

Get Found. Sell More Homes.

We generate qualified buyer and seller leads and help you nurture them.

Union Street Media: No other company offers the combination of individual attention and real estate Internet marketing expertise.

This one-two punch is why clients who take advantage of our Internet marketing package increase leads by an average of 85% and why, in the difficult real estate markets of 2009 and 2010, 94% of our clients renewed their plans to meet growing demand.



Our Recipe For Your Success:

- + Polished Design
- + Internet Marketing Expertise
- + Powerful Software
- + Individual Attention

Innovative Designs:

Customize your website with buyers in mind.

We design your site based on years of performance research that spans hundreds of our sites.

We customize your site's look and feel to:

- Establish your brand with a great first impression
- Make buyers want to move to your area using photos and video
- Encourage buyers to come back to your site with an easy-to-use and powerful interface.

We gather your input, present a draft of your design, adjust it based on your feedback, and implement it on your new site. We offer several design and development packages to choose from: Custom, Premium, and Enhanced.

"I think Union Street Media is a perfect fit, it's a world-class web design company and they know the real estate industry intimately. I'm constantly getting calls asking who does my website because it's sophisticated, user friendly and easy to navigate. I keep investing in my website because that is where my real buyers come from."



BRIAN M. BOARDMAN, REALTOR®
www.brianboardmanvt.com



**Beauty is in the eye
of the beholder buyer.**





Custom Design Upgrade:

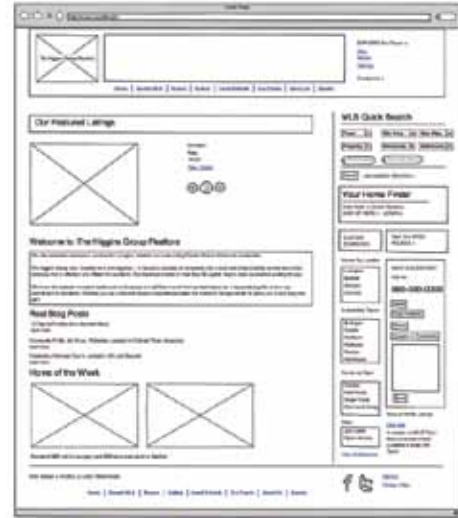
For agents and offices with specialized design and branding guidelines.



For agents and offices that want the advantages of our Premium package and have highly specialized design requests.

If you require an original layout developed uniquely toward your needs and preferences, then Custom is the choice for you. The Union Street Media design team lays out a wire frame, which allows you to focus on where things will appear on your site without being distracted by the look and feel. Then, the team creates a Mood Board for you to give feedback on the look and feel without worrying about the layout. Then we combine these into your new, fully custom homepage design.

Starting at \$7999 & \$199/mo.



WIRE FRAME



MOOD BOARD

Beauty is in the eye of the beholder buyer.





Premium:

For agents and offices that want powerful property search tools and top placement in search engines.



Thanks to the professional content and marketing services of our Premium package, hundreds of agents and offices have benefited from top search engine placement. Purchased along with Dedicated Internet Marketing, Premium has helped Realtors increase lead generation by an average of 85% over the first four months.

Starting at \$2999 & \$199/mo.

Premium includes everything in our Enhanced package:

- Hands-on training of all systems
- Easy-to-use content management system to edit content and enhance your own listings
- Access to our award-winning property search tools including recommended searches, new listing notifications, save to favorites, Craigslist syndication, and more.
- Google mapping
- Online Lead Management Tools
- Listings updating every 30 minutes
- Access to live phone and email support M-F 9-6EST; emergency email support on weekends

In addition, you get:

- Custom-designed homepage and header, footer, and sidebars
- A completed sitemap
- Development and layout of each page in your sitemap
- Sold data search (where available)
- Mobile website
- Access to our Dedicated and Comprehensive Internet marketing packages to further optimize and write content for you

Upgrade to:

- Agent Manager & Lead Distribution tools (for offices only)
- Integrated Blog
- Interactive Map Search
- Basic, Dedicated and Comprehensive Optimization Packages (SEO)
- Professionally created content that targets keywords related to your market

Beauty is in the eye of the beholder buyer.



