



Realestock helped The Private Residences at Hotel Georgia make 70% of their overall monthly sales in 16 days.

We can show you how.

When the Delta Group embarked on the \$400 million renovation and restoration to the legendary Hotel Georgia, subsequently announcing and announced the construction for the companion 48-story luxury condominium tower, they trusted their internet marketing, tracking and sales process to Realestock. By applying Realestock technology -- including Placing their trust in the powerful luxury real estate aggregator and search engine Realestock.com and next-generation project management software 1to1RED --, the sales team for The Private Residences at Hotel Georgia's sales team sold more units at a faster rate and a better ROI.

"This is a place with a past that can't be duplicated: the only luxury residences anchored by a significant heritage landmark hotel," says Bob Langereis, President, The Delta Group.

Featuring 155 condos and penthouses priced from \$1.3 million to \$10 million, The Residences at Hotel Georgia promises the experience of "Living in Canada's most luxurious hotel." The challenge? Raise visibility of the condo tower units and drive opportunities to sell these units within the first month - in one of the fastest-growing downtown cores in North America, no less.

In order to help accomplish these goals, The Residences at Hotel Georgia and their project Marketers, Sotheby's International Real Estate Canada, approached Realestock.com. For Realestock, the solution was simple: maximize visibility; guarantee a fixed number of leads; pre-qualify those leads as high net worth individuals prior to delivery using a unique ranking program; and finally, build the client a customized 1to1RED™ software platform to track and manage leads throughout the sales process - all part of what Realestock.com Founder and CEO Tim Vasko describes as "The Connected Market Space."

Traceable and Tangible Results

Realestock.com and its accompanying lead and sales process management system 1to1RED™, were integrated as a major strategic engine for the Hotel Georgia sales, marketing and project management campaign. Indeed, as of March 2008, Realestock-generated leads accounted for more than 50% of all Hotel Georgia's leads, and proved to generate 70% of their sales for the month of a two-week period in March - in just 16 days. "The real beauty of Realestock's 10x Convert [Lead Generation and Qualification] program is not just in the results, but in the accountability of the overall process," Vasko continues. Simply defined, 1to1RED™'s accountability provided the Hotel Georgia with access to easy-to-read graphs for an instant look at the business of the project or projects being marketed - updated in real time on the program's 'dashboard' - made immediately visible to users upon login. Directly from these

graphs the executive or marketing manager can drill down to find exactly the statistics they need to measure ROI - how leads are coming in and converting, and measure effectiveness across all forms of media - online or offline. "[This] is exactly what developers need to understand how their marketing dollars are spent, and what marketers need to drive more success and make better decisions on which campaigns are pulling and which leads are converting, and why," says Vasko.

Economically Safe in Today's Trying Marketplace

For Hotel Georgia, one of its most pivotal tasks was to ensure that their marketing firms guaranteed that the budget dollars spent on marketing were being productive and generating buyers. There are three stages of leads in any lead generation program: Quantity, Quality and Qualified. The Q³ Model not only assures effective leads, but also guarantees that the expense of marketing offline won't end up wasted or 'spilled.' Recent statistics show that 90% of people looking for real estate will search online to conduct a significant portion of their research. Hence, if the marketing is not accurately represented, the property is in danger of losing valuable buyers to competitors. This hypothesis was proven true to Hotel Georgia's great advantage:

"Hotel Georgia sold a \$2.5 million dollar condo to a buyer who was looking in the Vancouver area for a competing property. When they saw the Hotel Georgia instead, and visited the Realestock site, they immediately contacted the sales director. Thus, the net positive effect of 'spill over' - the other site simply didn't have the presence - so their off-line marketing helped our client, the Hotel Georgia make a significant sale. Not a good use of the competitor's marketing dollars - a great proof of the Connected Market Space for the Hotel Georgia through Realestock," explains Vasko.

Having the ability to examine information as detailed as the time of day each lead was entered into the system to exactly which leads were obtained through which campaign prompted the Hotel Georgia to triple their spending on marketing for one month - in just 16 days from lead acquire to sale's close, the improved campaign drove 70% of their monthly sales. When combined properly, online presence and traditional media have together proven to drive the best ROI and the most effective results.

The goal is simple: to help make knowledge that was once out of reach to marketers available, while at the same time, driving sales conversions for developments and estates. "With the vast majority of savvy buyers conducting research on the internet, Realestock makes sure that when a potential buyer sees your ad in a magazine and then looks you up on Google, your development is right at the top of those search results. We dominate in the engines through the power of aggregation - we have far more power with 30 - 40 million impressions in any market than any single project or company can hope to have - and then we make sure our clients rise to the top of the buyers minds and inquiries," Vasko explains. "And of course, through our tracking, we have statistics. Terabytes of data that we're constantly tracking - we know exactly how the people who convert found the properties they buy. Thus Realestock can drive those buyers to your projects. And unlike traditional media, the reach is global - so no matter where the buyers are currently living, Realestock can extend the footprint of the project across the Globe - all of this while qualifying their level of seriousness [about buying a home from you] at the same time."

Realestock's innovative strategies continually prove to be a lucrative part of every marketer's budget and a standard in emerging markets and cities around the globe. As the world focuses in on the opportunities today in luxury Real Estate, Canada, Mexico, Florida and the Seattle area are just some of the markets that have seen a number of high-profile marketers and developers invest in Realestock.com and 1to1RED™'s unique connected solutions.