



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.

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

Centrally located along the Hwy 105 business corridor, Boone, as one of the most heavily traveled roads in Watauga County. This office location includes a team of real estate brokers and administrative staff working from 2 office buildings. Our property management and maintenance group also work from this location. 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 proper 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. In 2016, the office implemented a kiosk for pedestrian access to Association of Realtor Listings.

About BRRI

[Achievements]

Blue Ridge Realty & Investments has been in business continually in the High Country for over 35 years.

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 the consecutive year (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 100+ offices within the Association of Realtors.

Accolades include:

- 2016 & 2010 voted Best of the Best Real Estate Firm by the People's Choice Awards (Watauga Democrat)
- 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. For BRRI office 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:

Banner Elk Chamber of Commerce

Beech Mountain Chamber of Commerce

Blowing Rock Chamber of Commerce

Blue Ridge Conservancy

Boone Area Chamber of Commerce

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
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

Publishers
Syndicated to
on ListHub

Listing Syndication

[*Partner Websites*]

Our state of the art website syndicates all HCAR listings on 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 on posted on this site. From Matrix, all listings are syndicated.

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

Zillow Goup - 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 company 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 - to include Craigslist, Postlets.com, Homes.com, LandandFarm.com, LandWatch.com, Enormo, FrontDoor, Hot-Pads, Local.com, Lycos, Oodle, Overstock,Vast, & more.

Marketing

[*Web & Online*]

BRRR Website:

Blue Ridge Realty & Investments maintains a customized website at, www.BlueRidgeRealty.net, professionally built by Design and Media Group (DMG) a local graphic & web firm that specializes in responsive websites and mobile responsive technology integrating search engine optimization (SEO), social media and customized graphic design. The site is graphically impressive, easy to navigate, and offers visitors opportunities to view company listings and search other outside listings via the High Country Multiple Listing Service. The website search results continue to be found on the top page of search engines including Google, Yahoo, & Bing. Multiple 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 Webpage 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 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 to link to.

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 (as crow flies) from Charlotte, Raleigh, Winston Salem. Neighboring states within 5 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
- 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 or mailpiece tailored to development 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

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 exactly the way you want to. A few of the Matterport view options are shown below:



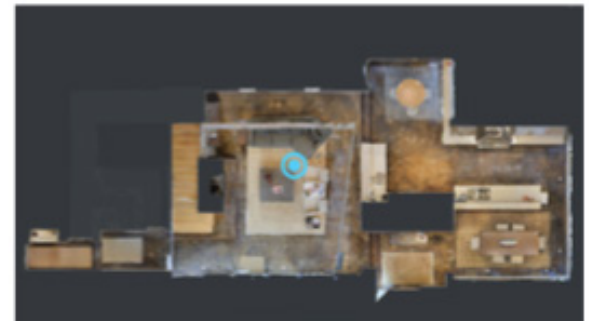
Dollhouse View

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.