

## Expert Online Advertising Placement Service

Agents across the country are generating more buyer leads and prospects with Pro Leads online advertising service. Pro Leads takes the guesswork out of online marketing because our experts identify the most cost-effective ad placements for your budget, and place the ads for you. The result is more leads from buyers who need your help!

Advertisements are placed on popular search engine sites such as Yahoo, MSN, Google, and others. Since ad prices can vary widely from one market to the next, the Pro Leads team is always looking for the best lead generation possible within your budget. Pro Leads is available only as an upgrade for clients using our Real Pro Gold agent system.



## Here's How it Works

Internet "lookers" often just want information; they don't want to immediately have a conversation with an agent. Our dedicated Pro Leads team places paid search engine advertisements that drive home buyer prospects to a dedicated stealth marketing web site.

Once on the site, they can register to request home search information. When a buyer prospect registers, they are automatically enrolled in your buyer's drip email campaign to incubate them into prospects. Your buyer's campaign provides periodic messages that include helpful tips for buyers. These tips are in addition to the listings being sent by you via your MLS or third party solution. Together, these keep the buyer engaged with you until they are ready to speak with an agent.

You choose what your Pro Leads monthly budget will be, based on your market and your marketing budget. The Pro Leads team identifies the most cost-effective choices for your market, and places the ads. The most popular search engines are considered, including Google, MSN and Yahoo.

Since the number of leads generated will vary according to the local market, the price per lead will also vary. In markets where several agents want to use the Pro Leads service, the advertising costs are shared and the generated leads are distributed proportionally.

## Get Results!

Pro Leads is a powerful addition to your online marketing arsenal. Generate more leads by putting our experienced Pro Leads team to work today!

### Budget Levels Available

- \$150 per/month
- \$250 per/month
- \$350 per/month
- \$500 per/month

There is a one time set up fee of \$350. Budget levels can be changed on a month to month basis, prior to the billing cycle.

To learn more about Pro Leads, please contact Real Pro Systems sales at 541-686-0015 or visit [www.realprosystems.com](http://www.realprosystems.com).

### Additional Services Available from Real Pro Systems

- \* Real Pro Gold for Agent Lead Generation and Client Development
- \* Agent Podcast Services
- \* Integrated iHomeFinder IDX Account

---

**Real Pro Systems provides on-line marketing solutions for leading real estate agents throughout the United States and Canada. The company's offerings include agent web sites, lead generation and incubation systems, web marketing services, and agent podcasts. Real Pro Systems is headquartered in Eugene, Oregon. For more information please visit [www.realprosystems.com](http://www.realprosystems.com).**