

Creating Real Estate Connections That Last

Ensure your **time and energy** is being spent in the right place with **game-changing, niche marketing strategies.**

The background of the slide is a faded, high-angle photograph of the Stanford University campus. It shows the iconic red-tiled buildings, green lawns, and a central circular garden with a red and white floral design. The text is overlaid on this background.

Dean of Stanford:

Every Real Estate Professional

has to compete in **two ways**...

An aerial photograph of a university campus. In the center is a large, multi-story building with a prominent central tower and a red-tiled roof. The building is surrounded by lush green lawns and numerous palm trees. In the foreground, there is a circular landscaped area with a red and white floral design. The background shows rolling hills and a clear sky. The text "Positional Advantage" is overlaid in the center of the image.

Positional Advantage

An aerial photograph of a university campus. In the center is a large, multi-story building with a prominent central tower and a red-tiled roof. The building is surrounded by a well-maintained green lawn with a central walkway leading to the entrance. In the foreground, there is a circular landscaped area with a red and white floral design. The background shows a hillside with trees and a small white structure on top. The text "Capabilities Advantage" is overlaid in the center of the image.

Capabilities Advantage

The background of the slide is a faded, light-colored image of the Harvard Business School building. The building is a large, multi-story structure with a central entrance featuring a portico supported by columns. A clock tower is visible on the roof. The text is overlaid on this image.

Dean of Harvard Business School:

***Two most Important Questions
For Entrepreneurs and Businesses in general:***



1) What do **YOU DO** that your Competitors do... that you do **BETTER**?



2) What do **YOU DO** that
your Competitors don't do?

新澤西州，旅遊勝地 ...更宜置業安居

美國參議員支持美家園



New Jersey a great place to visit... An even greater place to live.

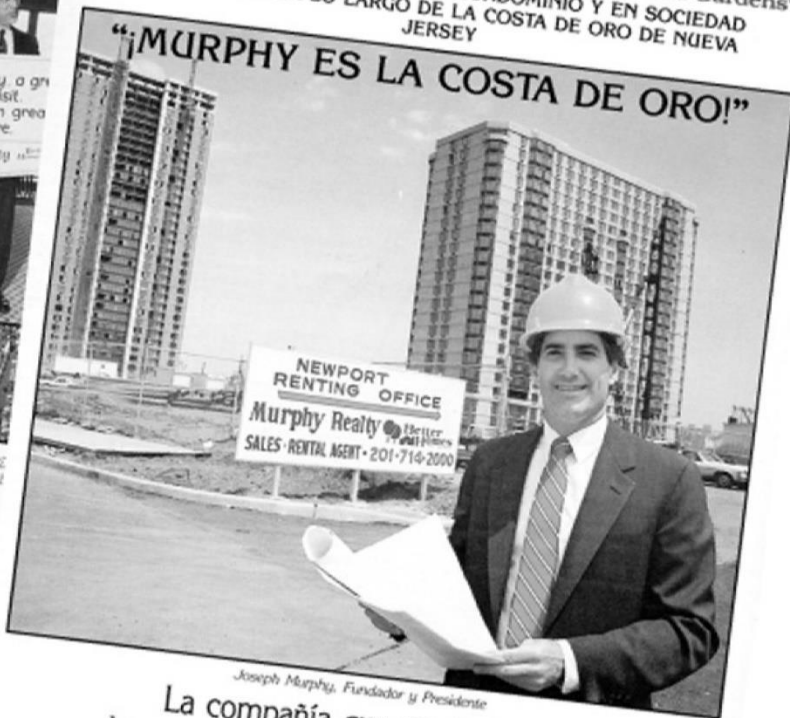
美國參議員法蘭克·勞倫斯 (Frank Lautenberg) (中) 與美商地產住宅經紀維亞倫·道頓 (Allan Dalton) (右) 會面。他們所創建的汽車標站。請電：825-8338。

Murphy Realty/Better Homes and Gardens®
Marketing & Development Center
76 Arch Street
Ramsey, New Jersey 07446