Enhanced:

For self-starters who want to leverage powerful property search tools and a content management system, while saving money by creating website content themselves.



The Enhanced package gives you our most economical way to improve your search rankings and drive new sales. You provide photos, images, and detailed content about your market; our award-winning design team puts it all together and gives you access to our powerful search-engine friendly real estate platform.

Starting at \$999 & \$149/mo.



What You Get:

- A unique header design with your photo, logo, and image of your area
- A matching color scheme
- Hands-on training of all systems
- Easy-to-use content management system to edit content and enhance your own listings
- Access to our award-winning property search tools including recommended searches, new listing notifications, save to favorites, Craigslist syndication, and more.
- Google mapping
- Online Lead Management Tools
- Listings updating every 30 minutes
- A comprehensive warranty on all systems
- Access to live phone and email support M-F 9-6EST; emergency email support on weekends

Upgrade to:

- Agent Manager and Lead Distribution tools (for offices only)
- Content conversion from your pre-existing website
- Integrated Blog
- Interactive Map Search
- Custom-designed header, footer & sidebar
- Mobile-friendly site layout
- Basic Optimization Package (SEO)

Beauty is in the eye
of the beholder buyer.



Basic Optimization Package



The Basic Optimization Package gives you professional search engine optimization at a reasonable price.

Our Internet marketers fine-tune your website on a regular basis, making sure core pages are optimized for key search terms. As our most economical and broad SEO package, Basic Optimization is ideal for real estate agents and groups that want to get started on an effective Internet marketing strategy.

"We needed experts to get our website to be on the same playing field as our competitors, especially franchise firms backed by national brands with huge marketing budgets. Union Street Media guided us through the whole process helping us to recognize our Internet marketing goals."



GERI REILLY
Geri Reilly Real Estate
www.buyvtrealestate.com

Initial Optimization: 4 HOURS

- Goals interview
- Basic keyword research to identify terms with the highest ROI
- Optimized title tags for top level categories
- On-page optimization as time allows

Ongoing SEO & Internet Marketing: 4 HOURS PER QUARTER

- Automated monthly performance report
- Ongoing keyword research
- Ongoing optimization of title tags, page content, recommended searches

Reporting:

- Simple quarterly activity and performance report

Price: \$149/mo.

**If you (only) build it,
they won't come.**

Dedicated Optimization Package



For real estate agents and offices that want to aggressively pursue top search engine placement and are willing to collaborate on content creation.

Fresh content is key to ranking high in search engines. You know your real estate market; we know search engine optimization. Working together, we are in a unique position to create effective and relevant content that gets your site to the top for the most important terms. Your professional Internet marketer guides you by making strategic recommendations, coaching you on content creation, and optimizing the content you create.

"Union Street Media has been a pleasure to work with. Their work and understanding of Internet marketing is unmatched. They worked with me to establish Internet marketing goals and how to carry them out. Thanks to them, my site has seen a huge increase in traffic and leads. Increasing our online presence has helped get our name out to customers who normally wouldn't have found us. At the end of the day, their expertise and consulting helped me expand my office and exposure."



CHIP CRAIG
GreyBeard Realty
www.greybeardrealty.com

Initial Optimization: 10 HOURS

- Goals interview
- Keyword research
- List of keyword goals prioritized by most searched and most achievable
- Optimized site map
- Internet Marketing Brief for online marketing plan
- Benchmark Report of current site performance
- Optimized title tags for top level categories
- Homepage and top level page optimization
- Title tag optimization for high priority Recommended Searches

Ongoing SEO & Internet Marketing: 12 HOURS EACH QUARTER

- Automated monthly performance report
- Ongoing keyword research
- Phone or in person meeting to review the last Quarterly Report
- Ongoing optimization of title tags, page content, recommended searches, and blog posts

In later stages of Dedicated, we increase focus on researching and building incoming links.

Reporting:

- Regular emails and calls from your Internet marketer
- Detailed Quarterly Performance and Activity Report

Price: \$399/mo.

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Comprehensive Optimization Package



For agents and offices that give top priority to generating leads online, but have limited time to invest in content creation.

