

Email Subject Line:

Nar confirms: You most likely buyers today are in Facebook!

Body text:

- 47% of all home sales are now to first time homebuyers with an average age of 30. (NAR, November 2010)
- The average Facebook user is 25 to 35 years old.

Your most likely buyers are in Facebook!

Reach this active market of first-time buyers right where they are currently spending substantial amounts of time. 68% of 29-40 year-olds have profiles on Facebook.

You probably know that Facebook has more than 500 million users, but did you know that 250 million use Facebook in another language, not in English?

Introducing IDX Buzz, the global real estate app for Facebook! Your listings, in 13 languages are shown on your professional Page inside Facebook, taking your message to 91% of all Facebook users!

IDX-Buzz is like having your own real estate website INSIDE Facebook, complete with full MLS search. Listings are updated daily from your MLS data feed, which is then expertly translated into 13* different languages. With IDX-Buzz, your marketing message is truly global!

What does this mean for you?

If someone in China is interested in a property, he or she will be able to view all the details, along with photos of the property, in Chinese, right inside Facebook.

Even better, with IDX-Buzz, if someone signs up for a listing alert, your listings with your branding and contact information are automatically posted directly to the viewer's Facebook wall. Their friends will see the listings, (in their own preferred language) and may comment or share with others. With this rippling viral effect, you can reach millions of prospective buyers, regardless of their location or preferred language.

From the United States to China and everywhere in between, the world is now your market. Click on the link below to learn more about IDX-Buzz.

(post link or embed the video to IDX Buzz on Youtube)

* Your MLS listings are professionally translated into: Spanish, Brazilian Portuguese, French, Italian, German, Polish, Russian, Korean, Chinese Traditional, Chinese Simplified, Vietnamese and Japanese. Sizes are converted into Metric, and viewers can also see prices in the currency of their choice.

Title:

Market yourself 24 hours a day, 7 days a week - all over the world!

Email text:

Why is the new MLS Facebook application, IDX-Buzz, the perfect tool for hardworking realtors like you?

Simple! Once you have IDX-Buzz, you'll add more than 500 million Facebook users to your prospective client database.

In fact, by adding this many prospective buyers, you may think that you'll have a hard time dealing with the bombardment of new potential clients.

Not to worry though!

The IDX-Buzz application not only connects you with millions of prospective buyers, it helps you handle all the incoming inquiries too.

For example, when someone registers for a listing alert, the IDX-Buzz application immediately notifies you through e-mail. The listing alert is then automatically posted on that user's wall, making it appear as though you specifically customized it. The listing is then posted to that user's news feed, so all of his or her friends will see it. This enables other users to click on the listings and instantly view them in whatever language they choose.

With IDX-Buzz, you can reach millions of people with just the click of a button. Since IDX-Buzz allows Facebook users to view listings in their choice of 13 different languages, you demonstrate a more customized and personalized marketing approach to your prospective buyers.

IDX-Buzz also provides you the power to be everywhere, all the time. Everywhere your listings go, your contact information follows. Anyone who checks out any of your listings will be taken to your Facebook page that contains all your listings and contact details, transforming your Facebook page into its own real estate marketing website - complete with millions of potential readers.

The magic of the IDX-Buzz is not confined to Facebook alone, however. Anyone who uses the app for listing alerts will be automatically added to the Immobel client management console, allowing you to market to them outside the Facebook platform. Whether it's adding them to a monthly mailing list or a holiday card list, you will be able to build a more personal relationship with a huge base of potential buyers.

So, what are you waiting for? [Click here](#) to sign up today! The world is out there waiting to buy a property from you!

All the best –

Janet Choynowski, CEO
Immobel Group
Sales@Immobel.com

Headline:

Reach 500 million prospective buyers for less than \$20 a month.

Text:

Almost 50% of all home sales are attributed to first time home buyers. Average age? 30. Wouldn't it be great if you could reach this eager buying audience?

Now you can - with the brand new IDX-Buzz Facebook application from Immobel.

A majority of Facebooks 500 million users are between the ages of 25 to 35. To effectively reach them, you need to be visible in places where they are spending their time. One of the most popular websites for this demographic is Facebook.

The main drawback? Only about half of all Facebooks users access the site in English.

With IDX-Buzz, you'll be able to communicate with these users in their choice of 13 different languages – all at the click of a button. This Facebook app is the perfect tool for hardworking realtors like you who are ready to expand their marketing reach to the far corners of the earth.

IDX-Buzz turns your professional Facebook page into a marketing platform that displays all your listings inside Facebook. Your Facebook page is different from your Facebook profile, which you probably already have. Your page contains your business information, updates, and any other information you choose to share. Most Realtors maintain their Facebook profiles solely for family and friends – and retain a Facebook professional page for the millions of prospective buyers. Because of the way the Facebook is set up, and how IDX-Buzz integrates into the platform, you'll be available to reach millions of potential clients without exposing your personal life to them in the process.

The IDX-Buzz Facebook application is an efficient and effective marketing tool that automatically updates your MLS listings on a daily basis to an audience of over 500 million people worldwide. It's like having your own marketing website inside Facebook.

And the best part? It's only \$19.95 per month!

When you sign up, you'll not only get the IDX-Buzz application, but you'll receive a 4-part guide that walks you through how to set-up and utilize this amazing app. This will be the cheapest and greatest investment you'll make for your business. No other marketing tool in existence has this type of market reach.

Sign up today – before your competitors beat you to it.

All the best –
Janet Choynowski, CEO
Immobel Group
Sales@Immobel.com