

INTRODUCTION

Welcome to Real Estate Investing and the World Wide Web!

Real Estate Investing and the World Wide Web is designed to give you a detailed understanding of how a website and the Internet can be the most cost effective and powerful tools available to your real estate investing business.

Real Estate Investing & The WWW



Targets:

1. To understand how the Internet is being used by businesses today, and how it will be used in the future.
2. To understand why your real estate investing business should have a website.
3. To understand why the Internet is so popular.
4. To understand how a website can be used as a valuable business tool.
5. To discover what the various components of a website are, and how they work.
6. To understand the website development process.
7. To learn how to build your own website inexpensively and professionally.
8. To learn how to diversify the use of your website for maximum profit.

9. To recommend cost effective resources and tools for your website.

As a real estate investor you can generate extreme wealth. The Internet and a website are just additional tools to help you achieve these goals, albeit very powerful tools.

I decided to publish this guide because of the many inquiries from real estate investors asking the best way to economically set up and use a professional website for their business. In my course, the **Real Estate Jobber Course**, I dedicate a complete volume to real estate investing websites.

But, a lot of investors wanted just the website information and not the balance of the course, which covers bird-dogging in detail. This is perfectly understandable since many were already seasoned investors.

At first I was hesitant to separate this subject matter from the rest of the course. But I'm such a believer in websites and the Internet as business tools that I decided to offer this information as a separate guidebook.

I've been designing, building and using websites for business purposes for over eight years. To me, it was only natural to carry this tool over to the real estate investing world.

But, what I discovered was that 90% of investors didn't have a website! It's a very effective business tool and customers love the convenience and other benefits it provides.

My goal is to help you “build it right the first time”. Don’t waste hundreds or even thousands of dollars setting up a website that would simply be overkill, and still not provide any tangible results. However, I also don’t want you to get a free website that will only harm your reputation.

There is a happy medium, which will be easy on your pocketbook and provide the outstanding results that you need.

It doesn’t matter if you are a seasoned investor or just starting out as a bird-dog. A website is a valuable yet affordable tool that you should not be without. It truly can help take your business to another level!

With that being said, let’s get started!

We will start with a discussion on why having a website is so important for your real estate investing business. The Internet is more popular than ever, and is expected to continue gaining popularity for the foreseeable future. We will look at why the Internet’s popularity is exploding.

Websites have taken a 180-degree turn from just a few years ago. We will explore what’s driving the changes on the information superhighway. Understanding these changes will help your business stay current with the ever-expanding Internet technology.

The numerous ways that a website can help your business will be discussed in detail. The anatomy of a website will be dissected and explained piece by piece.

We will go through the website development cycle step-by-step and explain what's involved during each phase of the cycle. We will then go back through the cycle and see how an actual website is built.

I will have recommendations that will allow you to build and operate a website for your real estate investing business, that will be cost effective and professional. It does not pay to put up a poorly designed website that your visitors will not take seriously.

I will also recommend some other tools to go along with your website that will make it even more effective.

As you read through this information please keep in mind that I will help guide you through the technical jungle, to the best resources available for your website. Don't be intimidated!

WHY HAVE A WEBSITE?

I'm sure you've heard all of the hype:

- Your website is open 24 hours a day
- Your website is the gateway to the world
- Everyone else has a website
- And so on, and so on...

Don't get me wrong these are all valid statements, but they are not the reason for a real estate investor or bird-dog to set up a website. Let's dig a little deeper and see if we can find a more compelling reason. The reason is very simply...

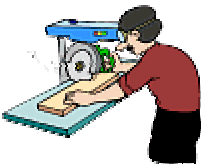
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The Future is Now!



No, I'm not talking about flying cars! I mean **the Internet will be one of the most important tools a business can have in the 21st century**. A website allows your business to take full advantage of this tool.

If you were a carpenter...



... think of the Internet as your power saw. Sure you could use a handsaw, but the job would take a lot longer and the results may not

be as accurate. Why not take advantage of technology and save time and money?

Do you think that Internet use will increase or decrease over the next several years? If you said decrease, think again. **The Internet is not a fad** that will quietly go away. Let's take a look at the numbers, and there are a lot of numbers!

