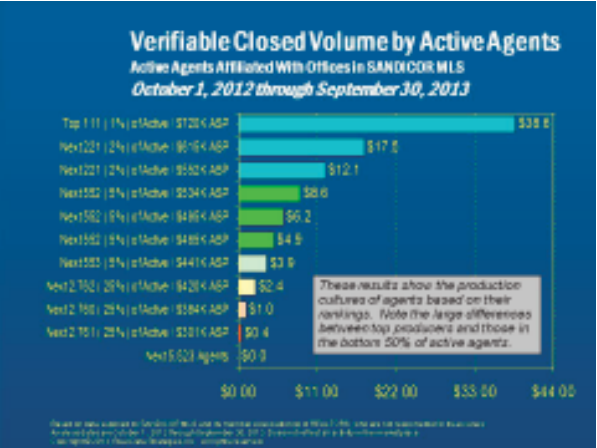
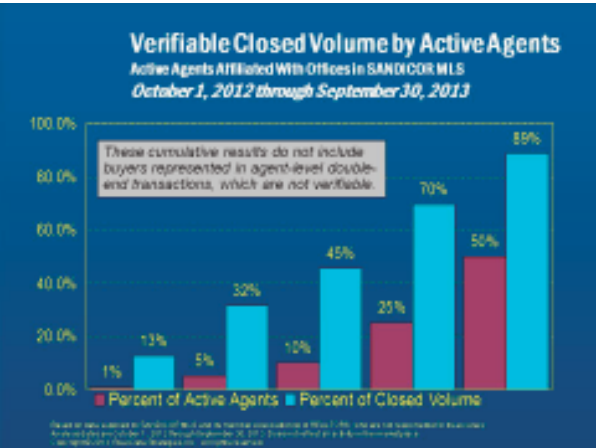
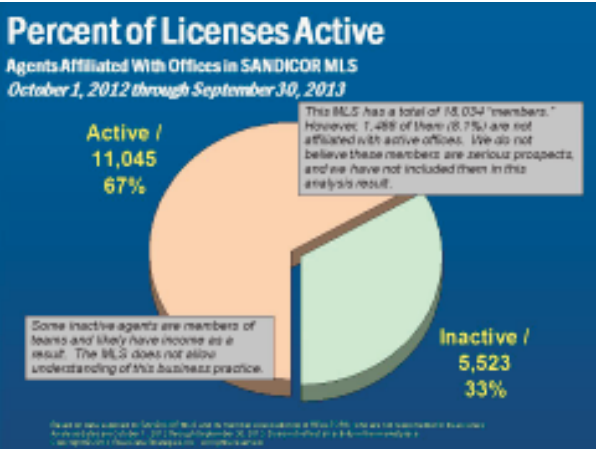


The Formal Presentation



50% of all San Diego
Real Estate Agents
complete one or less
transactions in one year





Homebuyers and Home
Sellers need a better way
to find a trusted,
competent agent.



We conducted research
with the top agents in the
market to find out how
we can help grow their
business.



Three ideas emerged . . .



We conducted research
with the top agents in the
market to find out how
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business.




Three ideas emerged . . .





They were 1:
More of a partnership
with the U-T that
recognizes them as
leaders in the industry.






They were 2:
The U-T developing programs to generate more leads helping to maximize return on investment.



They were 3:
The U-T providing a flexible and scalable bundled media package that creates maximum exposure.



**U-T Certified
Real Estate Services**



Certification


AU-T Certified agent meets the following standards of excellence:

1. Confirm that the agents fall into the top 2500
2. Conduct a search with the Department of Real Estate and Boards of Realtors to verify that there are no existing sanctions or license restrictions due to ethics or regulation violations.
3. Candidates sign an affidavit certifying that any and all potentially discrediting information has been disclosed.
4. Formal background check



Certification Benefits

- High visibility placement in the new U-T Real Estate sections
- Use of Certified logo and designation
- Featured as expert in U-T print, digital, and broadcast media
- Open participation in U-T educational community events
- Valuable listing presentation marketing collateral
- Exclusive access to U-T Real Estate lead generation tools




U-T Certified Integrated Media



U-T Bundle Requirements

Top agents told us these items are must-haves for all media packages.

