

ONLINE MARKETING PLAN



REALTOR® PROFILE



Matthew Sumstine
Mattland Real Estate Services, LLC
Phone: 808-927-8665
Email: Save@MATTLAND.com
Web: www.MATTLAND.com

21 Years in business
Designations: Realtor, PB, CRS, GRI, SFR

"I treat every home I sell like it belongs to my Mother."



TESTIMONIALS

Richard Mesa (Mililani) "Matt is a true professional in every sense of the word. Matt's got everything I need in an agent: honesty, vast knowledge of the past and current market, top notch communication skills, integrity and most of all, a sense of pride that gave me the feeling that Matt was treating my sale as if it were his own. I would refer his services to my best friends and relatives."

"Matt Sumstine genuinely cares about his customers. He has unique marketing strategies, keen interpersonal communications skills and attention to detail at all levels. **Bob Ford (Makakilo)**

"I lived out of state so finding a knowledgeable, honest and ethical Realtor was very important to me. Matt's enthusiasm, experience, knowledge and overall get-up-and-go are hard to beat. Matt took care of everything and always with my interests and needs in mind. I adore him."
Lynn Castner (Hawaii Kai)

"Matt is the real estate professional par excellence. I had bought and sold 3 other homes and was scared from some really bad experiences. Nothing was a problem with Matt and nothing was too much to ask. Matt told me in the beginning that he would always tell the truth. He always did and I believe he always will. His ethical standards are the highest and his commitment is just as high." **Faith Badeaux (Honolulu)**



MY CREDENTIALS

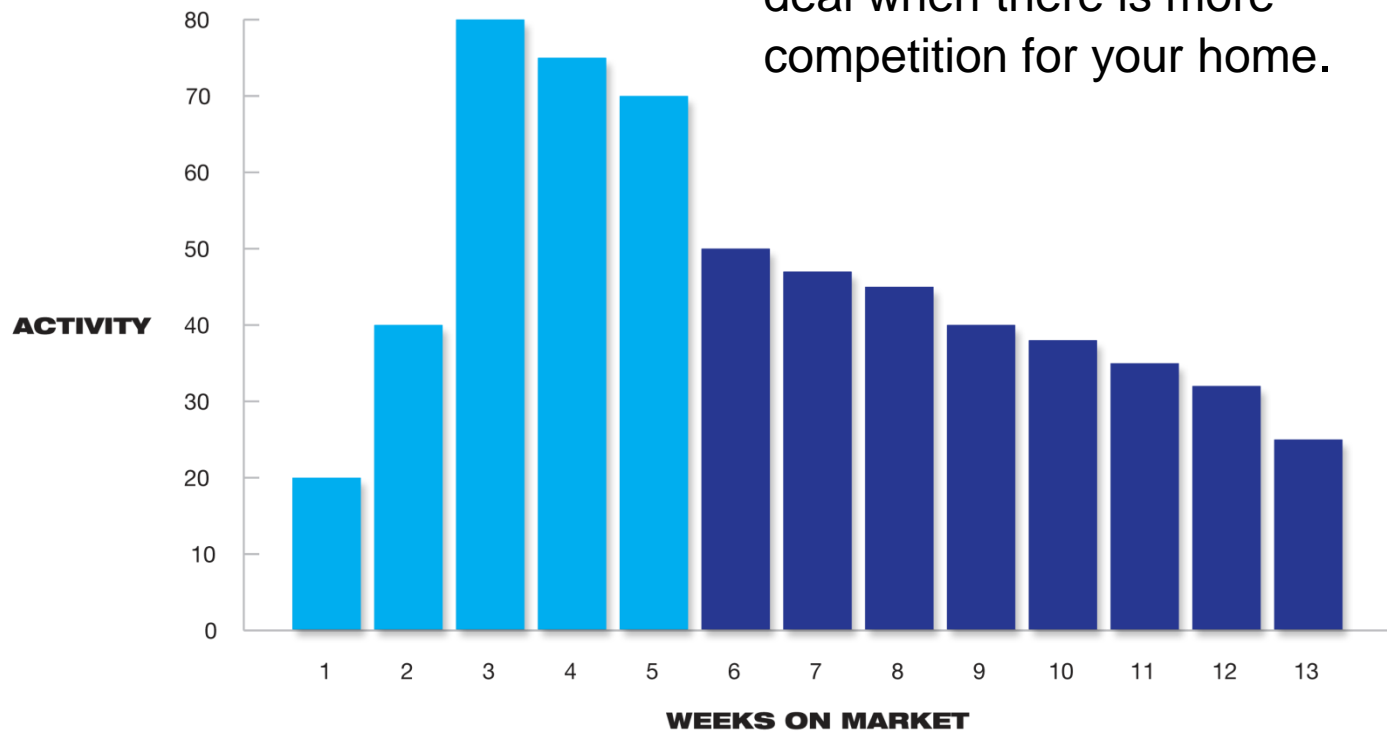
- * **2007 - 2012: Saver buyers and sellers hundreds of thousands of dollars.**
- * **2007 - Opened Mattland Real Estate Services, LLC**
- * **2005 - 2006 - International President's Circle (Coldwell Banker Pacific Properties)**
- * **2003 - 2004 - International President's Elite (Coldwell Banker Pacific Properties)**
- * **1998 - 1999 - 2000 - 2001 - 2002 - #1 Office Lister & Producer (Coldwell Banker)**
- * **2002 - Pacific Business News - Forty under 40 - Award Winner**
- * **1999 - Awarded Associate Vice President (Coldwell Banker Pacific Properties)**
- * **1998 - Winner of the Aloha Aina Realtor Award (Excellence in the Industry)**
- * **1995 - Professional Awareness Award (Coldwell Banker McCormack)**
- * **1993 - Acquired Hawaii Brokers License, GRI and CRS Designations**
- * **1989 - Acquired Hawaii Realtor-Associate License**



