

“When we first started with Compass, it took three months before we sold a home from our site. Now, we sell almost all our homes from our site!”

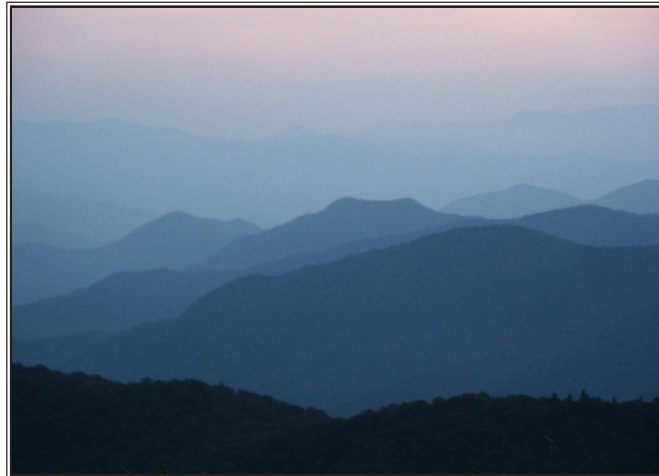
-Rick Strohm, Realty Executives, Great Smoky Mountain Properties

“We firmly believe that if your real estate practice is not website based, you won’t be in business long! Your website will be your ‘life blood’, as it is ours. We are in a particular environment, here in the mountains, where there is NO industry other than tourism. We rely 100% on our website to pull in out-of-state buyers, and—in truth—100% of our leads come from our website and in just the last few months, 8 of those leads have turned into closings.”

During a period when many agents have been scrambling to find anyone to sell homes to, Rick Strohm and his son, Rick Jr., have kept on prospering because of their CompassSearch subscription. “We’ve learned to follow the advice we receive from our Compass CSR monthly, and we value that when we call to ask a question, we speak to a real human being who is knowledgeable and eager to help us sell more homes instead of trying to sell us something! In all honesty, we were very fortunate to have contacted Compass and subsequently subscribe to their services. It is absolutely a blessing!” If you knew Rick Strohm, you’d know that he does not offer such approval lightly.

Vacation and retirement are the primary markets the Strohms serve

“We are a 2nd home tourist destination. 95% of our purchasing clients are from “out-of-state”, Rick, Sr., tells others. “Geographically, our clients are from all over the United States, which makes our website the key ingredient in our business (www.rickstrohm.com). We’ve been trying to become Internet realtors since 2005 with zero success until we hired Compass,” Rick will tell you. We had a Craig Proctor website for 2 years (2005-2007) with NO appreciable results! It has only been since April 2008 with Compass/Blackwater Group that we have had actual positive results – sales from a website! Our market values here in the mountains have not declined at ALL – in some instances they have increased. We do not have the foreclosure debacle as is experienced in many other parts of the country. Our market has “slowed” considerably due to what is transpiring in our perspective local buyers neighborhoods. Their hesitation has been the fear of “decreasing market value” subsequent to purchasing here in the mountains...as they have seen in their neighborhoods all over the country. Our web presence has been our “ONLY” contact with perspective buyers, as the ‘walk-in traffic’ has almost diminished to zero! Our web contact has enabled us to educate those buyers on our local market conditions and put them somewhat at ease.



The Great Smoky Mountains are an American treasure

They’ve learned a lot during the process of trying to become successful online

The Strohms have learned much in their quest to sell homes online: “There are many folks out there that promote ‘the same services’ that Compass offers, but none that delivers! We never sold a home online until we hired CompassSearch. We now understand that not all SEO companies are alike, just as all Realtors aren’t. We truly understand other Brokers frustrations because there are very few of us out here that have the ability, through research, to determine the validity

of the proposed services. You guys deliver and we are very grateful! Prior to CompassSearch, our experience with our website as a lead generator and sales tool was ZERO! It was all ‘promise’ NO ‘delivery’! We understand now that getting your website found by Internet buyers looking for homes is of vital importance, but that alone won’t sell homes. We know now that it takes the full approach and the effort and skill that only Compass brings to the task.”

“Many agents and brokers are hanging on by their fingernails during this tough market. Some are just keeping signs out, but have moved on to other jobs to pay their bills. We know that one of the main the reasons that we took the opportunity to open our own brokerage in the last year is because of the confidence and success in our ability that the CompassSearch product helped us realize: Without them, we would have no one to sell.”



Rick Strohm Jr. & Rick Strohm Sr.
Internet Realtors

How about you? If you had people to sell homes to, could you sell them? Of course you could. There’s one place where sales still happen. It’s where 84% of all home sales start today. It’s the Internet, and CompassSearch can help you be successful there. Come and visit us at www.CompassInternetSystems.com and see what we are talking about. Or, just give Rick a call and ask him if he thinks you should give Compass a try? After all, he did, and it has made all the difference!



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