

freshnews

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New Home Feed

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new home feed status report

Just because Christmas passed this year did not mean our elves got any rest. With the International Builder Show (IBS) in Las Vegas scheduled for mid January, the team returned from the holidays and immediately entered a mad two-week scramble to prepare for IBS. Finish the demo. Send out the eBlasts. Ensure and verify flawless site functionality. And we made it!

The feedback post IBS has been extraordinary. To those who visited the booth, a big thanks to you for all your advice and for so openly sharing from your experiences. The booth traffic was so much more than our most optimistic projections, and the registrations kept coming. On a similar happy note, many people found out about us via Twitter, and materialized at the booth or contacted us post-IBS to get more information. Watching traffic from Twitter and the blog turn into real-life, living contacts is not just validating but deeply rewarding. We thank you for your continued interest and ask you to please keep in touch, keep sharing your experiences, and keep offering your impressions of how the Internet could better work for you.

With IBS over, the next major milestone will be a trial launch for select users of New Home Feed (you know who you are). This beta launch occurs on April 1st, meaning the newsletter following this one will update readers on the launch process.

Given this imminent arrival of this major milestone, the elves continue building the website, making sure it is as user-friendly and intuitive as possible. Meanwhile, because our goal is to ensure that one click is all it takes to update real estate listings across a vast network of websites, we continue to add to the roster of listing websites happily accepting New Home Feed listings.

We are accepting requests to enroll in New Home Feed beginning in May, 2010. Readers of this newsletter who mention learning about it here will get that first month of New Home Feed free. To get going on your enrollment, including the first free month, contact sales@newhomefeed.com. You can also contact sales@newhomefeed.com if you have any questions at all. We want to hear from you! Get in touch.



message from the ceo

The New Home Feed beta launch is less than a month away and I know I speak on behalf of our team, our clients, our friends and agency allies, and our CRM compadres (more on you in a minute) when I say that we're pumped to get this revolutionary marketing tool live!

Many of you reading this know me: I'm Rick Phillips, and I started the little agency that could, Graphic Language, back in the mid 1990's. We specialized in the home builder space and through much of the last decade, like many of you, we had a great ride. During that time, we created a number of fantastic products adopted by our clients around the country. I won't get into plugging them (but you should definitely learn more by visiting www.graphiclanguage.net) but I have never been as excited for a new product as I am for New Home Feed. Because New Home Feed answers a real need in the marketplace; a need not currently met. It makes it super easy for every home builder to get their listings, instantly, onto all the right websites, while delivering action-oriented reports that save time and money and ultimately sell more homes, faster, for less. To those readers who are also clients, we thank you for your continued business and your perseverance. We salute you.

The market has changed. The Internet has changed. And with these changes, we are closing the gap between the web and the sales office. For many builders, an integral part of the sales process is the Customer Relationship Management (CRM) tool. And part of what New Home

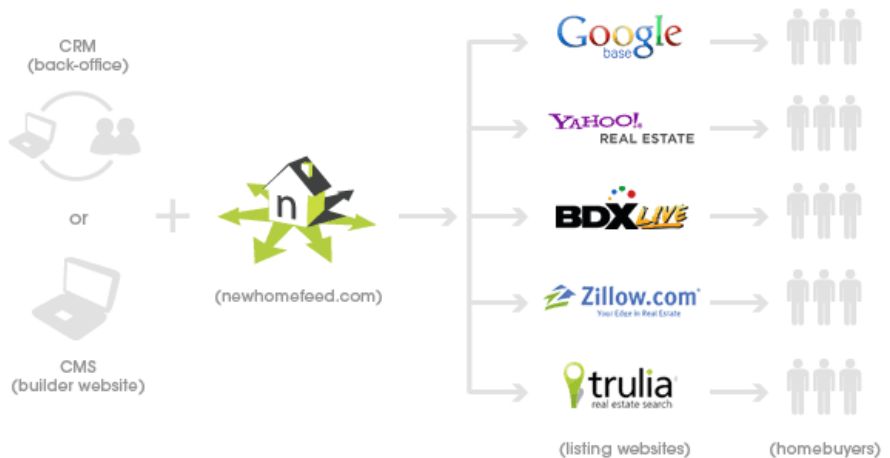
Feed accomplishes is closing the gap between these three components (Internet, CRM, sales office). How? By communicating web activity like communities visited, plans viewed, and registrations submitted, via the CRM, to the sales office. Because now everywhere content is stored, be it the website, the listing website, or the CRM, can be updated and communicated instantly. When New Home Feed integrates with your CRM, a builder sales person won't have to deal with that potential buyer walking through those office doors with outdated information found online. Plus that same sales manager will know exactly what actions a walk-in prospect has taken, and speak intelligently to that specific prospect's interests.

