

Real Estate by Hamwey



2004 Sales & Marketing Plan

Quality Customer Service



Developed By Melisha Dvorak
Office Manager
Real Estate by Hamwey

Our Vision

Real Estate by Hamwey offers a unique team of Real Estate Agents with proven expertise as brokers and sales associates. We do more than sell and list real estate. We will work to offer our services in an innovative manner to create a source for marketing and planning solutions that will be difficult to emulate. We offer a premium level of service in planning and marketing your property when you list with us.

Our History

Real Estate by Hamwey is a profitable firm that continues to meet the objectives of their clients, lenders, title companies, and all other affiliates. We will strive to consistently be perceived as a firm that is professional, trustworthy, accurate and timely. Real Estate by Hamwey will offer the innovative marketing approach clients need and want to reach their business and/or personal goals derived from selling their property.

Our Marketing Strategies are based on meeting the needs of existing and future clients. We will do this through leveraging internal and external business strengths and understanding the competitive industry and market. Our marketing strategies were developed with diversification including service and industry specialization in mind.

Our experience has proven that the most significant factor in acquiring new clients is a direct result of referrals from our existing client base. More than 60% of our new clients directly or indirectly result from a referral by an individual or business client. Client retention is essential. Receiving referrals from them will determine our success or failure. People ask other people they know, trust, and share a similar position to tell them what firm or agent to use. It is as simple as that. Our marketing mix will consistently work to optimize the volume and quality of those referrals or calls relating to you and your property.

Our Hamwey Team

At Real Estate by Hamwey, we have a diverse group of professionals on our team with many years of experience and expertise. Some of our agents have up to 34 years of experience and many of them have advanced credentials, including Certified Residential Specialist and Graduate of Realtor Institute Designations, as well as Certified Residential Broker Designation.

They are very active in their associations. Not only at the local level, but at the State and National levels as well. Many have attended state and national conventions and have become very active with them. Several agents at Hamwey have been President of the Billings Association of Realtors as well as the Montana Association of Realtors.

The importance of continuing education is constantly emphasized at Hamwey, so you can be confident that our agents are current in the latest real estate laws and practices.

Our agents are not only active in their industry, they are active in the community as well. Many are active with Habitat for Humanity, volunteer at local organizations, fundraisers, charities, and much more.

Although we have the benefit of working together as a group of experienced professionals, each agent is ultimately responsible for his or her own success. Pleasing clients, finding new real estate listings and successfully matching the right buyer and seller is essential to being a part of the Hamwey team.

Spend an hour or two with one of our agents...You'll be **SOLD** on Hamwey!



Charlie Hamway
Broker Owner
President

- Has been a Realtor since 1973
- Has Owned/Operated Real Estate by Hamway Since 1980
- GRI, CRS, CRB Designations
- Realtor of the Year
- Salesman of the Year
- Board President
- Multi-Million Dollar Producer
- State Director for many years



Helen Nordquist
Salesperson

- Has been a Realtor since 2001
- Has been with Hamway since 2001
- Volunteer at Billings Catholic Schools
- Habitat for Humanity Committee
- Multi-Million Dollar Producer
- Rookie of the Year Candidate



Gloria Neuhardt
Salesperson

- Has been a Realtor since 1976
- Has been with Hamway since 1980
- Realtor of the Year
- Salesperson of the Year
- GRI, CRS Designations
- Multi-Million Dollar Producer
- Past President of Billings Association of Realtors
- Past President of Montana Association of Realtors
- State Director of Montana Association of Realtors



Susan Lytle
Salesperson

- Has been a Realtor since 1984
- Has been with Hamway since 1991
- CRS, GRI, ABR Designations
- Served 9 Years on Grievance Committee
- Secretary of Billings Board
- Served on Habitat for Humanity Board for 9 Years



Paul Lytle
Broker

- Has been a Realtor since 1970
- Has been with Hamway since 1991
- Past President of Montana Association
- Realtor of the Year in Bozeman
- State & National Director
- Past President of Billings Association



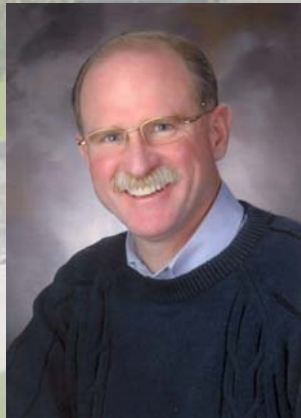
**Kathy
Vick
Broker**

- Has been a Realtor since 1991
- Has been with Hamwey since 1995
- Multi-Million Dollar Producer
- Served on many Local Real Estate Committees



