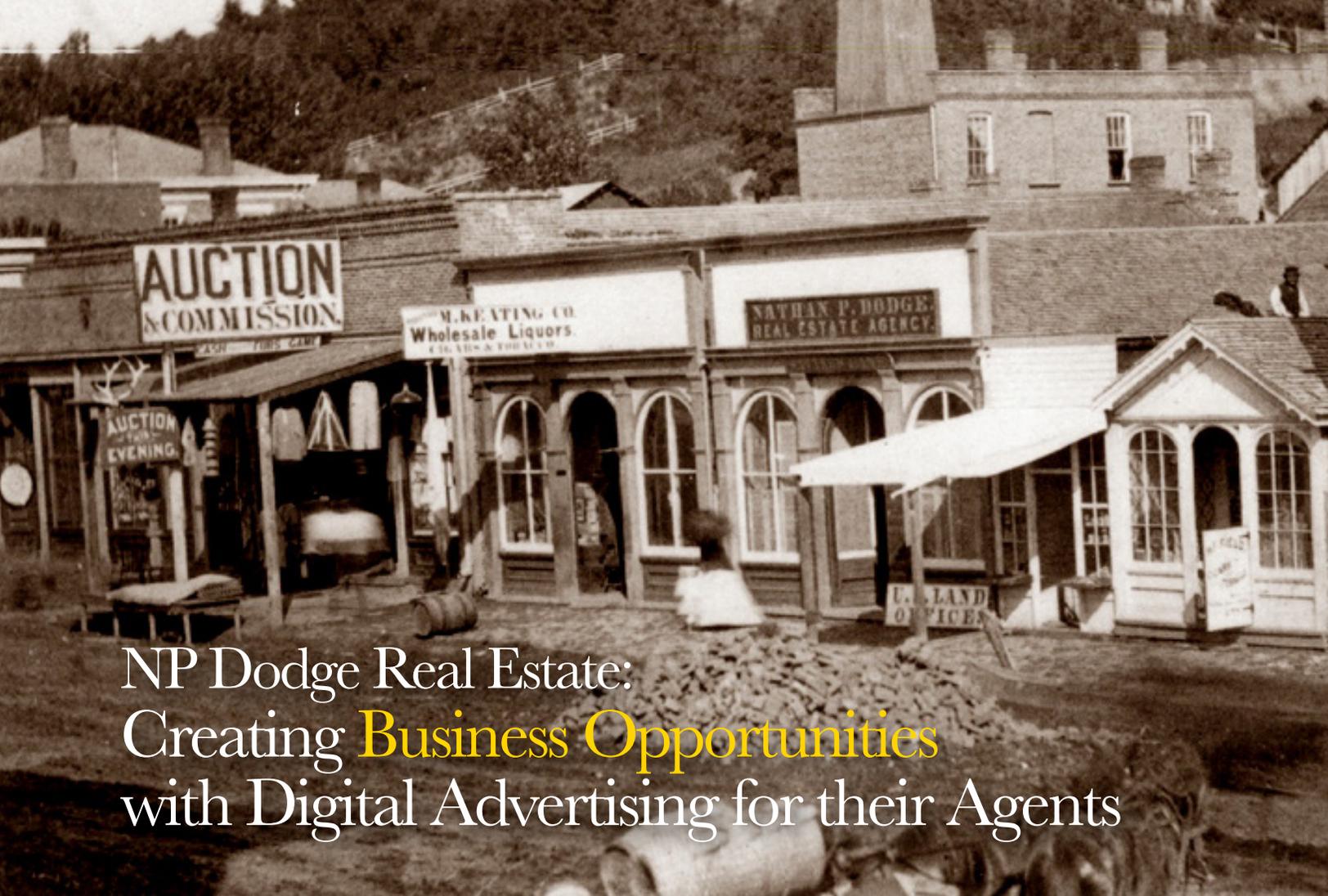




ADWERX

SINCE 1855  
**NP Dodge**  
REAL ESTATE

NP Dodge Real Estate:  
How to reinvent and build  
your brokerage with  
innovative advertising solutions



# NP Dodge Real Estate: Creating **Business Opportunities** with Digital Advertising for their Agents

**T**here's a reason why Omaha's NP Dodge -- the real estate brokerage firm that first opened its doors during the California Gold Rush -- is still thriving over a century and a half later: continuous innovation.

In the 1900s, NP Dodge Real Estate pioneered a novel way to develop and sell single-family lots to the average wage earner: a dollar down and a dollar a week. That formula made the dream of home ownership come true for working-class people and proved extremely successful for the firm.

Today, NP Dodge -- the longest running, family-owned, full-service real estate company in the country and currently piloted by a fifth generation Dodge -- continues to innovate. It is the first independent brokerage in their market to utilize the Adwerx Enterprise Automated Listing Advertising Program, a platform that makes it easy to create effective branding campaigns by systematizing some of the most complex digital advertising functions.

Using Adwerx Enterprise, NP Dodge's more than 470 agents

deliver thousands of targeted impressions to local interested buyers for every new listing within the first week that it becomes active, according to Jodee Drake-Soto, Vice President of Marketing & Business Development at NP Dodge Real Estate, who is responsible for the development and implementation of all marketing initiatives.

## **What is Adwerx Enterprise?**

"Our agents are terrific salespeople," says Jodee. "They produce results! But they have



not been trained and frankly do not have the time to become digital marketing experts. That's where Adwerx comes in. ***They handle the difficult and stressful work, taking the burden of building and fielding ads away from our agents so they can do what they do best: produce excellent results for their clients. Adwerx automates the building of online ads for every new listing.***

Our agents don't have to do anything -- except check the property ads."