Our most proven and aggressive package, Comprehensive sets your website up for long-term success in terms of search engine placement, traffic, and lead generation. We make strategic recommendations for the greatest impact, coach you in best practices, and optimize the work you do yourself. Then we allocate time every month to create optimized content on your site and blog.

To help you get more listings, we develop marketing materials you can present to prospective sellers that show how your website stands out from your competitors. We call this document "The Competitive Advantage."

"I learn something new every day. Our relationship with Union Street Media has really helped us with our long term strategy. They are studying and building tools that some of the top real estate agents aren't thinking of. Other agents might have a pretty website that helps their ego but what we want and get from Union Street Media is a website that will help us drive traffic to our listings."



BOB HUGHES
Prudential Spencer-Hughes Real Estate
www.spencerhughes.com

Initial Optimization: 16 HOURS

- Goals interview
- Keyword research
- List of keyword goals prioritized by most searched and most achievable
- Optimized site map
- Internet Marketing Brief for online marketing plan
- Benchmark Report of current site performance
- Optimized title tags for top level categories
- Optimized content creation for homepage
- Content creation and optimization for 3 town pages and 15 Recommended searches

Ongoing SEO, Internet Marketing & Content Creation: 24 HOURS

- Automated monthly performance report
- Ongoing keyword research
- Phone or in-person meeting to review the last Quarterly Report
- Ongoing creation and optimization of title tags, page content, recommended searches, and blog posts (approximately 3 pages per month)
- Researching and building incoming links
- Implementing site changes to increase yield of lead conversions

Reporting:

- Quarterly Performance and Activity Report
- "Our Competitive Advantage" marketing document to show to prospective sellers

Price: \$799/mo.

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Social Media Marketing:

For real estate websites



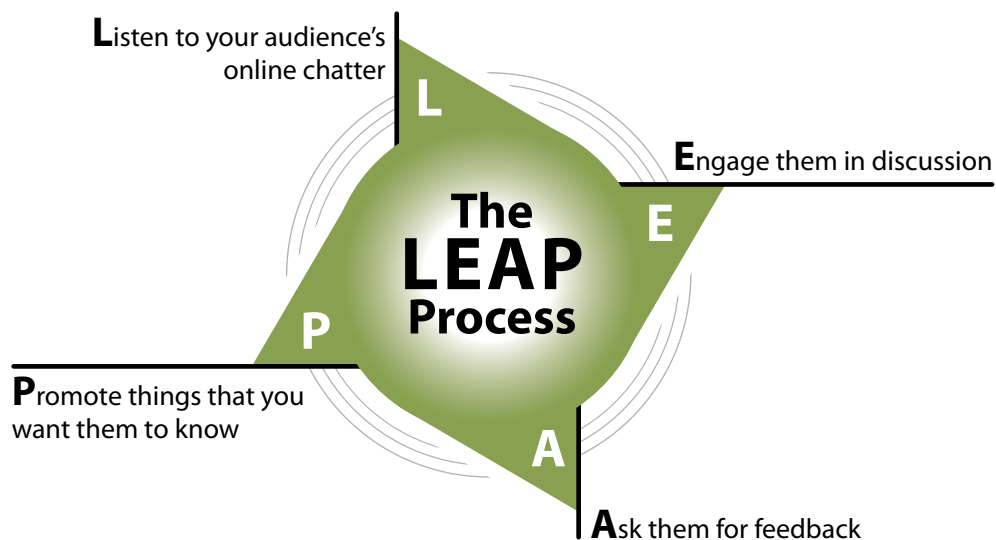
Social Media is a fantastic opportunity to advocate your mission, announce exciting happenings, gather real-time feedback, and let your personality shine through.

Our Social Media Package improves your outreach to buyers where they already spend much of their time online: Facebook, Twitter, and LinkedIn.