**Karen
Korell
Salesperson**

- Has been a Realtor since 1996
- Has been with Hamwey since 2000
- Chaired Social Committee for 3 years
- Served on Education and Ethics Committee at the local level for 3 years
- Multi-Million Dollar Producer
- GRI Designation



**Don
Lohrenz
Broker**

- Has been a Realtor since 1991
- Has been with Hamwey since 1993
- Served 6 years as Director for the Billings Association of Realtors
- Participates in several Charitable Organization Auctions Yearly
- GRI, CRS Designations
- Multi-Million Dollar Producer Annually



**Allan
Markuson
Broker**

- Has been a Realtor since 1984
- Has been with Hamwey since 1992
- Past Director and Vice President of Billings Association of Realtors
- GRI Graduate
- Multi-Million Dollar Producer



**Ruth
Egan
Broker**

- Has been a Realtor since 1977
- Has been with Hamwey since 1984
- GRI Designation
- Past President of Billings Association of Realtors
- St. V's Volunteer in ICU & ER
- State Director of Montana Association of Realtors
- Realtor of the Year



Phil Taylor
Broker

- Has been a Realtor since 1987
- Has been with Hamwey since 1987
- Has been a Multi-Million Dollar Producer since 1987
- 15 Year Broker License
- Served 12 years on Board of Directors
- Served 4 years on MLS Committee



Trina White
Broker

- Has been a Realtor since 1990
- Has been with Hamwey since 1996
- State Director of Montana Association of Realtors
- Local Director for 6 years
- South Central DVP for State Association
- Volunteer on Attainable Housing Committee for City of Billings



Ken Brannon
Salesperson

- Has been a Realtor since 2004
- Has been with Hamwey since 2004
- Served on Habitat for Humanity



Melisha Dvorak
Salesperson

- Has been a Realtor since 2004
- Has been with Hamwey since 2001
- Creative Marketing Techniques

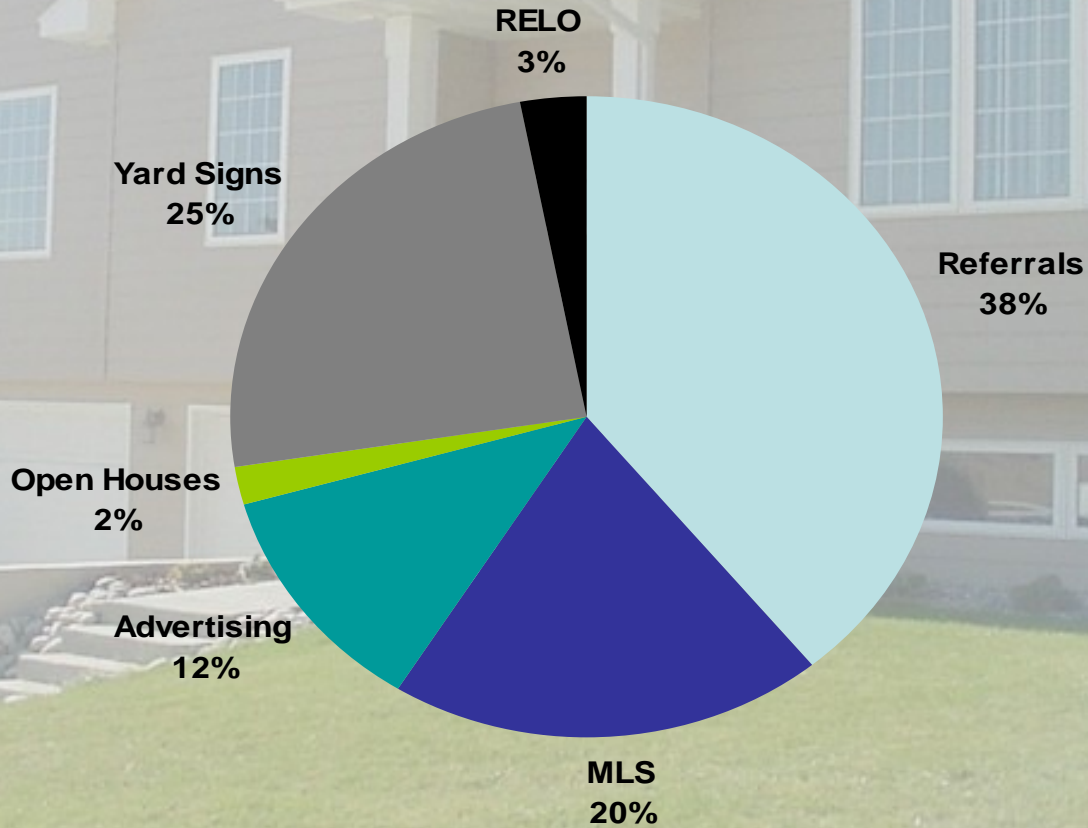
Critical Marketing Components

We will promote your property through these critical marketing components:

1. Leveraging referrals from contacts
2. Continue to use the technology we have, including our in house computer capabilities and our website. Both process incredible potential in marketing your property.
3. Area newspapers and publications
4. Open houses
5. Radio and television
6. Yard signs
7. Multiple Listing Service
8. RELO
9. Yellow Pages

By listing your property with Hamwey Real Estate, you gain the lasting benefits of our years of consistent, professional advertising. Surveys in the Billings area have proven that we have achieved leadership and a reputation for professionalism in the community and the industry.

