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Top 10 Reasons Why Some Realtor Websites Fail

By Stan Smith

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Are you frustrated with your website?

I've been there before. Everyday you check your visitor statistics and every day you see the same poor results. A slow trickle of visitors, no real leads – it gets pretty painful. The good news is that this problem can be remedied very quickly (and cheaply) with just a few minor tweaks to your website.

But first you need to know the problem. Let's take a look at at the top 10 offenders that can cripple your website's success.

1. No Traffic

You must steer a large number of people to your website to be successful. One or two visitors a day isn't website traffic – it's a waste of time. Success on the web is a game of numbers – without traffic you have a very low probability of converting visitors into clients. Getting 'mucho' traffic to your site should be your first priority.

2. No Listings

Don't even think about building a website that does not have MLS listings. Like a boat, a website without MLS listings is just a hole you throw money into. The #1 reason why people use the Internet to research a home is to read MLS listings. No Listings = no go. Just that simple.

3. No Community Information

The second reason why people use the Internet to search for a home is to research neighborhoods, schools, shopping and

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entertainment. Visitors to your website will expect you to give them a snapshot of their desired community. The first realtor who gets them this information will win.

4. Not Search Engine Friendly

Eighty percent web surfers use search engines to find websites that interest them. If your website isn't easy to index by search engines you will have a very difficult time getting quality traffic.

5. Old Information

The carnal sin of the web is to have outdated information on

your site. If you haven't updated your website within the last three months – you may be upsetting your visitors. Sites with old listing and community information are quickly bypassed by Internet Homebuyers.

6. Poor Design

White text on black backgrounds. Yellow on purple. Blinking logos. Flashing text. Micro-print. Flavor of the week fonts. All scream unprofessional. Ugly websites get ugly results.

7. No Follow-up

You are missing an incredible opportunity if you are allowing your visitors to exit your website without leaving an email address. Collecting email addresses is The #1 objective for your website. These addresses are the only chance you have for transforming cold browsers into hot buyers (and sellers!)

8. Misspellings and Bad Grammar

Misspellings spell disaster. I always recommend reading every page of your website out loud. This way you will hear sentences that don't sound right. This is also the best way for catching words that your spell checker overlooked.

9. Resume Oriented vs. Benefit Oriented

Some realtors make the mistake of thinking that their visitors care more about resumes than listings. Leave your certifications and job history to your contact page. Make sure listings, community info, and featured properties are front and center. This is what your prospective clients want – give it to them – quickly.

10. Never Advertised

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Build it and they will come is not true on the Web. With over 6 billion web pages, your website is just a blip on the radar screen. Your site will get swallowed alive if it is not actively promoted.

Do a quick checkup of your website and see if these 10 offenders are hurting your websites success. With some minor changes you can turn your website into a lean, mean, prospecting machine.

Choosing A Realtor

By Nicole Soltau

Purchasing a property, either as an investor or as a prospective homeowner can be one of the most exhilarating and frightening experiences of your life. In both situations it is imperative that you find just the right property at the right price. With so many options to choose from it can quickly become overwhelming. Start with Credit Unions to help you make the most of this exciting purchasing process.

Searching for the right property can be exhausting. Not only do you have to keep a price range in mind but you also must search out the elements of neighborhoods that are important to you. Choosing the right realtor makes a difference between chaos and calm.

There are a few tips that you should keep in mind when choosing a realtor. Considering the fact that you are making a major investment, it's important that you locate a realtor you will feel comfortable working with. You will need to find a realtor who is competent and professional, as well as knowledgeable and who respects your time and the fact that you are committing to a serious investment.

Although consumers are generally unaware of this fact; realtors are generally classified as either seller realtors or buyer realtors. This means that they must represent the best interests of one or the other. Far too often individuals who are searching for properties select a realtor and believe that person will just naturally take their best interests into consideration. This is not always the case because most realtors, unless they specify, are actually seller agents. This means that their primary goal is to obtain the best deal possible for the seller. If you are looking to purchase a home and want to choose a realtor who will represent your best interest you should look for a buyer agent. If the realtor does not specify, chances are they are a seller agent.

After determining whether a realtor is a buyer or a seller agent, your next step will be to check out the realtor's background. Obviously, all realtors are governed by the regulations of their state and must meet certain licensing requirements but you will need to check on information above and beyond this. Look for someone who specializes in the type of property that interests you. If you are looking for commercial property, why work with a realtor who has no experience in commercial property? You may also consider working only with a realtor who has experience in the specific neighborhood or community that interests you.

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How much experience should the ideal realtor possess? Well, it depends. Relatively new realtors are often hard hitting and will put in quite a bit of time and effort in order to make a sale. The downside to a new realtor is that they simply may not have the experience and knowledge necessary to find the right property for you. On the other hand, more experienced realtors are often quite busy and may not have the time to devote to all your needs.

Finally, look for a realtor that has good communication skills. It can be difficult to find the right property if you feel you cannot even communicate to your realtor the features you really need or want in a property. And above all; look for a realtor who has a trustworthy reputation. Integrity says far more about any professional than any other trait—even experience.

Nicole Soltau is the President and Founder of CreditUnionRate.com. The Leading Credit Union Directory. Search, Find, Join.



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