

Three Minute Tech Tip - # 23
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The real estate world is changing. In the past, it was common practice to promote the company you worked for or were affiliated with. This is no longer the case. In today's market it is essential to promote yourself. One of the best ways to do this is by purchasing a domain name.

TODAY'S TECH TIP: Advantages of Domain Names

Purchasing and promoting a domain name will allow you to drive traffic directly to **your** website. A domain name is a web address that you obtain from an Internet domain vendor such as Domain Direct www.domaindirect.com. It can be connected directly to your RE/MAX of New Jersey web site. This is a great way to showcase your individuality and professionalism.

A domain name can be easier to remember (www.marysmith.com) than the generic name given to associates (www.msmith.remax-nj.com). Once you set up your domain name, promote your website with your personal domain name. Put it on all of your advertising materials. Print it on your business cards, giveaways, sign riders and print ads. Include the MLS listing ID at the end to create a direct listing url address. In a Listing Presentation, tell your clients their listing will have it's own web address. www.marysmith.com/123456.

Another great advantage to using a domain name is the capability of tracking the source of visitors to your web site. Now you can know where your leads are coming from and which sources are generating the most hits. You will also be able to determine the number of registrations form each source.

If this Tech Tip has peaked your interest and you wish to pursue purchasing a domain name, be sure to check out [Tech Tip #11, Domain Name Tips](#). Here you can find out about where to purchase your domain name, suggestions on the kinds of names to use, and how to set up your domain name to point to you RE/MAX of New Jersey website.

Time's up! Gotta go. Have suggestions for other Tech Tips? E-mail me.

As always, feel free to contact Troy at the regional helpdesk with any tech support question at help@remax-nj.net or (888) 54-REMAX.

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