

RELEASE: IMMEDIATE  
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## **NEW RAINMAKER PRODUCTS**

### **GOODER GROUP RELEASES THREE "RAINMAKER NICHE SITES"**

CYBER CONVENTION -- "To help Realtors take advantage of the coming market we've published three hyper-targeted turnkey websites for real estate marketing," said Dan Gooder Richard, president of Gooder Group, a publisher of marketing materials for real estate professionals since 1983. "Now new and experienced agents can target today's hottest markets from short sale sellers to REO buyers to first-time buyers with these ready-to-use online marketing systems to maximize their business."

#### **Niche Marketing Made Easy**

"Let's face it," Richard said. "The world values a specialist more than a generalist. Now you can get standalone **RAINMAKER NICHE SITES** with specialty content, niche forms and targeted auto e-mail pre-loaded in turnkey websites. It's never been easier to increase your business from short sale sellers, first-time buyers and foreclosed property buyers."

#### **We-Plug-You-Play Turnkey Websites**

Each standalone site comes fully loaded with rich niche content, targeted lead-capture forms and specialty e-mail for maximum lead conversion. You don't need a thing to get started. Each website is designed to be a standalone site, plus it is easily linked to as many personal or secondary websites as you own at no extra cost. All three "we plug, you play" niche sites come pre-installed on a Top Producer website platform. "Registering a unique domain name for your site(s) has proven very effective," Richard added.

#### **Beat Generalists Every Time**

"Different customers have different needs," Richard said. "Trying to be all things to all people is a costly plan for failure. Rainmaker real estate agents know from experience it's impossible to satisfy all customers by treating them alike. In today's marketplace niche marketing is compelling for consumers. Why? Because a specialist understands a customer's needs better than the generalist."

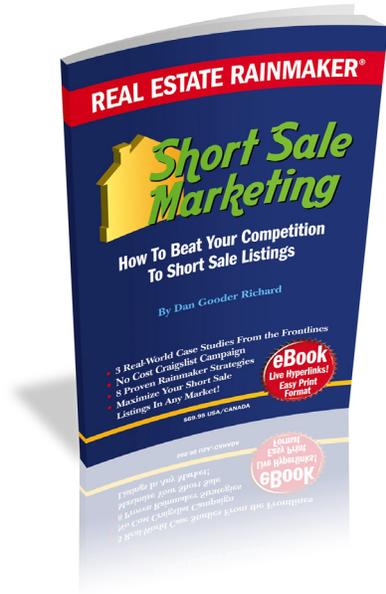
-- MORE --

**Increase your business.**

Real estate specialists know in today’s new market that one-size-fits-all mass marketing doesn’t appeal to niche market audiences. At last, the Little Guy can beat the Big Guy every time. By targeting specialty markets you can dominate any local niche with focus and mastery. That’s the power – and pay off – of niche marketing.

**New eBook for Short Sale Marketing**

For a limited time, new subscribers to Gooder Group’s RAINMAKER NICHE SITE for Short Sale Sellers get a free copy of a new e-book with their initial set-up. **SHORT SALE MARKETING: How To Beat Your Competition To Short Sale Listings** (\$69.95 USA/CANADA) is available from the Gooder Group at [Leads@GooderGroup.com](mailto:Leads@GooderGroup.com). Visit [www.RainmakerNicheSites.com](http://www.RainmakerNicheSites.com) for more information about the turnkey specialty websites.



To learn more about Rainmaker Niche Sites visit Gooder Group’s booth in the CyberConvention. You can also visit [www.RainmakerNicheSites.com](http://www.RainmakerNicheSites.com) or [www.GooderGroup.com](http://www.GooderGroup.com), or contact Gooder Group directly at (703) 698-7750 or [Leads@GooderGroup.com](mailto:Leads@GooderGroup.com).

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