- ✓ PR/Advertorial
- ✓ Open House Directory
- ✓ U-T TV- Interviews
- ✓ Searchable MLS Listings
- ✓ Mobile Takeover
- ✓ Mobile Real Estate Sponsorship
- ✓ Email Digital Direct
- ✓ Geo-targeted Options




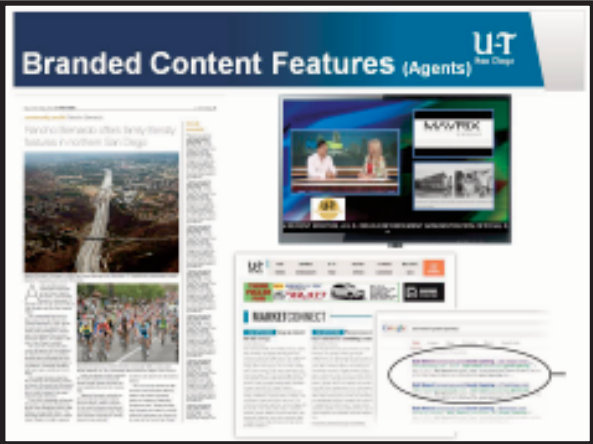
U-T Certified Media

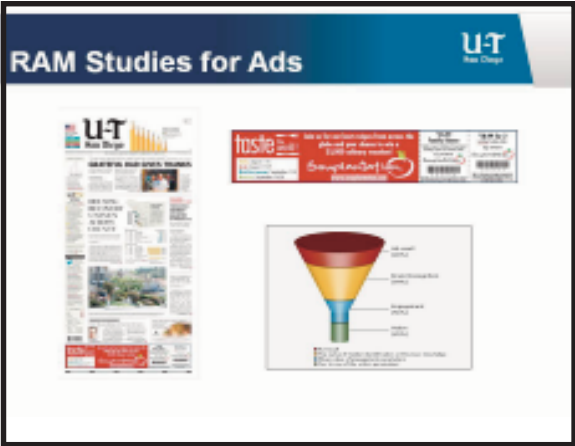
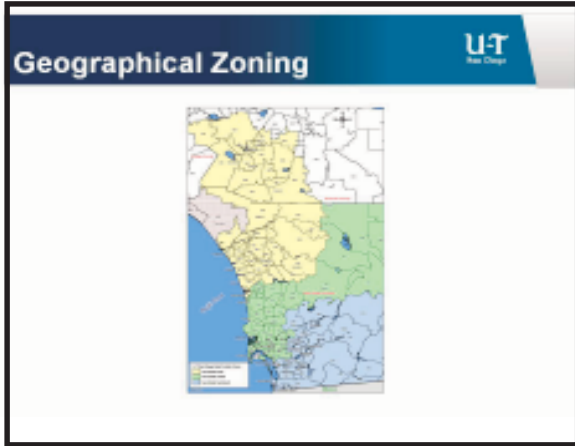


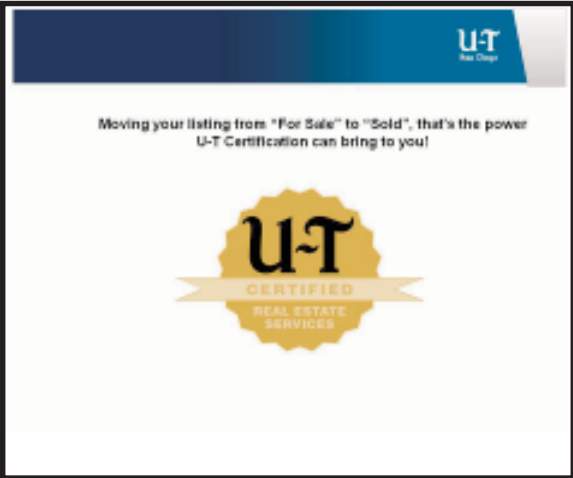
PRINT BROADCAST MOBILE DIGITAL EVENTS

New U-T Real Estate Section









Strategy for Engaging and Selling the Tiers

UT San Diego Advertising Assets

1. Television Show Production
2. U-T TV Segment (4-5) Minute Segments-on set w/o production
3. Sunday Real Estate section- Full Page Tabloid-Full Run
4. Sunday - Real Estate Section - Full Page Tabloid - 1 Zone
5. Open House Ads - Currently done on a per line basis.
6. Advertorial - Print (150 words)
7. Map Directory (New Version of a Classified Listings)
8. On-line Listings
9. Mobile Take Over
10. Mobile Real Estate Sponsorship, 20% SOV
11. Digital Direct-Eblast
12. Market Connect - On-line Advertorial
13. Targeted Banners on UT SanDiego.com
14. Print Advetorial
15. Open House Ads: Print/On-line/Mobile
16. Map Listing (New Classified)
17. Press Releases
18. U-T Certified™ Sign Riders
19. U-T Certified™ Meeting Seminar Guide
20. Listing & Marketing Presentation Materials

Strategy for Generating, Capturing and Converting Leads

Lead Generation

Often the culture of the media sales and management community is to sell products because they *should* have value and promote a product just because of the exposure. As mentioned earlier many in the real estate community have become desensitized to this point of view and sales strategy.

