



Series 2 - 2019 Business Plan Development

Session 5 — Ask the Expert



Hosted by:

Jack Markham & Doug Cherry

Today's Agenda

- Review of Series 2
- Discuss submitted questions
- Discuss live questions



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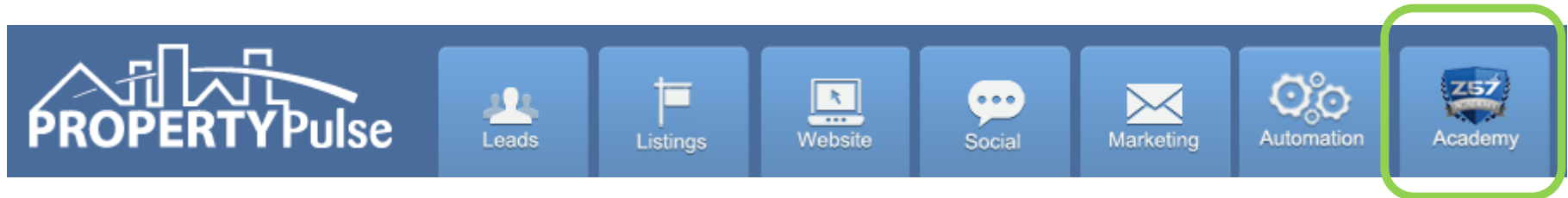
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Academy Tab in Property Pulse

- Direct link into the Academy Library
 - Recordings
 - Tools
 - Downloads



https://support.Z57.com

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Enter keywords and PropertyPulse search topics here

Search



Getting Started

1. What's Next
2. Onboarding
3. IDX Paperwork



Getting Results

Learn the ins-and-outs of the PropertyPulse program for the best results.



Search Engine Marketing (SEM)

Get the most out of a SEM traffic program.
Learn more now!



Help Topics

General PropertyPulse Help Topics:
Leads, Listings, Website, Social, Email,
Automation and User Settings



Troubleshooting

Browse troubleshooting articles to get you
back on the path to success!



Basic Design Edits

Ready to modify your website? Learn how to
make basic edits.



Webinars

Sign up for learning webinars on how to
enhance your program.



Billing

For billing questions – click here!



Paperwork

MLS IDX Paperwork
Domain Transfer Form
Domain Release/Update Form



Gifts for Attending

- Attend each live session for a chance to win \$50 gift card
 - Drawing is done live at the end of each session
 - Always one winner and must be in attendance to win
- Attend at least 3 out of the 5 sessions and receive upgrades
 - Up to 15 **New Slider Images** for your website
 - ALL agents that attend at least 3 sessions will be rewarded!
- 2 GRAND PRIZE Winners! All customers who attend at least 3 out of the 5 sessions of Series 2 will be entered to win a FREE MONTH OF SERVICE!

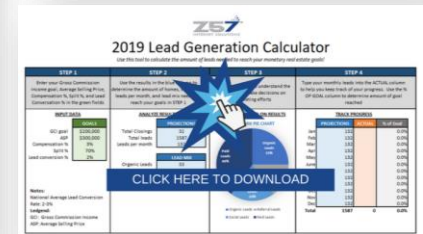
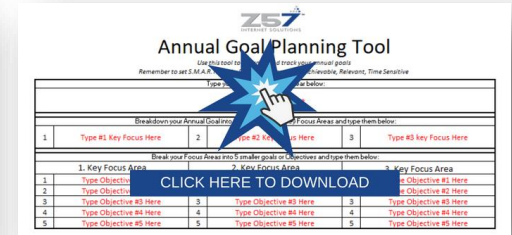
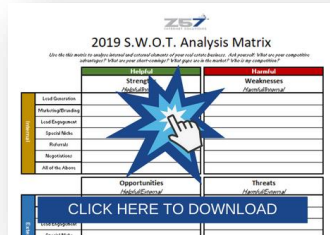




Review of Series 2

Review of Series 2

A. The 2019 Real Estate Business Plan



Review of Series 2

B. Session 1: S.W.O.T Analysis

1. Definition of S.W.O.T. Analysis

- a) **S.W.O.T Analysis** – A strategic planning technique used to help an agent or organization identify strengths, weaknesses, opportunities, and threats related to business competition or project planning (source: wikipedia.org)

2. Internal & External Factors

- a) **Internal factors** – the *strengths* and *weaknesses* within the agent or organization
- b) **External factors** – the *opportunities* and *threats* of the environmental of the agent or organization



Review of Series 2 (cont...)

