if you need one.
- ✓ Up to 500 email accounts, such as yourname@xyzrealty.com or listingpresentation@xyzrealty.com.
- ✓ Ability to forward your emails to your personal account, plus the ability to access your iPower email accounts when you are traveling.
- ✓ FREE autoresponder to see up automatic replies, immensely enhancing your productivity and creating more sales.
- ✓ Ability to create forms for collecting sales leads.
- ✓ FREE File Transfer Protocol (FTP) capabilities for uploading photos and other graphics, or a Website you have created on your PC.
- ✓ Sophisticated Website analysis reports, showing you daily how many visitors came to your site and quickly identifying any problem areas. With this information, you can refine your Website content until it becomes a self-generating sales machine!
- ✓ A variety of sophisticated plug-ins for those of you who are more knowledgeable about Website creation. Your initial site is not a dead-end solution!

Once you have an account set-up – and there are no set-up charges with iPower – you can immediately begin creating your Website. iPower will automatically set up your file structure,

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including a Public directory where your Website will actually reside, so you don't have to worry about any of that.

And if you have any questions, their support organization is superb. Check it out yourself at <http://www.ipwhelp.com/>. Another thing I love about iPower is that you can call them and reach a live person who works with you. Any problems, check out their extensive Frequently Asked Questions (FAQs), or call 888-511-4678 if you can't find an answer there.

With your file and directory structure in place, you are ready to create and publish your Website.

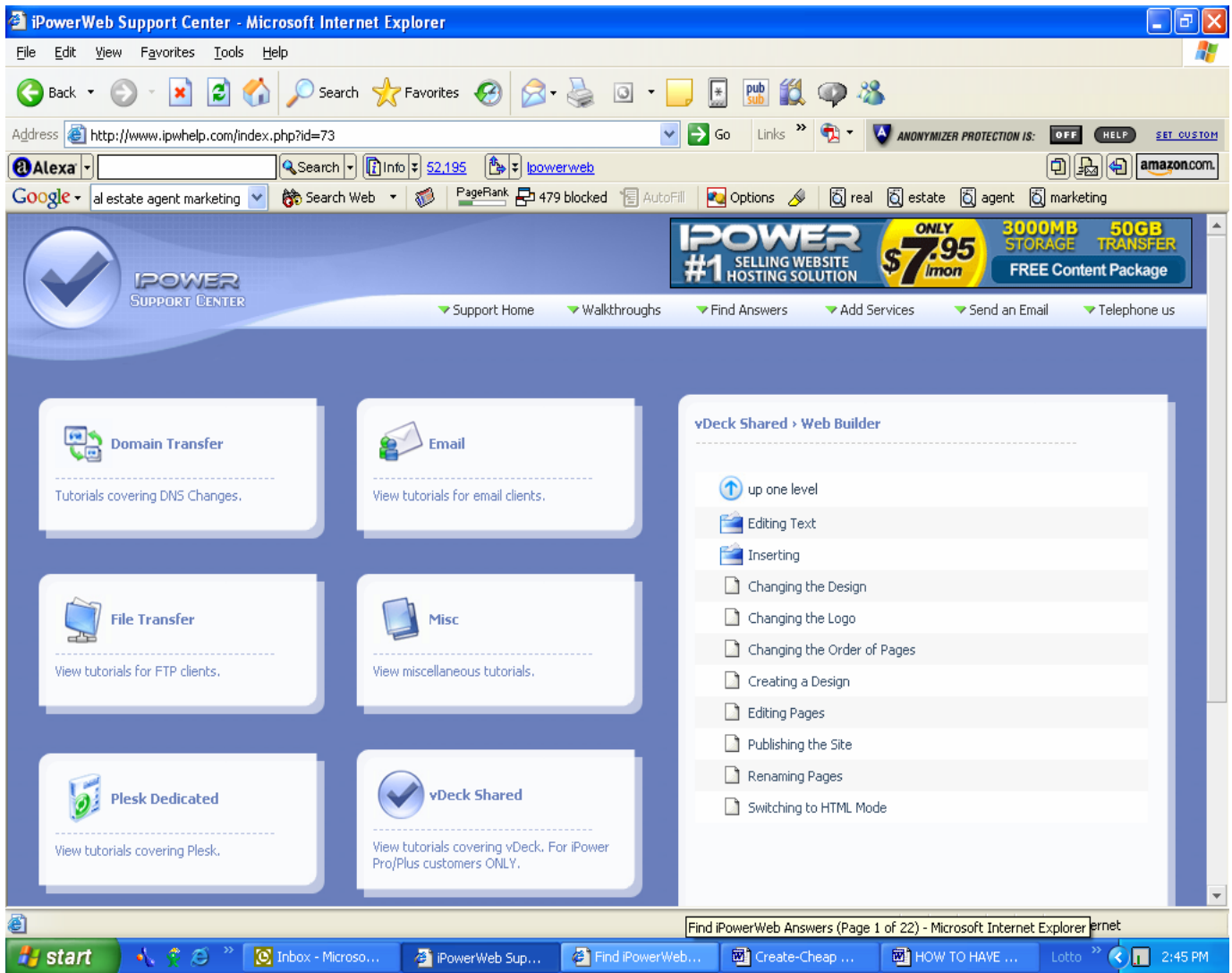
Use the iPower Online Tools to Create Your Website