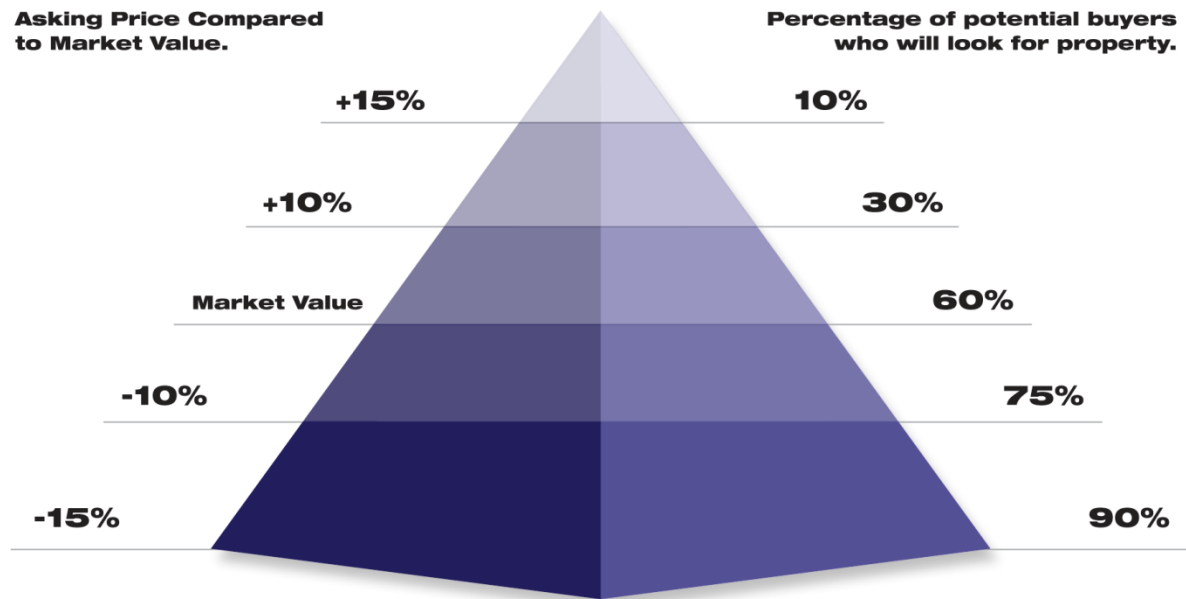
CRITICAL WEEKS WHEN A PROPERTY IS LISTED



Pricing correctly helps you strike a deal when there is more competition for your home.