U.S. Online Households (in millions)							
	2001	2002	2003	2004	2005	2006	2007
Asian-American	2.3	2.5	2.7	2.9	3.2	3.4	3.6
Hispanic	4.5	5.0	5.5	6.2	6.8	7.4	8.0
African-American	6.1	6.8	7.4	8.1	8.9	9.6	10.2
Caucasian and others	49.6	52.6	55.9	59.3	62.6	66.2	67.1

Source: Jupiter Research

Figure 1 - US Households Online

What does this chart tell us about Internet usage? Well a few important facts. The Internet is here to stay, so it's time to get on board, before...



... the ship sails without you!

The number of Internet users has increased every year since 1996, and is projected to continue increasing substantially through 2007. The number of households online will have increased by 39 percent over this 6-year period.

The Internet has already become ingrained into the daily life of Americans. It's almost as common as the telephone. As access to the Internet becomes more affordable, the number of people "afraid" to use the Internet will continue to decrease.

Internet growth is crossing social, gender and racial lines.

As shown in the chart above, a steady growth in the number of households online for all major racial and ethnic groups is forecasted.

Can you really afford not to be part of this amazing growth?

WHY IS THE INTERNET SO POPULAR?

Vast Information



One reason is quick and easy access to information. A world of information can be found online. Need to know how to build a doghouse? Want a great recipe for General Tao's Chicken? Want to know where you can see the latest movies? Need directions from Alliance Ohio to Ann Arbor Michigan?

The answers are just seconds away with a few clicks on the keyboard. Information is power. Who wouldn't love having nearly unlimited access to information?

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Communication



Communication is another major reason why Internet use continues to increase. Remember this? You would write a letter, address an envelope, stuff the envelope, buy a stamp and take the letter to a mailbox.

Now you just type out an e-mail and click the send button. I stay in touch with my family more than ever since the advent of e-mail. You can even use a web cam to see and talk to people over the Internet.



We recently had a baby. I set up a family website, where we frequently post pictures of the baby for our family in other states to see.

They simply go to the web address to see pictures, hear the baby's first sounds and can even watch streaming video. Technology is a wonderful thing!

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Convenience



The convenience of the Internet lets you sit back and relax. **You can pay the majority of your bills on line**, which saves stamps and assures your payment is posted promptly.

If I need to change my phone service or TV service, it's just a matter of going to the company's website and in a few minutes the changes are in.

No more sitting on hold for what seems like forever! You can order tickets for the next football game, get tickets to a movie for this evening, book a vacation or buy groceries. It's a major time and money saver.

Portability



Yes, the Internet is becoming more portable everyday. This means that we can have access to the Internet, no matter where we are.

The number of wireless Internet **users is expected to increase from 149 million in 2001 to 236 million in 2007, a 58 percent increase.** By 2007 nearly half of all Internet users will connect through cell phones.

Imagine doing a drive-by and spotting an ugly house, and being able to access the public records with your high-speed Internet connection, via your cell phone or laptop. Talk about convenience. Now, how great is that?

Wireless Internet Usage and Projections			
Year-End	2001	2004	2007
USA			
Internet Users (millions)	149	193	236
Wireless Internet User Share	4.5	27.9%	46.3%
Source: Computer Industry Almanac			

Figure 2 - Wireless Internet Users

In the very near future many cars will be equipped with a device to access the Internet. This will allow users to do a variety of activities during travel, which would be very useful for long trips. The Internet represents efficiency at its best.

Interactivity



The Internet is extremely interactive. There are numerous surveys on television during sports, news and talk shows asking for your opinion.

You simply go online to cast your vote, and within minutes the results are available. People with WebTV don't even have to go to their computer to participate!

Americans love interactivity. For instance the use of interactive TV (iTV) will double in the next few years. iTV is the technology that allows you to order cable and satellite movies through your remote control.

Some systems even allow you to order the clothing and other items used in the shows with a push of your remote control button.

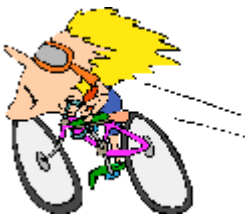
2001	5.2
2002	11.6
2003	19.9
2004	29.8
2005	41.1

Source: The Strategis Group

Figure 3 - iTV User Projections in Millions

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High Speed Access



High-speed access will also continue to increase the Internet's popularity. Cable and DSL modems allow connection speeds hundreds of times faster than traditional dial up modems.

This allows users to download files in a few minutes that used to take hours using a dial up modem. I sure hope you had a high-speed connection to download this guide!

High-speed connections are very popular for people who download a lot of music, movies and software, all legally of course! Why wait for your products to be shipped when you can download them immediately, without shipping costs? There's that saving money factor again.

