



# 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](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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