



# REAL ESTATE MARKETING SOLUTIONS



FIND YOUR FREEDOM®

# UNITED COUNTRY OVERVIEW

- Innovating real estate since 1925
- More small city, town and surrounding real estate experience than any other organization in the U.S. (\$2.5 billion annually)
- The #1 web marketing company with over 900,000 visits per month to our over 800 proprietary web sites
- 700 offices with over 4,000 associates
- Largest real estate & auction company in the U.S.



# UNITED COUNTRY OVERVIEW

- The most comprehensive and effective real estate marketing system in the U.S.
- Conventional sales methods
- Auction services
- Proprietary database of over 250,000 buyers of lifestyle properties
- Proprietary media assets
  - 7 real estate lifestyle publications
  - 800+ websites



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# UNITED COUNTRY OVERVIEW

- U.S. and Global Marketing Campaigns
- National Advertising of Properties
  - Exclusive Catalogs (7)
  - 3<sup>rd</sup> Party Relevant Website Advertising (+160)
  - National U.S. Magazines (65+)
  - Major U.S. Newspapers (100+)
  - Cable TV, Radio
- Public Relations
- Website Development and Implementation
- Advanced Internet Marketing
- Search Engine Optimization (SEO)
- Lead Generation and Management
- Recognized by The Wall Street Journal in the top 1% of all franchises



