



OUR REAL ESTATE MARKETING EXPERTISE: A FOUNDATION FOR YOUR SUCCESS.



**Bluetooth
Creative**

HOW CAN I OVERCOME TODAY'S REAL ESTATE MARKETING OBSTACLES?

TODAY'S THE REAL ESTATE MARKET FACES A UNIQUE SET OF CHALLENGES. WE LOVE CHALLENGES.

Over the last ten years both residential and commercial real estate markets have undergone tremendous changes. Today there's a whole new real estate landscape that must be navigated by the customer, owner and broker. Understanding the issues are critical.

Challenges:

- Regional Inventory
- Decrease In Home Ownership
- Residential Leasing Increase
- Rising Mortgage Rates
- Increased Brokerage Competition
- Changing Buyer/Seller Demographics
- Bank-Held Properties
- Commercial Build Capital
- Increased Loan Restrictions
- Small Business Tenancy



WHERE IS THE INFORMATION I NEED TO MAKE SOUND MARKETING DECISIONS?

EFFECTIVE REAL ESTATE MARKETING IS BUILT ON RESEARCHED “REASONS WHY”. BLUETOOTH’S GOT ‘EM.

Every Bluetooth recommendation is fully supported by data and facts garnered from the most relevant and timely resources. We’re a member of the 4A’s, and are able to reference proprietary information unavailable to non-member agencies.

Only 4% of U.S. agencies are members, able to meet 4A-qualifying standards.

Real Estate Research Data Categories:

- Demographics
- Mortgage Trends
- Inventory Trends
- Household Income
- Renter/Buyer Trends
- New Housing Initiatives
- State Migration Trends
- First Time Buyers



MY MARKETING PARTNER SHOULD BE FULL-SERVICE.

FULL-SERVICE MEANS JUST THAT. BLUETOOTH DOES IT ALL.

Services:

- Advertising and Marketing
- Strategic Planning
- Industry and Competitive Research
- Media Planning/Buying
- Event Production
- Interactive
- Social Media
- Branding and Corporate Identity
- Weekly/Monthly/Quarterly Progress Reports
- Constant Program Assessment
- Total Program Maintenance
- Content/Media Refreshment as the Market Evolves
- Ongoing Recommendations for Efficient Budget Spending



HOW CAN WE CONNECT BETTER WITH OUR CLIENTS AND CUSTOMERS?

TIME TO GET SOCIAL.

Reaching every buyer and seller is the best way to grow your base and create the strong relationships that are important to your business. Here are just some of the advantages.

- Speed and breadth of information dissemination
- Provides one-to-one, one-to-many and many-to-many communication
- Allows communication in real time or asynchronously over time
- Extends engagement by creating real time events, extending online interactions offline or augmenting live events online
- Allows different levels of engagement
- Device indifferent (computers, tablets, mobile/smartphone devices)



HOW CAN YOU HELP IMPROVE MY COMMUNITY RELATIONS AND BUSINESS PERCEPTION / INVOLVEMENT?

PROPERTY OWNERS AND BROKERAGES DON'T JUST NEED TO ENGAGE THE COMMUNITY. THEY NEED TO PROUDLY SUPPORT IT.

Your regional real estate business directly impacts everyone, both where they live and where they work. Great community relations build trust and confidence that show you really care about your buyers and sellers.

- Sponsor of Community Events
- Charity Participation
- Community Public Relations
- Building on Business Through Leadership
- Putting People First



HOW CAN I MAXIMIZE MY MARKETING TO ATTRACT A LARGER POOL OF PROSPECTS?

REACH AND FREQUENCY CAN BE MAXIMIZED THROUGH THE PROPER MIX OF TRADITIONAL AND DIGITAL MARKETING INITIATIVES.

Below are just some of the many ways we can facilitate marketing maximization.

- Mail “Just Sold” or “Available” postcards coupled with same-day Market Trend emails.
- Place brokerage newspaper display ads coupled with same paper advertorials
- Create radio advertising directing listeners to brokerage online webinars
- Synch MLS listings directly to your prospect-facing online presence
- Send a monthly newsletter, and also email and post it on Facebook



HOW DO I EMPOWER MY EMPLOYEES AND TEAM MEMBERS?

YOUR PERSONNEL POOL IS YOUR STRONGEST ASSET. LET THEM KNOW IT.

Every day your real estate sales people and staff employees are an integral part of your customer-facing profile, and the engine that makes your business successful. Help them value you as much as you value them.

- Employee of the Month Program
- POP Utilizing Employees
- Continuing Real Estate Education Sponsorship
- Employee Competition Incentives
- Meaningful Employee Promotion Programs
- Employee Booster Events



WHAT ARE THE AREAS OF MARKETING AVAILABLE FOR MY REAL ESTATE BUSINESS?

YOUR STRATEGY AND PROGRAMS SHOULD BE AS MULTIFACETED AS POSSIBLE. BLUETOOTH WORKS ON EVERY PART.

Today, crafting a total Real Estate Marketing program requires multiple elements; from traditional to digital to social to branding. We specialize in highlighting your advantages with the right elements in the right media.

TRADITIONAL MARKETING

- Print
- Broadcast
- Direct Mail
- Collateral
- POP Materials
- Outdoor
- Event
- PR
- Guerilla

SOCIAL MEDIA

- Blogs/Microblogs
- Content Communities
- Collaborative Projects
- Social Networking

DIGITAL MARKETING

- Custom-designed Websites
- Organic, Industry Leading SEO and SEM
- Online/Banner Advertising
- Email Marketing
- Mobile Marketing
- Pay-Per-Click Programs
- Online Brand Management

BRANDING

- Corporate ID
- Positioning
- Customer Promise
- Personality
- Graphic Theme
- Tone



WE NEED A HIGHER RETURN ON OUR REAL ESTATE MARKETING INVESTMENT.

BLUETOOTH CAN MAXIMIZE YOUR REAL ESTATE MARKETING ROI.

In order to keep costs own, and results up, the following should underpin every part of your real estate marketing program

- Efficient, Comprehensive Marketing Strategy
- Smart Media Buys
- Low Cost Interactivity
- The Right Social Interface
- Precise Direct Marketing
- Low Cost Events Planning
- Customer-Friendly Mobile Apps
- Up-To-The-Minute Industry/Market Research



MY MARKETING PARTNER SHOULD HAVE YEARS OF EXPERIENCE.

MARKETING EXPERTISE IS HARD WON. HOW ABOUT OVER A THIRD OF A CENTURY?

With almost 40 years of successful, customized real estate marketing solutions under our belt, Bluetooth Creative Group is uniquely qualified to empower your financial enterprise for real success.

- Experienced in both regional and national markets
- Worked with a wide range of property owners and brokerage clients
- Always up to date on emerging technologies and advanced media
- A long history of award-winning, sales-sparking creative
- Exceptional expertise in real estate branding and how to best to position your business



EXACTLY HOW WILL BLUETOOTH MARKETING ENRICH MY REAL ESATE BUSINESS FUTURE?

**WE'RE ALREADY THINKING ABOUT IT.
GIVE US A CALL AND WE'LL TELL YOU OUR THOUGHTS.**

You'll be speaking directly with Steven Ehrlich and members of his trusted team.
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