Marketing Statistics



Marketing Program Referrals

- The true difference!... And why you should choose a company with experience and reputation. Real Estate by Hamwey and our agents have developed a circle of devoted clientele. Keeping in touch with this ever-widening resource brings us buyers for your home! We receive such a high number of referrals because of our high degree of integrity and honesty.

Marketing Program Technology

- We will continue to use the technology we have, including our in house computer capabilities and our website. Both process incredible potential in marketing your property. We have been reaching a wide range of prospective clients through our website: www.hamwey.com. This has proven to increase significant interest in properties. A client, or the general public for that matter, has 24 hour access to any property by using our website: www.hamwey.com.
- Our website not only offers 24 hour access to buyers, it offers many other services. Buyers can also find an agent to represent them as well as have an opportunity to contact them directly from our site.
- All open houses and drive by's are posted on our website as well, giving buyers the opportunity to plan ahead to view your home. These are updated weekly and remain current at all times.
- Real Estate by Hamwey also has a banner located on the Billings Gazette website. This reaches 1,000's of readers daily, allowing them to contact our firm directly from their website for information regarding your property. This has proven to be a highly exposed, highly effective tool to get buyers to our website; directing them towards your property. We receive 16% of our hits on our website from the banner we have posted on the Gazette website.

Marketing Program

Area Newspaper/Publications

- We use both classified ads and institutional ads when advertising your property.
- We have a large bold company ad in the Sunday Billings Gazette featuring our open houses and drive by properties every week.
- We have a large full page, full color ad in the Welcome Home publication that is distributed throughout Billings everywhere and is free for the public to pick up. This publication runs for an entire month, exposing your property to 1,000's of people at a time.
- Agents also have the opportunity to market your property through the Portfolio; a weekly publication.
- As well as the above, the agents also have the opportunity to run an ad in the Gazette for any day of the week, exposing your property as often as you would like them to.

Marketing Program

Open Houses

Open houses are organized and hosted for you. Real Estate by Hamwey offers two types of open houses to market your property.

- Realtor Open Houses are offered weekly for the Realtors only. This gives them the chance to preview your property and contact their buyers to relay the information for their interest. Many agents at Real Estate by Hamwey offer drawings for the other realtors as well as treats to bring in as many realtors as possible to view your home.
- Our Sunday Open House ads are recognized as the most attention getting ads in the newspaper! These are published weekly to 1000's of readers and potential buyers to have the opportunity to view your property. These ads are very important as they continually generate calls into our firm from people who are looking. They offer a photo of your home as well as marketing information pertaining to your property.
- Open Houses are also posted on our website: www.hamwey.com allowing buyers to plan to view your home.

Marketing Program

Yard Signs

- We at Real Estate by Hamwey strongly believe that yard signs are a highly effective marketing tool.
- Statistics show that 70% of the telephone calls we receive result from our sign in your front yard.
- It reaches 1,000's of potential buyers daily who may not have any other access. Along with the sign, our agents place flyer boxes on the yard signs that contain marketing fliers to give that extra measure of exposure to your property.
- This has proven to be an outstanding marketing tool.

Marketing Program

Radio and Television

- Occasionally, Real Estate by Hamwey takes part in radio and television exposure.
- Through the radio, we've implemented institutional ads and classified ads coordinated to our Sunday Open Houses.
- Through television, we promote eye-catching image ads that build our reputation and gives us the opportunity to reach more potential buyers to market your property to.

Marketing Program

Multiple Listing Service

- Our firm is fully computerized, and we are linked with the Billings Multiple Listing Service. That makes it easier for us to be up-to-date on even the newest real estate listings within a 100 mile radius of the Billings Metro Area.
- From the time you list with us, your property is computer-networked into the Billings Multiple Listing Service. This service alerts other Realtors in town to the fact that your property is now for sale. This creates a large interest and immediate action from other realtors.
- We also have this link placed on our website, allowing potential buyers access to that information regarding your property.

