



# REALTOR® WEB SITES FOUND TO LACK CURB APPEAL

AgencyLogic Launches Web Estates™ to Address Problem  
*The Ultimate Web Site for the Ultimate Realtor®*

**AgencyLogic has announced the availability of a high quality, low-cost solution for Realtors who lose prospects when they become disenchanted with traditional real estate agent Web sites. This solution, called a Web Estate, can be implemented from scratch in two weeks and gives Realtors a Web site that, according to the Company, "looks like a million dollars."**

CEO Stephen Fells commented, "Today, prospects look at the Internet before calling a broker. Or they meet with a broker and still check out his or her site on the Internet. But they're often disappointed with the content, so the broker loses the prospect forever. Web Estates change that disappointment into a great impression."

Equally important, Web Estates also include tools to track leads and to reduce the paper workload for real estate agents. This makes them "The Ultimate Web Site for the Ultimate Realtor."

According to AgencyLogic, which has researched the online customer acquisition and retention problem in the real estate market for years and also invested in building a complete solution, prospects have certain key complaints. Among them: that Web sites look alike, that the sites are cluttered, and that they harm Realtors by turning great first impressions in person into negative second impressions online. Realtors also complain about experiencing problems with their current sites.

These sites typically take a long time to update, they fail to help manage customer relationships, and they require too much technical knowledge on the part of the Realtor.

Fells observes, "Every day, top Realtors are literally betrayed by their own Web sites. The Realtor first wins the sale, only to lose it when the prospect looks at the Realtor's Web site. Web Estates dramatically change that perception and the prospect returns to the Realtor more impressed than ever."

AgencyLogic likens the typical agent's Web site to a prefabricated house and a Web Estate to a high-end home estate. They recommend that each Realtor ask:

- ? **Does my Web site let interested agents automatically download Seller Packs, so I don't have to lift a finger?**
- ? **Does it let visitors schedule visits automatically and search for properties quickly and easily?**
- ? **Does it email me whenever someone is interested in one of my properties?**
- ? **Does it support my hard-earned reputation as an elite Realtor™ with**

Realtors who cannot respond to each and every question in the affirmative are precisely those people who need to upgrade to a Web Estate. Without making this investment, they are losing time, money and prospects every day.

Improve your online presence now by calling 888-201-5160, email [sales@agencylogic.com](mailto:sales@agencylogic.com) or visit the Company's Web site at [www.agencylogic.com](http://www.agencylogic.com). The Company is able to deliver a ready-to-go Web Estate, tailored especially for each individual's needs, within two weeks.

Get Your Web Estate Today!

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