PRICING VS. POTENTIAL BUYERS



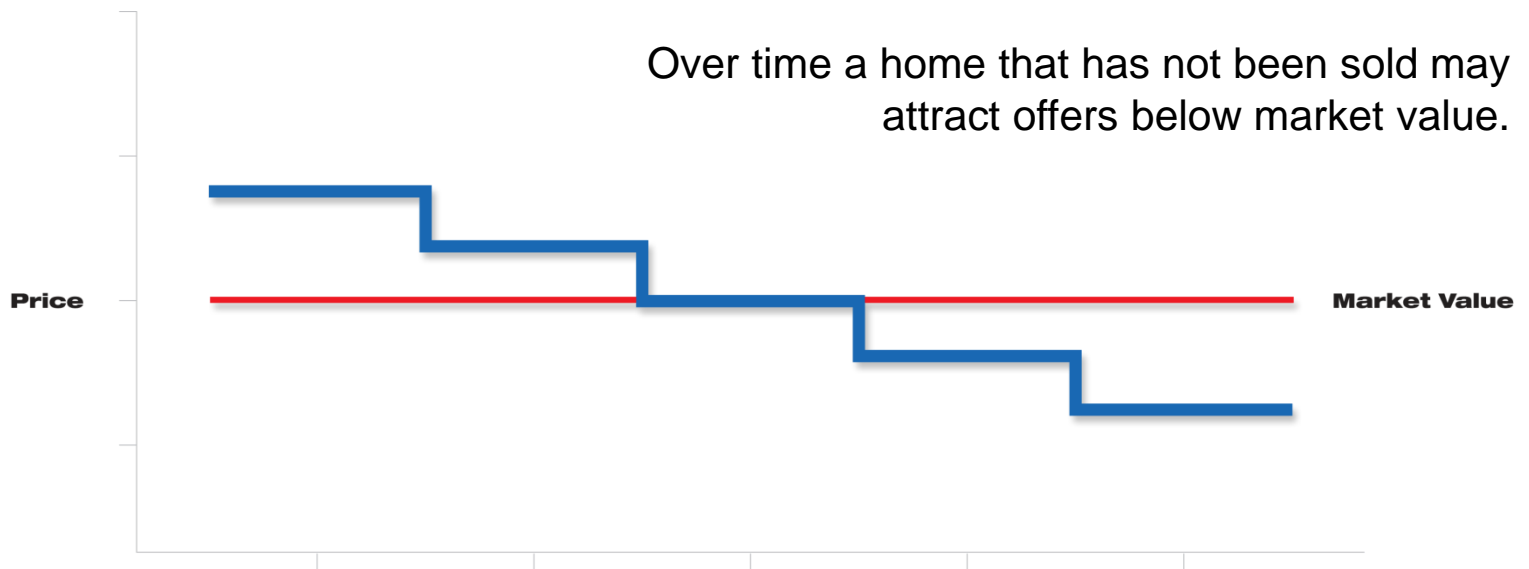
Properly priced, you will have the possibility of many more buyers competing for your property.

IMPORTANCE OF PRICING ON ULTIMATE PRICE

I will negotiate on your behalf to help get the best price at the best terms in the shortest amount of time.



Over time a home that has not been sold may attract offers below market value.