Marketing Program

RELO®

- Our membership in RELO®, one of the largest relocation services, gives us exclusive access to incoming transferees. They'll hear about your property immediately! How important is the relocation industry to real estate? According to national surveys, nearly 40% of all home purchases are made by people moving from one area to another. RELO® is dedicated to achieving the highest performance results for Real Estate by Hamwey.
- As a member of RELO®, we can reach 1,000's of potential buyers and market your property to them. RELO® will also provide the necessary tools to successfully promote Real Estate by Hamwey so we can gain referrals and lead them to your property.
- RELO® serves 1,000's of realtors throughout the United States. This enables Real Estate by Hamwey to find the information and establish the contacts you need to settle into your new location OR the contact we need to market your property to potential buyers.

Marketing Program

Yellow Pages

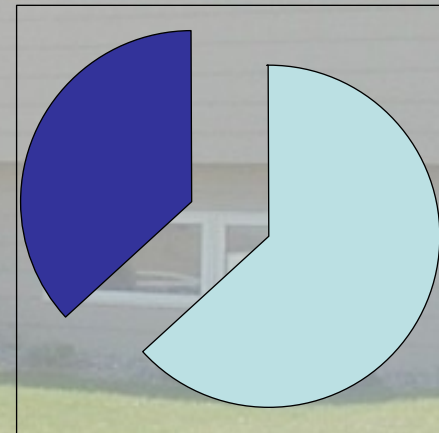
- Real Estate by Hamwey has an ad in the Yellow Pages. We have an attractive display ad reaching a large amount of potential buyers to contact our firm.
- This gives us an outstanding reputation and we have proven to be a successful Real Estate Brokerage Firm in the community.

2003 Marketing Summary

- In 2003, Real Estate by Hamwey maintained a top marketing position in the Billings Community.
- Real Estate by Hamwey achieved a conversion ratio of their own listings to sales of 85%. This means for every 10 listings taken, 8 or more were converted to sales within a 90 day period. This conversion ratio exceeded the majority of Real Estate Firms for 2003.
- 2003 Billings Multiple Listing total Listings and Sales:

<u>LISTINGS</u>	<u>SALES</u>
4380	2576

- The total sales versus listings in 2003 through Billings Multiple Listing Service was 58.81%.
- We at Real Estate by Hamwey feel that achieving this goal of an 85% Conversion Ratio, plus a 13% Market Share, was accomplished by the associates in our firm being knowledgeable in the market, providing full time quality service. This has given us the edge in the market.



□ LISTINGS ■ SALES

Real Estate by Hamwey

2003 Production

LISTINGS

2002 – 139

2003 – 157

Up +18

SOLD LISTINGS

2002 – 128

2003 – 133

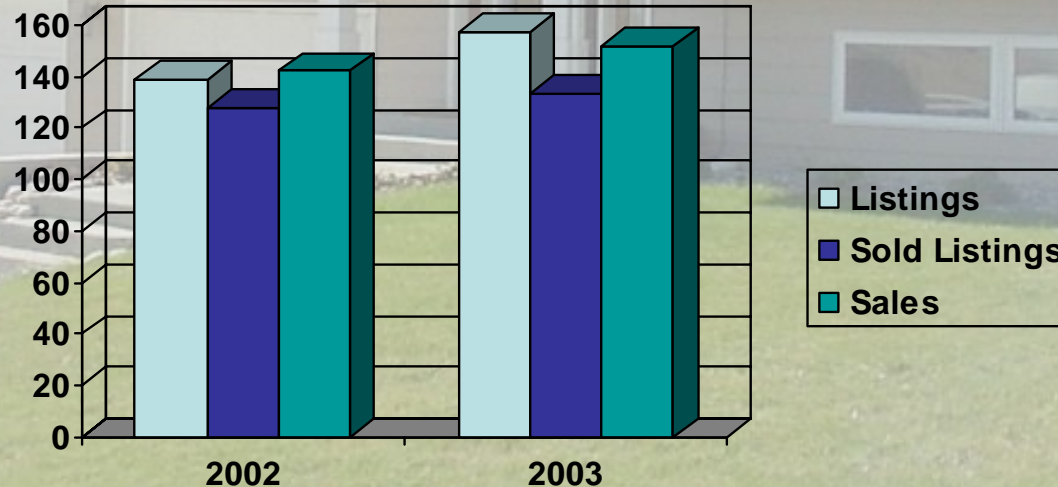
Up + 5

SALES

2002 – 142

2003 – 152

Up + 10



Marketing Program Summary

- Our brokers and sales associates are trained to use the marketing program to your greatest benefit.
- When you list your property with Real Estate by Hamwey, you know you're getting the quality customer service you deserve. At Real Estate by Hamwey, we look out for your best interest. We'll work hard for you to market your property and find just the right buyer in as short as time as possible.
- By listing with us, you not only get our diversified marketing solutions and customized marketing strategies, you can ensure a successful sale.