*Over 83 Years of Innovation and Experience in Marketing Real Estate*

# STRATEGIC PARTNERS



home mortgage



land finance



home warranty



internet optimization agency



specialty printing



on-line postings



signage



on-line auctions



1031 exchange



client satisfaction assurance



technology, title



on-line print solution



We are proud to support FFA

student leadership



lifestyle media partner



land stewardship and property marketing



JOHN DEERE  
agricultural equipment preferred client pricing



land stewardship and property marketing



equine nutrition



national TV and radio marketing



commercial property marketing

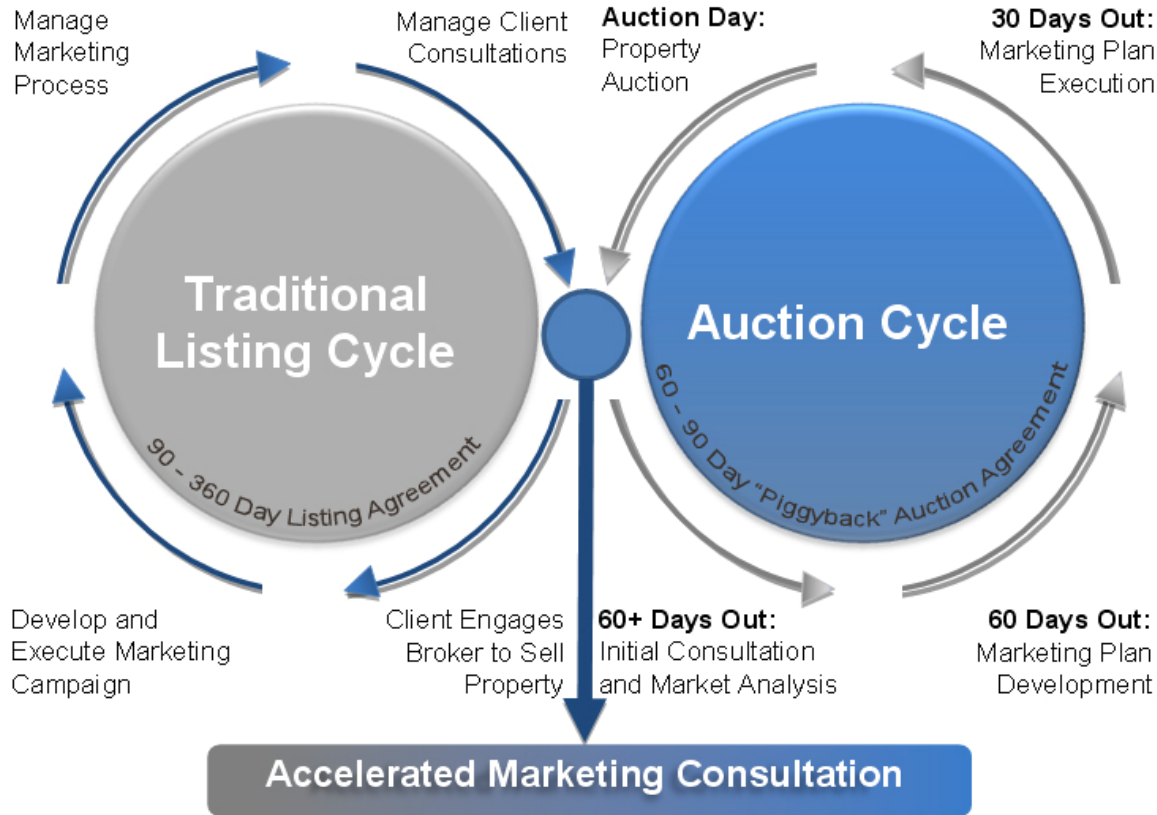


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# UNITED COUNTRY'S BLENDED MODEL OF REAL ESTATE MARKETING

## Key United Country Marketing Elements

- Seven Exclusive Real Estate Catalogs
- Top Ranked Web Site
- National Advertising of Listings
- Proprietary Database of Over 300,000 buyers
- Highly Skilled, Local Real Estate Experts
- Technology Solutions
- UC Home Mortgage
- UC Land Finance
- UC Home Warranties
- Powerful Brand
