



Beverly-Hanks & Associates sets the standard for professional marketing on the Internet

Western North Carolina's leading real estate company steps forward again to provide you with cutting edge tools and technology to sell your property faster and for more money.

- Initially, many buyers prefer to gather information on their own. In fact, 84% of consumers begin their search online.*
- Of those online consumers 86% used a real estate agent.
- Beverly-Hanks & Associates averages 117,000 unique visitors per month on our website, each spending about 15 minutes per visit.
- Beverly-Hanks & Associates understands the value of internet presence. We currently upload our listings to 11 major search domains, including top-rated Realtor.com where we are a showcase member.
- In addition LREW links our inventory to over 700 markets through-out the world including Europe, Asia, & Africa.
- Yard signs are more effective sales tools than print or television advertising. Next to the web, consumers find yard signs the second most useful tool in finding their dream home.
- Most prospective buyers are "connected" at all times with a cell phone, Palm, Blackberry or other hand-held device.
- Beverly-Hanks & Associates unique sign riders provide key information to Buyers at the crucial moment when curiosity is at its peak. Buyer simply types in www.beverly-hanks.com/mls number and is immediately connected to information about YOUR home. No complex property search, no digging through scores of listings, no confusion about the address.
- At www.beverly-hanks.com, details including price, multiple photos, slideshow, mapping, agent contact information is available 24/7.
- With one more click, an online customer can schedule an appointment to see your home with Beverly-Hanks appointment manager 24/7.
- The value of the internet becomes personal with Beverly-Hanks Hit Tracker. Allows your Realtor the ability to provide a weekly update of your virtual property showings.
- At Beverly-Hanks & Associates we provide our agents tools needed to get your home viewed by the Realtor community faster through our in-house E-blast system.
- BH Onsite is an exclusive tool designed to assist you and your BH Realtor by connecting them to the mls database faster than ever.
- Beverly-Hanks & Associates provides one stop shopping through Beverly-Hanks Mortgage Services, allowing buyers the opportunity to become pre-approved for a loan, reducing anxiety sellers may have about the contract closing.



*Source: REALTOR.com