The iPower Control Panel, labeled *vDeck*, provides all the tools you need to create your Website and set up your email accounts, forms and autoresponder messages. If you are familiar with Microsoft Word, then the *vDeck* toolset will be a snap for you. A powerful set of tutorials can be found at <http://www.ipwhelp.com/index.php?id=4> to guide you through these processes and even the more advanced stuff (like plug-ins) that we won't discuss here.

Let's focus on creating your Website for now, which is surprisingly easy. Using *vDeck*, there are only five steps:

- ✓ Select a Category – Choose "Real Estate and Construction"
- ✓ Choose one of the seven professional-looking Website templates
- ✓ Change the template coloring to your liking
- ✓ Enter a Website Title and "slogan." For example, a title might be "Jane Doe, Professional Real Estate Services," while the tagline under it could read "Serving the Real Estate Needs of North Dallas for Ten Years."
- ✓ Modify the "place-holder" text in the template, insert your photo, etc.
- ✓ Create additional pages in the same fashion
- ✓ When you are ready, follow the iPower instructions to "publish" your new Websites. This makes it go live for the world to see.

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Set up your Email Accounts and Autoresponder Messages

Using the iPower Control Center, it is easy to set up as many email accounts as you want. User friendly dialogue boxes lead you through the process.

You have the option of having your email forwarded to a personal account and setting up an automated email response for each email account. Some accounts, you might want to set up are:

- ✓ yourname@domainname.com
- ✓ moreinfo@domainname.com
- ✓ contactme@domainname.com

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✓ Etc.

It is a good idea to set up different email accounts for specific purposes. That way, you can keep track of who is emailing you and why. With 500 accounts available, you can let your imagination rule.

Some emails deserve an immediate response. For example, if you receive an email at moreinfo@domainname.com, an immediate response with a canned email describing your services and providing links to information on your Website may help you to get a new listing or capture a buyer. The iPower autoresponder allows you to set up an automated reply for each email account.

You are Done!

Basically, that's all there is to setting up a real estate Website with iPower. This is an easy, fast solution for Websites having up to a dozen pages. It works particularly well for new real estate agents and those who want a simple fast answer. With iPower's extensive array of user-friendly tools, your Website can literally be up and running within a few hours!

And who can argue with the cost. The \$7.95 monthly price works out to an average of about 26 cents daily for a professional real estate Website. Yes, you have to invest time and effort to get it up and going, but compare this cost to companies that charge anywhere from \$1 daily to \$10 daily for much the same result. With its broad array of tools, iPower is a bargain – [check it out!](#)

MAKE IT EASY ON YOURSELF – CREATE AND MAINTAIN YOUR WEBSITE ON YOUR OWN PC!

Having set up an iPower account and your email accounts, maybe you want a Website that is more sophisticated and professional than that which can be created using iPower tools alone. Perhaps you want to add subscription sign-ups for an email newsletter, conduct client surveys or run a lot of special promotions. If you envision a Website with more than a dozen pages, lots of showcase listings or frequent updates, then a better solution rather than using iPower's online tools is to purchase a Web authoring package that runs on your own PC.

Why? Improved performance, added features and ease of use are the reasons. Even with high-speed cable Internet, using remote, online tools to create a Website takes time, especially if your site is more than just a few pages. If you have dial-up Internet, waiting for your changes to display in your online workspace can be tedious.

Since a Web authoring package resides on your PC, that is where you actually create your Website before using included FTP software to upload it to your Public directory en masse. This is a much faster means of Website creation and updating compared to working remotely. Web authoring packages allow you to actually "preview" what your Website will look like and test all your links before performing an upload and going "live."