Murphy Realty Better Homes and Gardens®

CARTERA DE PROPIEDADES EN CONDOMINIO Y EN SOCIEDAD COOPERATIVA A LO LARGO DE LA COSTA DE ORO DE NUEVA JERSEY

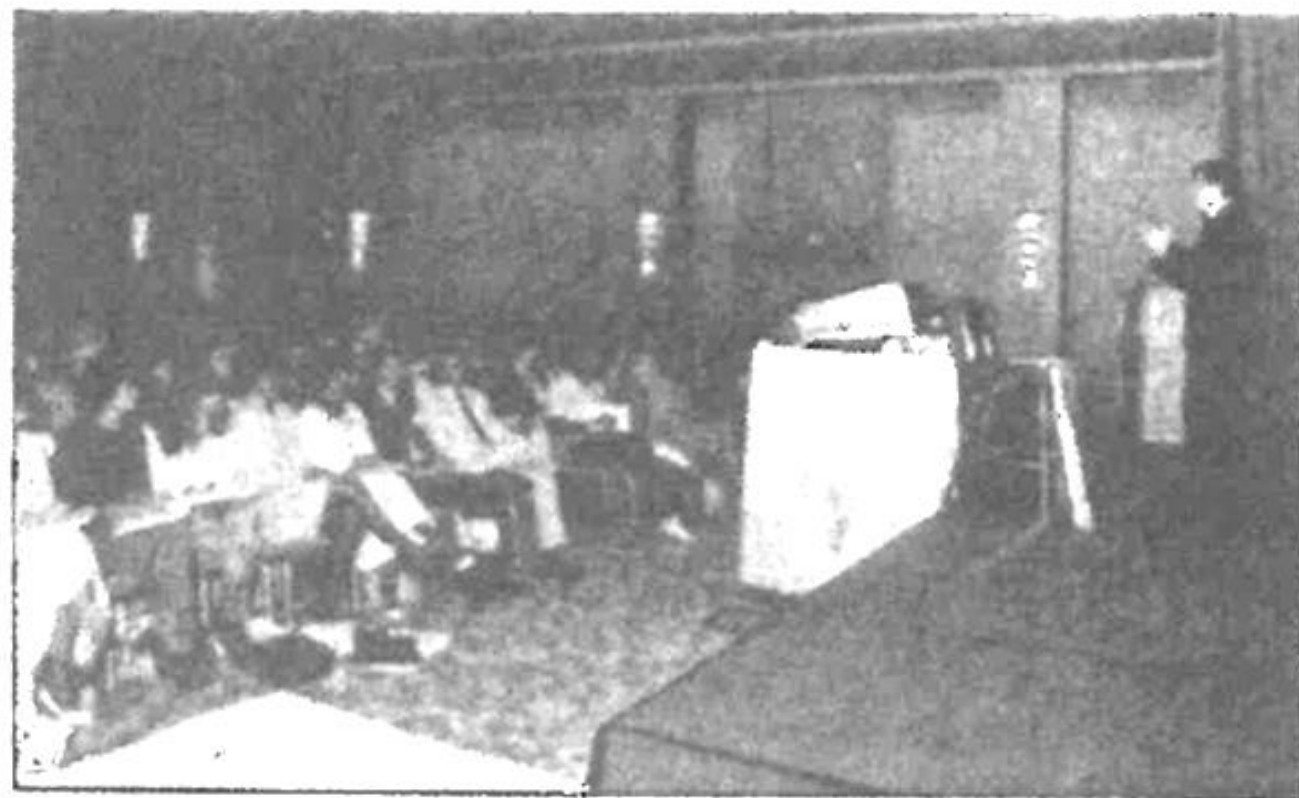
“¡MURPHY ES LA COSTA DE ORO!”



Joseph Murphy, Fundador y Presidente

La compañía que revolucionó la comercialización de condominios y apartamentos en sociedad cooperativa

Better Homes and Gardens and Allan Dalton
unveil Home Merchandising System at
Convention