Our social media specialists will:

- Coach you to help you feel comfortable sharing your knowledge and interacting with others on these sites
- Create or enhance your Facebook business page
- Set up or enhance your Twitter account, recommend people to follow and appropriate #tags to include in your Tweets
- Set up or enhance your LinkedIn account
- Tie social media in to appropriate pages on your website
- Set up tools to syndicate your blog posts to Facebook and Twitter automatically

On an ongoing basis, our Internet Marketers will recommend topics for you to include in your posts via the Dedicated or Comprehensive Optimization Packages.



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Blogging:

For real estate websites



Maintaining a blog is a key step in Union Street Media's recommended Internet Marketing strategy. Your blog is setup using Wordpress, a popular search-engine friendly blogging tool. We integrate your blog within your website and we train you on creating engaging, search-engine friendly content as well as moderating comments.



Why maintain a blog in addition to a real estate website?

- A blog is easy to update and requires less organization because one post does not need to have anything to do with the last. You can write in a colloquial style which takes less time to “wordsmith” and allows your personality to shine through.
- Blogs encourage interactivity and conversations with visitors, who can post comments. When combined with a less formal style, it makes your web presence feel authentic.
- Your blog posts appear via RSS feeds on your homepage and other landing pages every time you update your blog. When you have fresh content on your site, it demonstrates to search engines like Google that the site is relevant, which helps your search engine rankings.
- Other bloggers often link to interesting articles, so writing engaging posts on your blog will improve the number of inbound links and visitors to your site.

Union Street Media hosts your blog on a separate server from the rest of your website. This is an important security measure providing a firewall between your blog and your site, ensuring that your content is safe. We also take care of all software updates, guaranteeing that your blog is running the most current software versions and is secure.

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Pay-Per-Click Advertising:

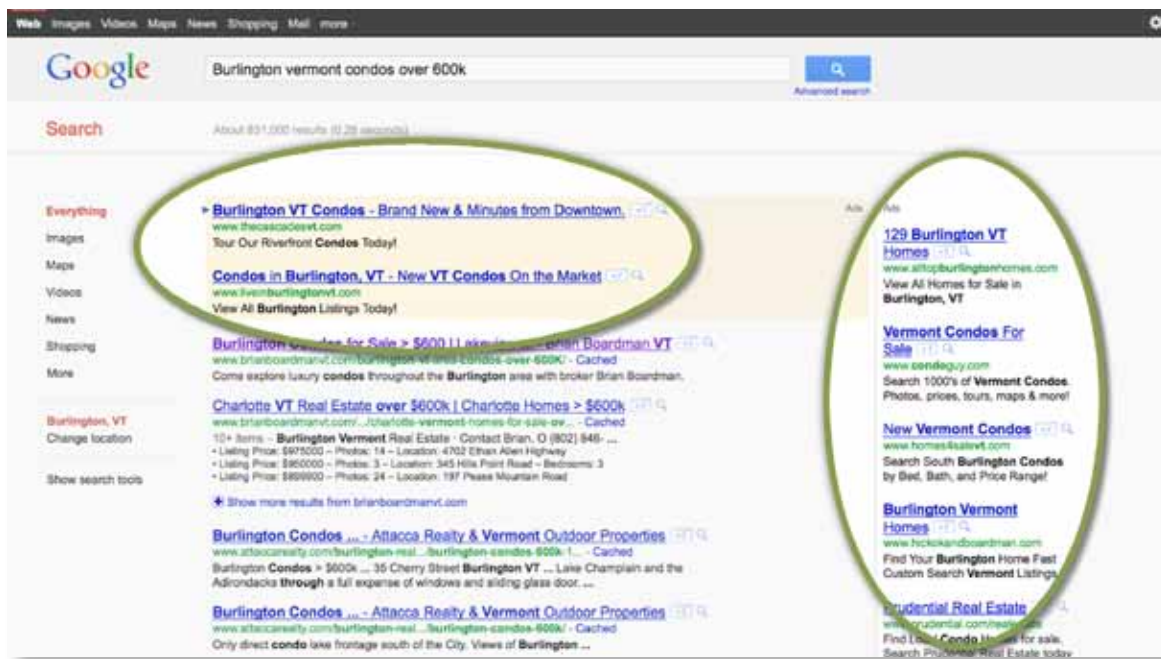
For real estate agents

Show up instantly for the keywords you want to target via highly configurable ad campaigns. Control your campaigns yourself with our guidance, or have us monitor your campaigns weekly.

