

the

Digital

advantage



The Deanna Kory Team
The Corcoran Group

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The Corcoran Group is a licensed real estate broker. Owned and operated by NRT LLC.

Deanna Kory has been working as a New York City real estate broker since 1985. When she first entered the real estate market very little of what the industry now depends on to function existed.

There was no such thing as email, Blackberry's, email faxes, web sites, or the internet for that matter! There were personal computers, but not in every household and none were connected to the World Wide Web. For the most part PC's were nothing more than word processors. There were cell phones, however very few people owned them as they were quite expensive. As the internet slowly became mainstream in the 1990's, so began the age of digital media and its daily evolution.



Looking back it is almost inconceivable to imagine how this industry (and most others) functioned. However, these days it takes the most pragmatic and forward-thinking professional to stay ahead of the curve in a rapidly changing technological world.

The Digital Advantage

The Deanna Kory Team appreciates the key role technology now plays and is committed to remaining an industry leader to better assist clients in both marketing their homes and finding properties to purchase. In this era of instant communication, timing is everything.

Our marketing team of diversified talent and expertise focuses on the limitless possibilities of technology to aid our clients in communicating, advertising, property promotion, market research, and tracking listings as they come on the market. We strive to stay a step ahead by utilizing every new tool available to its maximum potential and ultimate effect.

Please review how The Deanna Kory Team transcends the ordinary in new media and how it can directly benefit you.

Statistics show that the internet now surpasses print advertising as the preferred method of finding a home.

In fact, over 84% of home buyers use the internet in their search. We believe that percentage is likely higher in Manhattan even when buyers have brokers looking for them. Things have come a long way since the early 90's when the concept of the World Wide Web was first publicly acknowledged.

When someone decides to sell his or her home, it is extremely important that the property is promoted across the internet in as many valuable sites as possible to ensure the highest exposure. When you list with us, your property will be featured on the best real estate search sites in the city, including Corcoran.com, DeannaKory.com, NYTimes.com, Yahoo, StreetEasy, Property Shark, Wall Street Journal, New York Post, Google, New York Magazine, Trulia and many others.

Internet Advertising

The internet is where the buyers go today and it's where sellers must be to effectively market their properties. But all web sites are not created equally; some attract buyers while others fail to deliver. The best sites are expensive to produce and maintain and require a serious commitment to keep content fresh, timely, and up-to-date.

Corcoran.com

All Deanna Kory team listings are immediately placed on the award-winning Corcoran website .

- Ranked as the #1 luxury real estate site in New York with over 4 million unique visitors, 16 million page views, and over 200 million hits per month, Corcoran.com nets out among the top 1% of the most heavily trafficked internet sites in the world.
- Built to attract the international visitor, Corcoran.com offers listing information in six different currencies. Fresh, dynamic and targeted content, combined with a framework built to capture search engine visibility, attracts tens of thousands of search engine visitors every day. Corcoran's global reach includes more than 4 million people from hundreds of different countries visit Corcoran.com each month.

The Deanna Kory Team and Corcoran are committed to being at the forefront of the real estate industry as it becomes increasingly interactive and web-based.

We realize the value of aligning with key web partners to increase the visibility and searchability of our listings. There is perhaps no better partner in the interactive arena than Google, which now accounts for 61% of all searches performed worldwide.

Corcoran recognizes the power of Google and has leveraged some of its best features to make Corcoran.com and its listings as searchable, dynamic and competitive as possible.

The Google™ Edge

The initiative builds upon the existing advertising relationship with Google. Over the past few years we have enjoyed great success with our Google search engine campaigns that enable Corcoran to come up on Google and Yahoo searches, driving an unprecedented number of visitors to our site. Combining this resource with our other interactive relationships with NYTimes.com, IHT.com, NYMagazine.com, HREO.com and our optimization strategies in place with other search engines such as Yahoo and AOL, Corcoran is positioned as an industry leader in marketing real estate on the web.