- Affinity partnerships with Ducks Unlimited, Rocky Mountain Elk Foundation, Starker Services 1031 Exchange and others



## Key Accelerated Marketing Elements

- National and International Campaigns
- Onsite and Online Auctions
- Turnkey Event Development and Execution
- Enhanced Marketing Solutions: In-House Marketing Services Firm
- Web Site Development, Search Engine Optimization (SEO) and E-marketing
- Return On Marketing Investment (ROMI) Reporting
- Multiple International and State Auctioneer Champions along with several Auctioneer Hall of Fame Members



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# TOP RANKED WEBSITE...

## MORE EXPOSURE FOR YOUR PROPERTIES

- #1 Ranked website in the category
  - 900,000+ visitors per month
  - Over 26 minutes average visit time
  - 120 million hits per month
- Over 800 websites that generate more than double the exposure of your property to buyers across the U.S. and from over 140 international markets
- Extensive advertising on 3<sup>rd</sup> party relevant websites



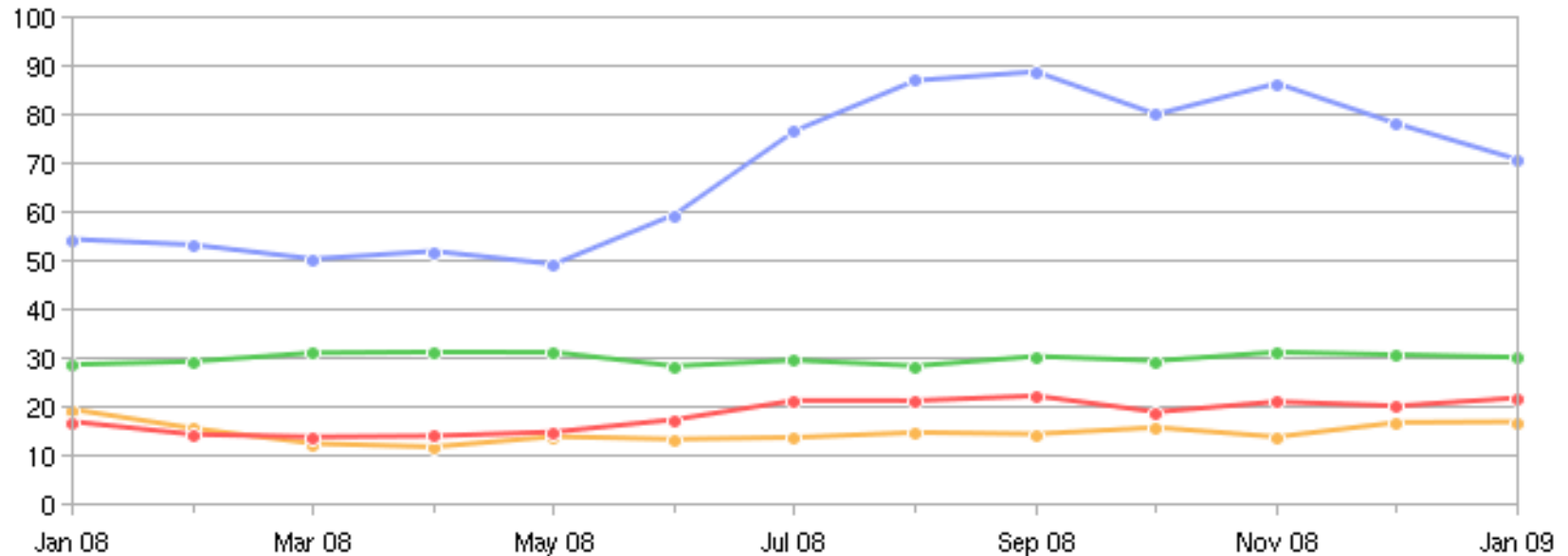
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# TOP PERFORMING REAL ESTATE WEBSITE

