



The easiest listings I've ever taken! – Barb Heinzl, agent, Baird & Warner, Barrington

THE CHALLENGE

According to a recent NAR study, "80% of buyers prefer to work with a real estate practitioner who focuses on a particular type of property".

Competition is fierce with few viable local products available to help agents grow and differentiate their business.

FOCUS ON A NICHE

"Targeting a market niche is a good strategy, but targeting a niche within a niche is even better" – Realtor Magazine July, 2011

There are thousands of communities addressing the permanent shift in homebuyer preferences by replacing or renovating older housing stock with homes containing modern amenities and green technologies.

Additionally, lending institutions are repossessing millions of homes/properties, many of which have deteriorated physically or become uninhabitable due to environmental issues, thus reducing them to land-value.

THE SOLUTION

"I often recommend the site to clients with land-valued property to sell." – Tina Porterfield, Broker - Prudential

A turnkey, fully operational tool that gives brokers and their agents:

- Real value for customers via expertise, specialization and unique marketing programs,
- A defensible competitive advantage,
- High quality local leads generation,
- Increased average commission rate,
- Attraction from unique buyers, and
- A consumer-centric marketing program for redevelopment property sellers.

PARTNERSHIP

Through a [Licensed](#) Marketing Partnership, teardowns.com supplies qualified agents and brokers with the nation's strongest brand in redevelopment property and a proprietary Internet based marketing platform.

A maximum of three members/brokers may become Marketing Partners for a specific community, identified by zip code. Exclusivity by a single member/broker may be achieved by claiming all three [Partnerships](#) available in any given zip code.

PRODUCT/SERVICE

"I've bought and sold my own properties using teardowns.com - all the real buyers in town go there to buy." – Carrie Kenna, Agent - ReMax and President Kenna Builders, Inc.

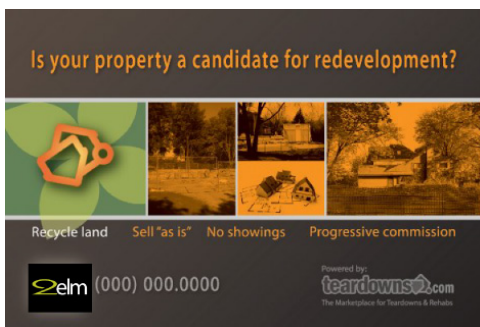
Real estate agents and brokers can use teardowns.com with its codified processes, systems, recognized national brand, and unique marketing programs to enhance their existing real estate business - becoming their communities "go to" broker of land-valued property and its resulting new construction.

Partners increase their ability to sell "pocket listings"; [market listings](#) to their own unique, expansive, targeted pool of buyers - affording clients the opportunity to extract greater value through proper exposure and competition from the buyers most likely to buy while increasing the broker's profit potential by avoiding a cooperating commission.

In its simplest form, Partners can just use teardowns.com to generate buyer and seller leads.

The teardowns.com "system":

- [Aggregates buyers](#) via teardowns.com.
- Cross-catalogs registered buyers by type and area of interest.
- Disseminates new listing information (via email blast) only to those buyers seeking opportunities within that property's designated market.
- Sends weekly regional inventories of available teardowns.com properties.
- Manages prospects and clients.
- Sends the broker's/agent's contact information and business procedures to all new buyer registrants and [inquiring sellers](#) via auto notification.
- Offers unique marketing opportunities to [local builders](#).



HOW IT WORKS

- Communities, loosely defined by zip codes, are claimed by Marketing Partners – maximum of three.
- All business activity within an assigned community is "owned" by its corresponding Partner(s).
- teardowns.com, through SEO, blogging and various Internet strategies keeps teardowns.com at the forefront of Internet search returns and as the nationally recognized expert in redevelopment property (infill).
- Local marketing responsibility and expense resides with the Marketing Partner. Marketing materials ([artwork, signage, postcards](#)) are available and included with Partnership.

- Preexisting catalogs of potential teardowns and buyers are available in certain markets.
- The teardowns.com marketplace is open to all market participants. This open concept is an ancillary marketing vehicle for Marketing Partners

[Marketing Partnerships](#) are \$20 per month or \$200 per year. Marketing Partners may post unlimited listings without any additional fees.

Simply put, a teardowns.com Marketing Partnership brings a stream of high quality, local leads; a real and valuable consumer-centric marketing solution for a large market niche; a substantive point of differentiation, increased profitability; and, an innovative new business development tool.

TEARDOWNS.COM

In 2011, NAR says “all-cash deals are at the highest level since the statistic has been tracked”

Founded 2001 in Hinsdale, Illinois.

We spend our days focused on offering market participants better tools and solutions for buying and selling infill property. This is a viable and expanding niche with unique characteristics. Teardowns and “land valued” properties are everywhere.

The program and network is responsible for sales in coveted markets throughout California, Connecticut, Colorado, Illinois, Maryland, New York, Texas and Virginia. Over 20,000 buyers have registered to see listings on teardowns.com. A typical mature market like Fairfield, Connecticut has over 750 registered buyers; 52% individuals, 25% builder/investor and 23% Realtors.

Forbes, The New York Times, CNN and NPR have done [features on the Company](#). We pride ourselves on our ability to grow through low cost, high impact, grass roots and organic efforts.

We look forward to bringing innovative tools to the real estate industry by helping buyers, sellers and their agents through efficient and effective platforms for easy and simplified transactions.

In order to accomplish this teardowns.com is interested in Joint Ventures, Partnerships and/or other types of arrangements with resellers (established lead generators and business development companies), national, regional and local brokers, as well as their agents.

The Company also understands its unique ability to attract wealthy individuals, new construction product and service providers, as well as its exposure to real estate practitioners can add value to those entities interested in reaching these demographics and markets.