Adwerx Enterprise uses listing data from NP Dodge to instantly create attractive ads that contain a listing photo, essential property details, agent contact information, and NP Dodge branding. These advertisements are then delivered to potential home buyers throughout the Omaha metro area via premium websites like Sports Illustrated, USA Today, Fox News, YouTube,

ABC News, and a host of others as well as mobile apps, and social media, such as Facebook and Instagram.

Ads display during the first week of the listing in order to maximize the value of the property launch and ensure optimal exposure during that crucial first week a property is listed for sale.

### **Automated Promotion for Listings**

Every real estate agent knows they NEED to promote their listings online, but they don't really know HOW to do it. "Adwerx makes them a hero with their clients," Jodee continues. "With Adwerx, the advertising is so targeted to key prospects and their clients, the property ad appears everywhere online. It makes the marketing budget seem much larger than it is because the money is highly targeted to the most likely buyers."

Like every broker, NP Dodge is always looking for ways to make its marketing dollars stretch further by providing cutting-edge programs agents believe can help them secure and close more listing presentations as well as promote properties online. "We cut back on print, increased our digital presence and we're doing great – our program is very effective, we're securing more listings, and generating excitement that our agents love to share with their prospects and clients," she adds.

Because NP Dodge is independent, the company can move more rapidly than franchised operations. "We can



make changes happen quickly,” Jodee emphasizes. “When we decided Adwerx was the partner we wanted to work with, we talked to Nate Dodge III, and then moved quickly to introduce and rollout Adwerx within weeks. That’s our style. We identify what the best is for our agents and obtain it so they can reap the benefits.”

### **Seamless Integration with Broker Marketing Platforms**

Adwerx is seamlessly integrated with Dodge’s broker marketing platform. “Adwerx receives the listing information from the MLS,” says Jodee. “Once a listing is added to the MLS, Adwerx automatically populates the listing to their platform, and the marketing of our new listings begins nearly immediately. In order for the property to go live on Adwerx, it must have at least one photo. This rule continues to validate the need for quality photography of listings. ***Adwerx has made the online marketing of our properties stronger overall.***”

### **More Effective than “Just Listed” Postcards**

Adding Adwerx was not a financial burden either. “We had a new listing direct mail program,” says Jodee. “But our agents never gave much credence to the program, so reallocating the dollars from that program



to online marketing has been a huge win for us. We are now able to promote listings to highly targeted prospects on social media and prestigious websites like the Wall Street Journal, CNN and the New York Times.”

### **Agents LOVE Marketing Automation**

Dodge’s launch of Adwerx was unprecedented and impressive. “It was so exciting! We literally had agents standing and cheering by the end,” she recalls. “We had standing room only for our introductory meeting. It’s pretty tough to sell out a room with busy agents! I don’t believe we have ever launched a product that was received so favorably.

**“Since the launch, our agents continue to tell us about the great**

**response they receive from their clients as well. Consumers are noticing how their listings are featured all over the Internet.”**

### **More Effective Listing Presentations**

Having a unique and effective marketing program has made NP Dodge’s listing presentations much more effective. The company supplies agents with paper and online versions of the listing presentation. “Adwerx provides a customized, branded video for our agents to include in their listing presentations,” Jodee says. “It makes it much easier for our agents to explain the targeted, localized marketing power of the program to their clients.”



Sellers, too, have enthusiastically embraced Adwerx. “They usually ask agents, ‘what are you doing to promote my home online’ and now we provide a compelling, targeted and effective way to answer that question. Sellers know most home buyers start their search online. Adwerx is a way to help capture those interested buyers. Having a targeted online program where local homeowners in the market regularly see the listings marketed by our agents positions them as the leading agents in their local market.”

The introduction of Adwerx has had additional benefits. “It continues to show our agents that NP Dodge is forward thinking and ready to make changes to best support them and their businesses,” says Jodee. “The word is out and our agents are reaping the benefits.”

### **Increase Recruiting Success**

Working with Adwerx helps NP Dodge differentiate itself from other firms that claim to be technology oriented but are all sizzle and no steak. ***“Adwerx helps us compete. It’s something our agents wanted,” says Jodee. “I listen to agents that join our company, and they continue to reference how our marketing and technology are more advanced than others.***



Now, when recruiting agents, we are able to say – NP Dodge automatically creates a customized new listing ad that offers 7,000 views online in the first week. ***Does your current company have the ability to do that?***

### **Meaningful Counterpoint to the “Technology Brokerages”**

Being able to act quickly and decisively has helped the company to modernize its brand. “We continue to show that we’re consistently doing what needs to be done – to provide the technology, support, and marketing that our agents want,” she adds. “There’s a reason why we were the first real estate brokerage in America and that we’re still thriving so many years later. We were innovators then and we are innovators now.”

### **Learn More**

If you would like to learn more about the Adwerx Enterprise Automated Listing Advertising Program click button below.



You can also contact [enterprise@adwerx.com](mailto:enterprise@adwerx.com), or call the toll free number at (844) 898-2848.

### **About Adwerx**



Adwerx provides Brilliantly Simple Digital Advertising™ for real estate, mortgage, insurance, financial services, and other businesses. Ads powered by Adwerx have received billions of impressions on social media, mobile platforms, and the most widely read news sites. Adwerx has served over 150,000 customers across the U.S., Canada, and Australia and has been named to the Inc. 5000 list of America’s Fastest Growing Private Companies for two years in a row. To see how Adwerx can work for you, please visit [www.adwerx.com](http://www.adwerx.com). Plus, NAR members receive 15% additional impressions on Adwerx campaigns, which can be combined with other eligible discounts. This exclusive benefit is available through the National Association of REALTORS® REALTOR Benefits® Program.