

# Personal Integrated Marketing Systems for Real Estate Agents

*Superior marketing solutions to help you dominate your market*

If you are a real estate agent who is serious about expanding your business, Novaris Group offers world-class marketing capabilities that will revolutionize your business. We offer these services to you in a single, integrated package which we refer to as a “personal integrated marketing system.”

Our integrated marketing capabilities are geared towards one simple goal—generating highly qualified leads in your selected price range, customer type, and geographical location. In short, we focus on generating the leads and passing them along to you, while you focus on sales.

We refer to our integrated marketing systems as “personal” because each system is designed specifically to meet the individual goals, aspirations, and values of each real estate agent. At Novaris Group, we strongly feel that real estate is a “one-on-one” business. Thus, any marketing system must reflect the strengths and personality of each individual real estate agent.

This fact sheet seeks to address some basic questions that you may have about personal integrated marketing and Novaris Group.

## Who is it for?

*What type of real estate agent is an integrated marketing system most appropriate for?*

A personal integrated marketing system from Novaris Group is most appropriate for real estate agents who have already achieved a good level of success, and are serious about expanding their business into the top tier of real estate agents in their local market.

We have observed that many agents “plateau” at a certain number of transactions

per year, and seem to be unable to grow their business to the next level. For many agents this plateau occurs in the 25 to 50 transactions per year range.

If you find that you’ve had consistent performance over the past several years, but are frustrated that you haven’t been able to grow your business significantly during that time, an integrated marketing system may be the right choice for you. With an integrated marketing system from Novaris Group, you may be able to add 20, 50, or even 100 sales transactions per year to your business.

Also, if you find that you are so busy handling sales transactions that you never get time for prospecting and lead generation, an integrated marketing system from Novaris Group can help. We generate the leads and feed them to you, while you convert the leads into sales transactions.

## Why do you need it?

*What competitive pressures are making it necessary for real estate agents to invest in integrated marketing?*

In today’s cluttered and ultra-competitive marketplace it is increasingly difficult for real estate agents to gain a competitive advantage.

A number of factors are contributing to an increasingly difficult competitive landscape for real estate agents:

- The influx of new real estate agents due to a difficult corporate job market
- The clutter of real estate advertising that “all sounds and looks the same.”
- The wealth of real estate information (and “misinformation”) on the Web

- The rising interest rates, which may be a precursor to a cooling trend in the real estate market
- The increasingly sophisticated and savvy real estate customer who may not want to use a real estate agent
- The emergence of discount brokerages in most key markets

With all of these pressures in the market, it can be difficult for any individual real estate agent to gain market momentum. However, with an integrated marketing system from Novaris Group, you are positioned to:

### Differentiate yourself from other agents.

You have strengths and capabilities that make you more suitable than other agents in your target markets, and Novaris Group can help you market those.

### Get noticed in the clutter of real estate advertising.

How many times have you seen agents use phrases like “multi-million dollar producer,” or “Realtor® Joe sells Houston”? How many times have you seen real estate agents using outrageous costumes or props to draw attention?

So many real estate agents use the same slogans and the same outrageous advertising that customers are pre-programmed to automatically tune it out. Furthermore, this type of advertising tarnishes the image of the real estate industry in general. With Novaris Group’s creative advertising expertise working for you, your advertising will be completely different from the competition’s, and you’ll get noticed in a positive way.

### Leverage the Web to its full potential.

According to the National Association of Realtors®, 71% of all real estate customers search the Web to look for a home.

If you aren't receiving a significant majority of your leads from the Web, you aren't using the Web to its full potential. By using Novaris Group's sophisticated Web capabilities, you can significantly expand your business.

### Take advantage of economic trends.

Recent trends point to a slight cooling off of the real estate market. While this will cause competitive pressure as real estate agents have to share in a smaller market, it also represents opportunity for those agents who invest in marketing.

With an integrated marketing system from Novaris Group, you'll be positioned to fill the gap as other, less-prepared agents are forced to leave the industry.

### Succeed with difficult, skeptical customers.

Customers have never been better educated about the real estate market. Nonetheless, misunderstandings about real estate agents and the value of their role abound.