ONLINE MARKETING PLAN OBJECTIVES



90% of consumers use the internet to search for their home

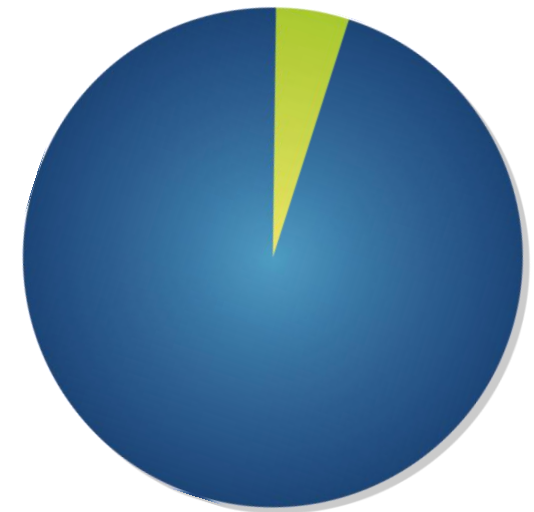
Reach the widest audience of potential buyers.

More buyers = better chance of finding one willing to meet your terms, price and desired closing date.

NEW MOVER SURVEY



94.3% of recent movers said the internet was becoming more important than print.



- YES – 94.3%
- NO – 4.7%

Source: Conducted by DME, Inc. for REALTOR.com® Findings, April 2008

36% OF BUYERS FOUND A HOME VIA THE INTERNET - UP FROM 8% IN 2001



Exhibit 3-10

WHERE BUYER FOUND THE HOME THEY PURCHASED, 2001-2009

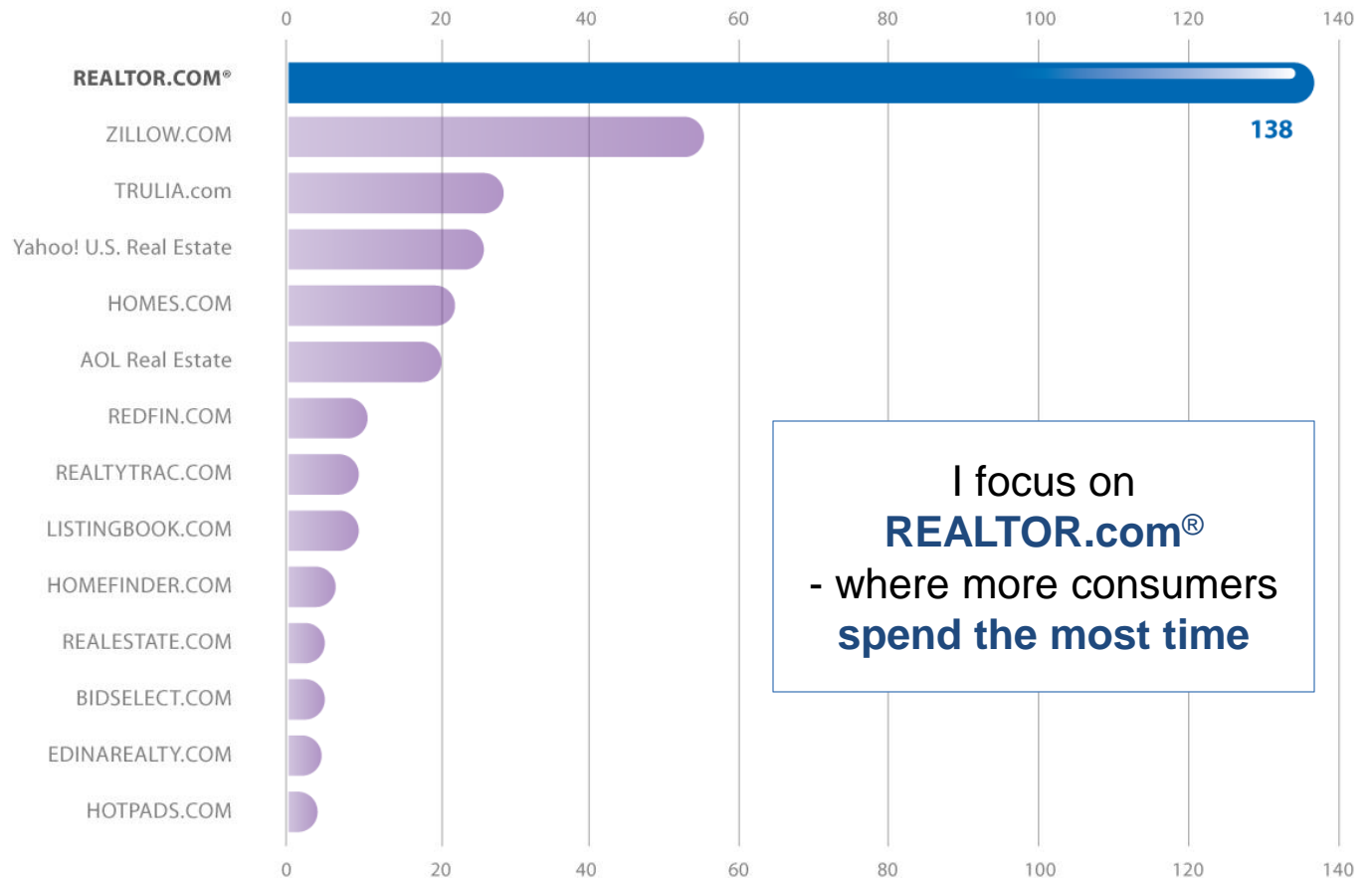
(Percentage Distribution)

