

The logo features a large, thin red circle. Inside this circle is a red arch that resembles the Gateway Arch. Below the arch is a horizontal red line. The text "CONNECTING ST. LOUIS™" is centered below the line in a bold, blue, sans-serif font. The background is a solid yellow color with a network diagram consisting of red lines and circles. One circle is in the top left, another in the bottom left, and they are connected to the central circle by red lines.

**CONNECTING
ST. LOUIS™**

Case Study - MORE, REALTORS -
Using Connecting St. Louis™
Network

Case Study - MORE, REALTORS

Challenge: How can MORE, REALTORS (aka MORE) successfully compete (and grow) in a very competitive industry against much larger and better-financed competition?

MORE is a real estate brokerage in the St. Louis metropolitan area focusing on residential and investment real estate. The real estate market in the St. Louis area is intensely competitive. The main competitors are large national franchises with million-dollar marketing budgets. The top real estate teams often find themselves competing for their clients' business.

To help give MORE's team of agents a leg up over the competition, they operate a real estate search site StLouisRealEstateSearch.com where buyers and sellers can get information on properties for sale, real estate values, information on buying and selling real estate, and more.

To get this information, visitors are required to sign up, create an account and provide search criteria and contact information. However, there are a lot of free sites out there that could potentially give people the same information. MORE's challenge involved getting people to not only submit their information to the website but also ultimately choose to work with MORE's team of agents.

Solution: Utilize strategic linking using “clickable take action” domains from the Connecting St. Louis™ Network to drive traffic to MORE's real estate search site (StLouisRealEstateSearch.com).

To drive more traffic to MORE's real estate search website, MORE is a member of Connecting St. Louis™, a network of hundreds of St. Louis targeted websites using premium 'clickable take action' domains. Many of the websites on the network are real estate focused. Additionally, the network also consists of hyper-local zip code targeted websites that provide community information and provide real estate resources. Visitors on the Connecting St. Louis™ Network who are looking for real estate information are directed to MORE's real estate search site for more detailed information.

MORE's costs for this solution are very minimal. MORE's membership in the Connecting St. Louis Network costs under \$250 per month.

Case Study - MORE, REALTORS - Using Connecting St. Louis Network

Results: Over the past 5 years, MORE can attribute \$60,000,000 in gross sales which equates to \$1,500,000 in gross commissions from leads generated by StLouisRealEstateSearch.com. Much of this is a result of the traffic generated and the leads brought by utilizing the Connecting St. Louis Network.

For the minimal cost listed above, we are able to get outstanding results. Here are just a few highlights. The vast majority of the traffic and visitors to these sites are organic with only a minimal number of visitors coming from paid efforts.

StLouisMLS.com - Targeted to real buyers searching for real estate property in general.

- 24,447 visitor's in the past 5 years to the primary site.
- 39,474 Pageviews
- Average of 1.24 pages per session visited
- Referrals to St Louis Real Estate Search: 8598 visitors and 1,178 of those signed up for an account

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StLouisVillas.com - Targeting a Niche Market with specific product information

- 123,812 visitor's in the past 5 years to the primary site.
- 358,224 Pageviews
- Average time on page 2 minutes 40 seconds
- Referrals to St Louis Real Estate Search: 35,101 visitors and 751 of those signed up for an account
- One result - one client relationship resulted in commissions of over \$110,000 over a 1.5 year period all from a lead coming in from this site.

StLousOpenHouses.com - Providing open house resources for consumers

- 76,102 visitor's in the past 5 years to the primary site.
- 1,150,646 Pageviews
- Average of 6.18 pages per session visited
- Referrals to St Louis Real Estate Search: 34,394 users and 423 of those signed up for an account

63304.com - Zipcode targeted hyperlocal website -

- 23,964 visitor's in the past 5 years to the primary site.
- 29,682 Pageviews
- Average of 1.44 pages per session visited
- Referrals to St Louis Real Estate Search: 4560 users and 44 of those signed up for an account