## Pages Per Visit



—●— unitedcountry.com —●— century21.com —●— remax.com —●— kw.com

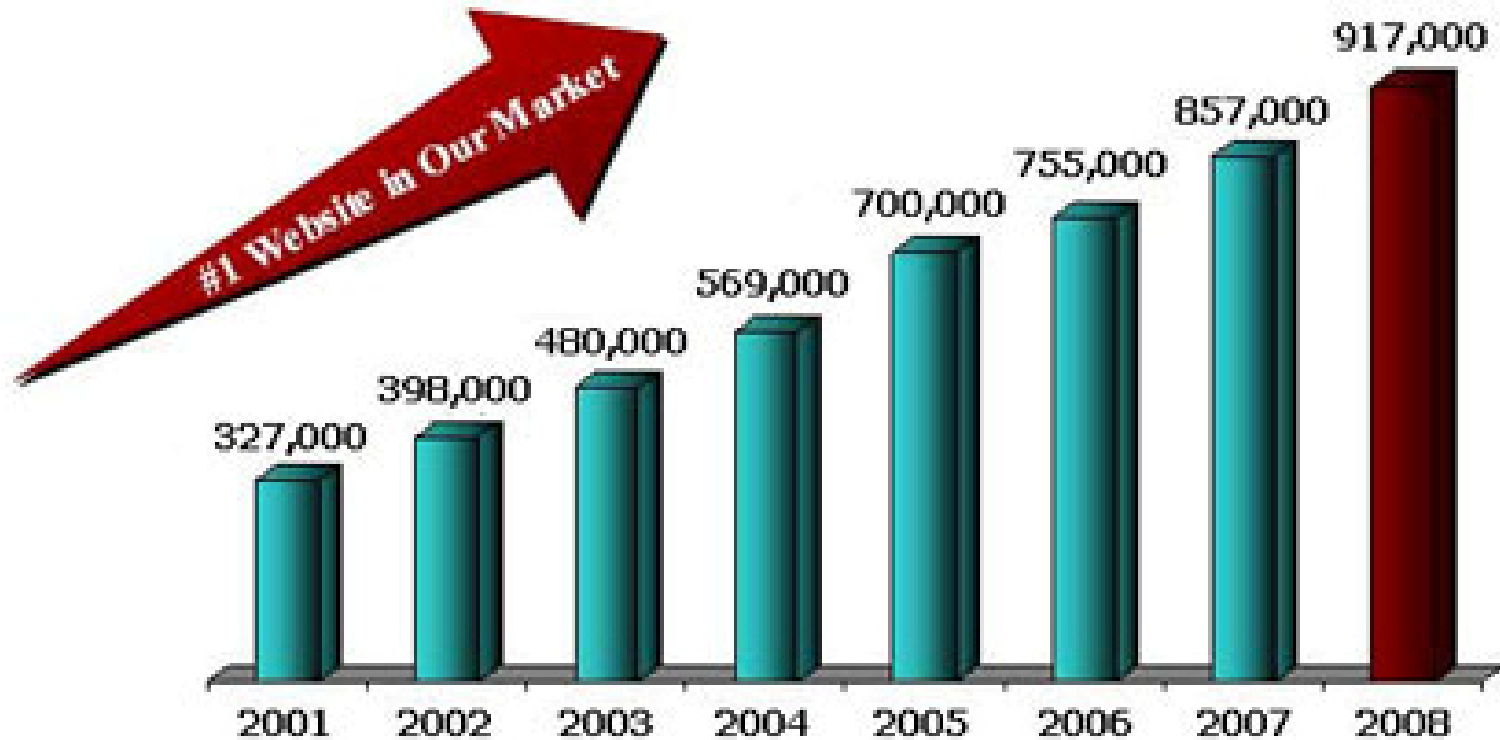


The number of pages an average person views on each visit to a domain.



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# AVERAGE NUMBER OF VISITOR SESSIONS PER MONTH TO UNITEDCOUNTRY.COM



\* Number of visits to all 800+ owned and operated websites exceeded 2.5 million per month in 2008

# AUTOMATIC UPLOADS TO THE BIGGEST REAL ESTATE SITES

## Objectives:

1. Ensure UC office listings are on the most searched general real estate sites
2. Ensure buyer information is protected for UC offices

## Primary Sites

- Google
- Zillow
- Trulia
- Yahoo
- Homescape
- UC Custom Lifestyle Sites



Note: These sites are in addition to over 800 owned sites and 160 3<sup>rd</sup> party sites.



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# BRANDING

- Brand development and positioning
- Logo and typography development
- Establishing graphic standards
- Strategic brand deployment



# AWARD WINNING GRAPHIC DESIGN

- Brochures
- Postcards
- HTML Emails
- Property Information Packets
- Plat maps/site plans
- Advertisements
- Presentations
- Floor plans
- Collateral



# ADVERTISING

- Media planning
- Media buying
- Interior and exterior signage
- Newspapers & magazines
- Promotional items
- Trade journals
- Radio
- TV
- Billboards



# DIGITAL MARKETING

- Custom web site design and development
- Search Engine Optimization (SEO)
- Pay-per-click campaign management
- CD-ROM/DVD design
- E-mail marketing
  - Realtors, brokers, BtoB contacts, high net worth individuals
  - Automated Property Tracker
- Back-end reporting through Google Analytics
  - Illustrates ROMI (Return On Marketing Investment)



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# DIRECT MARKETING

- Database development
  - Proprietary database of buyers (confidentials)
    - Over 250,000 exclusive potential buyers
  - Third-party mailing lists
    - Database of over 200M US and Canadian consumers and 14M businesses
- Campaign management & execution



# EVENT MARKETING

- Real estate development launches
- Auctions
  - Creative program design & execution
  - Logistics management
  - Project management
  - Theme development



# PUBLIC RELATIONS

- Development of press releases
- Follow-up with media outlets to encourage coverage via
  - Print
  - TV
  - Radio
  - Internet



FIND YOUR FREEDOM®

# VALUE TO OUR CLIENTS

- More Exposure, More Buyer Access, More Marketing Programs
- National Advertising of Listings
  - 7 Exclusive nationally distributed real estate catalogs
    - National .Com Catalog, Real Estate Samplers, Business Bulletin
    - Coastal & Waterfront, Mountain, American Treasures, and Premier Properties
  - Advertising on the #1 Country Real Estate website and over 800 office and UC specialty websites
    - Internal SEO team and #1 SEO exclusive retained agency
  - Regular advertising in over 160 3<sup>rd</sup> party websites, 65 magazines and 100 newspapers
  - Advertise listings 52 weeks a year
  - Only real estate company to advertise listings nationally
- Over 250,000 Proprietary Current Buyer Database
- Extensive Direct Mail and E-mail Programs
- Market Leader in Lead Generation and Selling Exposure
- Comprehensive Marketing Services
- Unsurpassed Experience, Expertise, Service and Reputation



# VALUE TO OUR CLIENTS





# REAL ESTATE MARKETING SOLUTIONS



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