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*BLUE RIDGE REALTY*  
*& INVESTMENTS* LLC

## Real Estate Sales & Marketing Plan

2017

# Real Estate Offices

## [ *Locations* ]

Blue Ridge Realty & Investments (BRRI) has been in operation since 1981. Since that time, Blue Ridge Realty has been a leader in development and the selling of primary homes, second homes, building lots, commercial property, investment properties, multi-family, and acreage tracts. The Company takes great pride in the maturity and longevity of its agents and staff.

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### **Banner Elk Office:**

**110 Main Street West / PO Box 2222**

Located in the village of Banner Elk, this location offers a group of full time real estate brokers and administrative staff. This office is surrounded by the resort market in Avery County. The office offers high visibility within walking distance to restaurants, shopping, and Lees-McRae College.

### **Boone Office:**

**2237 & 2271 Hwy 105**

Located on one of the most heavily traveled roads in Watauga County, our Boone office is highly visible. This office location includes a team of real estate brokers and administrative staff working from 2 office buildings. The office services Watauga County, Appalachian State University, and the many surrounding communities.

### **Blowing Rock Office:**

**1129-1 Main Street / PO Box 913**

This office is conveniently located in a coveted area on Main Street in the heart of downtown Blowing Rock. The team consists of seasoned Blowing Rock brokers with vast knowledge of the area. This office serves Blowing Rock and the greater Blowing Rock area.

### **West Jefferson Office:**

**10 North Jefferson Ave / PO Box 230**

Located in the historic downtown, this office location provides an experienced group of agents with supporting staff. The office is in the hub of Ashe County, servicing this northwestern region of North Carolina. The office location offers high visibility and walking traffic within the Downtown Business District.

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# About BRRI

## [Achievements]



**Proudly serving the High Country for over 35 years,  
Blue Ridge Realty & Investments is an award winning company.**

### **Office Production:**

In 2016, Blue Ridge Realty & Investments held \$123,750,207 in listing volume, and had the highest number of listings within the High Country Association of Realtors for 2 consecutive years (almost 500 total listings for 10% of the entire MLS). Additionally, BRRI completed the year among the top 3 in sales production and transactions among the 100+ offices within the Association of Realtors.

### **Accolades include:**

- 2017, 2016 & 2010 voted "Best of the Best" Real Estate Firm by the People's Choice Awards (Watauga Democrat)
- 2017, 2016, 2015 & 2010 voted "Best of the Best" Realtor by the People's Choice Awards (Watauga Democrat)
- 2014 Small Business Commercial Renovation Redevelopment of the Year awarded to the BRRI office located on Hwy 105, presented by the Boone Chamber of Commerce.
- 2012 - 2016 top 3% in real estate sales in the High Country.

### **Office Training:**

Blue Ridge Realty & Investments offers weekly training to its Real Estate Agents and Staff to include technology, sales, services, market trends, legal topics, contracts, and government regulations. This encourages and promotes a strong skill set in our Agents and Staff.

### **Property Management & Rentals:**

Services offered through Blue Ridge Professional Property Services, Boone High Country Rentals, and High Country Resort Rentals complement the overall service package. Services include absentee home care management, long term rental management, Property Owner Association (POA/HOA) management, as well as short term and long term rentals.

These companies employ both full and part-time employees as well as interns from Appalachian State University. The services offered by BRPPS, BHCR and HCRR combine to make BRRI a full service real estate company.

# Community

## **[ *Company & Broker Engagement* ]**

### **Professional and Community Memberships:**

Avery County Chamber of Commerce  
Banner Elk Chamber of Commerce  
Beech Mountain Chamber of Commerce  
Blowing Rock Chamber of Commerce  
Blue Ridge Conservancy  
Boone Area Chamber of Commerce  
Boy Scouts of America  
Catawba Valley Multiple Listing Service  
Certified Mediator - Superior and Clerk's Court  
Daughters of the American Revolution  
Habitat for Humanity  
High Country Association of Realtors  
High Country Association of Realtors Board of Directors  
High Country Association of Realtors Professional Standards Committee  
High Country Multiple Listing Service  
Meals on Wheels  
National Association of Realtors  
NC REALTORS®  
NC REALTORS® Information Management Committee

North Carolina Bar Association - Real Property Section  
Kiwanis Club  
New River Conservancy  
Northeastern Tennessee Association of Realtors and MLS  
REALTORS® Political Action Committee Supporters  
Rotary Club  
West Jefferson Chamber of Commerce  
Yosef Club  
Young Professionals of Boone

# Website Analytics

*[ Monthly Stats - Updated 3/2017 ]*

[www.BlueRidgeRealty.net](http://www.BlueRidgeRealty.net)  
[www.BRRI.net](http://www.BRRI.net)

**12.5K**

Pageviews

**2.5K**

Users

**3.88**

Pages per Visit

**69%**

New Users

**408**

Listings  
Distributed  
on ListHub

**39.8K**

Views on  
ListHub

**56**

ListHub  
Syndicated  
Publishers

# Listing Syndication

## [ *Partner Websites* ]

Our state of the art website syndicates all HCAR listings on [www.BRRI.net](http://www.BRRI.net). Additionally, select company listings are syndicated on the following sites:

**MLS - Matrix** – The High Country Association of REALTORS® official Multiple Listing Service. All company listings are posted on this site. All listings are syndicated via Matrix.