C. Session 2: Annual Goal Planning

1. Definition of S.M.A.R.T. Goals

- a) Are **s**pecific, **m**easurable, **a**chievable, **r**esults-focused, and **t**ime-bound goals, S.M.A.R.T. goals are specific and clearly defined. Each year, you should write down your S.M.A.R.T. goals to help you keep focused on your target.

2. Tips

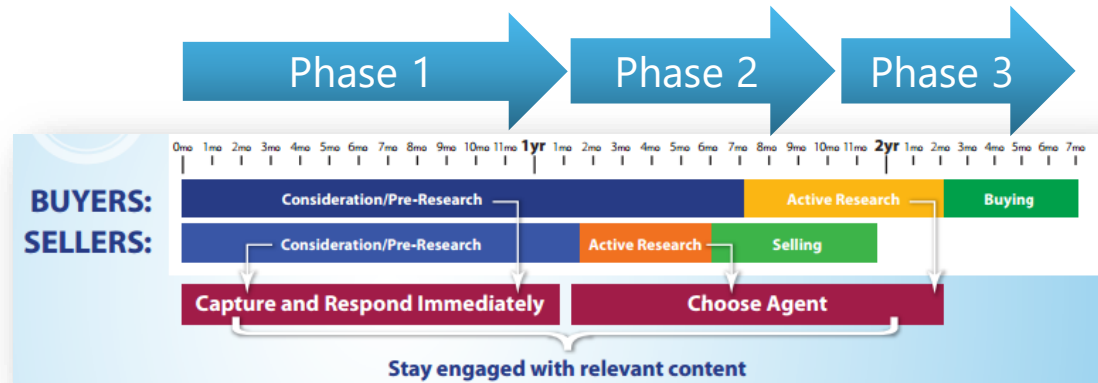
- a) Breakdown goals into smaller, more achievable Key Focus Areas
- b) Breakdown Key Focus Areas into Objectives
- c) Write them down!



Review of Series 2 (cont...)

D. Session 3: Lead Generation

1. Understand your target audience



Consumers want to hide behind the wall of the internet while they are gathering content (Phase 1).

2. Diversification of sources

- a) Organic
- b) Paid
- c) Social media and Facebook
- d) Website (SEO, SEM, SMM, Referral)

Review of Series 2 (cont...)

E. Session 4: Budgeting

1. Tips

- a) **Start a bank account specifically for your real estate business**
 - Keeping your business and personal expenses separate will allow you to budget each more efficiently.
- b) **Adjust your budget as time goes on**
 - If you have excess budget from the previous month, adjust your current month with the additional funds.
- c) **Find an accountability buddy**
 - Grab a coworker that will keep you accountable and see who can save the most or spend the least money!
- d) **Download a budgeting app**
 - ie: Mint, QuickBooks Accounting, Goodbudget Budget Planner
- e) **Pay yourself a monthly wage**





Submitted Questions


















Submitted Questions

1. What to do to build up my Facebook traffic!
- Timothy L.

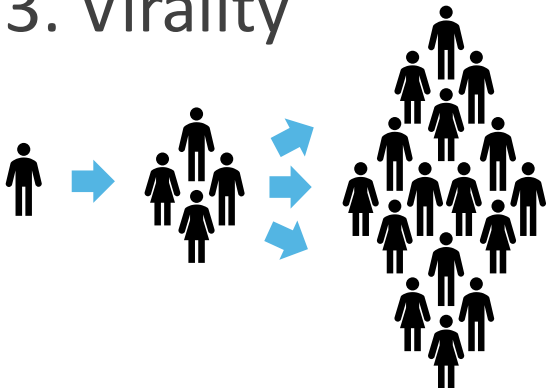


Social & Facebook









1. Posting

Scheduled Posts		Previous Posts					
Post		Start Date	End Date	Time	Post Day(s)	Schedule	Actions
	The best type of fun is the type you can find in your own backyard. Or if golf isn't your thing, what else would you want in your backyard? http://robertsellsmorehomes.com/	09/07/2018		05:00 pm		Specific Date(s)	 
	Happy National Book Day! Do you prefer paper books or e-books? The smell of paper books is great but so is the convenience of an e-book. Help us decide! http://robertsellsmorehomes.com/	09/06/2018		12:00 pm		Specific Date(s)	 
	Now that the kids are going back to school, what are YOU going back to? http://robertsellsmorehomes.com/	09/04/2018		10:00 am		Specific Date(s)	 
	Happy Labor Day! http://robertsellsmorehomes.com/	09/03/2018		09:00 am		Specific Date(s)	 
	It's a new month! What are your September goals? http://robertsellsmorehomes.com/	09/01/2018		07:00 am		Specific Date(s)	 

3. Virality



2. Paid Advertising



Social Posting

Ads Manager

Ads Overview


Create Ad

Facebook Page

Featured Listings on Facebook

Create a CMA Ad


Generate more seller leads!