Allan Dalton presented the Home Merchandising System at Convention



Murphy **MOVE UP** System SM

Showing America How To Move Up

Expressly Prepared For _____

Date _____

Sales Executive _____

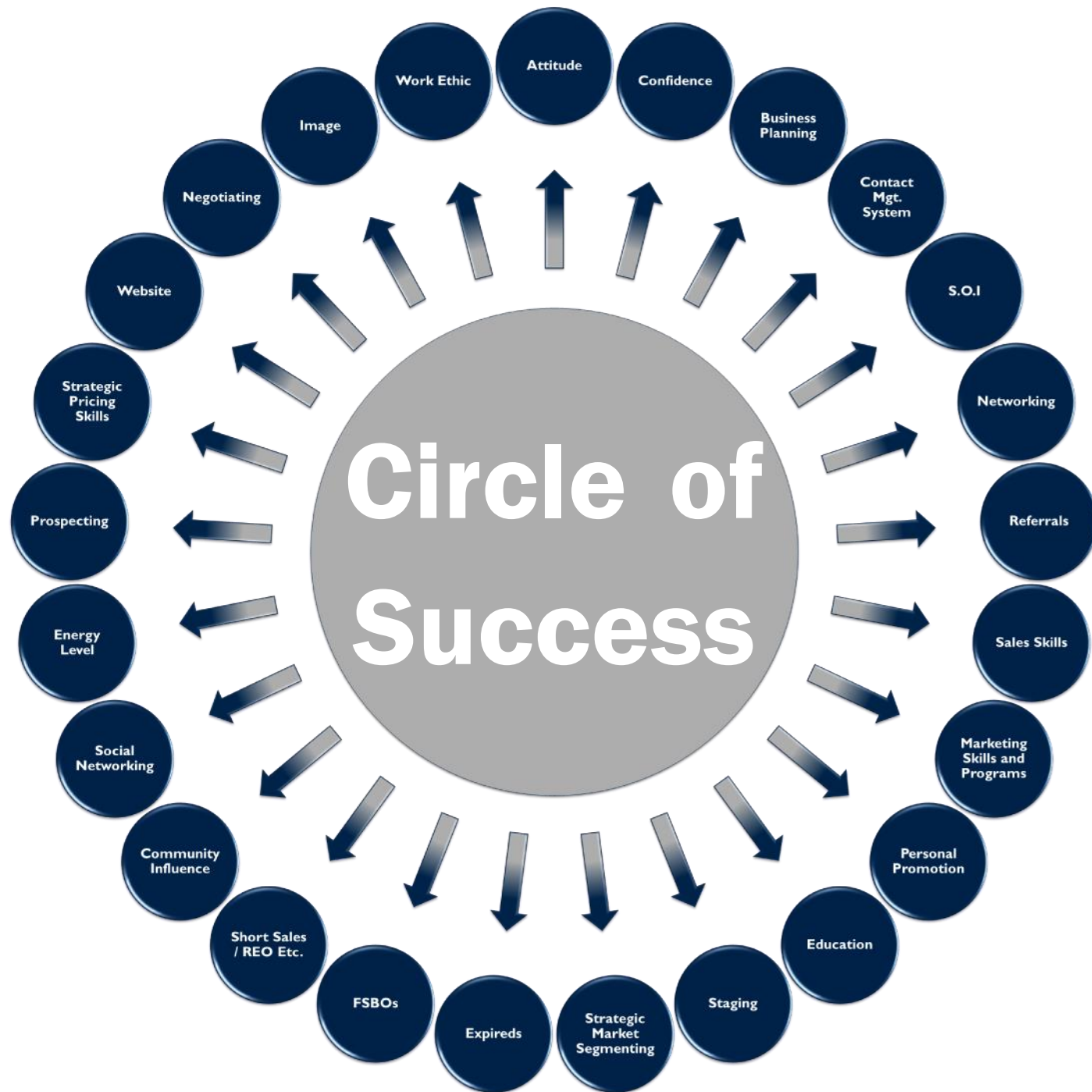


REALTOR

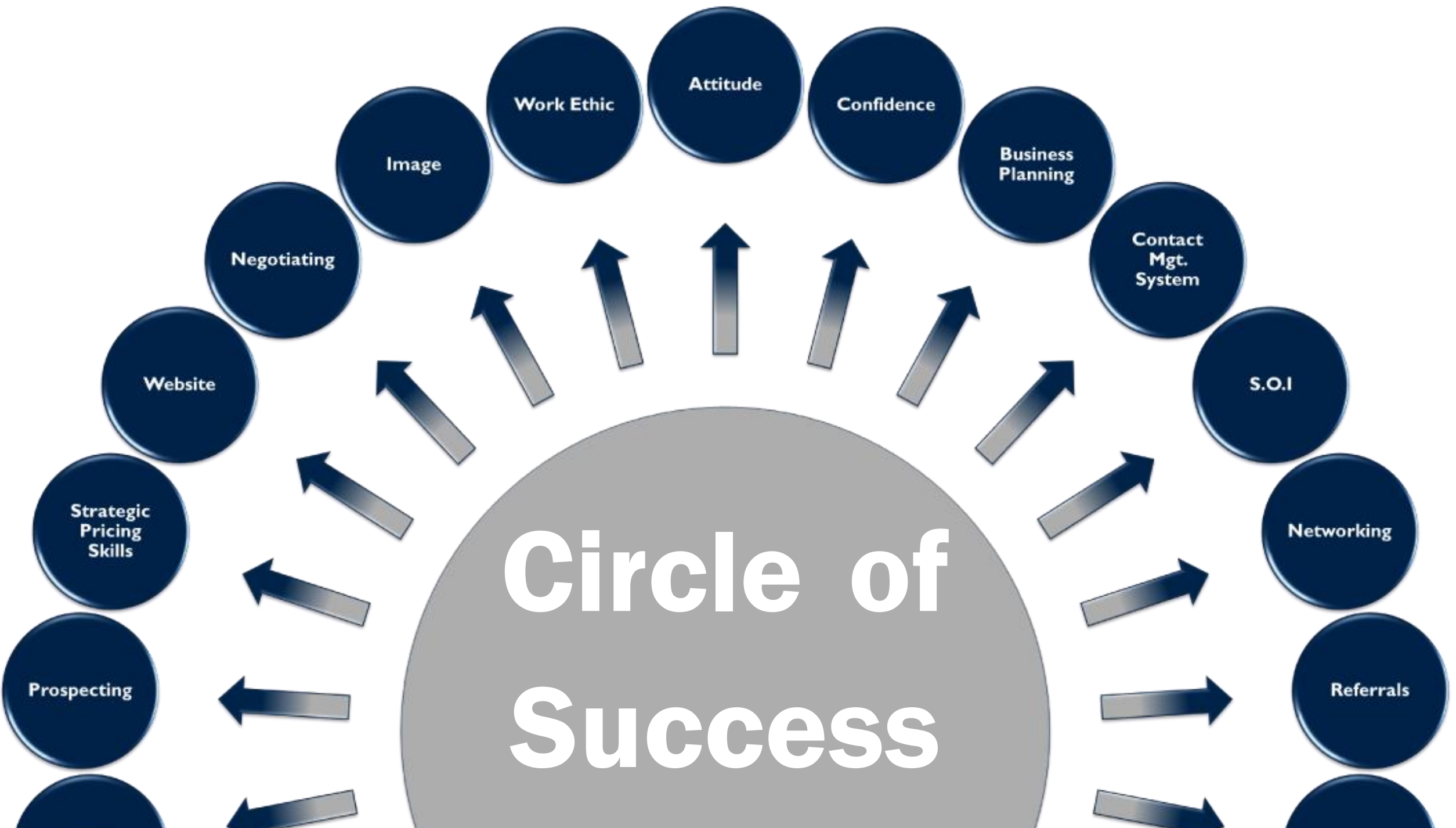
SOTHEBY INTERNATIONAL REALTY AFFILIATE
OVER 1400 B.H. & G. OFFICES NATIONWIDE
Each Firm Independently Owned and Operated



