



Welcome to Compass Call

8:00AM PDT every Friday (9:00AM MDT, 10:00AM CDT, 11:00AM EDT)

Conference Call Number: 605-475-4333 x539067

What you will need

Phone
Computer with Internet connection
Web browser: Internet Explorer
WebEx client download

Click on the link given below to install the MeetMeNow client manually.
https://mwmus.webex.com/mwmus/tool/docshow/setup_manual.php

IMPORTANT NOTE: Disable the Popup blocker in your browser or press CTRL while you click on this link to abort the popup blockers.

Agenda

Call takes approximately 1 hour
Hosted by Sean Hogan, COO, Compass Internet Systems

Compass Subscription, What's Included, Guarantee (2 minutes)

Three phases of Production (3-5 minutes)

Pre-Production
On-site Production
Web site Promotion

Three phases of Online Marketing, our Goals and Objectives (5 minutes)

Getting Found
Capturing Leads
Selling Internet Leads

Compass Software overview

Compass Admin overview (10 minutes)

Our internal communication tool

Web Reporter Tool overview (30 minutes)

Our website analytics tool and how we use it to help you make better business decisions with your website

What we need from our clients to help you maximize your marketing effort (3 minutes)

Our Support Staff's roles and responsibilities (5 minutes)

Technical Staff
Customer Service / Lead Generation Analysts
Sales

Open Q&A Session

87% of all home buyers now use the Internet to find property and real estate agents.

92% of all internet buyers find their agent on a major search engine.

90% of all real estate agents believe their website is an ineffective marketing tool.

There are over 2 million real estate agents in the U.S.

What we do for our clients

We create, execute and manage an online marketing plan

That plan has 3 goals

To drive traffic to their website

To capture 5% to 15% of that traffic as leads for our clients.

To help our clients sell Internet leads

Here are just a few of our client success stories, and this is what we want to do for you:

"My group (Allen Realty Group) sold 40% more business during the worst year ever and I increased my personal net by over \$200,000 with CompassSearch! I average three or four good leads a day!"

---**Pricilla Allen**, RE/MAX, Texas

"Our CompassSearch subscription gets results. Even in this market, people are still looking for Pocono Real Estate on the Internet. We just have to get them to our website to have a chance at doing business with them, and I don't view the SEO that does that for us as advertising, I consider that SEO as necessary to our success as our license to sell real estate. After all, if people can't find you and don't know about you, you can't sell them a property in any market, let alone this one!"

---**Malcolm and Bev Waring**, Realty Executives, Pennsylvania

"We are on track to sell 60 homes from our subscription this year—in an awful market and despite all the economic difficulties everyone is facing. Compass has made the difference between just getting by and being in the list of top RE/MAX agents for California and Hawaii!"

---**Rick and Joyce Tietz**, RE/MAX, Antioch, California

"90% of our Buyers come from the Internet and from more than three hours travel away. They come to us because CompassSearch makes Internet buyers find us wherever they are from!"

---**Fred Roven**, Broker, MV Buyer Agents

"During the worst year in history, I made 15 relocation sales due to CompassSearch!"

---**Sherry Armstrong**, REMAX, Florida

"I put eight houses in escrow in January. Our team processed 46 houses in 2008, and our goal for 2009 is to close 92!"

---**Brian Cross**, The Krone Team Keller Williams, Goodyear Arizona



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INTERNET SYSTEMS
THE
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CONSULTING GROUP, INC.