Is Now the Time to Sell?
propertypulse.z57.com

How has the market affected your home's value? Get a home value estimate today!

Place AdCustomize



What's Your Home Worth?
propertypulse.z57.com

How has the market affected your home's value? Get a home value estimate today!

Place AdCustomize



How are You Building Your Facebook Following?



Connect not only with new leads, but existing leads in your list

- Send an email blast to your leads list
- Include your Facebook link in your email signature
- Interact with potential leads before you simply add them
- Use a Facebook Like Gate
- Add Facebook info to your business cards and any other marketing materials



How to Increase Engagement

- The best time to post on Facebook is between **1 pm – 3 pm**
- The second best times to post are **9 am and 4 pm**
- The best days of the week to post are **Thursday and Friday**
- In general, user engagement is **highest on Fridays**, followed closely by Thursdays.
- As a general rule, post at least a minimum of **3X/week** and a maximum of **10X/week**
- Also put thought into the **quality** of your content, that's far more important than the quantity.



Submitted Questions (cont...)

2. What is the most effective way to market when you are a listing agent
 - Eve and Leanne Lawson and Shaw
3. What is a good way to get multiple listings in a month?
 - Lisa L.



Submitted Questions (cont...)

4. How many times should you contact a lead if they don't respond to a text/email? How often would you try to re-engage?
- Leisa



Keys to Re-Engaging Leads

1. Insight

- Know exactly which leads to reach out to
- Separating the browsers from the buyers, know who is hot

2. Relevant Content

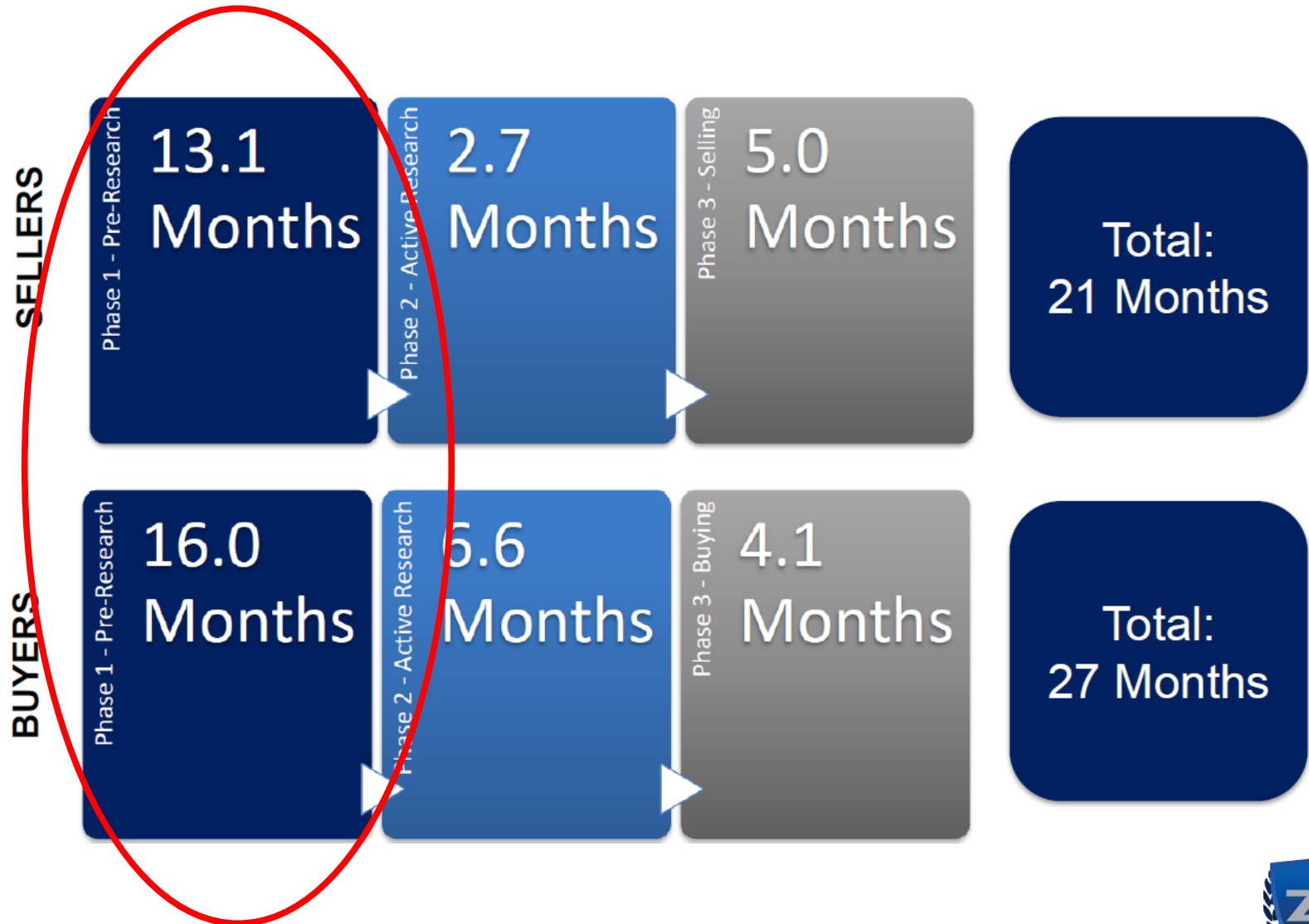
- Targeted emails that address time, money, self-esteem and motivation
- Listings and market data