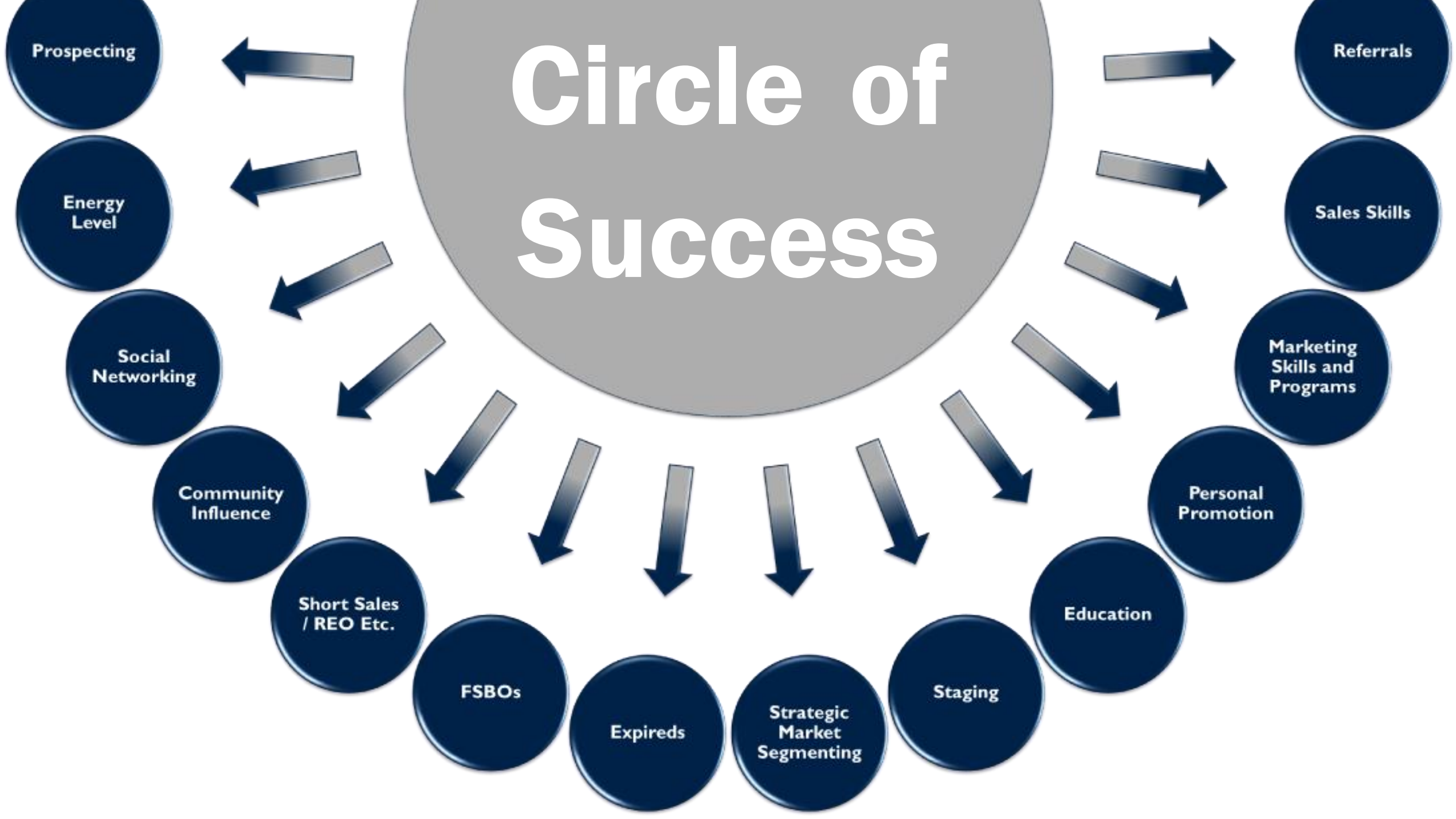
**How Strategic are You
in your Career?**



Circle of Success



Circle of Success





Pricing Presentation

OR

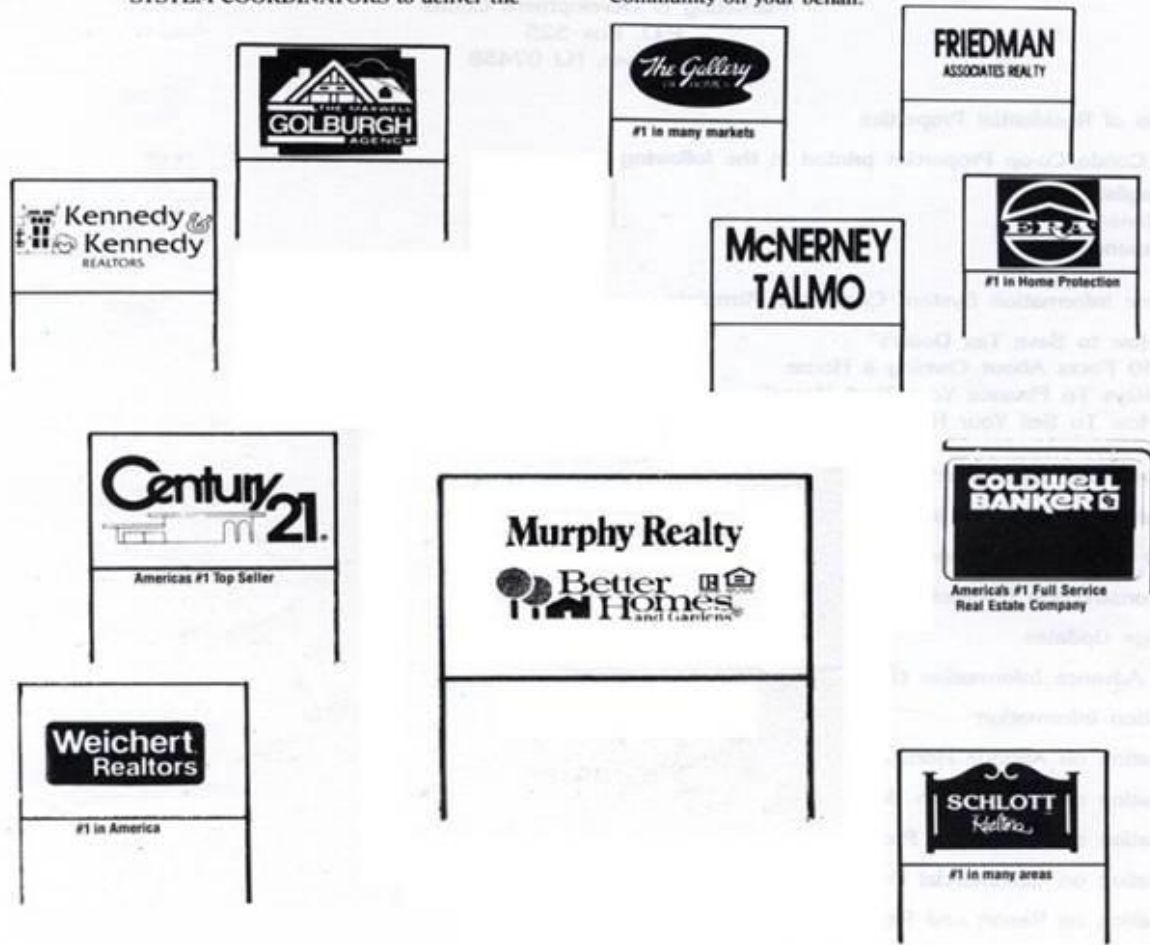
Marketing Proposal ?

