

Jeremy Lynnes

From: Cori Miller [cori@prusierra.com]
Sent: Friday, May 22, 2009 11:46 AM
To: cori@prusierra.com
Subject: News from Prudential Sierra Nevada Properties...

Importance: High

To: All Agents, Management & Staff
From: The Marketing Department
Re: Newsflash

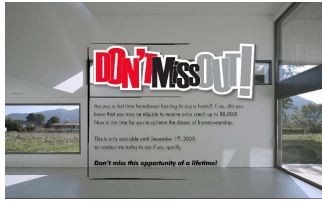
Please see below for our quarterly Newsflash as it has a new look. Please read and enjoy:-)

Cori

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May 2009		Spring Edition	
		Join Us On:	
		<ul style="list-style-type: none">• Twitter• Facebook• LinkedIn	
Message From The President		PruSierra.com	
<p>2009 started off with some excitement as we announced our new affiliation with Prudential Real Estate and new name Prudential Sierra Nevada Properties. The quick transition for our agents and customers went very well thanks to the positive attitude of our sales team and fantastic support of our Dream Team and management. We are now in a better position in the market for growth which will be evident in time. The local market and national economy continue to bring new challenges while we face several positive signs of improvement. Favorable interest rates, affordable housing, buyer tax credits and "economic stimulus" from the government all lead to more buyers now buying and sellers now selling. We are in the same business with the same product (homes) that we have been in for years - we just have new rules led by banks on REOs and Short Sales and the lending industry as a result of new regulations. We need to go back to the basics on how to build a real estate business. Contact your past clients by phone, reach out to your sphere of influence, conduct open houses and prospect like mad for referrals and repeat customers. Use Social Networking with Facebook, LinkedIn and Twitter as tools to market your business and service as a real estate professional. This will always be a people-to-people business while we continue to learn new methods of marketing and communicating who we are and what we do. Remember, "it is not their job to remember you are in real estate, it is your job to remind them". Thanks for all that you do!</p> <p><i>~Darrell Plummer</i></p>		2009 YTD Statistics	
		Total Site Visits: 18,018	
		41 % of visitors are new to site	
		Monthly Average Unique Visitors: 8,946	
			
		Top Key Phrase: Prudential Sierra Nevada Properties	
		Average Visit Length: 7min 56sec	
		The Amazing Top 10 Producing Agents Year-To-Date 2009	
		<ul style="list-style-type: none">• Byron Smith• Pam Reese• Jay Kenny• Matt Montgomery	

Have You Heard...From The Marketing Department



The \$8,000 tax credit is the talk of the town these days and it is very important that you as a real estate professional promote this to your clients especially if you have buyers who are anxious to buy. This could be the incentive that they have been looking for. TopAgent has several tax credit postcards that you can and should be mailing or emailing to your clients. To access these postcards do the following:

Login to your TopAgent account, from the leftside menu bar choose marketing materials,click postcards, click marketing, click real estate & finance and the first 8 postcards you see promote the tax credit.

Marketing Department News Cont...



eCertified@2.0 Designation. In order to compete in today's market, it is critical to have eCommerce visibility and differentiation to attract technology-savvy consumers. The eCertified@ 2.0 Designation offers both visibility and differentiation to help you compete as the trusted specialist required by today's consumer. Once the designation is obtained, you can then place the eCertified@2.0 logo on your business cards and have access to exclusive press releases and ads from the Online PR Kit. Achieving the designation requires completion of four self-paced Web-Based Training modules and a final exam. Modules 1 & 2 are available now. Visit Prudential University's Learn Center.

- [Alex Militante](#)
- [Lolita San Nicolas](#)
- [Rance Hartmann](#)
- [Robert Range](#)
- [Raymond Solorzano](#)
- [Bart Pate](#)

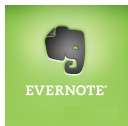
The Amazing Top Producing Team Year-To-Date 2009

- [Radmall/Proud](#)

Prudential University

Logon to PREACenter at prea.prudential.com and visit Prudential University's Learn Center to enroll in some if not all of the great informative classes offered. Some of the classes to choose from include: **Pricing Strategies, Profit Planning, eCards, Psychology of Selling and many more!** Check it out...you won't be disappointed!

Technology Tips & Tricks...From The IT Department



This is something I think all of us can use and I can't recommend this software enough. It's called 'Evernote' and you can sign up for it at <http://www.evernote.com>. This software is similar to Jott that I had discussed a while back but better! This software allows you to keep track of all of your notes, wherever you are, using whatever device you have.

Evernote is great because it can replace your need for random word documents, post-it notes and notepads. Because its cross platform - that is - it can run on your laptop/desktop, your smartphone and right from the web, you have access to it virtually anywhere. Once you put a note into evernote, it will automatically synchronize with any other locations you use the software. If you enter it in your computer, you automatically have it on your smartphone and also via the web.

