



Dream House Beacon

March 2008



Do You Know Where Your Business Is Coming From?

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Contact Us

**Dream House
Photography**
P.O. Box 2868
Virginia Beach, VA 23450

Order a Virtual Tour
(757) 831-0829

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Useful Resources

DHP Website
**Find Out More About us and
How Online Marketing Can
Make A Difference in YOUR
Business**

Our Price Plans
**How Affordable Can Online
Marketing Really Be? Click Here
To Find Out.**

Testimonials
**Find Out What Others have to
Say About Our Services.**

When you do... wouldn't it make sense to generate more of it?

When you find something that generates income, do more of it, right? With that said, do you know with any certainty where your business is coming from?

Here's a simple challenge for you and a way to start increasing your business:

Make a list of the last 25 phone calls you received from inquiring buyers or sellers. If you can't do 25, that's fine. Just make a list. Now dissect that list and determine where those calls came from. Grab your multi-color highlighters and use one color for one source, another for the next source and so on until you've identified all the sources and labeled them. If you like spreadsheets you could easily do this in Excel.

What made your phone ring? Was it buyers calling due to a sign? Sellers calling from an advertisement you placed in the community paper? The bench with your photo and phone number on it? The mailing piece you sent to your farm area? Referral from past client? Your website? An email campaign?

Now that you've identified where your most recent calls came from, create a plan and put it into action to get more of those calls! It's really that simple. You'll be amazed at how your business can increase by focusing on doing more of what you've proven works.

Many will try something for a while, and then jump onto the next thing that someone walks into their office selling. At the end of the year they can't figure out what to budget for next year because they have no idea what worked and what didn't.

Before you spend another dollar on marketing or advertising, complete this challenge. It's also helpful to create a spreadsheet or a notebook or some other method you are comfortable with to track these results on a regular basis. You'll be amazed and happy to find out where your business is coming from and just as important, where it isn't.

Consider this. The person who makes the most money with

Add a little "plazzz" to your sign with a head-turning **PanoRider**
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Increase your profitability!
Add Premium Audio To Your Tours
[Click here for order options!](#)



Interactive FloorPlans
Stand Out From YOUR Competition!
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HitStats 2.0
Virtual Tour Traffic Reporting
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Golf

Golf balls are like eggs. They're white, they're sold by the dozen, and every week you have to buy more.

Golf is the perfect thing to do on Sunday because it makes you pray a lot.

That rake by the sand trap is there for those who feel guilty about skipping

advertising is often the person leaving your office with your check.

-Michelle Spalding
[OnlineTMC.com](#)

PanoRiders™ - They Work!

Recently one of our clients contacted us to let us know that the PanoRider really works!

The Realtor who purchased the PanoRider for their property told us that they recently had a buyer contact them to see a home they had on the market. After showing them the home and writing an offer, the agent asked the buyer how they came to this particular home without an agent.

As it turns out they had driven by the house and saw the PanoRider. They went home and viewed the Virtual Tour on the internet using the customized web address on the sign. Since the agent's contact details were on the top of the branded tour and single property website used with the PanoRider, the prospective buyer had a DIRECT line back to the agent.

So, not only do the statistics prove that the PanoRider works (see last month's newsletter), but now we are receiving RAVE testimonials from agents in the field as well!

You too could start receiving these leads if you are using PanoRiders on YOUR properties. Share your testimonials with us! We encourage you to send us an email about your experience with PanoRiders and the results that they are producing in your marketing!

Technology Updates



This section is here to help keep you informed on all of the upgrades and advances in our technology. As a Real Tour Vision Certified Provider™, we have a team of technicians constantly working to keep your technology one step ahead of the competition. This means you will always be using the most up to date software and marketing tools. If you ever have any questions about the many services that we provide, please give us a call at (757) 831-0829.

Single Property Websites:

out on lawn work.

Single Property Websites

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Single property websites get results!

Did you know that "71% of Home Buyers say that the Yard Sign is an Important Source of Information? Second only to the Internet, the YARD SIGN is stated as being the largest source of information for home buyers according to the National Association of Realtors® Home Buyer and Seller Survey 2006"

Single property websites are for everyone.