With a marketing system from Novaris Group, you'll be positioned to clearly show the advantages of working with you vs. "going it alone." You'll be able to convert FSBOs, help buyers understand the value of working with your representation, and preserve your commission.

### Demonstrate the benefits of working with you vs. a discount brokerage.

Discount brokerages are typically unable to provide the high level of service most real estate customers need. Novaris Group can help educate your target market about the benefits of working with you.

The bottom line is that Novaris Group's integrated marketing will help you get noticed by the right type of customer, in the right market, and will help the customer understand why you're the right agent to meet their needs. This results in more transactions and more income to you.

## What is it?

*What does an integrated marketing system typically include?*

There really isn't a "typical" integrated marketing system. Each system we implement is completely customized to suit the needs of our clients. However, there are some features that are common with most of the systems we build and manage.

Following are the elements that a typical integrated marketing system may include:

- **Annual marketing strategy**
- **Visual identity system**
  - Personal logo
  - Color scheme
  - Font scheme
  - Business cards
  - Letterhead
  - Envelopes
  - Postcard templates
  - Brochure templates
  - Listing presentation templates
  - Newsletter templates
  - Email templates
  - Advertising templates
  - Web templates
  - Visual identity style guide
- **Verbal identity system**
  - Taglines
  - Service names
  - Advertising copy
  - Web copy
  - Brochure copy
  - Presentation copy
  - Verbal identity style guide
- **Marketing collateral**
  - Personal brochure
  - "Rack" brochures
  - Listing presentation
  - Marketing "leave behinds"
- **Web marketing**
  - Search engine optimization
  - "Pay per click" management
  - Web affiliate linking program
  - Electronic newsletter
  - Monthly monitoring and reporting
- **Web sites**
  - City portals
  - Community/neighborhood "micro sites"
  - Special interest "micro sites" (for example, golfing, boating, retiree, etc.)
  - Web-based MLS listings
- **Public relations campaign**
  - "Buzz" creation
  - News releases articles
  - Community involvement
  - Special events
- **Targeted marketing campaigns**
  - General awareness campaigns
  - Customer loyalty campaigns
  - Special interest campaigns (for example, golfing, boating, retiree, etc.)
- **Advertising**
  - Newspaper
  - Magazine
  - Direct mail
  - Web
  - Radio
  - TV
- **Lead management and tracking**
- **Monthly performance monitoring and reporting**
- **Monthly consultation and coaching**

The bottom line is that a personal integrated marketing system from Novaris Group is so richly detailed and so powerful it will leave your competition in the dust.

## What is our approach?

*How does Novaris Group approach designing and building a typical integrated marketing system?*

### Our approach is integrated.

We have expertise in strategy, branding, market research, graphic design, Web design, Web marketing, copy writing, and more. We apply this broad range of expertise to every integrated marketing system we build.

**Our approach is sophisticated.**

We take marketing and technology techniques that we've learned working for big businesses, and apply them to the situations individual real estate agents face.

**Our approach is long-term.**

Every month we're doing something new for you. We work from a 12-month plan, and we're motivated to perform well so you renew our services every 12 months.

**Our approach is transparent.**

Everything we do for you is monitored, measured, and reported to ensure your marketing strategy is performing well. You'll know when changes need to be made, and why they're being changed.

**Our approach is turnkey.**

All your marketing and advertising needs can be outsourced to us.

**Our approach is consultative.**

We're in constant contact with you—reporting, mentoring, or coaching as needed to keep your marketing efforts, and your business, on track.

**Our approach is thorough.**

Following are the tasks that we typically do over a 12-month period for you:

- Conduct discovery workshops to determine your goals and aspirations
- Conduct market research
- Develop a 12-month marketing strategy
- Design a personal branding (visual design) system
- Write any Web, print, or advertising copy
- Create marketing collateral (brochures, postcards, presentations, etc.)