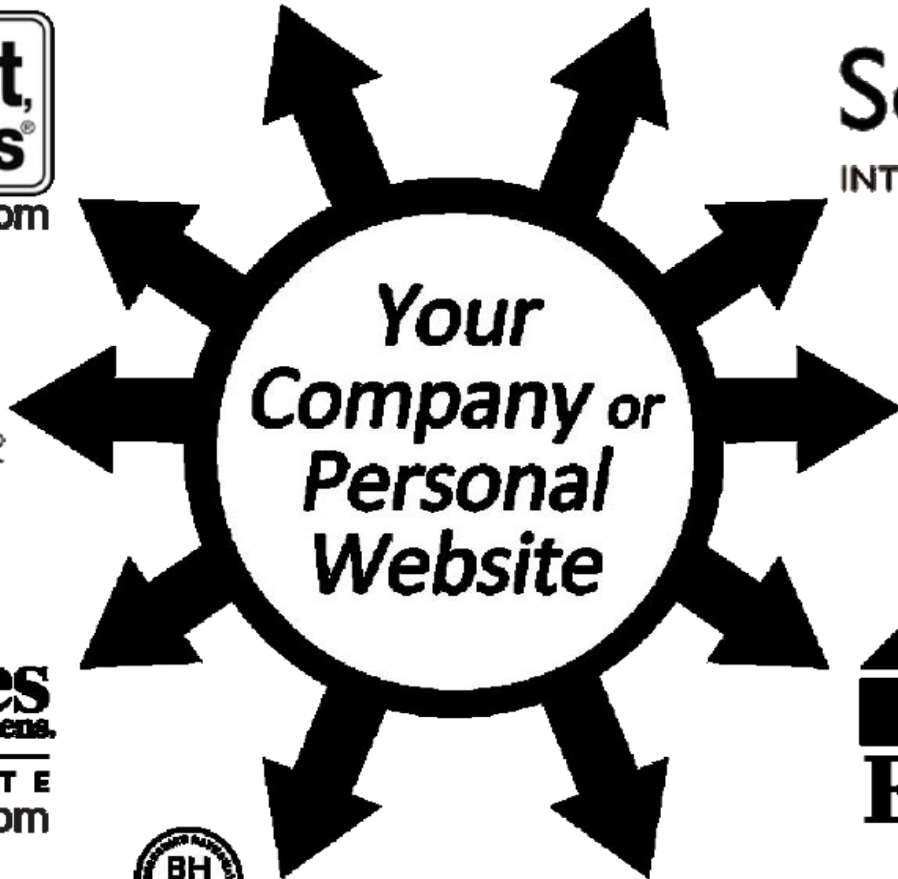
NO COMPANY alone sells more than
10% of New Jersey Real Estate...That's why
You need the Nationally acclaimed Murphy
"Home Marketing System"!

Please meet some of the key contributors to our incredibly successful HOME MARKETING SYSTEM. These fine Companies and many others enable our HOME MARKETING SYSTEM COORDINATORS to deliver the

optimum results possible for our many clients throughout America.

Please call us to learn how our System Uniquely mobilizes the entire Real Estate Community on your behalf.





Your
Company or
Personal
Website



Self-evaluation

(Rate yourself from 1 to 5 in effectiveness...
5 being the most effective)

- Marketing
- Merchandising
- Networking
- Selling
- Prospecting
- Personal Promotion
- Social Networking
- Social Media
- Social Marketing