Another great advantage of broadband (high-speed) connections is the fact that your telephone (land based) line is not tied up while you are on the Internet. Do you think people are willing to **pay between \$25 and \$50** a month for a high-speed connection? Check out the numbers below.

U.S. Broadband Households, 2001-2007		
Year	Penetration	Households (millions)
2001	17%	10.4
2002	23%	15.7
2003	30%	21.4
2004	35%	26.7
2005	39%	32.0
2006	43%	36.8
2007	56%	40.7

Source: [Jupiter Research](#) (a unit of this site's corporate parent)

Figure 4 - US Broadband Households

The number of households with broadband connections is projected to nearly double between 2003 and 2007.

Now We Know!

Okay, I think we've answered the question of "why have a website". It's because **we are in a digital age**, where more and

more Americans will rely on the Internet for information needs, and to conduct business.

We have also established the fact that the **popularity of the Internet will continue to soar** into the foreseeable future. We now know of several very sound reasons why the Internet will continue to gain usage. The facts are indisputable; the Internet will be a vitally important, indispensable business tool.

I realize that not **every** businessperson has embraced the Internet as an indispensable tool; but check the numbers again, they don't lie.

The future and technology won't wait for anyone to catch up.
They are very unforgiving.

I haven't answered what **will** change about business websites and the Internet. We will dive into that next, and then look at exactly how a website can benefit your real estate investing business, before getting into the anatomy of a website.

THE REAL ESTATE INVESTING & WWW GUIDE

The Real Estate Investing & World Wide Web guide is designed to provide you with all of the knowledge needed to create a website for your real estate investing business. It doesn't matter if you want to build it yourself or hire someone else to do the job. The guide will tell you exactly how to develop a professional website.

It's a nearly 300-page e-book loaded with detailed, step-by-step instructions. You will be able to download the guide immediately, and begin learning all the secrets to having a website that motivated sellers and buyers will respond to.

Long gone are the days when you could throw up a free website, loaded with all types of advertisements, that has an address that looks like this:

www.freewebsites/freespace/000012/realestate/webuyhouses.com

People expect you to have a professional business website address like this:

www.WeBuyHouses.com

Yes, people do expect real estate investors to have a website. With so many classified ads and signs people are looking for something that stands out. A website address will really help your business stand out.

Let them check out your real estate investing business online first. This can take away some of the initial embarrassment that they might have. Once they learn they are not the only person to become a motivated seller they will be more at ease.

Let's face it, a lot of people are more comfortable being anonymous and filling out a form online, than calling your office and being asked a lot of questions. Now you have the information you need and you can follow up with the motivated seller to get the specifics.

After all, you don't want to spend your time talking to non-motivated sellers. Let your website do it for you.

The Real Estate Investing and World Wide Web guide also includes several bonus tools to make your website even more effective. The bonus tools are described below.

Free Website Reports

There are 8 free reports, some targeting motivated sellers and others targeting motivated buyers. You can customize these reports to fit your business needs and give them away to your website visitors.

Set up a form that gets the visitor's e-mail address in exchange for the free report. You can then send out periodic e-mail messages automatically to see if the visitor has become more motivated.

E-mail marketing is one of the most cost effective ways there is to keep in touch with your motivated sellers. No postage required!

Netwriting Masters Course

Learn how to write copy specifically for your website. There is a proven method that results in much easier to read website pages.

Internet surfers read differently than people reading the newspaper or magazines. You must write in a manner that keeps people interested in the information on your website.

The Netwriting Masters Course covers everything you need to know about writing for Internet users. You can also use these copy-writing principles in your other advertising mediums.

Domain Name Analyzer

Find the ideal name for your real estate investing business website using this award winning software!

Enter words or names related to your real estate investing business and let the software generate various options of winning, memorable website names, and then check the availability of those website names in multiple extensions (.com, .net, .org, .biz, .us, etc.)

Coming up with a name is one of the most important decisions you will make while developing your real estate investing website. The Domain Name Analyzer software will help you develop dozens of possible names!

Website Mortgage Calculator

This is an online calculator that you can place on your website. Your prospects can calculate estimated mortgage payments right on your website!

Your visitors just enter the loan amount, interest rate, term and click on "calculate" to get the number of payments and their monthly payment amount.

It will work perfectly on your website.

There you have it, the Real Estate Investing and World Wide Web guide has everything you need to get your real estate investing business on-line, in a cost effective, yet professional manner.

I wish you the best of luck in your real estate investing endeavors

Barry