

BETTER THAN AVERAGE

ADVANCED ACCESS TAKES PHOENIX BROKER TO THE NEXT LEVEL IN ONLINE INITIATIVES

“While some agents think that 300 to 500 visits per month is a good number, my website is getting up to 20,000,” says Sam Elam, a broker with Phoenix’s RE/MAX Achievers. “People need to realize that you have to put something into your website in order to get something out of it.”

With an impressive number of returning visitors coming back to SamElam.com on a daily basis and an 80% conversion statistic, Elam feels that he’s tackled many of the challenges agents face when creating a website.

“This is a result of using all the tools Advanced Access provides,” he says. “They make a lot of recommendations to ensure your website is SEO friendly. I’ve taken their advice, read their weekly newsletter and a number of different website threads to make my site useful and user-friendly for buyers, sellers and investors.”

Serving the real estate industry since 1998, Advanced Access has become a leader in website development, Web hosting, e-mail and Internet marketing. A company who understands that the website business is highly technical, Advanced Access simplifies the

process for real estate professionals like Elam, backed by fast, reliable and innovative technology.

Learning how to maximize Advanced Access’ technology was simple, according to Elam, as the company provides tutorials to help agents accomplish all of their online objectives.

“On the other hand, I’m also a man and we never ask for directions,” jokes Elam. “So sometimes I get as far as I can and then call tech support to get over the hurdles. They never say no and will always work with you. It’s a very open company that gives you confidence that you’re working as a partner in your Web experience.”

What keeps Elam’s Advanced Access site ahead of local competition is the information and photos he provides to visitors. “Providing relevant content across the board for buyers, sellers and investors seems to work,” he says. “I think Arizona is beautiful so I like to highlight photos. I talk about the lifestyle they can expect and about the growth. I’m into full disclosure at this point.”

What’s more, “When people start their search, most aren’t ready to make their decision—they want to gather information,” he says. “So, when they’re ready, I want them to think about me to help them to make their decision.”

In order to do so, Elam says that he keeps his site fairly passive. “If they want to see listings, I let them see them,” he says. “And then I have call-to-actions to get them to understand how specifically I can



help them.”

Keeping his site on the cutting edge, Advanced Access is continually adding functionality to even the basic websites. “They give me a lot of flexibility,” he says. “I’m able to adapt, create and customize the look and data feeds. Using Advanced Access, I have added hundreds of pages to my site to become a one-stop solution for anyone looking for real estate in the Phoenix metro area.”

When it comes down to it, getting leads is an important objective from his website, but so is keeping in contact with those very leads. “We have a newsletter and drip campaigns to keep in contact,” says Elam. “Advanced Access makes it all very easy.” **RE**

For more information, please visit www.advancedaccess.com.

—Kayla O'Brien