

Kenn Renner Austin Real Estate Agent Markets First Custom Home Since Joining Keller's Luxury Homes Division



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Summary: Kenn Renner top Austin real estate debuts first luxury home listing since recently joining the Keller Williams team, 63 Tree Haven Court (www.63TreeHaven.com); located in the private gated community of The Hills of Lakeway, Texas, just 17 miles from downtown Austin.

AUSTIN, TX, June 29, 2009 -- Standing in the opulent outdoor living area of his new estate listing at 63 Tree Haven Court (www.63TreeHaven.com) on the 11th fairway of the prestigious "The Hills" Golf Course in Lakeway, Texas - Kenn exclaims, "Not long ago, we saw Tom Kite and Ben Crenshaw play through." Kenn, who recently moved to the Lake Travis area and joined top ranked Keller Williams Realty, was visibly enthused. "I am just so excited to focus my marketing expertise on this fine property. This custom home shows really well and it is priced under market for a quick sale." The owners of the home are custom homebuilders and know how fast Kenn can move a property. "He sold our last home in just five days, which is remarkable in this market!" mentions Jerry Horne, owner of Horne Brothers Custom Homes referring to the recent sale of his custom built home at 8032 Riviera Estates (www.8032rivieraestates.com) above

Lake Travis. "Kenn has a huge web presence in the Austin area and that was how we found him."

Kenn combines tried and true marketing such as print & direct mail with state of the art strategies such as Internet syndication and video promotion to place his clients home at the forefront of home seekers. "Over 87% of home buyers start their search on the web. So we focus on search engine optimization and lead capture. Last month, I had over 16,000 homes searched on my website's search engine" said Kenn, referring to his popular website www.BuyAustin.com. Kenn Also utilizes video in his marketing. He continues, "A key component is our video marketing. We produce high quality videos of our properties and then syndicate them over the Internet on YouTube and other video portals." The use of video strategy bodes well in his luxury homes marketing. "The homes show so well on video," he adds. Kenn gained hands on experience in his many appearances on the popular HGTV show "House Hunters." "In these tougher economic times, agents need every marketing advantage possible to capture buyers' interest – and that is our goal – attract, captivate, and convert to sale."

Another unique marketing angle that he implements is the use of individual customized stand-alone website for each of his listings using the address of the property as the URL for example: www.63TreeHaven.com. "Luxury home sellers and buyers appreciate exclusivity, this is why I create a website unique to the property – that way it is showcased without the distraction of a lot of other properties and non- related information. We also add special features like an interactive three dimensional virtual floor plan that allows home buyers to place and move with their mouse – pretty cool stuff!"

Kenn recently joined the exclusive luxury homes division at Keller Williams Lake Travis Market Center. "I am honored to be a part of Austin's #1 real estate company and their dominate luxury homes presence."

Learn more about 63 Tree Haven Ct, at: <http://www.youtube.com/watch?v=8jbXoNMjg2M>

About

Kenn

Renner:

Kenn Renner has been teaching real estate seminars in Austin and around the Nation since 1994. He has personally helped thousands of homebuyers to purchase homes as a direct result of their attending these seminars. He is consistently ranked by the Austin Business

Journal as one of the top individual real estate agents in central Texas. Since 2005 he has closed over \$80,000,000 in residential homes sales making him the #1 selling agent in Williamson County. Kenn is a frequent guest as a real estate expert on business talk radio. He has also appeared more than a dozen times on National Television – HGTV’s House Hunters. He is currently publishing his latest book “First Time Home Buying Secrets – Revealed” which will be released later this summer.

Press Release edited by <http://www.BestOnlineResults.com>

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