3. Relevant Brand

- Promote your brand ---set yourself apart from the competition
- Utilizing your website as 'the destination'
- Present yourself as the Neighborhood Expert



Online consumer timeline



7 Days to Re-Engage

Your Game Plan:

- **Day One:** Recommended Listings
 - *Send at least 2-3 listings*
 - *Based off of search history*
- **Day Three:** Market Data
 - *Neighborhood or School information*
 - *Based off of search history*
- **Day Five:** Automated Listing Alerts
 - *Subscribe to either weekly or monthly if not on one*
 - *Tweak existing to make sure content is relevant*
- **Day Seven:** Add to a Campaign
 - *Relevant campaign based on past behavior*
 - *Status lead*
 - *Add to personalized Group*

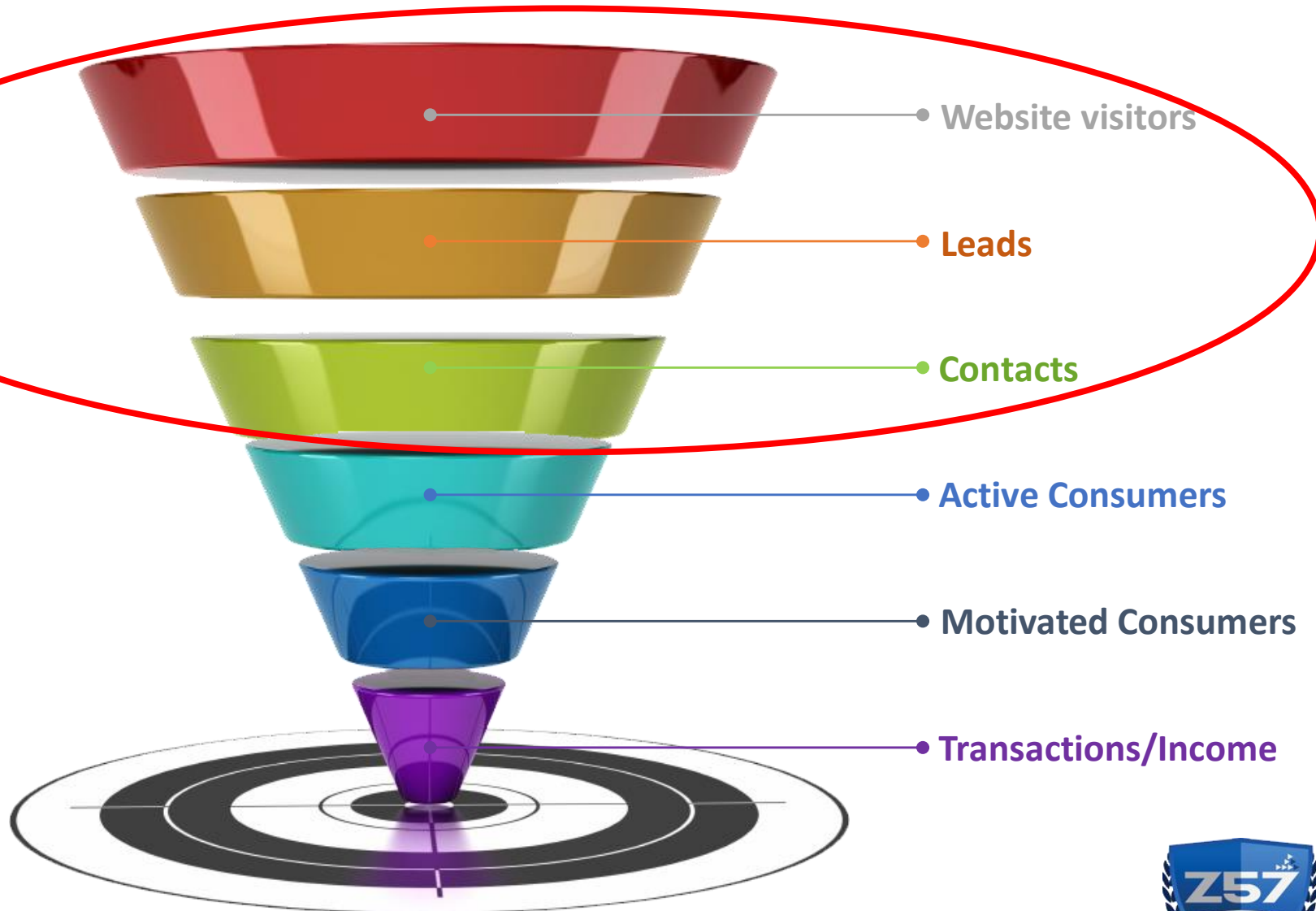


Submitted Questions (cont...)

5. I work with a number of good lead sources including Z57. I have found that these are really not leads, but suspects. Further, I am having more leads coming to me than I can manage easily, What system can I funnel all into to make the process much easier?
- Max Mitchell



Move Leads Down the Funnel



3 Areas of Focus in Property Pulse

1. Lead Activity
2. IDX Search & Emails
3. IDX Listings