	2001	2003	2004	2005	2006	2007	2008	2009
Real estate agent	48%	41%	38%	36%	36%	34%	34%	36%
Internet	8	11	15	24	24	29	32	36
Yard sign/open house sign	15	16	16	15	15	14	15	12
Friend, relative or neighbor	8	7	7	7	8	8	7	6
Home builder or their agent	3	7	7	7	8	8	7	5
Print newspaper advertisement	7	7	5	5	5	3	3	2
Directly from sellers/Knew the sellers	4	4	5	3	3	3	2	2
Home book or magazine	2	1	2	1	1	1	1	*
Other	3	6	4	*	*	*	*	*

Source: National Association of REALTORS®, Profile of Home Buyers and Sellers, 2009

TOTAL MONTHLY MINUTES SPENT ONLINE

(NATIONWIDE COMPARISON, in millions)



I focus on
REALTOR.com®
- where more consumers
spend the most time

Source: comScore Media Metrix, November 2009



Because REALTOR.com® has millions of listings...

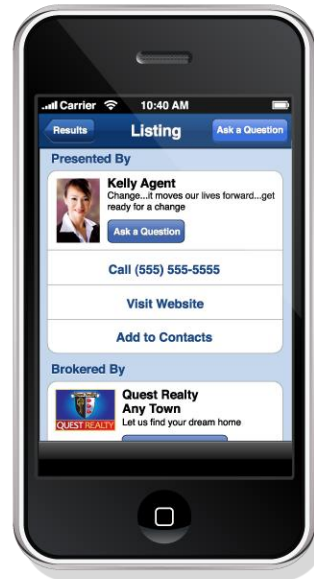
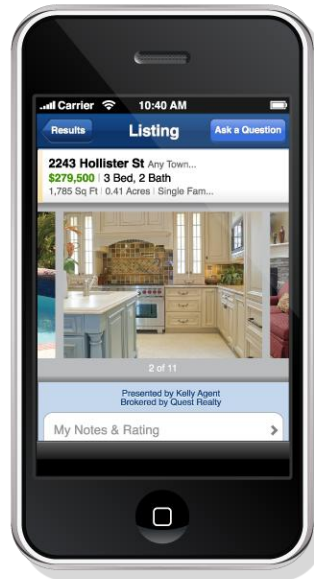
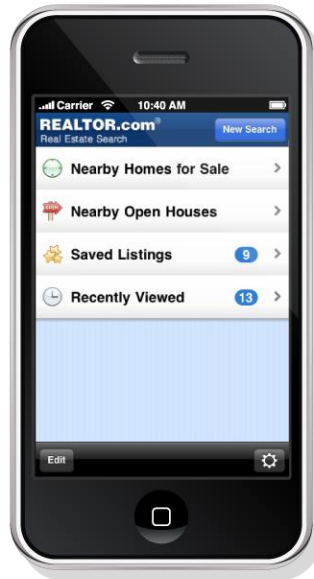
I will make yours stand out

HOW WILL I SHOWCASE YOUR HOME TO THE MOST BUYERS?

