



Hello, from Down East Maine! In 2008, I found myself in a situation. I was engaged to be married; between my fiancé and myself, we owned *too many houses*. At the start of the worst economy, I listed my personal property with an Agent, not knowing what to expect, and not wanting to take any chances.

I created a dedicated website to help market my property. The Agent was on board with the idea. He welcomed the extra effort to make a sale. Looking back, it was more of a slideshow than a website, set to music with pictures and descriptions that *told my property's story*. *In less than 90 days*, I had a cash offer from international buyers and closed. In the worst economy!

I moved into my husband's farmhouse on 175 acres. It was in a different county—away from the coast, which I missed. We searched and found waterfront land to build on, then made the decision to list the farmhouse and 75 acres with an Agent, leaving one hundred acres for future options. Our Agent listed the property on the MLS before disappearing for the winter. No showings for an entire year! We never knew if there were inquiries. When the contract was up, we switched Agents...who could blame us?

Remembering how a dedicated website worked so well to promote my home, and not wanting to waste more time, I created a website to draw interested buyers to our farm. The new Agent was impressed by the number of inquiries and showings the website generated, people from all across the US. Several inquiries were made in the *dead of winter*, which is when serious buyers have fewer properties to choose from. People actually traveled to Maine from as far away as Colorado to come see it. My marketing efforts paid off. We closed on the farmhouse before the Agent's contract expired.

Sometime later, friends told us about *their* frustrations trying to sell a farmhouse—it was on the market for several years, they switched Agents several times and had next to no showings. I offered to design a site for them, and before long, they had potential buyers actually snow-shoeing in to tour their property. A bidding war started, and their property sold, *sight unseen*, in the middle of winter, to buyers from out of state.

From that success, word of mouth spread about how I help homeowners market their properties, with or without a realtor. Friends told friends, and before you know it, I was creating dedicated websites for single-family homes, vacation rentals, land, camps and bed and breakfast inns.

Oh, and when we decided it was time to sell our 100 acres, we thought we'd try FSBO. I put up a new website. Within a year, a timber company purchased our land.

*I know the frustrations.* Let's face it, not all real estate agents are equal. Having a dedicated website to market property for sale gives you the extra edge. Whether you are listing with an Agent or are selling FSBO, a dedicated website will tell your property's story in words and images, along with showing all the great things to do in and around your area. It can be promoted in places where potential buyers are looking for exactly what you are offering. It will NOT be an advertisement for a realtor, if you hire one, and won't be shown on a page with "similar properties nearby."

Having a dedicated website to promote your property gives you an edge. It puts your property for sale or rent in front of people looking for it. You can even go someplace warm for the winter while the site works for you.

Cheers!

*Stephanie Miller*

**P.S.** I can do all the design work and promotion for you, or I can show you how to do it yourself.  
No commission on the sale. No contract.