

## **Bridging the Gap Between Traditional Real Estate Marketing and the Internet**

*Bridging the Gap Between Traditional Marketing efforts and the Internet, ListingDomains.com rolls out their new Domain Rider signs. The sign riders drive traffic to the individual property websites and also help brand the agent's corporate identity.*

([PRWeb](#)) May 24, 2007 -- As real estate professionals turn their attention to online advertising, ListingDomains.com, innovator of the single property website believes that a tried and true marketing tradition is the key to bridging new and old technologies. With 63% of homebuyers reporting that they use yard signs as a means to hunt for homes, ListingDomains.com is expanding their Domain Rider sign production to include more color choices and different size signs. "We are adding new colors as the demand warrants" says Al Cornelius, COO of Properties Online, LLC. Including the sign rider was a natural progression for the website company who started selling property websites nationally in 2001. "We quickly realized that the sign riders were the key to driving more traffic to the website".

To keep the costs down for the agents, ListingDomains.com began manufacturing their Domain Rider signs in-house. "It was the best way to keep our prices low and ensure a high level of quality control." continues Al. For agents who are not able to post yard signs on properties, ListingDomains.com just rolled out a shipping rebate that will instantly take \$15 off the price of each website.

Another way agents are driving traffic to their Listing Websites is by word of mouth. Agents can direct prospects to their websites to view all the vital details of the property along with unlimited color photos. Prospects can even download pest inspections and reports directly from the site saving time for both agents and buyers. The seller tells their friends and family to check out their custom property website online and the buyers tell their friends and family across the country to see photos of their new home. Debbie Hegardt from CENTURY 21 NorthBay Alliance says it best "...homeowners end up emailing the link to all of their friends and family and what great exposure that turns out to be for me!...I see Listing Domains not as an option, but a definite necessity when listing any home."

Along with agent driven marketing initiatives, new property portals such as [www.GoogleBase.com](#) and [www.Trulia.com](#) are also driving more traffic to the websites. "Our program will automatically submit the website to several major property portals to save the agent the hassle of submitting the sites manually" says Al.

Properties Online, LLC hold a U.S. utility patent protecting their property domain name concept and program. As their product was developed by real estate agents and brokers, Listing Domains are built on a platform that is both user friendly and extremely effective at showcasing property listings to a world wide audience.

### About ListingDomains:

A Listing Domain<sup>TM</sup> web site is a complete free standing web site devoted to one property. The domain name is generally the address of the property e.g. [www.555MainStreet.com](#). Each Web site comes complete with a free DOMAIN RIDER<sup>TM</sup> sign that attaches to any traditional for sale sign, showcasing the properties web site address. The sites contain detailed information about the property, unlimited photographs, the agent's photo and contact information, a "solicit feedback" form, the ability to upload property reports and much more.