**Realtor.com** – BRRI listings currently displayed on Matrix are syndicated with Realtor.com.

**Zillow Group - Trulia.com & Zillow.com** – National and international real estate search engines.

**Loopnet & CoStar** - Offering Commercial Listing exposure.

**TheRealEstateBook.com** – The website for The Real Estate Book Magazine. Select company listings are displayed on this site.

**LuxuryHomes.com** – Select company listings are displayed on this site.

**Social Media** - Professional business accounts for BRRI, associated companies, and some individual agents. Including facebook, twitter, instagram, snapchat and more.

**MountainTimes.com** – Company listings are posted on this site with links back to BRRI.net. This website is the online site for the printed newspaper.

**Wataugademocrat.com** - Online classified postings.

**ListHub** - Craigslist, Postlets.com, Homes.com, LandandFarm.com, LandWatch.com, Enormo, FrontDoor, HotPads, Local.com, Lycos, Oodle, Overstock,Vast, & more.



# Marketing

## [ *Web & Online* ]

### **BRRR Website:**

Blue Ridge Realty & Investments maintains a customized website, [www.BlueRidgeRealty.net](http://www.BlueRidgeRealty.net), professionally built by Design and Media Group (DMG) a local graphic & web firm that specializes in responsive websites, integrating search engine optimization (SEO), and customized graphic design. The site is graphically impressive, easy to navigate, and offers visitors opportunities to view company listings and search any outside listings via the High Country Multiple Listing Service. Our website search results continue to be found on the top page of search engines including Google, Yahoo, & Bing. Many BRRR agents maintain their own personal websites where they advertise their listings and those of the company.

### **Online Advertising:**

- Banner ads on local websites
- Banner ads in target markets: Charlotte, Raleigh, Florida, etc.
- Social media advertising
- Press Releases
- Dedicated page featuring listing on BRRR website
  - Content unique to the development and listings.
  - Will be used in conjunction with Adwords, web ad links, email campaigns, etc.
  - Track viewer stats as available

### **Email Campaigns:**

- Feature listings, images, videos
- Link email content to development's webpage on BRRR website
- Track viewer stats

# Targeted Marketing

## *[Adwords & Social Media]*

### Adwords:

- Competitor & Keyword Research
- Competitor ad research
- Current industry trends
- Keyword research
- Identify areas of opportunity
- Campaign Development
- Create campaigns based on research findings
- Website integration
- Use Google Analytics to track current traffic trends on the website.
- Create new “landing pages” on the website for specific ads.

### Social Media - Facebook Advertising:

- Focus on “LIKE” interests: Blowing Rock, NC, Boone, NC, Blue Ridge Mountains, Blue Ridge Parkway, Real Estate, Retirement, Investment, Lots/Land, Luxury, etc.
- Target specific area radius: 20 miles from Charlotte, Raleigh, Winston Salem. Neighboring states within 3 hour driving distance to the High Country.
- Target: People who “LIKE” the page and their friends.
- Target: People who “LIKE” pages of identified similar country clubs.
- Target: People whose AGE is between 30-65+
- Post Listings, Industry news.



# Marketing

## *[Print & Direct Mail]*

### Print Collateral:

- Quarterly Booklet exclusively featuring BRRI listings, distributed in the High Country (2K distributed quarterly)
- Brochure/rack cards
- Listing flyers
- Local newspaper ads
- Advertisements in target markets: Charlotte, Raleigh, Florida, etc.
- Included in the High Country Association of Realtors Magazine Listing Ads

### Direct Mail:

- Customized postcard tailored to community or individual property listings.
- Suggested Targeted Zip Codes:
  - Charlotte: 28104, 28104, 28270, 28226, 28277, 28203, 28207, 28205, 28211, 28210, 28173
  - Raleigh: 27612-615, 27617
  - Durham: 27705, 27712
  - Chapel Hill: 27514, 27516, 27517
  - Greensboro: 27403, 27406, 27410, and 27455
  - High Point: 27262, 27265
  - Salisbury: 28144
  - Winston Salem: 27101

# 3D Tours

**[Bringing Listings to Life]**

## Immersive 3D Tour Software:

Buyers are 60% more likely to email an agent and 95% more likely to call about a property listing they've seen online that includes a Matterport 3D Showcase (REA Group, May 2016).

Blue Ridge Realty partners with Premier Images 3D, a Matterport service provider, on select properties to provide this as a service to our clients. Matterport is the most realistic and immersive way to experience a property online. It also gives us the ability to generate 2D snapshots, floor plans, measurements, and create guided tours to show off a property. A few of the Matterport view options are shown below:



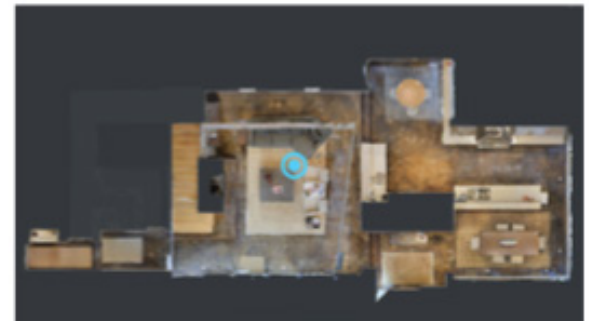
### Dollhouse View

Show how the entire home fits together with our proprietary Dollhouse View.



### Inside View

Give buyers the feeling of actually walking through a home with Inside View.



### Floorplan View

Understand layout in a snap with our top-down Floorplan View.