Pay-Per-Click (PPC) is performance-based; you only pay if a visitor clicks through to your site. Well-executed PPC campaigns have highly targeted keywords, well-crafted ad copy, and landing pages that are designed to convert. Working with you, we:

- Bid on keyword terms that provide the best opportunity for qualified leads
- Create custom ad copy
- Develop optimized “landing pages” on your site for select ads
- Localize campaigns by targeting specific geographic areas
- Make real-time changes to your campaigns based on performance results
- Report monthly on progress

Our research shows that leads from well-executed PPC campaigns are often more engaged and qualified than other online leads, making PPC a great complement to our “organic” Optimization Packages.



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Craigslist & Mobile Sites:

Expand your reach online.



Craigslist

Millions search Craigslist for real estate every day, but your site is a much better local search tool than Craigslist. In just a few clicks, our Craigslist syndication tool will provide great exposure to your sellers and bring new buyer leads onto your website.

Included in all packages.



Mobile Websites

According to eMarketer 51% of consumers say they are more likely to buy from retailers that have a mobile website. Millions of consumers are turning to iPhones, Androids, Blackberrys and other smartphone devices. Realtors with mobile websites offer a broader reach to potential clients, allowing the mobile user to access listings, contact information and much more from anywhere, anytime.

Included in Premium and Custom Packages.

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Interactive Map Search

The most powerful property search tool in the business just got better.

Introducing Union Street Media's Interactive Map Search for mobile devices and your website. It:

- shows you homes near you in one click from your phone
- allows you to draw the area you want to search on the map
- updates results and shows local points of interest as the search is adjusted

The better the search interface on your site, the more likely buyers are to use your site instead of your competitors'. With the new Interactive Map Search, you will engage visitors more on your site, keep them coming back to use the tool, and ultimately convert more of them into qualified leads.



Take it to the hoop.

Property Search Tools:

Maximize loyalty with informative property searches.

Search engine placement gets homebuyers to your site. The most powerful property search tools in the business keep them there and encourage them to come back often.



1. Buyers will save searches to receive new listing notifications branded to you as soon as properties that match their search criteria hit the market.

2. Google Mapping of search results allows buyers to pinpoint the location of each listing and zoom in to street level.

3. Recommended Searches empower you to show your expertise and guide buyers through your market. Each recommended search can be optimized into landing pages for better search engine placement.

Make it sticky.

Conversion Tools:

Convert traffic into leads with our award winning tools.

Convert site traffic into leads with Union Street Media's award winning tools. Until your website visitors contact you, they aren't leads. What makes our sites convert so many visitors into leads?

Home > Search > NNEREN > Killington VT > MLS No. 2783729

1. Photos

2. Save Print Visit Share Question

3. Save To Favorites

4. Vacation Home Finder

5. Ask A Question

NS-D2 Sunrise Northstar, Killington VT
\$299,000 | 2 Bedrooms | 2 Bathrooms | MLS# 2783729
Listed by: Heidi Bomengen/Prestige Real Estate of Killington

Property Description
Very well maintained non-rental 3-level townhouse located in ski in ski out condo community. Spacious open living dining kitchen area. Master suite on upper level. Family room and extra room on lower level. Great storage space and other finished spaces to use as needs fit. Freshly painted areas. New washer, dryer, and furnace. *Must see!*

Residence

Total # of Rooms:	5	Beds:	2
Year Built:	1986	Full Baths:	2
		Total Living Area:	1700 SF

Call Us:
1-800-398-3680
Or send a message below

name:
email address:
phone:

1. Schedule Showings: Some Buyers prefer to schedule a viewing of a property that fits with their schedule before they would choose to contact an agent.

2. Social Media Sharing: Buyers share listings at the click of a button by emailing them to friends and posting the listings to Facebook, Twitter, Digg, Delicious and other social media.

3. Save to Favorites: Buyers create an account so that the website remembers their favorite listings. They can also save searches to receive daily automatic emails of listings that match their search. You are notified of new accounts and track their favorites and listings notifications in the lead management tool in our admin system.