Lead History Lead Activity IDX Searches and Emails IDX Listings Email Campaigns: Subscribed				+ Create search	
Listing Details	Settings	Access History	Activity		
Viewed Listing: 118-120 7th St Del Mar, San Diego County, CA 92014		08/28/2018 12:26 pm	Listing Viewed	+	+
Viewed Listing: 424 Stratford Court B15 Del Mar, San Diego County, CA 92014		08/27/2018 10:17 am	Listing Viewed	+	+
Viewed Listing: 355 14th St Del Mar, San Diego County, CA 92014		08/22/2018 8:38 am	Listing Viewed	+	+
Viewed Listing: 1759 Grand Avenue Del Mar, San Diego County, CA 92014		08/24/2018 1:32 pm	Listing Viewed	+	
Viewed Listing: 2498 Vantage Way Del Mar, San Diego County, CA 92014		08/16/2018 11:58 am	Listing Viewed	+	
Viewed Listing: 4514 South Ln Del Mar, San Diego County, CA 92014		08/30/2018 12:42 pm	Listing Viewed	+	
Viewed Listing: 2116 Balboa Avenue Del Mar, San Diego County, CA 92014		08/15/2018 10:17 am	Listing Viewed	+	

JS 1 Next →



Submitted Questions (cont...)

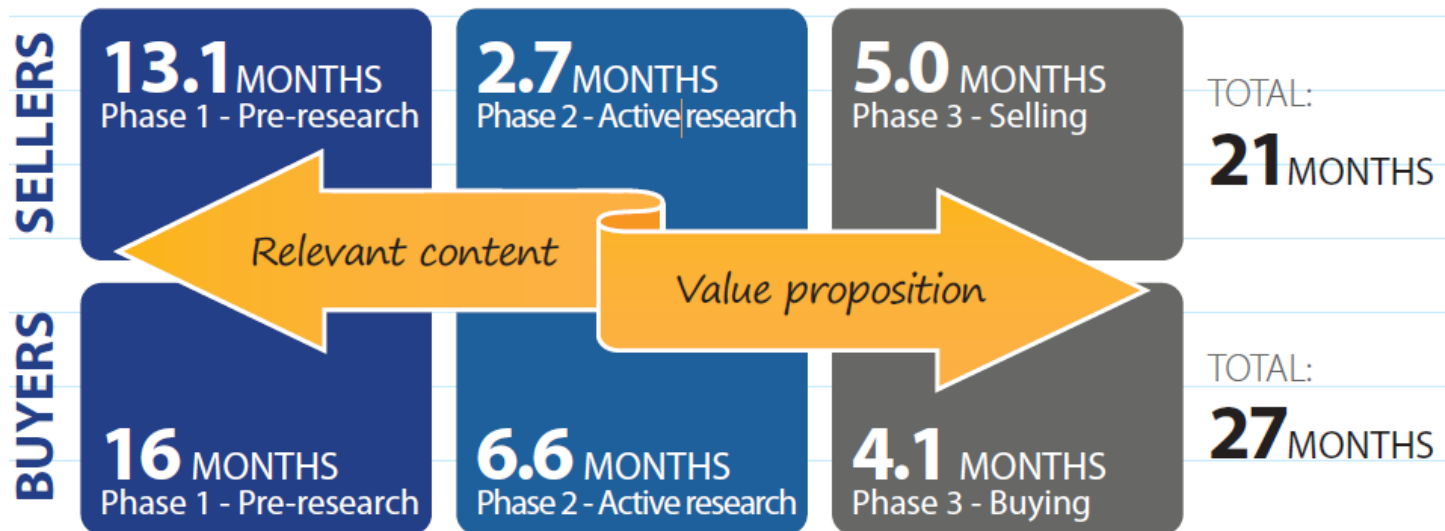
6. I missed session 1 but need help knowing what steps to take from the moment I receive a Property Pulse lead notification. I am having SO many leads pouring in all of a sudden and have NOT reached out to one as of today. HELP?
- Stephanie L.



