

The Internet Elite:

Best Practices in Online Sales & Marketing

International Builders' Show 2015

Presented By



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Online Sales/Marketing
Consultant

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Will Duderstadt

Marketing Manager - Web Platforms
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About the Presenters

Mike Lyon CMP :: Online Sales/Marketing Consultant **www.DoYouConvert.com :: (888) 358-1269**



Mike Lyon has accumulated a wealth of “real world” knowledge and first-hand experience in the realm of online marketing and sales for home builders. He delivers his information from the trenches and draws from his diverse background in online lead generation, sales, and marketing.

He is a highly sought after consultant and has contributed to the success of homebuilders all across the nation. He is the bestselling author of ***Browsers to Buyers: Proven Strategies for Selling New Homes Online***.

Steve Shoemaker MIRM :: VP of Sales & Marketing - Ideal Homes **www.IdealHomes.com :: (405) 573-5630**



At Ideal Homes, Shoemaker provides strategic leadership to a team of 28 and oversees all aspects of sales and marketing. He is passionate about the industry and getting better every day.

He holds the Master in Residential Marketing designation from the National Association of Homebuilders, is a certified instructor through the Oklahoma Real Estate Commission, and past president and education chairman for the Central Oklahoma Homebuilders Association Sales and Marketing Council. He, his wife Jama and their three sons live in an Ideal neighborhood in Edmond, Oklahoma.

Ideal Homes is Oklahoma’s largest builder/developer and the recipient of numerous awards including the **2005 Gold National Housing Quality Award**, Builder Magazine’s 2007 “**America’s Best Builders**”; and 2010 “**Builder of the Year**” from Professional Builder Magazine.

Mike Lyon :: Steve Shoemaker :: Mary Becker :: Will Duderstadt

About the Presenters

Mary Becker CSP, CMP, MIRM :: VP of Sales & Marketing - Schumacher Homes
www.SchumacherHomes.com :: (330) 754-4884



Mary Becker is Vice President of Sales and Marketing for Schumacher Homes. In this role, she has bottom line responsibility for sales results and the development and presentation of the Schumacher Homes brand. She also oversees Schumacher Homes National Sales Center comprised of some of the highest producing Online Sales Professionals in the country. They are customer service driven and results focused.

Schumacher Homes, based in Canton, Ohio, is America's largest custom homebuilder, with operations in 32 markets in 14 states across the country. The National Housing Quality award winning company has built over 12,000 homes since its founding by Paul Schumacher in 1992.

Will Duderstadt :: Marketing Manager - Web Platforms - M/I Homes
www.MIHomes.com



Will is currently the Marketing and Development Manager of Web Platforms at M/I Homes, Inc (MHO) one of the nation's leading builders of single-family homes, having delivered over 85,000 homes. He oversees online marketing campaigns, lead generation, SEO, PPC, Social Media and content strategy for **13 divisions in 10 states.**

Will provides insight and leadership for M/I Homes Internet Sales Associate program and trains the team in best practices for lead creation and management.

Previously, he served in various positions at Apple Inc. (AAPL) for five years and was featured as spotlight speaker on **apple.com.**