Are you a real estate professional looking for a unique way to attract more potential buyers? Are you a home seller seeking to catch the eye of more passersby? Have you been thinking about using an online service that charges outrageous monthly fees for simply registering your property specific website address and posting your snapshots? If any of these cases sound like you then look no further as the all new Real Tour Vision single property website registration and PanoRider™ (Panoramic Sign Rider) is now available! We have combined the two most important sources of information for a real estate listing into one incredibly powerful listing and sales tool.

What is a single property website?



The new Real Tour Vision single property website service allows people from all over the globe to provide an address specific domain name for every real estate virtual tour listing. Single property websites, also referred to as individual property websites or property specific sites, are a very useful tool when marketing a home online. The unique domain name is simply the address of that specific property and

when typed into a web browser it instantly pulls up that specific virtual tour. The virtual tour then contains the photos, agent or home seller information, printable brochure, listing data, music or voice-overs, traffic reporting and many more virtual tour features you will only find with Real Tour Vision. Once the single property website is up and registered, the end user can then market the property more effectively and place that domain name in the newspaper, magazine or better yet, on the rider sign where many passersby can easily jot down the domain name for internet viewing!



If your actions inspire others to dream more, learn more, do more, and become more, you are a leader.

John Quincy Adams

Nobody can be successful unless he loves his work.

David Sarnoff

Forget about the consequences of failure. Failure is only a temporary change in direction to set you straight for your next success.

Denis Waitley

Something in human nature causes us to start slacking off at our moment of greatest accomplishment. As you become successful, you will need a great deal of self-discipline not to lose your sense of balance, humility, and commitment.

H. Ross Perot



2D 3D Floorplans:

[YOUR COMPANY NAME] not only offers the very best virtual tour service, we also offer an amazing floor plan service. Being able to offer floor plans throughout the US and nearly 30 other countries is a great accomplishment for [YOUR COMPANY NAME]. A 2D or 3D floor plan is a great accompaniment to any virtual tour. And who better to create your floor plan for your property than your virtual tour

provider?

Our floor plan providers use the best floor plan software on the market to deliver you an accurate depiction of your property. Our national floor plan service can provide high or low detail floor plans depending how you intend to use them. Typically we are at the home for just a short amount of time to build your virtual tour and gather measurements needed to complete your 2D or 3D floor plans. When completed the floor plan is then easily integrated directly into your 360° virtual tour!

Dirty Laundry?

Is the dirty laundry included in the sale?

You know you have seen it on Realtor.com® Three cars and two garbage cans are blocking your view of the house. A deflated giant snowman and a Santa sleigh that's seen better days are smack in the center of the lawn. (Hey WAKE UP its February!! Christmas is long gone...What is going on here?)

It's very rare, but we have seen it a few times when arriving to complete a shoot for one of our clients. Walking past the fake candy canes and the old newspapers in the yellow plastic bags (we quickly count them... just for fun. *There are six.*) When we knock on the door and hear a muffled "Who could that be, honey?"

Mr. Homeowner answers the door, and, by the confused look on his face and the deplorable state of the living room, it's immediately clear to us that he didn't know

Never mistake knowledge for wisdom. One helps you make a living, the other helps you make a life.

Sandra Carey

we were coming over today. He invites us in and says, "Go ahead and take your pictures. Let me know if I need to move anything".

At this point, we would have to re-schedule your tour for a later date.

So... next time, let us help your client to prepare the home. It is very easy to do, doesn't take us much time and best of all it is a FREE service to you.

When you place your order for a virtual tour, be sure to have the homeowner's name and number handy. We will request this information and schedule the shoot with the *homeowner*.

This saves you as the Realtor a lot of time and as soon as we confirm the appointment, we will ask the homeowner for their email address so that we can send them a checklist. We explain that we like to make their home "Look its absolute best"... and that our checklist has some items they may not have considered.

This approach to scheduling your tours will help to make your tours look professional and stand-out to potential buyers. Homeowners love this too because they have a simple check-off list that helps them walk through everything they need to do to get their home looking its best.

So, at your next listing appointment, be sure to tell your homeowners that you will have a professional photographer contact them to schedule to tour and that they will be provided a check-off list to help them get prepared. No surprises for them, no surprises for you and no surprises for us when we arrive! The process goes smoothly and you have a clean house every time.