[\[Click Here For More\]](#)

Relocation Update

Good News! When you place an outgoing referral, you no longer have to give half to Corporate. No more pressure to meet that goal of placements and closings. There are just as many Prudential offices as there are Coldwell Banker offices throughout the U.S. If you have a referral to place call Gina at 823-3376.

Development Update

We have added new faces and talents to our group of outstanding real estate professionals. We would like to take this opportunity to welcome all of our new sales associates and thank them for helping Prudential Sierra Nevada Properties grow with more wonderful people. We wish you much success! If you know an agent who would be a perfect fit for our company and is looking for a

change, contact Darrell.

**Robin Beesmyer | Aesoon Victor | Glenn Morrison | Earlinda Johnston
Laurie Leon | Amy Larney | Tania Geisinger | Chris Whitney**

We are also happy to welcome back Kelly Nichols as our Accounting Manager.

Social Networking



Take a look at the logos to your left - do you know these sites? Do you use these sites to leverage your business? Using these sites and several more - you can use Social Networking to grow your business, meet more clients and market yourself and your listings. It's simpler than you think to get started on these sites. Two you should really be on NOW are LinkedIn and FaceBook.

According to a [NAR study](#) in 2007, 84% of home buyers now use the Internet to aid them in their search for a home, which is up from 80% in 2006. Most of those buyers (82% of them) used a real estate agent to complete their purchase. Social networking gives you the chance to attract new targeted traffic to your existing web site and puts your face in front of thousands of these potential customers. It also allows you to build up a network of contacts which helps you to reach out to more people with a more personal approach, helping you establish trust and allowing you to show that you are an expert in your field, which can bring you customers and can help send you referrals.

[\[Click Here For Live Links Discussing Social Networking\]](#)

PHH Mortgage



Purchase a home now and take advantage of the new tax credit of up to \$8,000.* A benefit that makes your new home more affordable. A tax credit is available for first-time homebuyers under the American Recovery and Reinvestment Act of 2009. If you buy a home between January 1, 2009 and November 30, 2009, you may be eligible to receive a tax credit for 10% of the purchase price of your home-up to \$8,000. Program highlights include:

[\[Click Here For Full Article\]](#)

Western Title



Log on to the Western Title Blog...Your one-stop shop to keep you informed! Updated regularly with industry information, current events that effect the real estate landscape, and monthly stats concerning foreclosures, builder reports, residential and commercial sales.

If you have any questions, please contact a marketing rep today!

[\[Click Here For Full Article\]](#)

http://www.westerntitle.net/western_blog/

American Home Shield



NOT ALL HOME WARRANTIES ARE EQUAL!

Lower prices doesn't always mean savings. At AHS® we know homeowners on average experience at least two system or appliance breakdowns a year and our warranty is priced to cover them. Is your home warranty company priced for sales... or service? What may seem like savings today may cost your clients more tomorrow.

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InfoNow



Here are the current InfoNow Statistics for 2009 as of January 1, 2009.

Advertising Media	Code	Requests	Total	%
Yard Signs	1	1195	1195	97.3
Saturday HF	3	8	8	0.7%
Homes & Land	4	4	4	0.3%
Brochures/Flyers	8	9	9	0.7%
Internet	6	1	1	0.1%
Postcard Mailer	9	3	3	0.2%
Open House	-2	8	8	0.7%
Total		1228	1228	100.0%

Leads = 1,128

That's 1,128 potential buyers and sellers!

Concierge Program

Tell us who you know...We are seeking new vendors for our Concierge program! If you have used a person or company that you feel would be a perfect fit for our Concierge Vendor Program, please let us know. They must be licensed, insured and bonded (if necessary) and someone you just love to use. And, someone who appreciates that we keep our preferred vendors very busy. Thank you very much for recommending and using our Preferred Vendors.

[\[Click Here For Vendor Directory\]](#)

Co-Op Builders Directory

As a service to Reno/Sparks REALTORS® and Builders we have developed this informative tool to help build relationships in our changing market. This is a monthly distribution and as the only firm to offer this tool, we hope you find it valuable.

[\[Click Here For Directory\]](#)

Dream Team Support

Here is the Support Services flyer explaining the services offered by your outstanding Dream Team. We have also included a special page of "most commonly asked questions" for you to print and keep somewhere that you can access when you need assistance from your Dream Team. We hope you are pleased with this tool and find it helpful when you are looking for the right member of your Dream Team to assist you.

[\[Click Here For Dream Team Flyer\]](#)

We hope you enjoyed our new look. If you have any comments or suggestions, please let us know by clicking on the link below. We value your opinion and are open to any ideas you may have. Thank you for your time.

[\[NEWSFLASH COMMENTS\]](#)

Sincerely,

Cori Miller
Marketing Coordinator

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