There are two questions asked by real estate agents who are considering a buy with media advertising. They are: 1) will I get more listings? (or how will this support my getting listings?) and, 2) will I get more buyer leads? For the purpose of this project tracking leads and providing the agent with feedback on their listings is critical. When they ask about an ROI they are speaking to the lead generation issue or how many and what quality. Without tracking leads generated they will not necessarily recognize the media as effective because as a group, they are poor at actually tracking this. There are five lead generation sources:

1. Leads driven directly to them from ads; such as openhouse or property specific print ads.
2. Leads driven through digital on-line advertising (as part of the BUNDLE.)
3. Leads through non-property specific sources and the call center.
4. Leads from cross marketing and networking existing clients such as providing a **Welcome Home Basket™** to both the seller and the buyer. The basket is filled with coupons and gifts representing REAL value to the consumer; *not just discounts*.
5. Cross marketing coupons provided to agents for personal distribution at open houses and as part of their marketing.

The only lead sources the program has influence over is its role in digital (2) and through the call center (3), **Welcome Home Basket™** (4) and, cross marketing such as couponing with existing clients such as Subway, Home Depot or Bed Bath and Beyond.

Because of the Internet the whole science of lead generation and management has become fiercely competitive, complex and very sophisticated. This problem with digital is fully within the existing scope of the project and tracking and capture is state of the art.

Lead Generation and Management

Lead Generation

Using the U-T's own print media it is possible to generate generic real estate listing and buyer leads. This strategy has been carefully considered and creates a completely different targeted customer for the program.

For example the leads could pull in the following opportunities:

1. **Buyer Leads** - Mortgage, Pest Control, Landscaping, Home Improvement etc.
2. **Listing Leads (For Sale By Owner)** - Title Companies*, Pest Control, Mortgage Companies, Painters, Home Improvement

* Title companies who are very competitive, traditionally rely on their relationship with agents to develop their business. This program provides access directly to their potential consumer and to enable agents who will work with them to get leads from them without any quid pro quo.

Lead Capture

The presumption with lead capture is that a call center will be utilized. The purpose of a call center is to address the need to connect with the lead in real time. Within 5 minutes the odds of calling to contact a lead **decrease by over 6 times and over 10 times** in the first hour. This urgency is necessary to establish a connected relationship with the lead so that it can be passed and managed and pre-qualified for the best outcome.

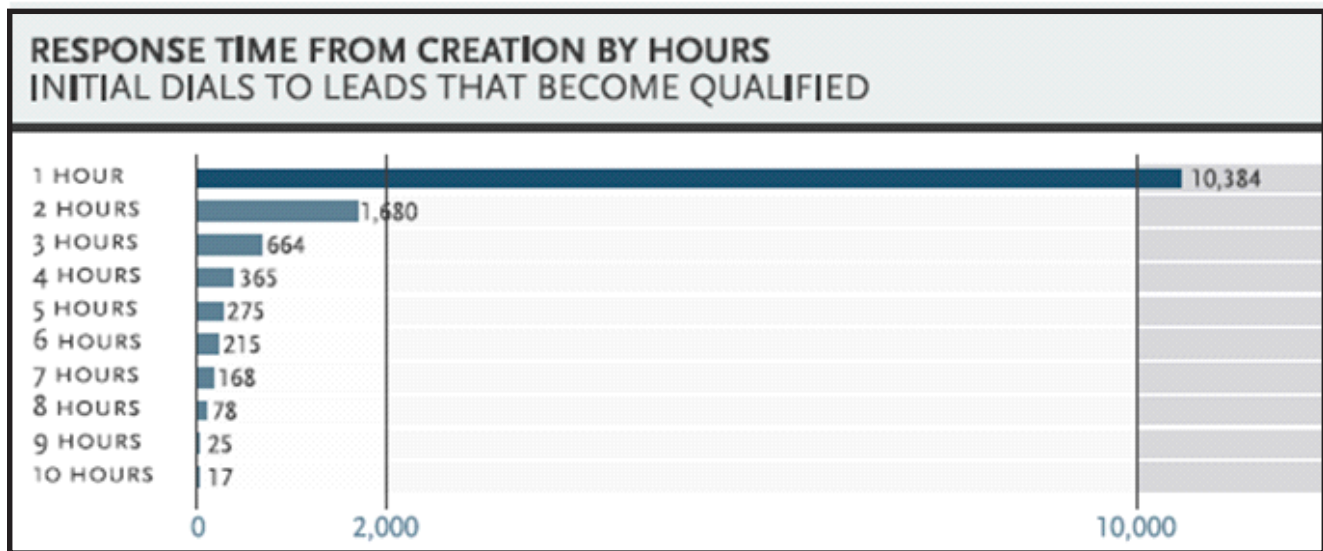
Lead Capture is accomplished with digital and the call center. With digital it is essential that the leads be captured with contact information and then passed to the call center, called and pre-qualified **before** being passed to the customer. A typical call center strategy created and managed by the authors is below:

Customer Need/Winning Strategy	Best Practice	Best Practice	Example
Responsiveness	Quick initial attempt	3 calls to different numbers	Call at work in the AM, home in PM
Competitive rate	Sell yourself first	Let rate be the clincher not the leader.	I recommend that you go with "plan a"
Customer Service	Keep appointment times	Stay on until all questions are answered	"What final questions do you have before we move to the next step?"
Follow UP - Incubate	Work aged leads, a small time investment could turn a deal.	Use a set time each day to follow up on pending or aged leads.	"Mr. Smith, I just wanted to follow up on your search."
Track your leads	Use a spreadsheet or CRM	Keep all parties updated	"Mr. Customer, I wanted to update you on the Smith file."

Lead Generation and Management

A managed and controlled call center is a part of the *secret sauce* of this project. A great many agents **buy** leads from lead generation sources i.e. Realtor.com, Zillow, Trulia etc. Agents are notoriously poor in capturing and converting these, primarily because they are slow to respond and secondarily because they are not expert at doing so. A managed call center captures the leads, insures the value of the advertising and marketing for the agent and drives generic leads to ancillary partners such as mortgage and title.

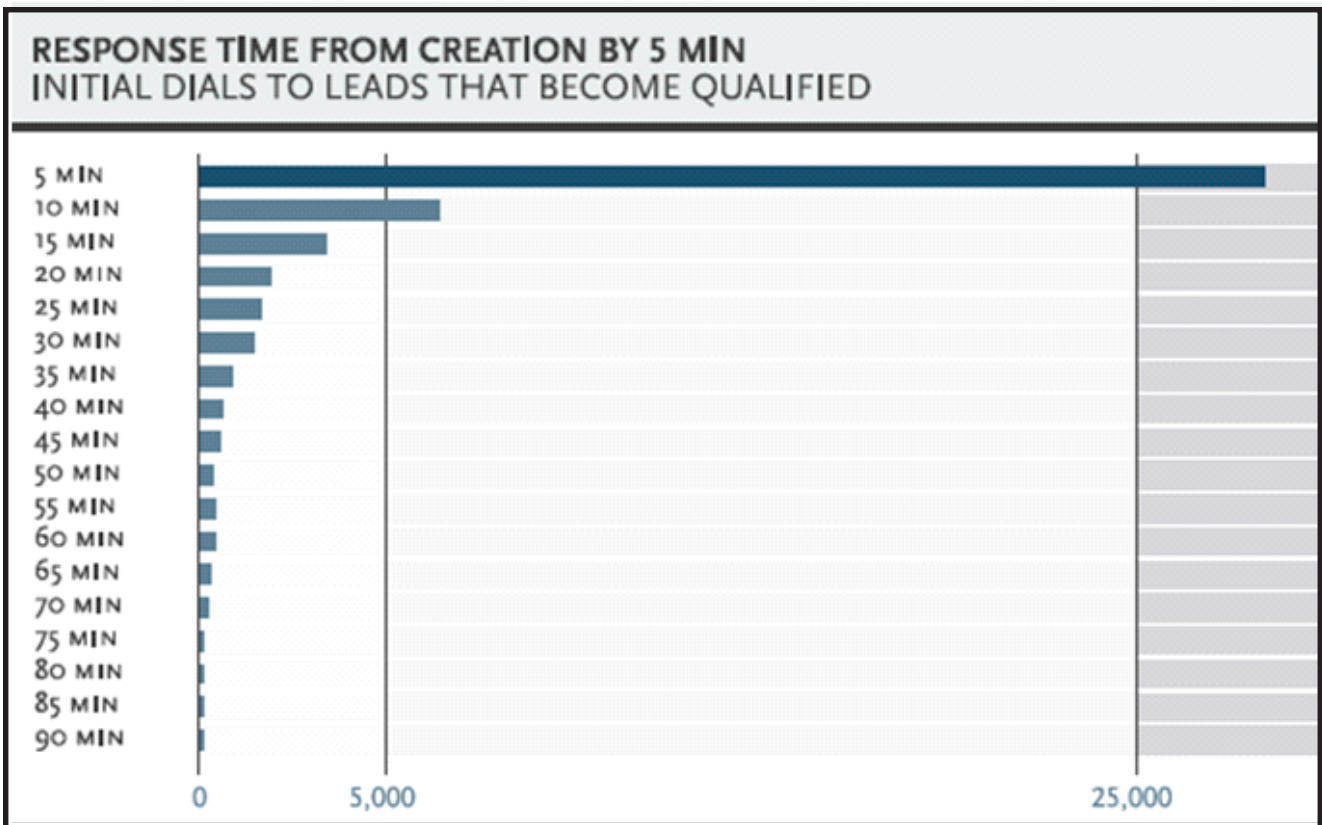
MIT conducted the definitive **Lead Response Management Study** on the subject of lead capture:



