

Real Estate Advisors Brokers Prime Internet Location!

Background

The lure of lucrative commissions makes commercial real estate brokerage one of the most competitive businesses around. In rapidly growing metropolitan areas such as Minneapolis and St. Paul, this is doubly true. Though large brokerages claim to offer increased services, most often the success of a complicated commercial real estate transaction depends on the expertise of individual brokers, and the lengths to which they are willing to go to ensure success for their clients. When partners Tim Nesvold and Timothy Smith of Real Estate Advisors concluded that the company needed a strong Internet presence to demonstrate their proven ability to achieve client success, they turned to Glenn Seaberg of Marketing Mind.

The Challenge

“Our challenge to Glenn was to develop a web site that would communicate to a very sophisticated, business-savvy clientele that Real Estate Advisors uniquely has the expertise and flexibility to produce economic value from commercial real estate transactions,” said Mr. Nesvold.

“Everyday, we compete against the largest brokerage companies, so we needed Glenn to give us the tools to prove to our prospective customers that we offer a higher level of value.”

The Process

Immediately, Glenn analyzed the websites of successful commercial real estate companies nationwide. He discovered that most made the same claims, but few supported their claims with facts. Sensing an opportunity to differentiate his client, he challenged the brokers at Real Estate Advisors to collect as many client testimonies as possible. For Real Estate Advisors, this was no challenge at all, as the company had a long list of very satisfied clients.

Next, he conducted in-depth interviews with partners Nesvold and Smith and four key clients. From these interviews, Glenn drafted compelling case studies focusing on the methods used to produce value as a recurring theme. “I was very impressed with the dedication Glenn demonstrated throughout the interview process,” said Timothy Smith. “He not only quickly grasped an

understanding of our business, but the importance of long-term client relationships.”

The Picture Perfect Solution

During the final design phase of development, the project encountered a problem. An unexpected licensing change suddenly escalated the cost of cityscape photographs that captured the essence of the Twin Cities and that were so important to the design of the site. This stretched the firm’s budget for the project to the breaking point. Since partners Nesvold and Smith firmly believed that only images of Minneapolis and St. Paul would accurately reflect their business, they challenged Glenn to find photography without increasing the budget. Finding no good alternatives, Glenn Seaberg got creative – and a new camera. Scouring the Twin Cities, he discovered several locations across the metro area that allowed him to capture the images his client required. A few rolls of carefully shot film later, he had solved the problem, and actually saved his client money!



With the custom photography completed, client success stories written, the site design approved, Glenn Seaberg

and Marketing Mind had only to fulfill Real Estate Advisors’ request to offer online property brochures. Visitors to the site would need quick access to the brochures, and they would most likely need to print them. With property data in hand, the Marketing Mind team designed these brochures and submitted the site for final approval.

The Results

“We couldn’t be more pleased,” praised Tim Nesvold. “We got far more than we expected. Glenn’s dedication to understanding our business and competitive environment resulted in a web site that communicates our experience and expertise and uniquely positions us against those with whom we compete.”

“My business is commercial real estate, not web site design,” chuckled Tim Smith. “Glenn delivered far more than he promised and he walked us through the entire process on our own terms and within our budget. That’s the same way we built our business, and that’s the reason we’ll maintain a long-term relationship with Marketing Mind.”

See for Yourself!

Experience the same kind of satisfaction with your next marketing effort. Call Glenn Seaberg at Marketing Mind for a free assessment of your marketing goals and strategies. Reach Glenn at 651-748-8701. www.marketing-mind.com