MOBILE BUYER MARKETING PLAN

Buyers driving through the neighborhood can:

- Find your home, get directions and a map
- Connect with me in one “click” to get details and make an appointment



Buyers who already want this location find me through REALTOR.com® iPhone marketing.



HOW WILL I SHOWCASE YOUR HOME TO THE MOST BUYERS?

- I Place my cell phone on multiple points to increase buyer calls for your property



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Welcome | Sign In | Sign Up

Find A Home Home Finance Moving Home & Garden My Listings: 5 My Searches: 5

Home > 29,895 listings found > Listing in 2243 Hollister Street

Listing 5 of 29995

2243 Hollister St Any Town, USA 00000
\$279,500 Estimate My Monthly Payment | Get Mortgage Rates
3 Bed, 2 Bath | 1,785 Sq Ft | MLS ID #12345

Save Listing Send to Friend Print

Request More Details

Presented by
Kelly Agent
Office: (800) 555-3333
Fax: (888) 555-3333
Mobile: (888) 555-3333
Home: (888) 555-3333
Email Agent
Visit Agent's Website
Agent's Other Listings

Agents Other Real Estate Listings

415 Bracken Dr, AnyTown USA 00000
\$650,250
3 Bed, 3.5 Bath, 2,920 Sq Ft

211 Sierra Dr, AnyTown USA 00000
\$490,200
3 Bed, 3 Bath, 2,130 Sq Ft

5270 Azeoso Dr, AnyTown USA 00000
\$530,200
3 Bed, 3 Bath, 2,360 Sq Ft

Upcoming Open Houses

February 2010

S	M	T	W	Th	F	Sa
31	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

Saturday, February 13, 11am to 3pm Print

The property provides extraordinary views and a luxurious lifestyle. Immaculate landscaping. This is a turnkey family dream.

Contact
Kelly Agent at (800) 555-3333

Location
2243 Hollister Street, Any Town, USA 00000 Get driving directions

Sunday, February 14, 11am to 3pm Print

Property Information for 2243 Hollister St Save Listing

Message from Kelly Agent (800) 555-3333
View this home on www.2243Hollister.com or on www.KellyHomes.com!

Located along two fairways of the world-famous Any Town golf course, the property provides extraordinary views and a luxurious lifestyle. The two-story residence has 3 bedrooms, 2 baths and 2-car garage. Home has been highly upgraded without regard to cost in a tasteful manner. Home interior has marble entryway and wood floors, remodeled kitchen and bathrooms as well as 2 cozy fireplaces. Immaculate landscaping. This is a turnkey family dream.



BUYER ASSIST BY REALTOR.COM®

- Thousands of home buyers sign-up for home search assistance on REALTOR.com® each month



A screenshot of the REALTOR.com website. The page is titled 'Official Site of the National Association of REALTORS®'. The main navigation bar includes 'Find a Home', 'Home Finance', 'Moving', and 'Home & Garden'. The 'FIND HOMES' section is prominent, showing search filters for 'Any Town, USA' and a list of properties. A purple box highlights the 'SEARCH ASSIST by REALTOR.com®' feature, which offers 'Sign-up for home search alerts today - It's FREE!' and a 'Get Started...' button. Below this, there's a section for 'HOW MUCH ARE HOUSES WORTH NOW?' and 'National Association of REALTORS®' features. Another purple box highlights a second 'SEARCH ASSIST' feature at the bottom right of the page, also offering a 'Get Started' button. The page footer contains various search links for popular cities, property records, metros, content, and featured states.

FEATURED HOMES™ MARKETING SYSTEM SM

- Triple the number of buyers who see your home



REALTOR.com Official Site of the National Association of REALTORS®

Welcome | Sign In | Sign Up

Find A Home Home Finance Moving Home & Garden My Listings 5 My Searches 5

Home > 497 listings found

Homes for Sale

- Any Town, USA
- Single Family Home
- Condo/Townhome/Row Home/Co-Op
- Multi-Family Home
- Mid/Mobile Home
- Farms/Ranches
- Land

☆ Save Search

Refine Your Search Start Over

Interested in recent sales? View sold homes

Has your home held its value? Get a free home value report for your neighborhood

- Single Family Home
- Condo/Townhouse

SPONSORED LINKS

Check Local Rates in our Lender Directory

Get tips on monitoring your credit. Learn more.

