

REAL ESTATE

RES shifts marketing focus, brings electronic marketing initiative into forefront

Real Estate Solutions, a professional affiliation of R.J. Smith Realty and D.L. Hawkins & Associates, is once again forging new ground in the Hudson Valley with its latest initiative – electronic marketing.

This bold new initiative has been in development over the last two years and includes targeted e-Brochures and a newly designed website which includes more than 11,000 searchable, active listings.

The e-Brochures are specifically designed to reach more potential property buyers within a large geographic area that includes the Hudson Valley, the Catskills, the New York City area, Western Connecticut and Northern New Jersey. Real Estate Solutions has built an extensive database of hundreds of thousands of residents and businesses, and the list continues to grow.

“Instead of waiting for potential buyers to come through the door or to make a phone call, Real Estate Solutions is sending the listings directly into their homes and offices through a series of e-Brochures that highlight a wide variety of our homes and real estate opportuni-

ties,” said Dave Hawkins.

According to the National Association of Realtors, roughly 75 percent of buyers found their home by utilizing the Internet, Realtor resources or For Sale signs. That leaves the more traditional forms of marketing – newspapers, and

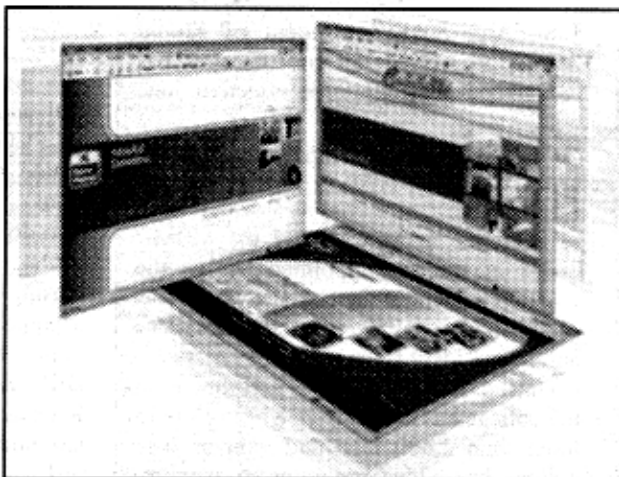
inquiries from interested buyers and sellers who saw the ads.”

Smith continued, “But times have changed and buyers have changed and it’s our responsibility to stay ahead of the trends, and we take that responsibility very seriously.”

The e-Brochure initiative is being coupled with a multi-faceted website that includes 11,000 searchable active listings. It also offers slideshows and virtual tours of available properties, comprehensive written and video reports for buyers and sellers and a slew of extras not found anywhere else, including free historical maps, aerial maps and e-Alerts for new listings.

And as always, Real Estate Solutions has a full staff of Realtors who have spent years cultivating relationships to generate referrals that result in real home buyers. In fact, the endeavor has been so successful that approximately 52 percent of Real Estate Solutions’s buyers come as repeat customers or from referrals.

“We remain committed to individualized personal service, while also taking the initiative to touch more potential home buyers,” Hawkins said. “We’re using technology in a positive way to do that more successfully.”



home books – trailing behind with just 6 percent collectively.

“More than a decade ago, we took the lead in our industry by investing our marketing dollars in full-page, full-color advertisements each and every Sunday,” R.J. Smith said. “At the time, it worked. Our phones rang off the hook with