



BLUE RIDGE REALTY
& INVESTMENTS LLC

Real Estate Sales & Marketing Plan

2019

Real Estate Offices

[Locations]

Blue Ridge Realty & Investments (BRRRI) has been in operation since 1981. Since that time, Blue Ridge Realty has been a leader in development and the selling of primary homes, second homes, building lots, commercial property, investment properties, multi-family, and acreage tracts. The Company takes great pride in the maturity and longevity of its agents and staff.

Banner Elk Office:

110 Main Street West / PO Box 2222

Located in the village of Banner Elk, this location offers a group of full time real estate brokers and administrative staff. This office is surrounded by the resort market in Avery County. The office offers high visibility within walking distance to restaurants, shopping, and Lees-McRae College.

Blowing Rock Office:

1129-1 Main Street / PO Box 913

This office is conveniently located in a coveted area on Main Street in the heart of downtown Blowing Rock. The team consists of seasoned Blowing Rock brokers with vast knowledge of the area. This office serves Blowing Rock and the greater Blowing Rock area.

Boone Office:

2237 & 2271 Hwy 105

Located on one of the most heavily traveled roads in Watauga County, our Boone office is highly visible. This office location includes a team of real estate brokers and administrative staff working from 2 office buildings. The office services Watauga County, Appalachian State University, and the many surrounding communities.

Lenoir Office:

215 Church Street NW

Our Lenoir location is set in Historic Downtown Lenoir, "where the High Country begins". The experienced agents in this office cover Caldwell, Catawba, Burke and Alexander Counties.

Linville Office:

3616 Mitchell Avenue, Unit 3 / PO Box 946

Located in Linville Village at the busy intersection of Hwy. 221 and 181. Centrally located in Avery County with quick access to homes, land, condos and gated communities to service all your mountain real estate needs. This office offers a team of local real estate brokers with a combined total of over 50 years assisting buyers, sellers and vacationers alike.

West Jefferson Office:

10 North Jefferson Ave / PO Box 230

Located in the historic downtown, this office location provides an experienced group of agents with supporting staff. The office is in the hub of Ashe County, servicing this northwestern region of North Carolina. The office location offers high visibility and walking traffic within the Downtown Business District.

Rentals & Property Management

895 Blowing Rock Rd / Boone, NC

Boone High Country Rentals
Blue Ridge Professional Property Services
High Country Resort Rentals

About BRRI

[Achievements]



**Proudly serving the High Country for over 38 years,
Blue Ridge Realty & Investments is an award winning company.**

Office Production:

BRRRI total sales volume for 2018 over \$101,000,000.

4th consecutive year having more listings than any other firm in the high country.

#1 independent real estate company in both sales and listing volume.

425 total transactions for about 7.11% of the market share.

Average BRRRI sales price \$238,000.

Accolades include:

- 2018 Large Business of the Year (Boone Chamber)
- 2018, 2017, 2016 & 2010 voted "Best of the Best" Real Estate Firm by the People's Choice Awards (Watauga Democrat)
- 2018, 2017, 2016, 2015 & 2010 voted "Best of the Best" Realtor by the People's Choice Awards (Watauga Democrat)
- 2014 Small Business Commercial Renovation Redevelopment of the Year awarded to the BRRRI office located on Hwy 105, presented by the Boone Chamber of Commerce.

Office Training:

Blue Ridge Realty & Investments offers weekly training to its Real Estate Agents and Staff to include technology, sales, services, market trends, legal topics, contracts, and government regulations. This encourages and promotes a strong skill set in our Agents and Staff.

Property Management & Rentals:

Services offered through Blue Ridge Professional Property Services, Boone High Country Rentals, and High Country Resort Rentals complement the overall service package. Services include absentee home care management, long term rental management, Property Owner Association (POA/HOA) management, as well as short term and long term rentals.

These companies employ both full and part-time employees as well as interns from Appalachian State University. The services offered by BRPPS, BHCR and HCRR combine to make BRRRI a full service real estate company.

Community

[*Company & Broker Engagement*]

Professional and Community Memberships:

Avery County Chamber of Commerce
Banner Elk Chamber of Commerce
Beech Mountain Chamber of Commerce
Blowing Rock Chamber of Commerce
Blue Ridge Conservancy
Boone Area Chamber of Commerce
Boy Scouts of America
Catawba Valley Multiple Listing Service
Certified Mediator - Superior and Clerk's Court
Habitat for Humanity
High Country Association of Realtors
High Country Association of Realtors
Board of Directors
High Country Association of Realtors
Professional Standards Committee
High Country Breast Cancer Foundation
High Country Multiple Listing Service
Meals on Wheels
National Association of Realtors