Get FREE Moving Quotes from Licensed Movers

Featured Homes

Newly Listed

- Any Town, USA \$500,000 3 Bed | 2.5 Bath
- Any Town, USA \$390,000 2 Bed | 1.5 Bath
- Any Town, USA \$470,000 3 Bed | 2.5 Bath
- Any Town, USA \$650,250 3 Bed | 3 Bath

Great View

SEARCH RESULTS

497 listings found Sort by Open House List Gallery Map

Like to see photos? Sort by number of photos

2243 Hollister St Any Town, USA 00000

Silver Creek Valley Country Club, Gated Community

\$279,500 3 Bed, 2 Bath | 1,785 Sq Ft

Property Type: Single Family Home

Open House on Sun, 1pm - 4pm

Located along two fairways of the world-famous Any Town golf course ... more

3486 Cherry Ln Any Town, USA 00000

\$329,300 3 Bed, 2 Bath | 2,385 Sq Ft | 0.25 Acre Lot

Property Type: Single Family Home

Broken By: Any Realty

Prev | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | ... | 25 | Next

Found 497 matching listings out of 4,139,568 Show 10 | 20 | 50 results per page

Featured Homes

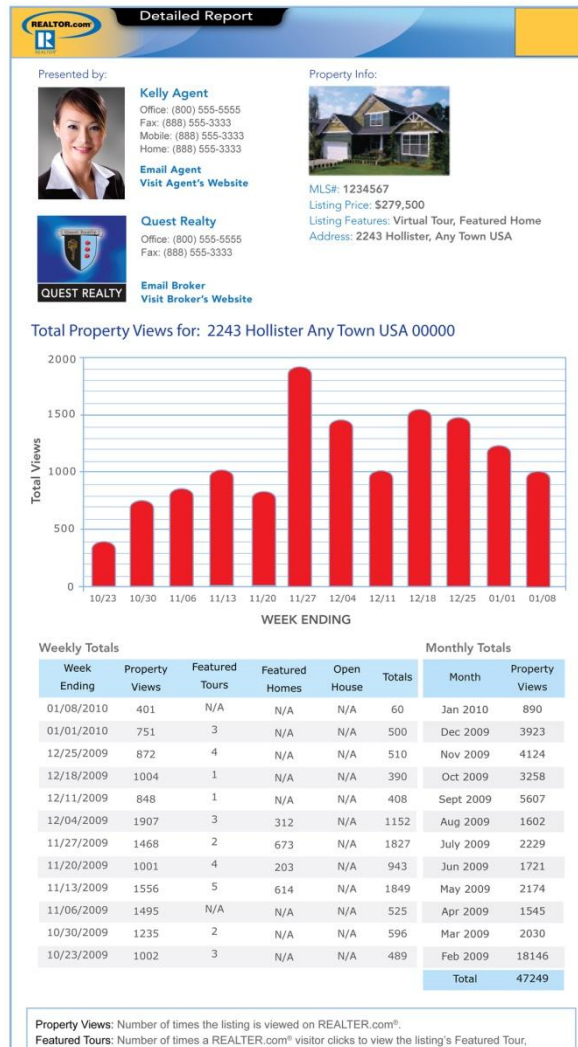
Luxury Home

- Any Town, USA \$500,000 3 Bed | 2.5 Bath
- Any Town, USA \$450,250 3 Bed | 3 Bath
- Just Listed Any Town, USA \$490,200 3 Bed | 3.5 Bath
- Any Town, USA \$390,000 2 Bed | 1.5 Bath

Interested in recent sales? View recently sold homes



ONLINE LISTING PERFORMANCE REPORT



- Weekly tracking report shows how many buyers are looking at your home