4. Encouraged and Forced Registration: After a buyer looks at a certain number of listings on your site, you can encourage or require them to become a member of your website to continue searching.

5. Ask a Question: In multiple tests we performed, the "ask a question" form has generated more than double the yield of lead conversions compared to contact us. Why? "Ask a Question" means something like "Does this place have a finished basement?" while "Contact us" means "Oh no, a salesperson is going to call me!"

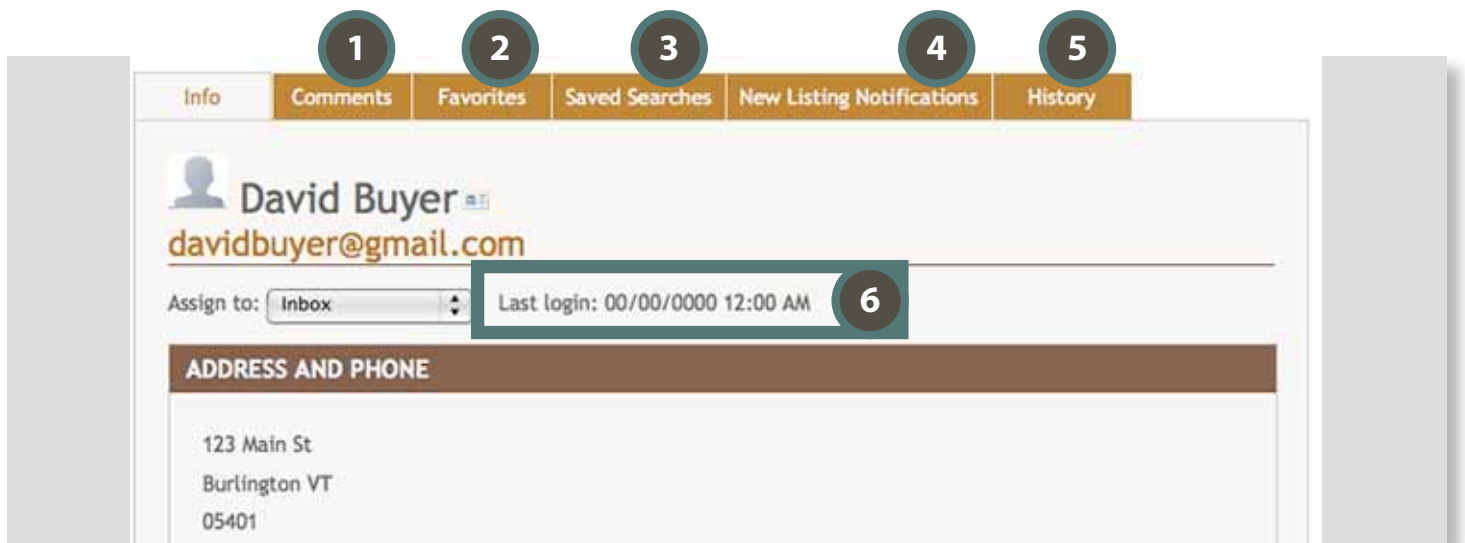
Getting traffic is only half the battle.



Lead Management Tools:

Provide better customer service.

Your website is more than just a lead generator. Union Street Media's online lead management tool tracks your clients' likes and dislikes, records their online activity, and allows you to save favorites and searches for them. You are notified about each lead that contacts you from your website and it is automatically entered into the Lead Tracker for you.



Our Lead Manager allows you to see:

1. Any unique comments you record about the lead
2. What favorite listings clients have saved
3. Property searches that have been saved to receive daily notifications of new listings and price changes on existing listings
4. All automatic notifications of these new listings and price changes
5. All contact history
6. Last login to their account on your site

Each day, you receive an email from the system that summarizes all automated communication you had with your clients that day.

