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# TechTools

## **Fresh, upDateD web site**

Yes, we know you've heard it all before, but a fresh, updated, relevant Web site never goes out of style, according to Richard Barkett, CEO at the REALTOR Association of Greater Fort Lauderdale. "Today's agents have to have their marketing plan in place and promote themselves with a fresh Web site where consumers can view virtual tours and see the most updated property information available," says Barkett.

The most successful agents are including blogs, podcasts and other innovative tools on their sites, adds Barkett, and in doing so are standing apart from those that throw up a stagnant site, hoping it will catch on. "It's a way of giving value back to their clientele or their sphere of influence, and keeping the agent in the limelight in a very competitive marketplace."

Ford concurs, and says that the sheer number of homebuyers who flock to the Internet first for housing information is forcing agents to build user-friendly, content-rich sites that keep those prospects coming back for more. "Today's agents have to have a good Web site in order to effectively market themselves," says Ford.

"It's a must have."

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