Segmentation

OR

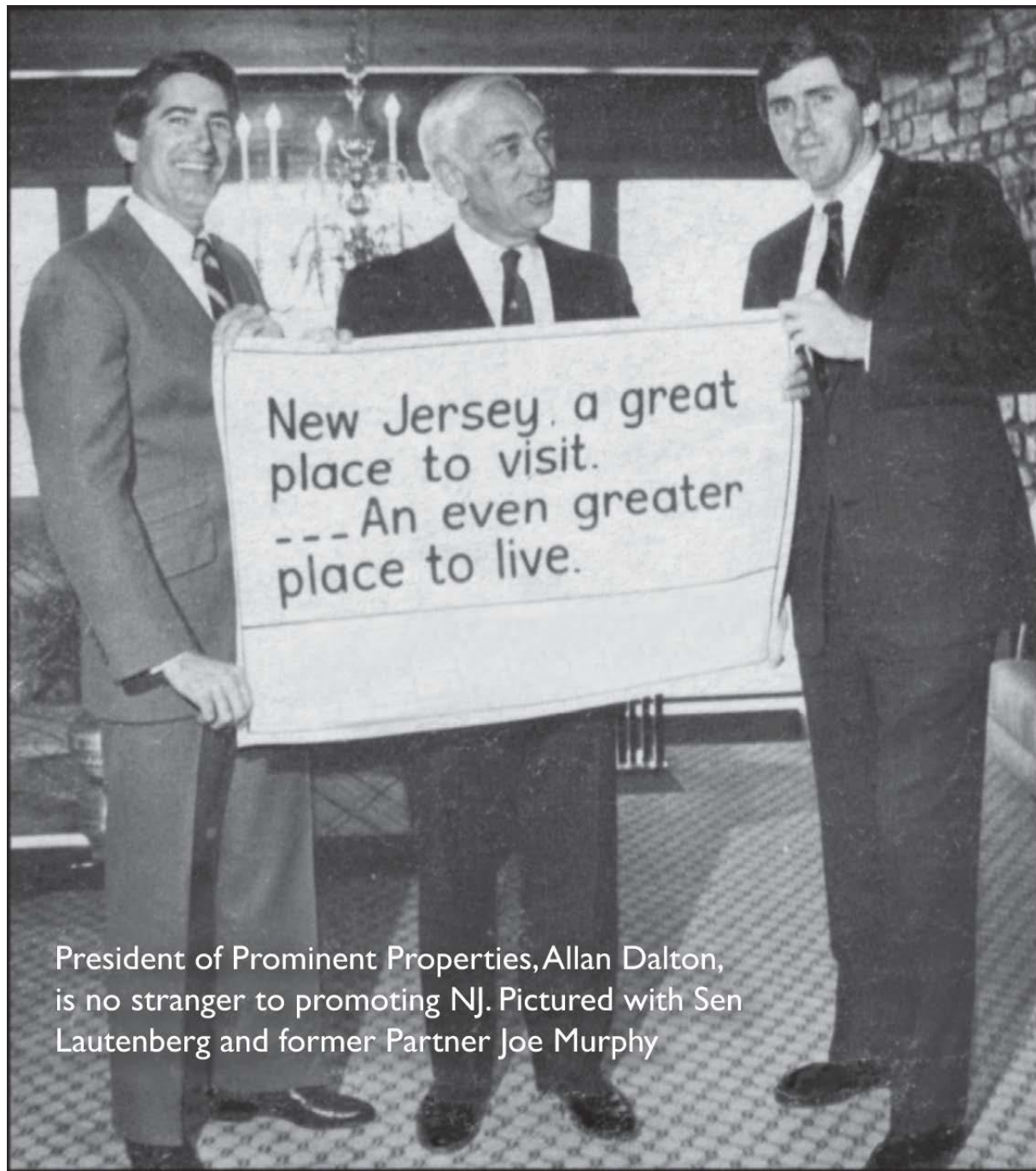
De-Segmentation ?

Segmentation

- Expireds
- FSBOs
- Price Range
- Social Networking



De-Segmentation



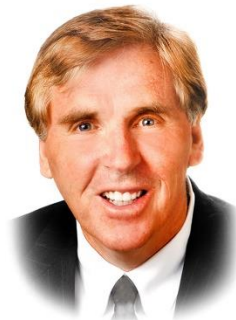
President of Prominent Properties, Allan Dalton, is no stranger to promoting NJ. Pictured with Sen Lautenberg and former Partner Joe Murphy

"Realtors® play an indispensable role in society, yet need to improve how they communicate their value. Dalton's latest book is a transformational blueprint on how to achieve this."

– Mike Long, *Co-founder & Former CEO of WebMD*

Sharing
500 YEARS
of combined, irreplaceable, and
forward-thinking strategies!

Creating REAL ESTATE Connections



By **Allan Dalton**
with **Gee Dunsten**

and Game-Changing, Niche Marketing Strategies Presented By
America's Leading, Community-Centric Real Estate Professionals



Rei Mesa
Florida



Valerie Fitzgerald
California



Jack Cotton
Cape Cod



Julie Vanderblue
Connecticut

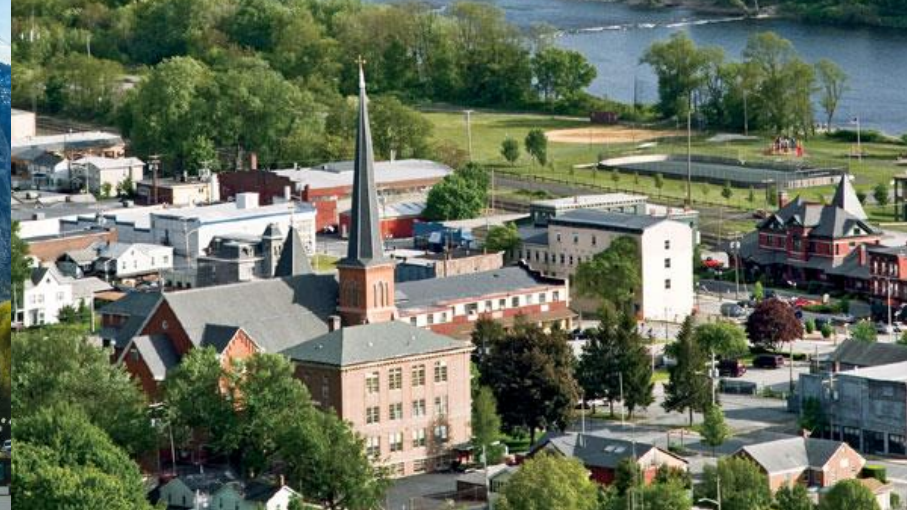


Russell Shaw
Arizona



Steve Chin
Utah

"This book provides readers with a 5 year headstart over their competition!" – Bob LeFever, *Real Estate Industry Leader*



TOWNS



What
TOP PRODUCERS
are doing to
“Own” Towns...