Stopping The Search – The Initial Response

How do you keep them from going back to other channels? (Zillow, Realtor, Redfin, etc)

1. Comprehensive content
2. Knowledge of the area
3. Knowledge of trends in the market



4 Strategies to Drive Lead Engagement

1. Recommended Listings

- *Most relevant content to online consumer*
- *9 out of 10 consumers start their search online to view homes*
- *Drives the consumer BACK to your site*
- *Eliminates other search engines*

2. Neighborhood and School Data

- *Up to date neighborhood and school data*
- *Value proposition to your business*
- *Demonstrate expertise*

3. Daily listing alerts

- *Consistent technology that drives your consumers back to your store*
- *Opens windows of relevant content*
- *Provides a reason for your prospects to contact you directly*

4. Personalized Email Campaigns

- *Automated message to help you stay relevant*
- *Promotes brand awareness*
- *Reminds consumer about your website*



7-Day Plan of Attack

Day 1:

- *Phone Call: 3 times throughout the day*
- *Email: Recommended listings based on behavior*

Day 2:

- *Phone Call: 3 times throughout the day*

Day 3:

- *Phone Call: 3 times throughout the day*
- *Email: Neighborhood data link based on behavior*

Day 5:

- *Confirm enrollment on listing alerts*
- *Fine tune existing listing alerts*
- *Resend additional recommended listings based on behavior*

Day 7:

- *Phone Call: 2 times throughout the day*
- *Email Campaign: Add to existing campaign based on past behavior*



Submitted Questions (cont...)

7. How do I manage multiple leads without spending an entire afternoon working them individually? It seems like I cannot work each lead as effectively as I should be.
- Roman T.



Status your Leads

1. New

- *A lead should only be a new lead once it comes in*
- *Once you start the 10 day plan of attack the status should change*

2. Prospect

- *Used during the 10 day plan of attack*
- *Trying to establish contact*

3. Hot

- *Motivated client that is engaged with you*
- *Pre-approved*
- *Ready to make offers or listing presentation*

4. Cold

- *This is a nurture lead*
- *Needs to be influenced along the timeline*
- *You MUST stay relevant!*

5. Warm

- *Active consumer that is asking questions and engaging*
- *Probably in the process of showing homes*
- *Could be requesting a more formal CMA if a seller*

6. In Escrow

7. Sold



10 Consumer Behavior Triggers

1. Views home
2. Saves home
3. Sets up listing alerts
 - New or refined alerts
4. Requests more info on listing
5. Changes zip code/neighborhood
6. Short sale/foreclosure home
7. Condos/Townhomes –HOA
8. Views neighborhood data
9. Requests pre-approval
10. Provides phone number