And "No," you do not have to be a Web programmer to use Web authoring software. These packages today are so easy to learn that anyone who is familiar with Microsoft Word can quickly become adept at creating sophisticated Websites.

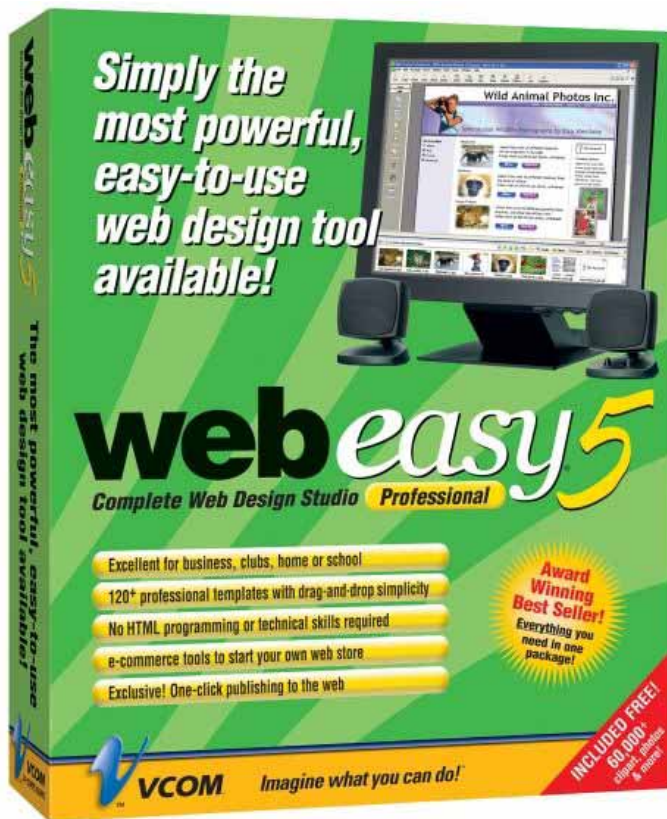
Web authoring packages allow you to create a Website using WYSIWYG technology – "What You See Is What You Get." It is very similar to using Microsoft Word to write a letter, selecting font styles and size, formatting paragraphs, insert tables, then dragging and dropping various graphics and photos to where you want them. When you are satisfied, a Web authoring package automatically converts your masterpiece to the HyperText Markup

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Language (HTML) necessary for it to be rendered to the Internet by a Web server. So, put your fears aside and let's begin.

Web Easy® Professional – The Recommended Web Authoring Solution

There are a variety of easy-to-use Web authoring tools available today. I recommend you choose [Web Easy Professional 5](http://www.v-com.com) from VCOM (www.v-com.com). I have used it myself and can testify to its powerful features, fast learning curve and general ease-of-use.



Web Easy® Professional provides all you need to create exciting Web sites that, up to this point, only the pros were able to create. With Web Easy Professional's extensive library of templates, graphics, animated GIFs, photographs, forms, objects, sounds and more... creating custom web sites with advanced features is now as simple as drag-and-drop!

It is a complete Web Design studio. The Web Easy Activity Center guides you through page design, uploading your finished site to the Internet, and easily supports making changes and updates.

You'll find our Interactive Tutorial a perfect combination of techniques, demos and troubleshooting help, covering every facet of the program.

So how do you use Web Easy Professional with iPower? Simple, begin as instructed above, setting up an iPower account. Instead of using iPower tools to create your Website, however, you have the luxury of accomplishing this on your own PC using Web Easy Professional. Consequently, you will enjoy much better performance and have access to a more extensive toolset.

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Start with one of the Web easy business templates and modify it to suit your needs. Or download a free or low-cost template off the Web, "import" the HTML index page into Web Easy and then proceed with the creation of your Website.

Usually, the "import" feature in Web Easy does a good job, but occasionally some elements may be lost during the automated conversion process from HTML to the proprietary document format used by Web Easy for WYSIWYG Website creation. If this happens, the missing elements can typically be re-created or manually insert.

In any case, you will now be able to use Web Easy's extensive toolset to create an enhanced Website. Add more pages, graphics, photos, forms, and dynamic effects, convert the results to HTML (a process that is handled automatically by Web Easy) and then upload the completed Website to your iPower account. You'll see – it's easy!

And this approach works great for maintaining your Website too. When you want to add pages, change your online listings, update an online newsletter or whatever, doing it quickly on your own PC then batch uploading the Webpages is the way to go!

