

Why List Your Bald Head Island Home with Wendy Wilmot Properties?

We know you have choices when it comes to marketing your property on Bald Head Island. As one of the leading real estate companies on BHI, Wendy Wilmot Properties consistently stands out above the competition. We do not simply offer a real estate sales service, we offer a solution.

Wendy Wilmot Properties is dedicated to offering its clients:

- Highly skilled and knowledgeable sales team;
- A high-end and highly networked website to represent your properties;
- Independent website for higher-end homes;
- Extensive social media and SEO (search engine optimization) campaigns;
- Dedicated feeds and syndications;
- Strong print and online marketing;
- Access to the Leading Real Estate Companies of the World international network;
- Custom brochures and marketing;
- Membership in the premier Luxury Portfolio group;
- Revolutionary online marketing tools, such as Obeo Homsite (coming soon)

Sales Leaders on Bald Head Island – '05, '06, '07, '08, '09, '10

Our #1 value in marketing your property is the Wendy Wilmot Properties sales team. Our intuitive brokers, with combined experience of more than 20 years, have the ability to be creative and professional when getting your property sold. Our local knowledge and desire to deliver top client services enable our brokers to get deals made and see that clients are satisfied well beyond closing.

We maintain an extensive client database with new contacts added regularly. We also preserve a high level of repeat buyers, which we attribute to our professional staff's ability to deliver a complete sales process, well beyond the day of closing. Our company utilizes a "mobile office" approach to meeting new prospects, by attending open house frequently throughout the year and marketing our unique yellow carts as a way to identify with clients. The best way to find a buyer is to be out there and make and sustain contact.

This is what has made the Wendy Wilmot Properties sales team the Bald Head Island sales leaders for six straight years!

Wendy Wilmot Properties New Property Management Program

WWP has officially launched our new Properties Management Program. This is a benefit to our real estate owners because it allows us the unique opportunity to meet clients early in the buying process. We are able to establish contacts and cultivate positive relationships with clients long before they make the decision to purchase. We are able to promote not only the BHI experience, but the value as well.

A Solid Web Presence with the Right Website

Another top value to your marketing strategy is the Wendy Wilmot Properties website. WWP has spared little expense in developing a powerful and unique online experience for all users. This new website, due for initial release in Spring of 2011, focuses solely on Bald Head Island. Buyers will not be hindered when

searching for your home. Built-in, dedicated feeds will also help to keep users up-to-date when changes such as pricing and availability are made.

We have also established a successful SEO campaign (*for more information on SEO and how it benefits you, please see our brochure on Search Engine Optimization*). Over 50% of all WWP's web traffic in any given month is a result of users finding us online by typing in a few keywords. Part of this success is also due to the launch of our Social Media campaign, which puts our company in front of potential buyers of whom we may not have otherwise had access.

These tactics work together to produce one powerful web result. Approximately 30% of our visitors over the past year are consistently new visitors.

As an added bonus to our high-end owners, we also offer individual websites, specific to your property alone. The helps call-out and highlight your property, and provides a way of using dynamic and personalized SEO to YOUR advantage. Each personalized site links back to its own listing on our site and provides clients with a few "extras" for good measure. In addition to the personalized website, WWP sets aside a specific allowance for each of these special properties to have their own Google AdWords campaign, which will make your own property stand out in Google searches.

WWP Promotes Targeted Marketing with Unrivaled Online and Print Advertising

Wendy Wilmot Properties has done extensive study over the past few years as to which online marketing avenues contribute the most in both lead generation and SEO promotion. We have narrowed down our list of useful venues as listed at the end of this document.

In addition to our strong web presence, WWP continues to use print advertising as a strong source of marketing exposure. WWP's print advertising stands out above the competition from holiday cards to the Coconut Telegraph. We have recently reached readers of *Carolina Homes & Interiors*, as well as *Coastal Million Dollar Homes*. For high-end properties, we also offer the availability to use space in the *Wall Street Journal* (including WSJ.com), *DuPont Registry*, and *Unique Homes*. Our marketing has been recognized by the president of Leading RE and been awarded best in class at the LRE conference in 2009.

We also offer high quality, custom brochures for our high-end clientele (samples available upon request). These brochures are distributed to our database lists, preferred clientele, and brokers both on and off Island. We feel that it is important to mail out to other brokers in the surrounding communities who either already service high-end buyers, or have some level of experience selling properties on BHI.

Why LeadingRE & not Southerby's? How do we Use Luxury Portfolio to Your Advantage?

Our affiliation with Luxury Portfolio will position our company as a global real estate expert and help expose more clients to our unique second home market. This allows us the opportunity to build our business through business referrals in unexpected places.

Luxury Portfolio Fine Property Collection® is the exclusive luxury network of Leading Real Estate Companies of the World®, of which we have been a part of for over two years. The Leading Real Estate Companies of the World® network is the largest network of independently owned real estate companies in the world. We have 700 members, 5,500 offices and 145,000 associates in over 35 countries, so when you list with us you are getting a strong and powerful international network behind the sale of your

home. From the US to Spain to Dubai... we are making sure that your properties gains maximum exposure.

The Luxury Portfolio Fine Property Collection® network is made up of many of the original Sotheby's firms; the companies that grew the brand in real estate and made it what it was. In 2004, the auction house got out of the real estate business, and sold the brand to Cendant (the same company that owns Budget Rent a Car, Ramada Inn and Days Inn, among others). With its new acquisition in the real estate space, Cendant (now Realogy) re-made Sotheby's into a franchise brand and many of the brokers that are now with Luxury Portfolio dropped the Sotheby's name to remain independent. The result of this franchise strategy is that Sotheby's is no longer exclusive to luxury properties and we now see trailer homes and hot dog stands with the Sotheby's name. Sadly, that powerful brand no longer stands for luxury in the real estate space.

We have great respect for our competition. We however, have the best network when it comes to delivering more buyers. Therefore, by listing with us you increase your chances of attracting a qualified buyer. Our affiliations with Leading RE and Luxury Portfolio comprise a true real estate network that contractually obligates its members to refer business only within this group of outstanding firms.

What is Obeo and Why Use it?

Beyond photography and virtual tours, WWP utilizes the revolutionary online marketing tool, Obeo HomeSite. This cutting edge technology is not currently used by any other BHI company!

With Obeo, web savvy clients can see your home through their eyes. They can see listings via virtual tour, and then customize each room (cabinets, trim, walls, countertops, flooring, etc) in their own textures and colors, thus enhancing the emotion of the connection they are making to your property. For clients with serious interest, we can send them a custom disk of the Obeo virtual tour for your specific property. This feature is only available to high-end properties.

Please call to schedule a sample viewing.

Online Marketing





enormo



Pad 4 Pad



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Realty Baron



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Home of the world's best agents.™

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