

Realtor Marketing Opportunity

(Free Parade of HomesSM 'Your Personal Designer' giveaway)

Over the past 2 years Preferred Interactive has worked with builders and design centers to develop the 'Your Personal Designer' technology. See examples at www.yourpersonaldesigner.com/example.html or visit www.paradeofhomes.org and click on the 'Your Personal Designer' logo on the left hand side of the homepage. 'Your Personal Designers' have helped homeowners building a new home see all the options available to them, giving them the confidence needed to make selections regarding, quite possibly, the largest purchase of their life....their new home.

Starting in August this technology will not just be available for new homebuilders, but also for current homeowners that are looking to remodel their living room, redecorate their master bedroom, or simply see the possibilities of what a fresh coat of paint will look in their kitchen. All this will be possible using the 'Your Personal Designer' technology, giving current homeowners (using photos from their own home) the same confidence and ease of use that new homeowners are taking advantage of when building their dream homes.

We are pleased to announce, for the first time ever, current homeowners and realtors with listings during the Minnesota State Fair and the Fall 2010 Parade of HomesSM (August 26th – October 3rd) are able to take advantage of a free 'Your Personal Designer.'

Frequently Asked Questions

- **Why are we giving away free 'Your Personal Designers'?**
 - With the help from realtors, we want to draw attention to the Parade of HomesSM State Fair booth (where homeowners can get their free guidebooks) and draw more attention to the Parade of HomesSM website, (where homeowners can get all their information on the Minnesota's top builders).
- **How many free 'Your Personal Designers' can a realtor have access to?**
 - This is only limited to the number of current listings the realtor has during the time of the MN State Fair and the Parade of HomesSM (August 26th 2010 – October 3rd 2010).
- **What are the steps to getting the realtors free 'Your Personal Designers'?**
 1. Realtor must sign up on our website (only needed to verify realtor status to prevent abuse by non realtors due to the unlimited number given out for realtors only- Only one free 'Your Personal Designer' per listing.) The secure URL to sign up is listed below:
<https://www.preferredinteractive.com/submissions/realtors/new/>
 2. **Option 1-** Send the homeowners of your current listings to the Parade of HomesSM State Fair booth at Carnes and Underwood with the your realtor's business card for a quick demo and set up their free 'Your Personal Designer' with a representative at the booth.
Option 2- Send the homeowners of your current listings to the Parade of HomesSM website, click on the 'Your Personal Designer' logo on the left hand side of the homepage and follow the free designer links they will have to enter data from your business card for verification.
 3. We will then process the request for their free 'Your Personal Designer'
 4. Lastly the realtor and the homeowner will be sent a unique URL link to the free 'Your Personal Designer.' To be used for marketing the potential of the current listing.
- **What can the realtor do with the free 'Your Personal Designer' link?**
 - The link is available to be used anyway the realtor feels it would be beneficial. One option is to e-mail the link to potential buyers or use at open houses to capture email addresses of potential home buyers & help them see the listing's potential. Another option is to place the link on the realtor's website to share with potential home buyers so they can see the listing with their own unique design tastes to help them see themselves in the property.
- **What will the final 'Your Personal Designer' look like?**
 - Please see page two of this document.
- **If I need more information who would I contact?**
 - justin@yourpersonaldesigner.com will be able to answer any questions you may have.

*The Parade of HomesSM is a service mark of the Builders Association of the Twin Cities and is used with permission.

Your personal designer

Example- Note your realtor business card would be located on the bottom right of all your listings


Your personal designer

Sponsored By **Parade of Homes**
Where dream homes come true.

Model Details **Paint**


Kitchen Click on a color to paint the walls

Paint sponsored by **SHERWIN-WILLIAMS**




Paint Individual Walls

Active Colors:


 HeartsOfPalm-ew

Reset



Why bother with the mess?

To add an additional room to *Your personal designer*.
[Click Here](#)



OLDWELL BANKER
BURNETT
Owned And Operated By... LLC

Serving MN & WI

i powered by **Preferred Interactive**

Copyright Preferred Interactive 2010 All Rights Reserved