The odds of calling to **qualify** a lead decreases by over **6 times** in the first hour. Something not expected, was a statistically significant effect Dr. Oldroyd found in the data that shows that: After 20 hours every additional dial salespeople make actually hurts their ability to make contact to **qualify** a lead. Hence the purpose of the call center!

Lead Generation and Management

The odds of **qualifying** a lead in 5 minutes versus 30 minutes **drop 21 times**. And from 5 minutes to 10 minutes the **dial to qualify** odds **decrease 4 times**.



How significant is a **100x** increase in contact ratios on the value of leads?
How much effect does a **21x** increase in qualification have on the overall sales revenue? How many managers/owners, agents understand the importance of this strategy?

Bundle and Pricing versus Rate Card

Tier 1 - Top Producer - 1 Year Contract - \$5000/Month

PACKAGE 1	QUANTITY
U-T TV Segment	(12) 4 to 5 Minute Segments
Display Ad in Sunday Real Estate Section - Broad Sheet	Full page, 1X per Month, 1 zone
Online Listings	Unlimited per Agent
Digital Direct Eblast	(2) per year
Market Connect	(2) per year
Print Advertorial	4 per year (1/4 page, 1 zone)
Featured Property OR 1/2 Page Coastal Homes Ad	1 per month (1/4 page, 1 zone)
Open House	up to 5 per month (full run)
Spotlight Property Ads	12 per month (1 zone)
Mobile Takeover	1 per year
U-T San Diego Geo-targeted Impressions	70,000
U-T Virtual Tour & Photography	1
Website for Agents	Website for Certified Group
Text Codes for Listings	Unlimited per Agent
TOTAL	\$5,000/monthly

Rate Card Value Greater than \$20,000

Affiliate Partner - Mortgage Company Bundle

Digital

- Advanced Audience Targeting 230,000 impressions: (Contextual, BT Mortgage, Retargeting, Search Retargeting) - \$3,000/mo (**\$13cpm**)
- UT SanDiego.com Banners 125,000 impressions: (Real Estate, Business, BT Mortgage) \$1625/mo (**\$13cpm**)
- Google PPC - \$3,000/mo – Google PPC allocation - \$2,400/mo -\$600/mo management fee
- MarketConnect: \$499/mo (**Rate Card**)
- Mobile Reach 100,000 impressions: \$1,000/mo (**\$10cpm**)
- U-T Real Estate Eblast: (**Added Value**)

Print

- Four Full Pages or 516 Column Inches: \$12,000/mo (Full Run) (**\$23.25-Partners Package Rates**)
- One Full Page in our Coastal Homes: \$875/mo (**12xrate**)

TV

- (2) San Diego Spotlight 4-5 Minute Segments: \$1,500/mo
- 30 (30 second) Commercial spots: \$1,500/mo

Total: \$24,999/mo

Executive Summary for Agents and Managers

SUMMARY

What is the U-T Certified™ Real Estate services program?