Professional Real Estate Site

MA REAL ESTATE

Bill Kuhlman, Your Real Estate Advocate in Eastern MA

Need assistance? Call me at 781-444-1399

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“In a field known for its strong-arm tactics, **Bill accomplishes great things**, leaps past negotiating hurdles, all without losing his calm, raising his voice, or losing sight of clients’ goals.”

- Chris H., Arlington

Let me be your *advocate*
home buying and home selling

Links to Locally
'Owned' Town Page

Learn More about
Local Towns!

Property Search



Search all homes listed for sale in the Massachusetts MA area.

CMA



From 1998 through 2011, my

My Profile



Bill Kuhlman has worked as a

Referrals



In my practice, I believe in earning

Professional Real Estate Site

MA REAL ESTATE

Bill Kuhlman, Your Real Estate Advocate in Eastern MA

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- Chris H., Arlington

Learn More about these **Local Towns!**

Links to TownAdvisor
Local Content Site



TownAdvisor Town Page



'Town Carousel'
Photo Slideshow

Prominent
TownAdvisor Photo

Designations &
Contact Info



Bill Kuhlman
Real Estate Town
Advisor™



Certified
Residential Specialist
The Proven Path To Success



Homes in Brookline,
MA

Kuhlman Residential
298 Webster Street
Needham, MA, 02494

Business: 781-444-1399

Welcome to Brookline, MA

As a Real Estate Professional, I have long appreciated the significance that most individuals and families not only place on selecting their next home but also on choosing their future Town, City, or Neighborhood.

Accordingly, given the importance of this decision, I decided that it was important to create a comprehensive site available to all. The phrase "Location, Location, Location" is a key factor in real estate decisions.

Since I cannot be an Advisor for any one particular Town, City, or Neighborhood, the emphasis of this site goes well beyond providing individuals, families, and businesses with a deeper perspective of the Town of Brookline, MA.

Specifically, Town Advisor sites (in addition to showcasing each local site's host Town) are committed to enlightening Home Buyers regarding how to go about choosing any and all Towns they might wish to consider.

Read More...

– Bill Kuhlman, Member of the Real Estate Town Advisor Network

Home Search &
Featured Homes

A look at Brookline, MA

Search **Homes for Sale**

Featured Homes



Hyper-Local,
Relevant Town Links



TownAdvisor Town Page

Homes in Brookline,
MA
Kuhlman Residential
298 Webster Street
Needham, MA, 02494
Business: 781-444-1399
Fax: 781-343-4077



'Advocate's Role'
Description



The Real Estate Town and City AdvisorsSM Network is comprised of community-centeric Real Estate Professionals dedicated to assisting consumers to better explore any and all Towns, Cities or Neighborhoods of interest to them.

Local GOOGLE Map

Brookline, MA



Local Ratings &
Review Info

Relevant, Local
Relocation Info

Town Reviews
...
Po
Wh
about your town

Featured
Resident Posts!

