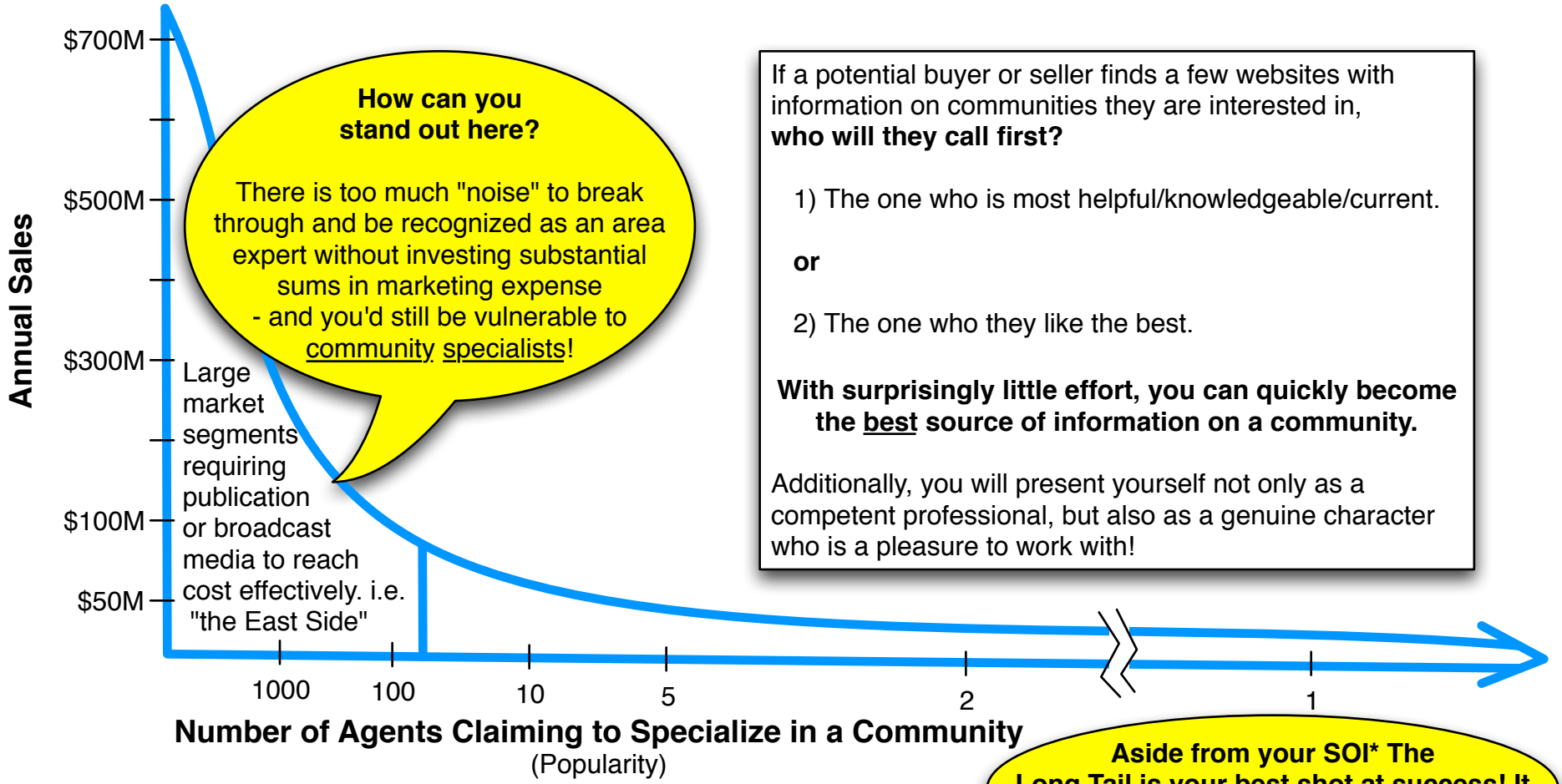
# The Long Tail of Your Local Market

*With thanks to Chris Anderson for his seminal work: *The Long Tail*




If a potential buyer or seller finds a few websites with information on communities they are interested in, **who will they call first?**

1) The one who is most helpful/knowledgeable/current.

**or**

2) The one who they like the best.

**With surprisingly little effort, you can quickly become the best source of information on a community.**

Additionally, you will present yourself not only as a competent professional, but also as a genuine character who is a pleasure to work with!

**Aside from your SOI* The Long Tail is your best shot at success! It represents more than 70% of most markets.**

← Mega Agents - High competition
Big marketing $ win popular areas →

← **The Long Tail**: Lesser known communities with distinct character / lifestyle
Low competition / High visibility - Just 5% of a $40M market is ~$60K in GCI* →

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*Sphere of Influence / Gross Commission Income