



**CONNECTING
ST. LOUISIS™**

Case Study - MORE, REALTORS -
Using Standalone Clickable
Domain

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 the “clickable take action” domain FairCommissionRate.com as a standalone website that captures niche-targeted leads with only minimal PPC and social media marketing.

To drive more traffic to our real estate search website, MORE launched a standalone, niche-targeted website that would drive traffic to our sites and encourage site sign-ups. In this case, FairCommissionRate.com was targeted to home sellers looking to sell their home at a discounted commission rate.

Typical cost per year for this domain would be \$15.00 annual domain renewal fee and \$5.00 per month for web hosting. Since this is a standalone website, there is an additional initial set up cost for the website design and development. However, you can find a lot of low-cost options with well-made templates.

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. Some of this can be attributed to FairCommissionRate.com, where we saw the following results with minimal PPC and social media marketing.

For FairCommissionRate.com, we saw the following results:

- 679 Visitors in the past 1 year.
- 854 Pageviews
- Of those visitors, 25 (3.7%) submitted a contact form
- Of those submitting the form, 13 (52%) have signed up for an account on StLouisRealEstateSearch.com
- Of those that signed up 1 listed with us and, assuming it closes will produce roughly \$50,000 in commission income to the firm.