The U-T San Diego is initiating this exclusive program for the benefit of the consumer, the community and the real estate industry in San Diego County. The program provides certification for top producing agents who have been pre-qualified, peer-recommended and invited by personal invitation. They are vetted to confirm and provide verification of their qualifications to enhance the customer home buying and selling experience.

Why did the U-T San Diego choose to create certification?

The certification process and criteria was built through focus groups of real estate agents and top-senior industry leaders who responded to the question – *How can the U-T San Diego help you build your business and provide more excellent service to your customers?* The consensus response was that coordinating the entire scope of U-T San Diego services – **digital, print, video and mobile** – will build prospective homeowner awareness and interest in a top agent's commitment to market their listed properties.

This commitment of resources and partnership by U-T San Diego to the certified agent is intended to significantly differentiate the certified agent from 86% of the agents doing 44% of the real estate volume in San Diego County*. The U-T Certified™ Real Estate program provides each invited agent with a symbol of credibility and a confirmed performance of customer satisfaction.

How does a U-T Certified™ agent differ from other agents?

Approximately 18,000 agents are members of Sandicor. Only 16,500 real estate agents conducted transactions affiliated with an active real estate office last year and, out of these, 50 percent completed one or fewer transactions per year.* Based on an index of transactions and volume, U-T San Diego further determined that 553 Realtors conducted 70 percent of all real

*Based on data supplied by Sandicor MLS as of Sept. 30, 2013.

Executive Summary for Agents and Managers cont'd

How does a U-T Certified™ agent differ from other agents? cont'd

estate business last year. The U-T San Diego wants to help consumers find those agents who are the most professional, most engaged and most experienced. Certified™ agents are verified as those who conduct enough transactional volume to be proficient, who are respected and recommended by their peers, who have passed a formal, fully independent background check and who demonstrate a high level of customer service. Sellers can be confident that U-T Certified™ agents are statistically qualified in the skill of pricing homes, positioning them effectively against the competition and marketing them with a bundle of integrated products especially prepared to equip, distinguish and differentiate the certified agent and the properties they represent.

What are the resources and advantages available to a U-T San Diego Certified™ agent?

For the exclusive, top-producing agents invited into the program, the U-T San Diego is committing serious resources and marketing avenues that are integrated and bundled at an affordable rate to insure that the certified agent can exceed seller expectations as differentiated from other agents.

Included in these resources are:

- Featured Open House advertising
- Digital media advertising
- Professional Video Services
- Integrated QR & Text for savvy mobile shoppers
- Personalized Advertorial placement
- Dedicated Real Estate Section in print and on-line
- U-T San Diego-sponsored networking events with their top tier peers

Many more exclusive resources, advantages and events to enhance your productivity. A formal presentation is necessary to qualify for these resources. It will also explain how an

Executive Summary for Agents and Managers cont'd

What are the resources and advantages available to a U-T San Diego Certified™ agent? cont'd

agent can work with a complete array of lead generation processes and tools, including e-Capture, a call center, digital and social media, email and mobile text options.