- Build or enhance Web sites
- Design and deploy Web, newspaper, magazine, or direct mail advertising
- Deploy and manage Web marketing campaigns
- Deploy and manage a public relations campaign
- Deploy and manage multi-channel marketing campaigns to your target markets
- Conduct monthly monitoring of your marketing efforts
- Report monthly on the success of your marketing efforts
- Consult with you on a monthly basis to fine-tune the system throughout the 12-month period
- Manage the integrated marketing system on a month-to-month basis

**Our approach is process-oriented.**

Each system we build goes through a rigorous process to make sure that what we build meets your personal goals, aspirations, and values, and appeals to your target markets. Each project we do for you goes through a well-defined process:

- **Discover:** We listen to you and research your target markets and competition.
- **Define:** We document our understanding of what we've discovered.
- **Design:** We design the solution based on what was defined.
- **Develop:** We create the solution based on the design.
- **Deploy:** We deliver the solution that was developed.

**What are the benefits?**

*What are the benefits of an integrated marketing system from Novaris Group?*

With an integrated marketing system from Novaris Group, you are positioned to reap many benefits.

**Improved visibility.**

Unique and sophisticated advertising cuts through the clutter of real estate advertising and makes you more visible than your competition.

**More customers.**

Our lead generating and management capabilities bring you more customers.

**Improved customer loyalty.**

Our customer loyalty program ensure more repeat and referral business from your current customer base.

**Improved market position.**

Marketing campaigns on the Web, via direct mail, and in local and national media help you dominate your competition.

**Strengthened personal brand.**

Our strategy and design services are geared towards your personal goals, aspirations, and values. Any materials we produce strengthen your personal brand image in your target markets.

**Maximized ROI.**

Everything we do is measured and monitored to ensure that you're getting an appropriate return on investment.

**Improved quality of life.**

We're a one-stop shop for all your marketing and advertising needs. We focus on generating leads, while you focus on sales. This improves your quality of life because you don't have to spend as much time dealing with marketing and advertising issues or prospecting for new customers.

**More income.**

The bottom line is this: everything we do leads to adding customers and increasing your share of the market. Ultimately this results in more income.

## What makes us different?

*Why should you partner with Novaris Group for your marketing needs?*

Novaris Group differs significantly from most marketing and advertising agencies or individuals you may be familiar with in the real estate business. In short, Novaris Group represents a new paradigm in real estate marketing.

### **We're different from the big agencies.**

Few big marketing or advertising agencies are interested in serving the needs of individual real estate agents. They're generally too expensive for individuals and they're typically not responsive to individual needs.

With Novaris Group, you get big agency capabilities, but at small agency prices with small agency responsiveness.

### **We're different from the small agencies and firms.**

There are many specialty agencies and firms serving the real estate business. Typically, these business specialize in one area, such as graphic design or Web development. The problem with this approach is you would need to go to as many as 6 or 7 companies to get the type of marketing system Novaris Group provides. This is time-consuming, complicated, and expensive.

With Novaris Group, you have the "one-stop shop" convenience of a big agency for all your marketing and advertising needs.

### **We're different from the "gurus."**

The real estate business has many self-styled marketing "gurus" who have a system or method they typically sell at seminars and conventions. At best, they may offer a system for a specialty area (such as referral marketing or FSBO conversions) that is good at generating some business, but falls short in the many other areas of marketing. At worst, they may offer systems that bring virtually no value. Typically, you're left on your own to implement whatever you've learned at the seminar or convention.

With Novaris Group, we're not in the seminar or convention business. We're only interested in working with a few top real estate agents that we are confident can succeed with the help of our marketing expertise.

Our marketing techniques cover the entire spectrum of marketing activities and don't focus on only one or two specialty areas.

## Who are we?

*Who are the people at Novaris Group?*

Novaris Group is a group of experts in multiple disciplines: real estate, marketing strategy, technology, graphic design, copy writing, advertising, and much more. Each integrated marketing system we build synthesizes the expertise of these different disciplines to deliver the best possible system for you.

Novaris Group's founder has extensive experience in high-level marketing and technology roles in large businesses like IBM, AT&T, AEGON, and Fujitsu. He is committed to applying this big business expertise to an under-served industry segment—real estate professionals.

Novaris Group is a new breed of marketing agency serving the needs of businesses competing in the new economy.

Novaris Group's services span the full spectrum of marketing activities. This broad skillset in business, marketing, creative services, and technology leaves Novaris Group uniquely well-suited to tackle both large and small projects.

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