Web Easy Professional 5 currently lists for \$69.99. Check the VCOM website to verify pricing.

WANT A MORE POWERFUL SOLUTION? ACQUIRE A PROFESSIONAL REAL ESTATE WEBSITE TEMPLATE!

What is a Website template? It is a complete design, including internal links, with space holders for photos and textual content. All you have to do to have a professional Website is to add your own text and photos in the designated locations.

If you already own and have experience with Macromedia Dreamweaver or Microsoft FrontPage Web authoring software and a photo enhancement application like Adobe PhotoShop, it is recommended that you purchase a heavy duty template that is designed

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specifically for real estate agents. This is a much better option than starting from scratch and will yield a sophisticated Website that is professional in all aspects. And it will do so much, much faster than trying to create one entirely on your own.

The best place on the Internet to find powerful real estate Website templates for a low price is [TemplateMonster.com](http://www.templatemonster.com) (www.templatemonster.com). Their templates, flash templates and other products are ready-made Web designs that can be used as a basis for fast and high-quality website. All are completely customizable and ready for immediate download. With each purchase you get Free Web Design Elements: photos, fonts, icons, 3d models, and sounds. This includes access to over 8000 professional photos.

Once on the TemplateMonster.com Website, turn your attention to the "Search Product" box. Select "Website Templates" from the "Product" pull-down menu, and choose "Real Estate" in the "Category" menu. If you want, you can also set a price range. Otherwise, ignore the other menu selections and click on the "Search" button.



This will open a series of five windows with 63 different real estate Website templates from which to choose a truly professional solution to satisfy your needs. These are generally priced under \$100.

Notice that all the real estate templates are "full packages." This means that the "template" contains eight to twelve connected pages enhanced with templates for your business card,

banners and pop-ups. As a rule, these packages also include a flash animated header for your optional use.

For assistance, TemplateMonster.com offers an Online Support Chat center as well as an extensive Online Help center. If you have some technical skills, selecting a

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TemplateMonster.com template as the starting point for developing your real estate Website is the best and most economical choice you can make.

HOW MUCH WILL EACH OPTION COST ME?

Surprising little. If you choose to strictly use iPower tools to create and maintain your real estate Website, your annual cost is only \$95.40, or just \$7.95 monthly! Purchasing Web Easy Professional 5 adds to the first year start-up costs, but thereafter your annual expense is also just \$95.40. If you elect to acquire a heavy duty real estate Website template, say for \$75, then your first year expense jumps to about \$170. Thereafter, however, it also falls to just \$95.40.

Cost by Alternative Approach

Alternative	Expense	
	Year 1	Year 2
<u>Alternative 1</u> - Set up iPower Web hosting and use their online templates and vDeck tools to create your real estate agent Website.	\$ 95.40	\$ 95.40
<u>Alternative 2</u> - Set up an iPower Web hosting account, but use Web Easy Web Authoring software to create your real estate Website on your own PC, then upload to your iPower directory.	\$ 165.39	\$ 95.40
<u>Alternative 3</u> - Set up an iPower account, but purchase a professional real estate template*. Use FrontPage or Dreamweaver to complete the Website on your PC before uploading it to your iPower directory.	\$ 170.40	\$ 95.40

*Assumes you already have Dreamweaver or FrontPage and that a template is purchased for \$75.

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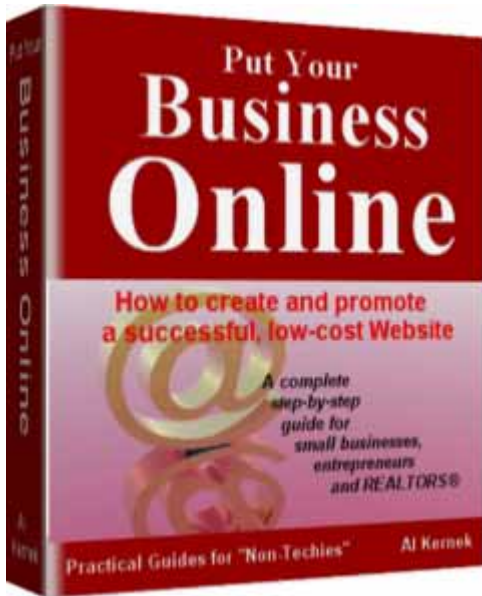
Once you publish a real estate Website, having an effective Internet marketing strategy is crucial to leveraging your investment for increased sales. Learn how to make your website stand out among the hordes of other real estate sites using low-cost yet very effective marketing tactics by acquiring "[Put Your Business Online – How to Create and Promote a](#)

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[Successful Low-Cost Website](http://www.renewletter.com)" at www.renewletter.com. The ebook version can be immediately downloaded for just \$13.95, while the hardbound version sells for \$19.95.

