

HENDERSON

& Associates, Inc.



REAL ESTATE MARKETING STRATEGY



PERSONAL & CONFIDENTIAL

ABOUT HENDERSON

The Henderson Team has been assisting clients realize their goals since 1982.

Their experience, combined with a very competent team—L. Tom Henderson, Ronnie C. Hall, Lynn Heanue, Robert R. Calhoun, Corbin Crittenden, and Justin M.R. Wright, continue to benefit the loyal clients of Henderson & Associates, Inc.

A focus of the company is real estate brokerage of timberland, agricultural tracts, hunting parcels, fishing camps, farms, horse property, country homes with acreage, recreational property, cabins, commercial tracts, waterfront property, development land, and property appraisals.

Henderson & Associates, Inc. has the broad experience, professionalism, technical training, and integrity necessary to provide the highest quality service to their clients.

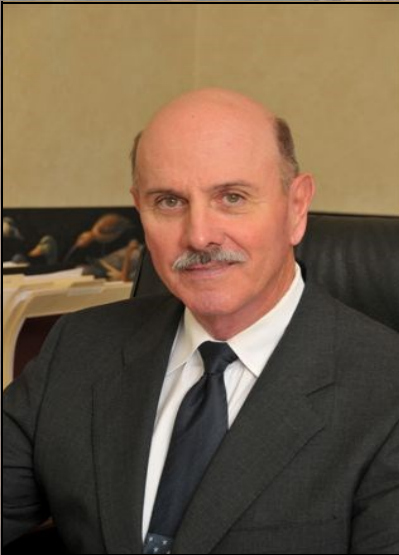
Offering an array of skills in real estate, forestry, ecology, wildlife, and business enables them to assist clients in achieving personal objectives for their property.

To reinforce and expand their knowledge, they actively participate in professional associations and continuing education opportunities. They also closely monitor political, legislative, economic, and tax-related matters that impact real estate ownership.

Operating from their office in Newberry, South Carolina, Henderson & Associates, Inc. serves clients throughout South Carolina.

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OUR TEAM



L. Thomas Henderson

Graduate Clemson University—B.S. & M.F. degrees in Forestry
Licensed South Carolina Real Estate Broker
Certified South Carolina General Real Estate Appraiser
Registered South & North Carolina Forester
Holds ACF Designation
Holds Certified Forester Designation
Director Clemson Corps (Clemson University)
Member Newberry County Landowners Association
Member Newberry Soil & Water Conservation District
Former Director South Carolina Forestry Association
Serves On South Carolina Foresters Council
Former Chair of Association of Consulting Foresters



Ronnie C. Hall

Graduate Horry-Georgetown Technical College—Forestry Technology
Vice-President Henderson & Associates, Inc.
Licensed South Carolina Real Estate Broker
Member Lexington County Landowners Association
Member Edgefield County Landowners Association
Member Kershaw County Landowners Association
Member Society of American Foresters
Member South Carolina Forestry Association

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OUR TEAM



Lynn Heanue

Licensed South Carolina Real Estate Agent
Secretary Henderson & Associates, Inc.
20+ Years Experience in Real Estate & Forestry Industry
Real Estate Marketing Strategist
Real Estate Client Attention Specialists
Real Estate Listing Component Specialists
Computer Mapping Specialists



Robert C. Calhoun

Graduate West Virginia University
Licensed South Carolina & Alabama Real Estate Broker
Registered South Carolina & North Carolina Forester
Certified Wetlands Delineator
Certified Prescribed Fire Manager
Member Society of American Foresters
Member Association of Consulting Foresters
Member South Carolina Forestry Association
Holds ACF Designation
Past Chairman Association of Consulting Foresters—South Carolina
Past President Foresters Council of South Carolina

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OUR TEAM



Corbin C. Crittenden

Graduate Clemson University—B.S. Degree Forest Resource Management
Member Society of American Foresters
Member South Carolina Forestry Association
Member Aiken Landowners Association
Member Orangeburg-Calhoun County Landowners Association
Xi Sigma Pi National Forestry Society



Justin M. R. Wright

Graduate Clemson University: B.S. degree Forest Resource Management
Graduate University of Georgia: MFR degree Business
Published Articles in Forest Landowner Magazine & George Forestry Today
Member Forest Landowners Association
Member Georgia Forestry Association
Xi Sigma Pi National Forestry Society

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WHY HENDERSON?