Available Upgrade For Offices:

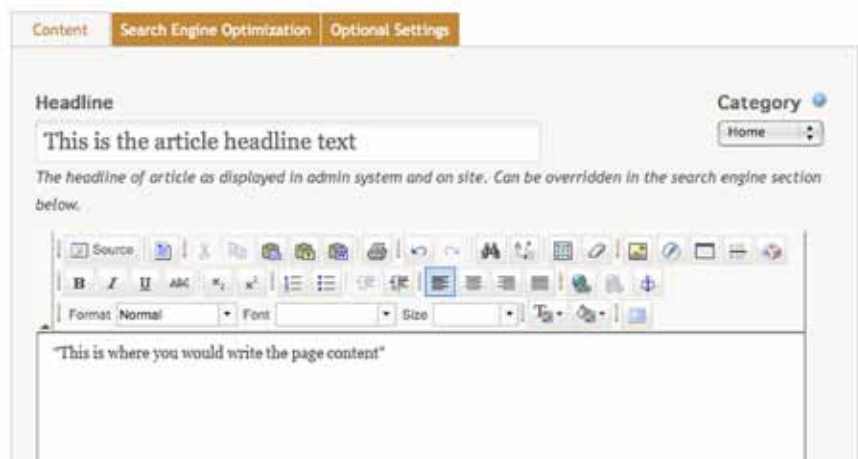
Lead Distribution - allows you to route leads to agents in your office. Once a lead is assigned to an agent, the chosen agent can use the Lead Tracker to keep track of his or her communication with the lead.

Take it to the hoop.

Content Management:

Update almost everything on your site yourself.

Our Content Management tools allow you to build unique, creative pages and content in a matter of minutes without the need for any HTML or programming experience. If you can write an email, surf the web, or use a word processing software, you can update your real estate website yourself!



- Write and format your own website content through a familiar word-processing interface
- Resize and insert images with wrapping content
- Format your site copy to match the rest of your site's design style at the click of a button
- Italicize, underline, bold, change fonts, insert bullet-points and outbound links, and much more
- Write your own page titles, keywords, and meta descriptions for better search engine performance
- Add additional title, photos, description, video, and virtual tours on top of what comes in from the MLS for your listings
- Feature listings on a carousel on the homepage
- For Offices Only: Each agent can have a photo, bio, contact information, link to their web site, and link to their listings updating automatically. See below for more about individual agent sites for each agent in your office.

If you have questions when you're using the system, we offer helpful hints simply by clicking a "?" icon, we provide access to a comprehensive online help center, and of course you can always contact the Training Department.

Your grandma could do it.

For Sellers:

Capture seller leads by giving them special attention.

Most real estate websites focus on the needs of potential buyers and ignore those of sellers. We offer seller-focused tools that will help you attract and capture new sellers and provide better service to your existing sellers.

Featured Property Manager: Promising prospective sellers that you will feature their listing on your homepage helps them sign with you. With the Featured Property Manager, you can do just that - and add more photos, video, virtual tours, description, and other content on top of what comes in from the MLS.

Sold Property Search: Allow sellers to keep track of their marketplace via a Sold Property Search of similar transactions (where available from the MLS).

Sellers Report: If you engage in our Internet Marketing program, we can prepare a sellers report that demonstrates the superior performance of your site compared to the competition.

Sample Listings: When you visit a seller to pitch them on your services, you can take a few photos of the property and upload them with a description to a private address on your web site. Sending a link to a sample page of their home on your site shows your tech savviness, and makes for a great excuse to follow up.



Take it to the hoop.

Individual Agent Sites

Unparalleled Internet marketing opportunities for agents.



When a new agent comes on board, imagine if you could say: "Here is your desk, here is your phone, and here is your customizable website."

Agents in your office can customize a version of your website for their individual use for \$25/month, which includes:

- A unique website address that leads to a customized version of the office site, with the agent's photo in the header design, or custom header for \$625.
- An additional menu bar of content that the agent can customize. Office-specific content such as the "Our Team" page is removed on an agent site.
- All contacts and leads from the individual agent site are routed directly to the agent via the Lead Distribution Tool. You can track agent's activity via the Lead Management interface.

**Get Found.
Sell More Homes.**

SOLD

 **unionstreet** media

802.865.3332 | info@unionstreetmedia.com

Account Management

Your Account Manager is your advocate.

They are available every business day to answer any questions you have about your website and online marketing efforts. Talking to your Account Manager is never billable.