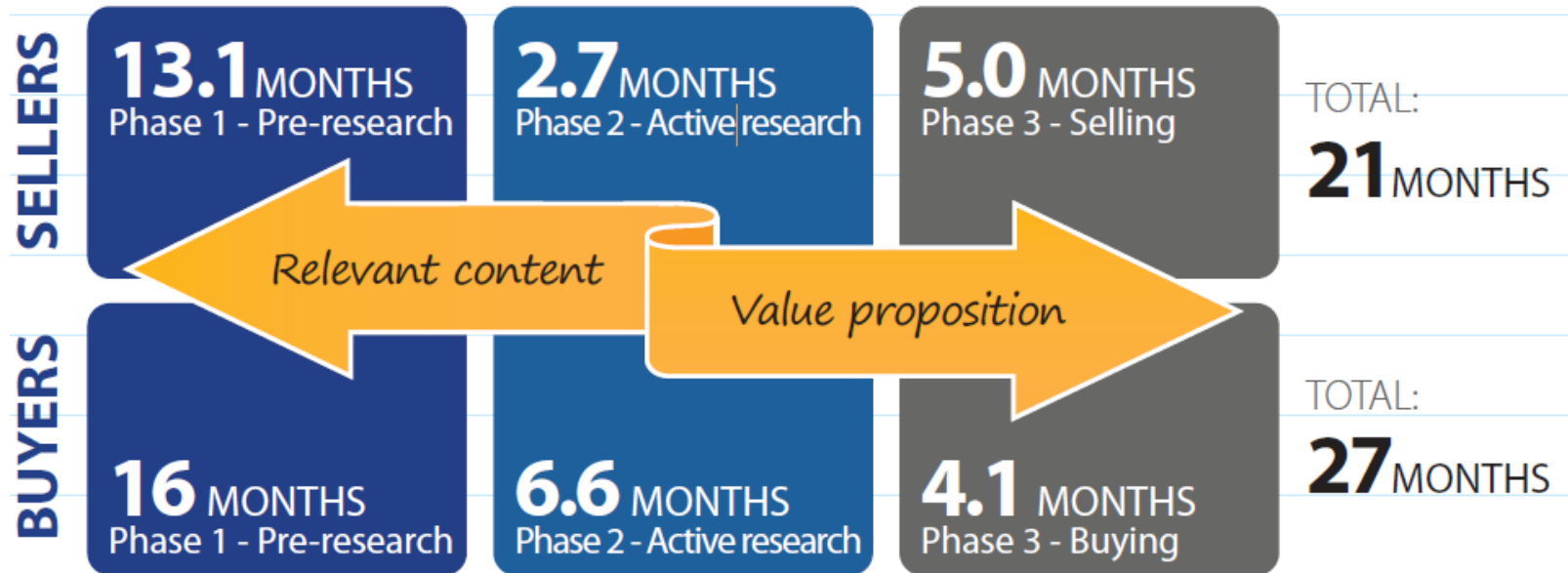


Submitted Questions (cont...)

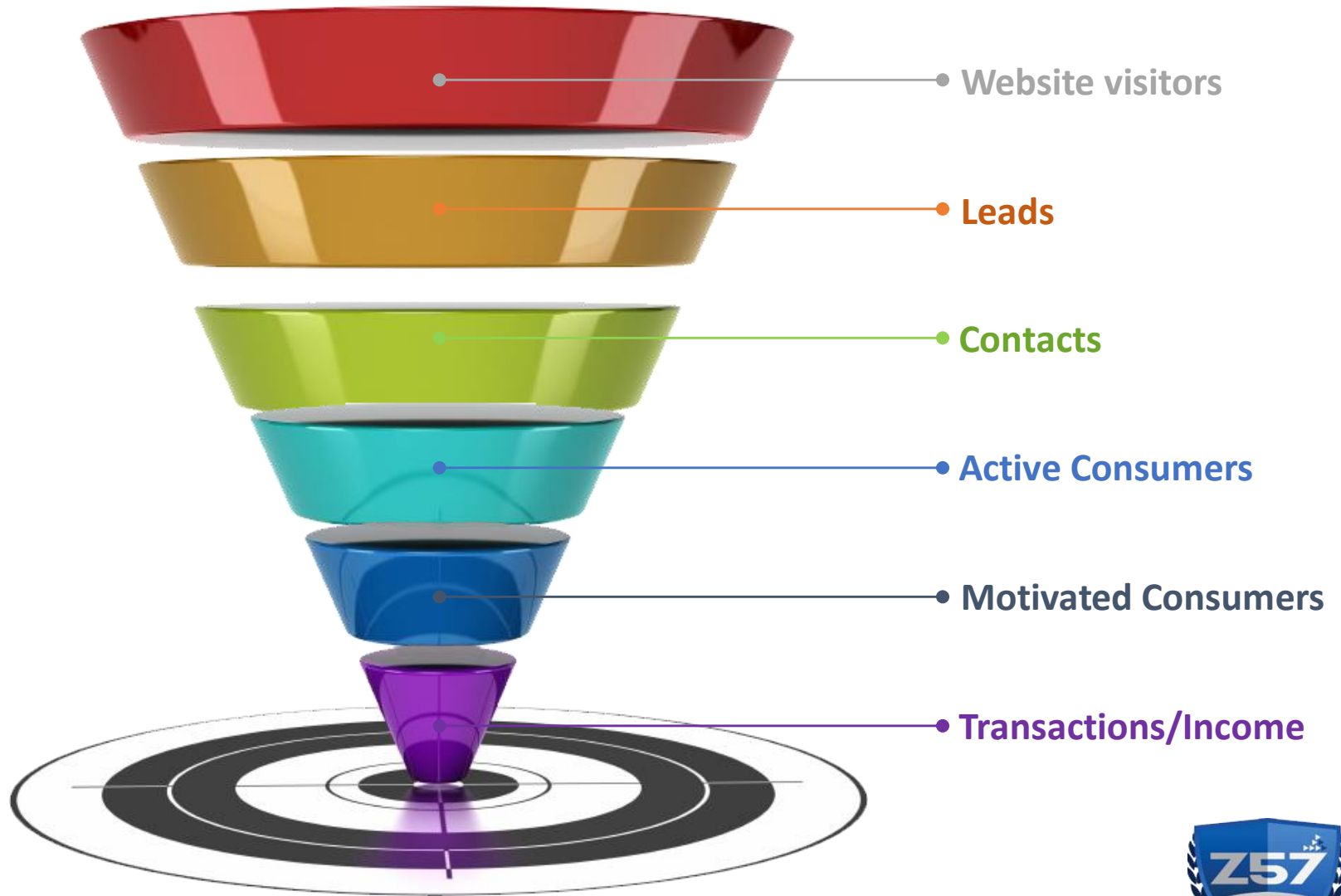
8. I am getting leads, but, they are not converting. the lead enters email, but they don't respond to emails, any suggestions?
-Janet L.