A wealth of practical knowledge for successfully preparing and promoting a Website is provided. In clear terms, you will learn:

- ✓ How to create a Website. A comprehensive step-by-step process leads you through the development of a successful Website.



Essential aspects, such as Website goals, its design and layout, selecting easy-to-use authoring tools, site navigation issues, and tips for achieving a user-friendly online presence are covered. An overview of HTML is included to show how simple "cut and paste" operations can add tremendous functionality to your Website. In the process of learning about Website creation, you will overcome any hesitation you may have had by seeing how easy it is to launch

an online business these days.

- ✓ How to avoid pitfalls. What are the "do's" and "don'ts" in developing your Website?
- ✓ How to optimize your Website for search engines through keyword selection, inserting Meta Tags, including specific Webpages and preparing content that gets results.
- ✓ The nature of search engines and how to submit your Website to them. What to look out for with Google and Yahoo. Search engine "gotchas" to avoid. Where to find free submission services. How often you should submit your website to search engines.
- ✓ How to submit your Website to important real estate and business directories that boost your traffic and help you to achieve more business.

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- ✓ Where to find inexpensive tools and services for your Website, including what to look for in your selections. Suggested vendors with affordable solutions are provided at each step.
- ✓ Where to find FREE tools, services and tutorials that can be used to your benefit.
- ✓ How to successfully promote your Website once it is active. Learn how to use low-cost tactics that can make your real estate practice as prominent as that of major corporations! Cross-linking, article submissions, pay-per-click advertising, online magazine advertising, email newsletters, viral marketing and a host of other inexpensive strategies that drive traffic to your Website are presented.
- ✓ How to measure success and fine-tune your real estate Website for improved sales.
- ✓ How to generate even more revenue from your Website.
- ✓ Productivity tools, such as autoresponders, which assist you in automating the operation of your Website.
- ✓ Inexpensive new capabilities, like RSS feeds and blogs, that boost your search engine rankings, retain customers and push new traffic to your website.
- ✓ Where to find additional valuable information that can help you.

Every chapter builds on the previous one, leading you to a successful conclusion.

Explanations for complex subjects are given in plain English. Important information is highlighted for your reference. Suggested vendors for your selection are presented, saving you countless hours of research and filtering out expensive tools and services better suited for large corporations. In short, this book is a goldmine, a true bonanza, for real estate agents contemplating a Website, whether you have some experience or are just a beginner.

ABOUT THE AUTHOR

Al Kernek has been a licensed real estate broker in the state of California since 1978. He has been an active real estate investor, previously co-owned a real estate appraisal company, and has participated in the mortgage loan business as well.



Al also has thirty years of hands-on marketing experience in both Fortune 500 firms and entrepreneurial start-up companies. He has a technical, sales and marketing background. His marketing roles included positions at the Director and Vice-President level with complete responsibility for the launch and management of high-tech products and services. Al holds degrees in mathematics, business management and real estate.

He has extensive marketing experience within the corporate business world, for which he has received numerous awards. This includes the creation of company Websites, managing e-commerce operations, and implementing successful Internet marketing activities. Al has authored two books that translate this experience into beneficial roadmaps for the real estate industry: "[Creating E-Mail newsletters - A Practical Guide for the Real Estate Community](#)," and "[Put Your Business Online - How to Create and Promote a Successful Low-Cost Website](#)." These helpful guides are guaranteed to save REALTORS hundreds of dollars, assisting you to jump-start or enhance Internet marketing campaigns to boost sales while avoiding frustrating pitfalls.

Among his many interests is a passion for bike riding along the California coastline, good mystery and horror novels, and charitable works. Al resides with his wife and an assortment of critters in San Diego, California.



- ✓ **If you can use Microsoft Word, you can create your own real estate Website and enjoy the benefits of online marketing!**
- ✓ **Learn how to have your own real estate Website for just \$7.95 monthly.**
- ✓ **Learn how to enhance your Website creation and maintenance productivity by doing it all on your own PC, then uploading the results to your low-cost Web host.**
- ✓ **Learn how to have a heavy duty real estate Website rivaling one that would cost hundreds if not thousands of dollars for under \$200 in start-up costs!**