NC REALTORS®
NC REALTORS® Information Management Committee
North Carolina Bar Association - Real Property Section
Kiwanis Club
New River Conservancy
Northeastern Tennessee Association of Realtors and MLS
REALTORS® Political Action Committee Supporters
Rotary Club
Ruritan
Santa's Toybox
Watauga County Humane Society
Watauga Women in Leadership
West Jefferson Chamber of Commerce
Yosef Club
Young Professionals of Boone

Website Analytics

[*Recent Monthly Stats*]

www.BlueRidgeRealty.net

www.BRRI.net

10,023

Pageviews

2205

New Users

2:32

Avg Time/Page

478

Listings
Distributed
on ListHub

126K

Views on
ListHub

46

ListHub
Syndicated
Publishers

Listing Syndication

[*Partner Websites*]

Our state of the art website syndicates all High Country Association of Realtors listings on www.BRRI.net. Additionally, select company listings are syndicated on the following sites:

MLS - Matrix – The High Country Association of REALTORS® official Multiple Listing Service. All company listings are posted on this site. All listings are syndicated via Matrix.

Realtor.com – BRRI listings currently displayed on Matrix are syndicated with Realtor.com.

Zillow Group - Trulia.com & Zillow.com – National and international real estate search engines.

Loopnet & CoStar - Offering Commercial Listing exposure.

TheRealEstateBook.com – The website for The Real Estate Book Magazine. Select company listings are displayed on this site.

LuxuryHomes.com – Select company listings are displayed on this site.

Social Media - Professional business accounts for BRRI, associated companies, and some individual agents. Including facebook, twitter, instagram, snapchat and more.

MountainTimes.com – Company listings are posted on this site with links back to BRRI.net. This website is the online site for the printed newspaper.

Wataugademocrat.com - Online classified postings.

ListHub - Syndicated on 52 websites including, Craigslist, Postlets.com, Homes.com, LandandFarm.com, LandWatch.com, Enormo, FrontDoor, HotPads, Local.com, Lycos, Oodle, Overstock,Vast, & more.



Marketing

[*Web & Online*]

BRRR Website:

Blue Ridge Realty & Investments maintains a customized website, www.BlueRidgeRealty.net, professionally built by Design and Media Group (DMG) a local graphic & web firm that specializes in responsive websites, integrating search engine optimization (SEO), and customized graphic design. The site is graphically impressive, easy to navigate, and offers visitors opportunities to view company listings and search any outside listings via IDXBroker and the High Country Multiple Listing Service. A weekly blog features Real Estate related information and High Country happenings. Our website search results continue to be found on the top page of search engines including Google, Yahoo, & Bing. Many BRRR agents maintain their own personal websites where they advertise their listings and those of the company.

Online Advertising:

- Banner ads on local websites
- Banner ads in target markets: Charlotte, Raleigh, Florida, etc.
- Social media advertising
- Press Releases
- Dedicated page featuring listing on BRRR website
 - Content unique to the development and listings.
 - Will be used in conjunction with Adwords, web ad links, email campaigns, etc.
 - Track viewer stats as available

Email Campaigns:

- Weekly newsletter featuring market stats and listing information.
- Link email content to development's webpage on BRRR website
- Track viewer stats

Targeted Marketing

[*Adwords & Social Media*]

Adwords:

- **Competitor & Keyword Research**
- **Competitor ad research**
- **Current industry trends**
- **Keyword research**
- **Identify areas of opportunity**
- **Campaign Development**
- **Create campaigns based on research findings**
- **Website integration**
- **Use Google Analytics to track current traffic trends on the website.**
- **Create new “landing pages” on the website for specific ads.**

Marketing

[*Print & Direct Mail*]

Print Collateral:

- Quarterly Booklet exclusively featuring BRRRI listings, distributed in the High Country
- Brochure/rack cards
- Advertisements in target markets: Charlotte, Raleigh, Florida, etc.
- Listing flyers
- Included in the High Country Association of Realtors Magazine Listing Ads
- Local newspaper ads

Lighted Window Displays

We use hanging window displays suspended from nearly invisible cables, creating an elegant presentation of floating light boxes. Our windows are like billboards for your property! These high-end, backlit window displays draw attention to our featured listings. The light will not only draw attention to the display, but will make your photos pop so your property will look its best. Each panel uses state of the art LED lights that only use 6 watts of electricity and illuminate for up to 66,000 hours!

Direct Mail:

- Customized postcard tailored to community or individual property listings.
- Suggested Targeted Zip Codes:
 - Charlotte: 28104, 28104, 28270, 28226, 28277, 28203, 28207, 28205, 28211, 28210, 28173
 - Raleigh: 27612-615, 27617
 - Durham: 27705, 27712
 - Chapel Hill: 27514, 27516, 27517
 - Greensboro: 27403, 27406, 27410, and 27455
 - High Point: 27262, 27265
 - Salisbury: 28144
 - Winston Salem: 27101