Communicating web activity to the sales office, updating information in one place and seeing these changes everywhere (the website, the listing sites, the CRM), and tracking not just listings but meaningful actions, all the while comparing performance. New Home Feed is working closely with many of the top CRMs to make sure that builders are empowered like never before to sell homes faster. For a list of CRM partners, or to recommend a CRM you'd like to see on the list, be sure to let us know.

I single out the CRMs as one example of the progress being made. Our ever expanding network of listing websites plus having incorporated all the latest technologies into one intuitive website means New Home Feed is a true game-changer.

We are all busy with the final touches of the beta version but I am happy to speak personally to any reader of this message who would like additional information. Don't hesitate to contact me anytime at rphillips@newhomefeed.com.

Happy Selling!





highlights from the blog/white papers

January saw the release of the [New Home Feed blog](#) and [White Paper library](#).

The white paper and case study library continues to get lots of use. The most popular white paper by far – “Social Media 101 for home builders” – has been accessed nearly 500 times. Not bad for less than one month. The feedback, the thanks for “providing something that’s actually useful” has been overwhelming. A big thanks to all the contributors!

The blog has seen a daily, almost exponential rise in popularity and visitors.

Popular posts have included [“Emerging Web Trends and You.”](#) in which we explore various theories about how the web is changing. The clear consensus is that when once you could build a website and call it a day. Today however, a commentary-happy public has pushed web trends towards openness, meaning a home builder today must not only be thoroughly engaged with the public but also have a full and complete web identity that includes social media, video, buzz-generating sites, and more.

Another popular post, [a short one](#), introduced readers to a useful email and social media checklist.

Right after IBS, we were riding a buzz having successfully built a comprehensive

list of people and companies interested in New Home Feed. In our enthusiasm, we shared a [“practice what you preach” type post](#) in which we evangelize the importance of not just lead generation but lead follow-up and lead organization.

The thread tying all the posts together, the unifying theme, is that the web is changing, quickly, and real estate marketing and sales teams no longer have the luxury of ignoring the fact that people are shopping for homes in new ways, and to keep selling homes means understanding that things have shifted, and shifting accordingly.

about new home feed

[New Home Feed](#), powered by [Graphic Language](#), is one simple solution for builders, brokers and agencies to:

- ▶ List homes quickly and easily – on all the right websites
- ▶ Build a customized listing network
- ▶ Update and manage home listings from one place
- ▶ Track and measure listing traffic
- ▶ Compare listing performance
- ▶ Get feedback and insight from other builders and marketers

New Home Feed easily improves ROI by selling homes faster. The beta version launches in April 2010, with a broker solution coming in Q3 2010. If you are interested in a trial as a beta user, contact sales@newhomefeed.com right now and we will get you on the list.

Multiple industry award-winning Graphic Language, an agency in San Francisco doing “everything web” for builders since there was an Internet, built New Home Feed to make our clients’ lives easier by freeing up valuable time wasted on updating listing content all over the web. Graphic Language’s proficiencies include

web design and development, internet marketing including SEO, SEM, and email marketing, display advertising, ad tracking and reporting, and social media including building and managing customized blogs and social media campaigns.

Keep an eye on blog.newhomefeed.com for news, marketing tips, as well as white papers and case studies from us and guest experts on sales and marketing in the real estate space.

Contact us to learn more about how we can help you sell homes faster, more efficiently, for less money. Call 415.836.6760 or email sales@newhomefeed.com now.

Contact sales@newhomefeed.com and mention this coupon



and you get one month of new home feed – free.

sales & inquiries?

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