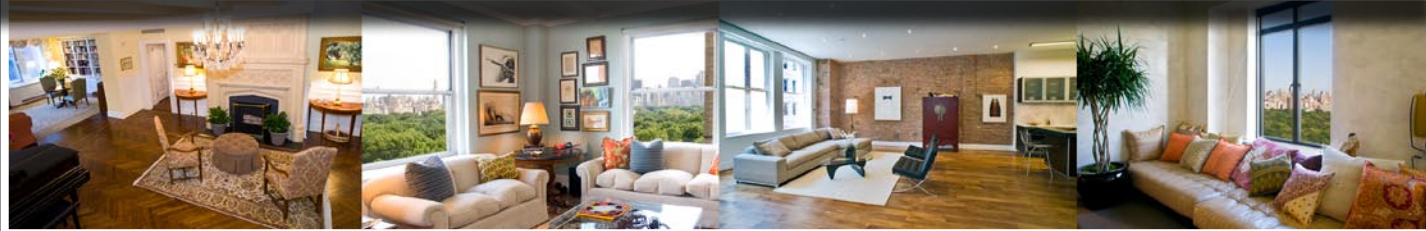
NYtimes.com

All Corcoran listings are featured on NYTimes.com, an internationally renowned and highly trafficked website and a resource many buyers utilize in searching for new properties.

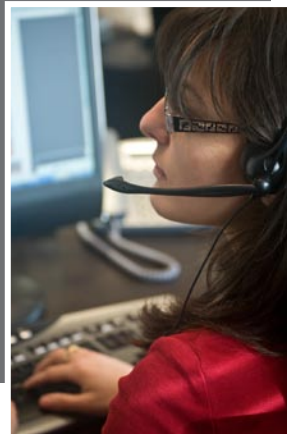


The Deanna Kory Team Website

Our sophisticated and innovate website was re-launched in October 2007. Traffic in our first year has increased more than 600%.



deannakory.com



- **Custom Listings** - our exclusive property listings do not have the restrictions of most template-driven websites, so we can customize your property listing with as much information or as many links or features as needed.
- **Search Engine Optimization** - our website has been designed to be search engine friendly, effectively using keywords, meta tags, page titles, and relevant content to ensure a high ranking in search results.
- **Live Chat** - as of this writing, we know of no other major real estate site that utilizes an interactive live chat service that gives the site visitor the opportunity to talk to our team members in real time.

- **Video** - our site is rich with video, including personal interviews with team members to help users find out who we are as professionals, our individual philosophies on guiding clients, and our experience in assisting our clients in buying and selling real estate in Manhattan. We also include video of our exclusive events, television promotion of properties, and tours of our listings.
- **Video Blogs** - in an effort to offer up-to-date information in a new and exciting format, our creative team presents Deanna Kory via video answering the most current and frequently asked real estate questions in her own words. This monthly video is sent via email to our clients and maintained on our website.
- **Multiple Contact Forms** - we have provided site visitors with several opportunities to reach us through multiple contact forms relating to individual needs.
- **Internet Advertising and Marketing** - we maintain an ongoing and aggressive search engine marketing campaign generating website traffic through keyword placement and targeting. We constantly review and optimize the campaigns to ensure the most effective results. We also align ourselves with related partnered sites that increase our exposure through similar content. We can offer our clients the opportunity to advertise in rotating positions in targeted online positions on highly visited websites that include the NY Post, NY Observer, International Herald Tribune, CNN, Wall Street Journal and Blackbook Magazine.



Events: Deanna Kory with Pam Liebman



Deanna's Blog: In Her Own Words



Video Presentation on Staging

Any professional is only as good as his or her organization, information, and ability to communicate effectively.

Just as corporations utilize extensive tracking systems to catalog and record pertinent information, monitor effectiveness, and communicate within the organization, the Deanna Kory Team has an internal system that was created for our team exclusively. This state-of-the-art system gives our team the capability to most effectively assist our clients by tracking important information to keep us up-to-date on all aspects of our business.

Deal Management System

- **Database of all deal information** - our system records relevant information for each deal enabling us to better advise and guide our clients to the very last detail of each and every transaction.
- **Digital open house sign-in sheets** -we are one of the first broker teams to utilize a digital open house sign-in procedure. This helps our clients by ensuring we have accurate contact information for every broker and buyer who attends an open house. Our system also automatically contacts each visitor for feedback and records it for the seller's review. It helps us track response on pricing and general impressions of the property so we can address any concerns.
- **Record of all appointments** - our automatic feedback feature is one of the most helpful and effective tools for our clients and our team. Once an appointment is made, all pertinent information is recorded, including date, broker, company, buyer, contact information, and broker/buyer feedback.
- **Complete customer reporting system** - this system is extremely effective in tracking our buyers' requirements for purchasing a property. No broker can be effective if he or she is not fully aware of a buyer's needs and requirements. We track all properties viewed, buyer comments, and new listings that match each buyer's criteria. Our entire team is aware of every one of our client's requirements through this system, so each client has a broader scope of guidance, information and ideas.