Understanding the Consumer Timeline



Real Estate Lead Funnel





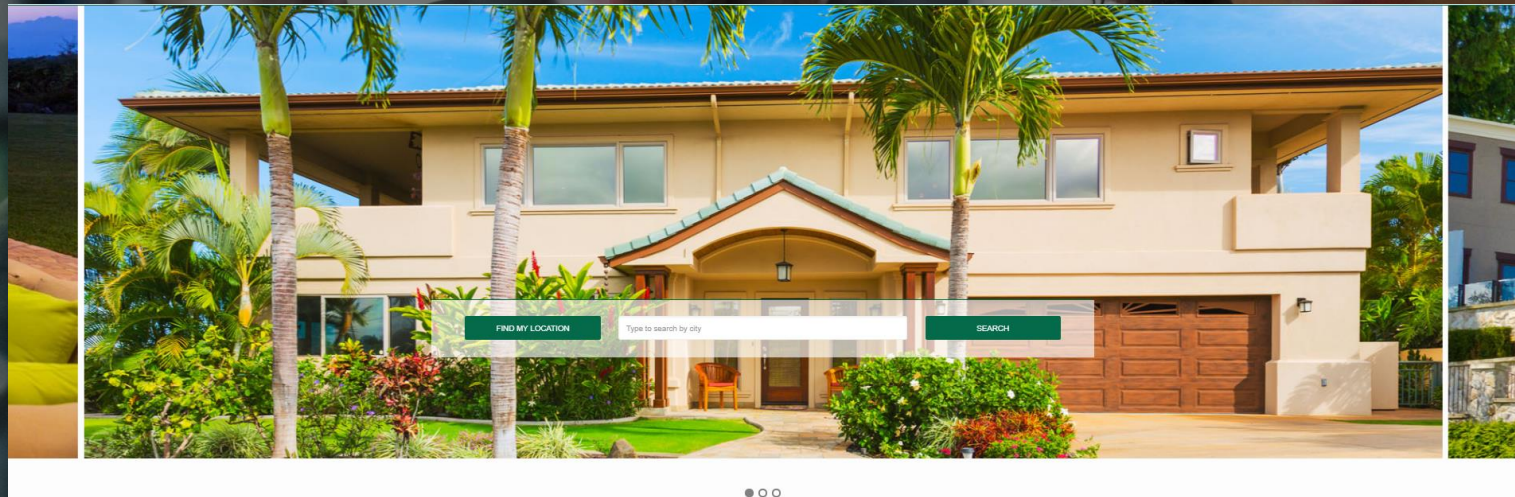
Live Questions



Attend 3 of the 5 sessions in Series 2 to win

Upgraded slider images!

(\$99 value)





RAFFLE TIME!!

The lucky winner wins a \$50 gift card!