At least once per quarter, your Account Manager will reach out to you for your feedback and to make sure your site is accomplishing your goals.

Through our blog, monthly newsletter, and announcements in the admin system, we provide extensive free ongoing advice and education to help you fully leverage your website and to maximize your ROI potential.



Jon Adler
DIRECTOR OF
ACCOUNT STRATEGY



Minna Brown
ACCOUNT MANAGER

"We are incredibly impressed with the level of knowledge, commitment, and energy that Union Street Media devotes to their business... Every person we spoke with displayed the same consistent knowledge and enthusiasm for their area of expertise. They guided us where we needed it and listened to our ideas as well. We love our website and have received a lot of positive feedback, not to mention a significant up-tick in new signups and inquiries. Being in the service business ourselves, we are very attuned to great customer service and Union Street Media has it down in every respect!"



ELAINE LOMENZO
Lomenzo Properties
www.lomenzoproperties.com

**"Support" means much more
than just "hosting" to us.**

Training Department

Our system is intuitive enough that you'll be up and running with minimal training.

Initially we conduct an individual coaching session to help you understand how to effectively use the Union Street Media platform. 30 days after launch, we offer an additional training session at no additional cost to cover any questions or concerns you may have.

In addition to your individual training program, we offer:

- A comprehensive online help center
- Helpful tips & how-to's in our monthly newsletter
- A series of webinars with a new episode quarterly
- Educational courses

Often, all you need is a quick answer to a quick question, which is why you can call Support any business day to immediately speak to a professional.



David Pawlusiak
LEAD TRAINER

"We have been pleased with Union Street Media from the beginning. They researched our existing website and identified what our real needs were. Through the build process their team helped us understand what was really important in a website and as a small company we felt completely supported. We continue to update the site and work with the Union Street Media team to create a site our customers love. I highly recommend them!"



NAN SHANAHAN
Shanahan Real Estate Group
www.shanahanre.com

"Support" means much more than just "hosting" to us.

Support Department

Call Monday-Friday 9am-6pm ET and speak with a real live human being, every single time.

Our team of trained web developers and customer service representatives is ready to help. Many requests are turned around within minutes, virtually all requests within two business days.

We offer a performance warranty for website hosting, our content management system, and property search tools. If something isn't working as described we'll fix it, free of charge. Our performance warranty also includes an **"MLS feed insurance policy,"** guaranteeing that all feed changes, both small and large, will be updated consistently as part of your ongoing support.

When you call our support team you can expect the following:

- An understanding of your problem or question from a business perspective
- Rapid response to developing issues
- Regular communication

24/7/365, we offer:

- Server monitoring
- Emergency email support at support.unionstreetmedia.com
- Access to our comprehensive online Help Center
- Quick helpful hints by clicking the "?" icons in the **content management system.**

"I had a question I submitted to Union Street Media support regarding a necessary update we needed for our site and their response was quick and professional. I could not have asked for a better solution. They are a great group of people who take their job seriously and care about their clients' needs."

- TORIE JARVIS

"Support" means much more than just "hosting" to us.

Process Overview:

5 easy steps in 10 weeks or less



We have hundreds of happy REALTOR® clients in our portfolio, but how can you be confident we can do it for you? You have unique needs, a limited budget, a lot of demands on your time, and a tight deadline. That's nothing unusual. Really.

We know that you are a REALTOR® first and a steward of your web site second. Every step of the way, we are direct with you and easy to reach, we speak "plain English", and we carefully communicate what's next.

Phase 1: Project Kickoff

- Project Orientation Meeting
- Client Survey
- Goals Interview
- Gathering design material

Phase 2: Initial Optimization

- Keyword research
- Optimized Site map
- Online Marketing Plan

Phase 3: Custom Design and Content Development

- Choose from 3 layouts
- Homepage design and review
- Content worksheet

Phase 4: Site Production

- Site built with at least 10 pages and 10 Recommended Searches
- Full working test site presented

Phase 5: Evaluation and Launch

- Revisions to working test site
- Training sessions
- Site launch!

This ain't our first rodeo.