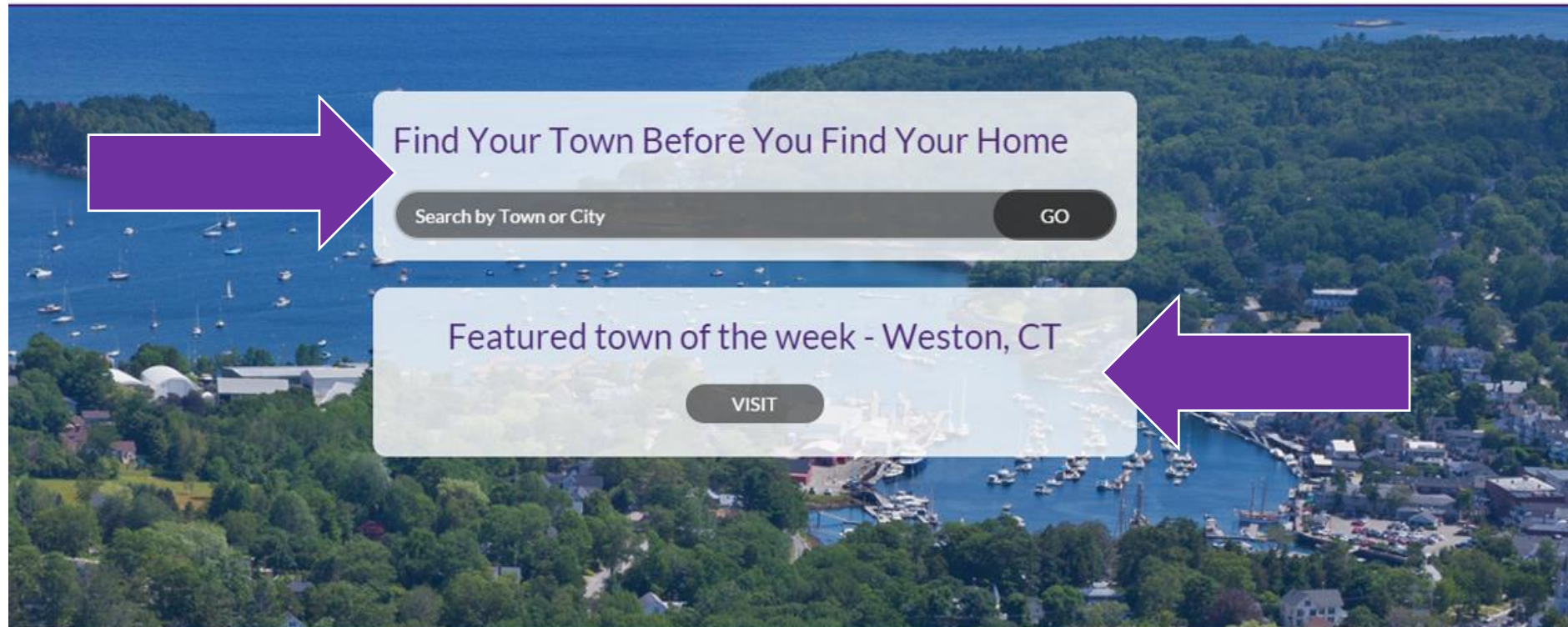


Neighbors Know Best



NEW ENGLAND SOUP FACTORY
Posted on August 19, 2014
Enjoy some of the most delicious soups from the New England Soup Factory – all made from scratch! Located on Brookline Place, and open Monday through Saturday.





Find Your Town Before You Find Your Home

Search by Town or City [GO](#)

Featured town of the week - Weston, CT

[VISIT](#)

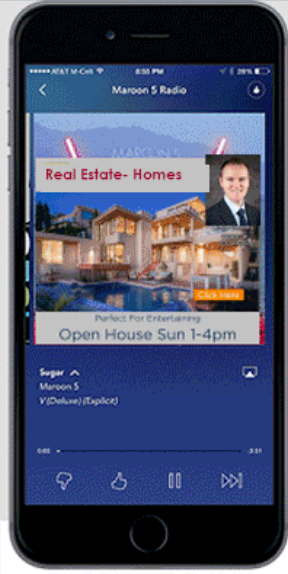
Making

Lasting Impressions &

Building Your PERSONAL BRAND...

Locally.





Home Value

Real Estate- Homes

What's Your Home Worth?
FREE Home Value Report

Branding

Real Estate- Homes

#1 Agent In Town
I Can Sell Your Home!

Custom

Real Estate- Homes

Your Luxury Home Awaits
Enjoy Ocean Front Views

Choose your monthly campaign

\$100 off on total cost

\$299 \$199/Month	<i>Most Popular</i> \$499 \$399/Month	Creative Services
45,000 Ad Views	100,000 Ad Views	Let us Build it for you
-FREE Custom Landing Page -Target Ad by Radius, Zip,City	-FREE Custom Landing Page -Target Ad by Radius, Zip,City	Create the ad you want with our custom Creative Services
Select Plan	Select Plan	customad@chalkdigital.com



Property Address

Address

City

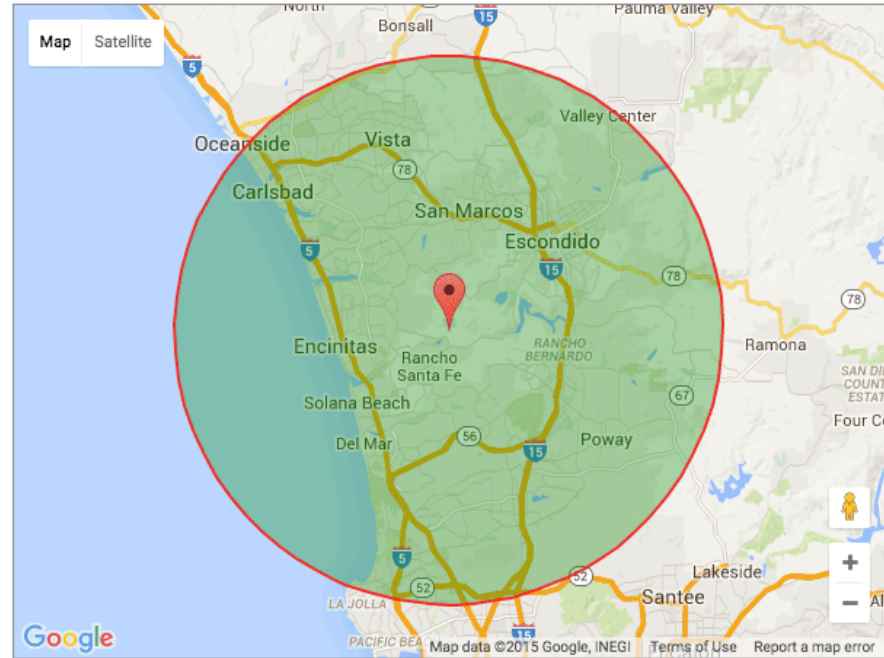
State

Zip

Show In Map

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*Line 1
Description

Beautiful 4 Bedroom Home

26 remaining

*Line 2
Description

Open House Sun 1-4pm

10 remaining



Real Estate- Homes

Ross Anthony

Beautiful 4 Bedroom Home

Open House Sun 1-4pm

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Beautiful 4 Bedroom Home

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How are you **DIFFERENT**?

By Showcasing what's
DIFFERENT about the
TOWNS You Sell!