We believe an effective marketing campaign would not be complete without email marketing.

Just as society relies on email to communicate, businesses use email to keep their products on the consumers' radar screen and maintain a connection with their clients. This is certainly the case for the real estate industry as well.

- **The Deanna Kory Team eNewsletter** - it is important to us that we guide our clients through the New York City real estate market and educate them with the most up-to-date information and trends. We send out a monthly eNewsletter with a current market analysis, event announcements, relevant article links, new marketing features, and more.
- **Email blasts to brokers/agents** - Email postcard announcements are especially effective in announcing open houses and tours. We regularly send professionally-designed property announcements to our current clients and the top agents throughout the brokerage community.

Email Marketing

33 RIVERSIDE DRIVE Apt.#9A-B
STUNNING RIVER VIEW 9 ROOM!
Price: \$5,250,000
Maintenance: \$4,081.70
Tax Deduction: 45%
Financing: 75%
1,666 shares
UNIT LAYOUT:
Room Count: 9
Bedrooms: 3-4
Bathrooms: 3.5
Double Living Room
Formal Dining Room
Eat-In Kitchen
Den / Library

2166 BROADWAY The Opera
THE DEANNA KORY TEAM 212-937-7009
FINANCIAL INFORMATION:
Price: \$1,150,000
Maintenance: \$1,933.00
Financing: 75%
Tax Ded.: 50%
UNIT LAYOUT:
Rooms: 5
Bedrooms: 3
Baths: 2

Innovative Marketing Tools

In a highly sophisticated real estate market sellers need access to the finest marketing tools to achieve their desired results.

All our marketing materials are beautifully designed and promote each property in the most effective way using professional photography, custom floor plans and alternate layouts, expert staging, innovative advertising, gorgeous brochures, and more.

Over time, our marketing team has developed advanced tools that incorporate the digital and video mediums. We can creatively enhance properties that may need specialized marketing, such as raw spaces, new development, and homes that need to be gut renovated. We are constantly striving to improve our marketing skills by utilizing THE most up-to-date software and design.



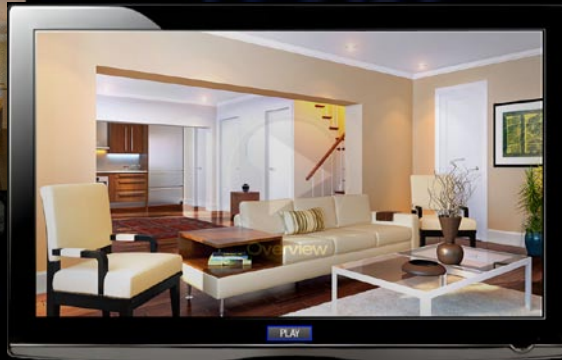
Some of these advanced tools include:

Property Renderings and Fly-throughs

In the case of raw or empty space where photographs alone will not help purchasers “see” the potential of a property, we have the ability to offer 3-D digital renderings and fly-throughs that can be stylized with furniture and accessories.

3-D Floor plans

We can bring floor plans to life using the latest in cutting-edge technology. Our exclusive 3-D interactive floor plans enable buyers to “interact” directly with plans to give them a clearer sense of space, proportion and room dimensions



Video Walk-throughs

In certain cases when the special and unique features of a property aren't completely captured through photography, our marketing team can create a full video walk-through of the property to give internet visitors the opportunity to see it in its entirety. The production process is complete with script, voiceover, film shoot and is fully edited to show the property at its best.

Custom Website Development

In certain instances, a designated website is a great marketing tool for a property. Our creative team can design a website that is not only attractive, innovative, and unique, but also user-friendly, search engine optimized, and regularly maintained. Whether it's a new development or a smaller project, a dedicated website with a full presentation of the property can be an invaluable resource for potential purchasers.

