



**Kenn Renner**  
**Keller Williams Lake Travis**  
**Broker – Speaker**

### Marketing Proposal

It is my pleasure to present to you a marketing plan that will bring your home into a prominent position in the Austin, Texas real estate market. My goal is to offer you marketing solutions to achieve your goal of achieving the highest price in the least amount of time.

Even though we have entered tougher economic times, our emphasis will always be on the positive and focus on the benefits of living in Austin. We implement multiple marketing strategies to move your property into prominent position both in the minds of the consumer and the Austin Realtor community. Our approach to marketing is multifaceted, from face-to-face meetings with the top producers in town, to sales presentations in the top real estate offices, to radio shows and TV appearances, to dominating the internet in our chosen areas of specialty and expertise. What you will get when you choose the Renner Team will be a proven marketer and a shrewd negotiator. I have over **27 years of experience in real estate and have closed over \$100 million in transactions in the past five years. \$225 million since 1983.** The Renner Team - will get the job done.

### The Renner Team at Keller Williams

Keller Williams is by far the largest and most well respected real estate company in the Austin area with over 1400 associates and over 60% market share. Keller Williams is the 3<sup>rd</sup> largest real estate franchise in the United States with over 600 offices and 60,000 associates nationwide. **Keller Williams outsells all other real estate companies in Austin combined.** KW fosters excellent training combined with a “culture” that supports and encourages it’s associates and the community. The Keller Williams name associated with your home will give a local and national image of professionalism and familiarity. As a member of the Agent Leadership Council I have direct marketing access to all associates in the Keller Williams system.

The Renner Team has a proven track record of high volume sales, excellent customer service, and client loyalty. We are respected by our peers and enjoy sharing with them our knowledge, expertise, and products. Currently we are the #3 team in closed sales for 2010 with over \$10 million in closed volume. We are one of the top selling teams in Central Texas with over \$100 million in closed residential sales over the past five years and over \$225 million over the past 25 years. Our motto is “service, expertise, and integrity since 1983.”

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#### Personal Relationships & Introductions

At Keller Williams, we are all part of a team that serves our sellers and the community. I will be inviting high volume agents to meet with me to talk about your home, get feedback, etc. We all help each other and our agent-to-agent relationships are key success elements. I will introduce your home to top agents in the office both formally and informally. I will visit other offices (beyond KW) and visit with other top producers through face-to-face meetings.

#### Direct Marketing

There will be an immediate distribution of marketing materials to the Keller Williams network. Over 1400 agents will receive hard copies of your homes marketing brochure. We will leverage the Keller Williams Lake Travis Intranet to market directly via email.

#### Trade Shows

We will participate in the Austin Home and Garden show in January. I have been invited to deliver a keynote speech as I have done for previous shows at the Convention Center. Your property will be showcased at this event.

#### Web Marketing

Internet marketing for any business is crucial, especially in a high tech town like Austin. In fact, a company's web presence will make or break their potential for success now and into the future. This is why we have spent an incredible amount of time, effort, and resources to become **the dominant internet real estate marketing team in Austin.**

The key is to be found at the top of the search engines where buyers are searching. They then must find an excellent & compelling web site. A "lifestyle" infused website with multimedia and lead capture features that will assure that those interested will contact us and turn into a prospective home buyer. Then follow up campaigns need to be in place to stay in front of them. We create these campaigns and incorporate an SEO (search engine optimization) strategy so your home will be found on the Web.

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Through a proprietary relationship with a top internet marketing firm in Austin, we are able to drive our websites and videos to the top of the search engines. Our videos, press releases, and websites rank on the first page of Google for the keyword searches we target. Our sites place on the first page of Google and YouTube for thousands of keyword phrases. This is extremely powerful as more than 95% of homebuyers start their search on the internet.

#### BuyAustin.Com

We will feature your home on our very popular flagship website BuyAustin.Com. BuyAustin.Com receives thousands of visitors each month and ranks high in internet search engines for thousands of keyword searches.