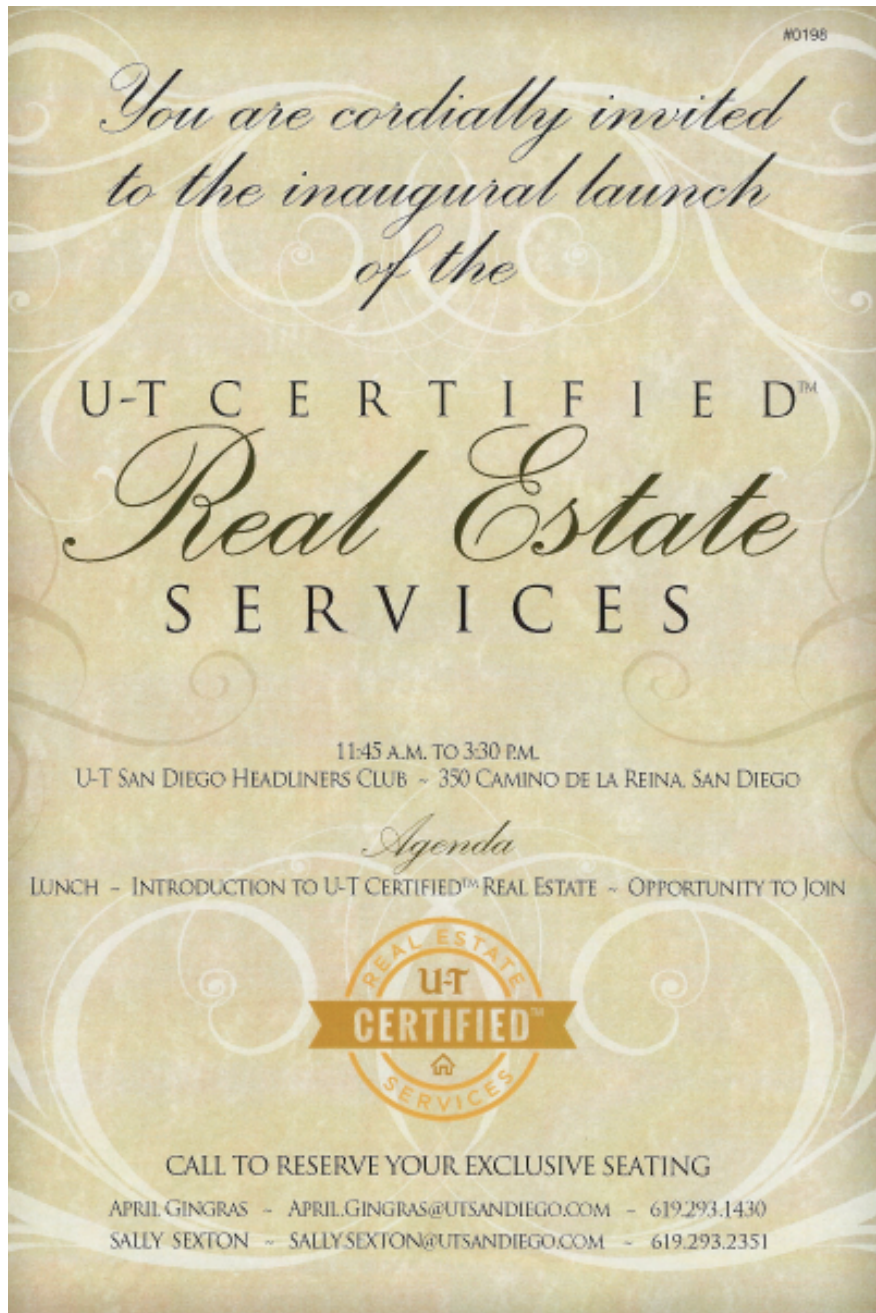
How do I become Certified™?

The program is exclusive and by invitation only.

- Agents will be recommended by peers.
- Agents will meet personally with a U-T Certified™ Real Estate program leader prior to invitation.
- Agents will present their credentials and work records for verification.
- Agents will allow the U-T San Diego to receive confidential feedback from select customers.
- Agents will participate in an exclusive, formal presentation at the U-T San Diego offices with their marketing team tailored to their needs.

*Based on data supplied by Sandicor MLS as of Sept. 30, 2013.

Agent Invitation



Agent Brochure



Lead Generation Ad

Ad to Generate Leads for Lenders - (Home Owners Leads)

You're invited to visit

Open Home of the Week

Sunday 1-4
CARMEL VALLEY

Large, elegant, beautiful
2-story view home in popular
Carmel Valley

- 5BR, 5BA + bonus room
- Loads of upgrades
- BBQ island
- 3-car garage
- Viewing deck off master

\$839,000



BERKSHIRE HATHAWAY
HomeServices
California Properties

Janicke Swanson | Berkshire Hathaway Home Services California Properties
1299 Prospect Street, La Jolla 92037 | 658.733.4433 cell | 658.459.0501
Janicka.Swanson@BHHSCal.com | www.LaJollaDreamHouses.com | www.JanISDHomes.com

Ad to Generate Generic Leads - (For Sale By Owners Leads)

See your home listed here

Sunday 1-4
CARMEL VALLEY

Large, elegant, beautiful
2-story view home in popular
Carmel Valley

- 5BR, 5BA + bonus room
- Loads of upgrades
- BBQ island
- 3-car garage
- Viewing deck off master

\$839,000



If your home is not listed, and you would like to see it
advertised every week in the U-T's Real Estate Section,
call the U-T Real Estate Services Help Line: **800-338-6146** or **619-293-2096**.