- We Have The Platform & Tools To Market Your Property
- We Maximize The Internet For Real Estate Marketing
- We Employ A Leader In The Industry For Real Estate Technology
- We Deploy Multiple Websites
- We Utilize A Pre-Qualified Buyers Database
- We Offer A Blended Real Estate & Auction Solution
- We Have A Unique Internet Marketing Skill Set
- We Have An Extensive Listing Syndication Network | 500+ Websites
- We Employ An Enhanced Marketing Team
- We Employ A Strategic Technology Team
- Licensed South Carolina Real Estate Brokers
- We Are Seasoned Real Estate Marketers
- Licensed South Carolina Real Estate Appraiser
- We Market The Area's Lifestyle Effectively
- We Optimize Our Listings With SEO Strategies
- We Use Social Media To Market Property
- We Provide Our Clients Monthly Report Cards & More

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REAL ESTATE FACTS

- Populations Are Leaving Metropolitan Areas For Rural Lifestyles
- Land, Recreational Property & Lifestyle Real Estate Are Hot
- South Carolina Is Rich In Lifestyle & Specialty Real Estate
- Our Specialty Is Land, Recreational, and Lifestyle Real Estate
- Nearly 90% Of Buyers Begin Their Real Estate Search On Internet
- 76% Of Real Estate Searchers Visited Property Found On Internet
- Sign Advertising Accounts For Average 53% of Buyer Source
- Brokerage Representation Brings Average 20% Higher Sales Price
- Print Advertising Accounts For Less Than 30% Of Buyer Source
- FSBO's Account For Less Than 10% Of Property Transactions

We get this.. we've built a laser focused, efficient platform to market real estate, positioning us an effective resource to accomplish your selling goals.

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OUR INTERNET STRATEGY



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LISTING OPTIMIZATION

Our Technology Specialist has the ability to build our property listings to perform like a website. By optimizing SEO we are able to drive our presence to the top of search engines.

- Install SEO Friendly Geographical Tagging
- Install SEO Friendly Attribute Keywords
- Install SEO Friendly, Feature Rich Ad Copy
- Install Indexable Modules To The Listing To Enhance SEO-SEM
- Install Youtube Content To Enhance SEO
- Install HTML & Other Coding To Enhance SEO



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LISTING CUSTOMIZATION

Our Technology Specialist equips each of our listings with custom modules to enhance the viewers experience, to launch the latest technology, and to provide as much data, both in print and visually.

- Equip Listing With Virtual Tours
- Equip Listing With Photo Gallery
- Equip Listing With Mapping, Documents, and Other Data
- Equip Listing With Mobile Phone Technology & Capability
- Equip Listing With Feature Rich Descriptions
- Equip Listing With Multiple Communication Features
- Equip Listing With Social Media Sharing Features
- Equip Listing With QR Codes For Mobile Phone Users

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LISTING SYNDICATION

Our Technology Specialist has designed a powerful Syndication Network that allows us to populate our clients property listing to over 500+ Top Performing Websites. This increases our exposure exponentially.

Our Listings Go To
500+ Top Performing Websites



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SOCIAL MEDIA MARKETING

Social Media Is Hot and we are there. Our Technology Specialist has designed a powerful Social Media Marketing Strategy that provides us with a very effective presence on some of the world's top social media platforms. We utilize this presence to share property listings, tips, helpful information, and other data to nurture a community of followers that are interested in the type of real estate offerings we specialize in.

- Utilize Facebook Strategies (Facebook Has Nearly 1 Billion Users)
- Utilize Youtube (Second Most Popular Search Engine)
- Utilize Google+ (Posts Are Indexed By Google Every 30 Minutes)
- Utilize Twitter (Popular & Easy To Use Social Media Platform)
- Utilize Blogs (Content Is Indexed By Google)
- Utilize LinkedIn (Popular Referral Network)



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INSTANT MARKETING

Once we list a property, we immediately market it directly to a unique database of thousands of potential buyers who have indicated what type of property they're searching for, how much they want to spend, where they would like to buy, and when they plan to purchase.

Based on your property type, market price, and our region, we are able to query these potential buyers, match them to your property listing, and provide them relevant data with the goal of engaging them to your property.

- Database Of Nearly **400,000 Potential Buyers** that have:
- Indicated What **Type Of Property** They're Searching For
- Indicated How Much They're **Willing To Spend**
- Indicated **When** They Plan To Purchase
- Indicated **Where** They Would Like To Buy

This database of potential buyers is constantly updated, managed, nurtured, and continues to grow. It is a unique and effective tool for us to *instantly* market your property.

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CLIENT COMMUNICATION

Through our research, we have found that one of the most common complaints of property sellers is the lack of communication with their agent during the listing contract.

We have built an arsenal of tools to keep our clients aware of activity and goals during the life of our listing relationship. These include:

- **Listing Build Status Report** (to inform you of steps taken to create your listing)
- **Monthly Report Card** (to keep you informed of activity and data)
- **Instant Showing Feedback** (so you are aware of a potential buyers thoughts)

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LIFESTYLE MARKETING

With the marketing reach of the internet, potential buyers from all over the world are able to view our listings. Many times their search query may begin with a lifestyle tag rather than a geographical location. Part of our strategy is to orient them on the lifestyle your property presents.

We utilize several tools that include a catalog & other data that contains area economic information, climate information, recreational opportunities, entertainment venues, school information, employment statistics, population data, shopping, dining, healthcare information, and more.

In addition, we blend the attributes of your property into our marketing strategy that captures specific internet queries as it pertains to lifestyle, such as: hunting, fishing, equestrian, waterfront, waterfowl, camping, historic, coastal, timberland, investment, cabin, log home, hobby farm, etc.

These tools combined, educate potential buyers and allow them to visualize what they can expect from your property and it's region, allowing them to embrace our listings on a much deeper level.

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CONTACT

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