#### Your Home.Com

We will create a custom website for your home including video content, virtual tours, 3D floor plans, interactive floor plans, and specific driving instructions on how to get to the neighborhood. We will use high quality photography, video tours, and lead capture tools. The site will be impressive to anyone who finds it. The website will expand on the attraction of the Austin area. We believe that your home having it's own exclusive website is important because when a potential home buyer dials in "Your Home.Com" they won't be distracted by other homes that are listed. Your home is the focal point. Most Realtor websites feature multiple properties that can steer a buyer away from yours. We offer your home exclusivity.

#### YouTube & Social Networks

Homebuyer's will find the site through an intense internet marketing campaign. There is no limit to what we can do with video. We have a full time video producer and editor and we have created 290 **YouTube videos which now have a combined viewership of 4.9 million views. Several of our videos have surpassed 70,000 & 80,000 views.** Google ranks videos as well as websites. You will find our videos on the first page of thousands of key word searches. For instance, when "Avery Ranch" is typed into Google, you will find our video and our community website [www.BuyAveryRanch.com](http://www.BuyAveryRanch.com) on the first page. When "Lakeway Custom Homes" is typed into Google you will find our videos on the first page. Our videos appear in hundreds of thousands of internet keyword phrases usually on the first page. We leverage the power of Facebook as well with targeted marketing and invitations.

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#### Local & Internet Press Releases

Statistics show that publicity is eight times more effective than advertising. Through a syndicated press release strategy – we have been able to place high in the search engines. We garner traffic to our websites by delivering good news. We will create publicity through the press that will be viewed worldwide. We submit to over 70 press release sites. Our news ends up pushing our message along with our product to the top of the search engines. Anyone searching for homes will find our press releases.

#### Email Marketing

We have **an internal database of 12,000 email addresses** of former clients and prospects with whom we have been in contact with including over 5,000 local realtors,. We can send out marketing brochures and event invites to this database at will.

#### Direct Mail

We have the ability to send out post cards or brochures to any targeted area, demographic and zip code, etc.

#### Radio

I am a frequent guest host on local and national talk radio. Several times a year I co-host “Real Estate Radio” on KLBJ 590, Austin’s #1 rated talk radio station.

#### National TV

We have gained national and international attention with our episodes on “House Hunters,” HGTV’s #1 ranked TV show with over 2 million viewers weekly. In fact, we rank all over Google for HGTV, House Hunters – Austin & Lake Travis. The shows have aired as recently as July & August.

The publicity gained from these shows can be redirected towards your home. We are seeking to be on more HGTV shows in the near future.

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#### Author

I recently released **my first nationally published book, “Home Buying Secrets Revealed”** which will also <http://www.youtube.com/rennerrealty><http://www.youtube.com/rennerrealty><http://www.youtube.com/rennerrealty> and investment.

#### Marketing recap

All website development and video production is performed “in house”. Distribution of materials to local agents mailboxes is also included (1,400 Keller Williams associates). Press release syndication - included. Video syndication - included. Email blasts to 12,000 internal database - included. Promotion during seminars, radio shows, and sales meetings - included. Strategic marketing consultation - included. Marketing material design consultation - included. Full real estate representation and expert negotiation services - included. Printing, postage and cost of Realtor events, radio & print advertising, and additional internet marketing campaigns - included.

The Renner Team at Keller Williams is:

Kenn Renner – Broker/Author/Real Estate Expert with over 25 years of experience. **Closed over \$225 million in real estate & finance transactions since 1983. \$100 million in closed sales since 2005.**

Michele Renner – Investment property & leasing. Over 20 years real estate experience.

George Walter – Sales & listing associate with over 30 years real estate experience.

Stephanie McCord – Contract coordination and client advocate, facilitates contract to close.

Shelli McLaughlin – Licensed contract processor and licensed assistant available for showings & open houses.

Daniel Sanford – Website and video production manager, website design & maintenance, database management, video producer & editor.

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Joshua Geary – SEO & internet marketing associate. Expert web marketer responsible for search engine placement and driving traffic to our websites.

The Renner Team appreciates the opportunity to work with you.

We can be reached anytime at:

The Renner Team / Keller Williams

Kenn Renner, Broker

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