
NOTES

FROM



Tech

MASTERMINDS



IDEAS FOR DISCUSSION:

- Dominate the market
- What's coming next
- How to take advantage of what we have without spending more money
- What's working best
- What should I know that I don't know
- How to drive efficiencies into the business
- Using technology to generate listing leads
- How people are using social media – that actually brings in new business
- How to use technology to break into new markets
- Tech companies we should know about
- Useful apps
- Cool video ideas
- Best recruiting software
- SEO / best back-end solutions
- Email drip companies

MREA 2: ECONOMIC MODEL

- Conversion rates: 75 percent – skewing low?
- MREA 2: Lead generation options model – anything missing?
- Housewarmings
- PPC/SEO covers many strategies
- Call capture – IDR systems
- Items of value to A's and B's – Christmas wreaths “We'd like to buy a Christmas wreath for you this year” Had them come into the office to pick up; talked to them, got 3 listing appointments from that
- Review sites (e.g., Yelp)
- Angie's List – How did you get in? – offer gift certificates to other contractors and ask for review on Angie's List
- Keep an eye on Porch and HomeKeeper

TABLE 1:

- Review sites as part of SEO option – two teams are generating a lot of business due to the efforts on review sites ... Yelp, Zillow, Trulia – keep following up – could take up to a year to get a review from them
- You have to be number one in your market place – most five-star reviews – push them to Yelp first. If they are already Zillow users, go ahead and have them review there
- Community information and hyperlocal blogging are impactful
- Must have conversion and follow-up process or these leads fall by the wayside

TABLE 2: OZZIE RAMIREZ

- Different lead generation sites – Facebook ads – must have a call to action – using it as an information exchange – must have follow-up system to that – use targeted boost posts
- Compared sites like BoomTown – REW (Real Estate Webmasters) are effective sites
- CRM-type setups – Follow up Boss and using Ten Days of Pain and using follow-up results to input leads into database – fairly inexpensive for the results you are getting – it could be pointless if you aren't following up with the phone calls – one agent added this to their eEdge campaigns and made sure there are 8 to 10 people. he is set to call to support this system

TABLE 3:

- Video email – using BombBomb – will allow you to text video
- Red Stamp is an app that lets you create cool visuals to send as a business text
- Facebook direct messaging, boosting posts
- YouTube should be considered in social
- AgentMachine.com and ReferralExchange.com and 25 percent referral to the online company for online leads – includes agents outside of KW
- Lots of third-party referral sites out there that are cheap to advertise on – competitive market

TABLE 4: JEFF

- Revisioning the Internet Model as a circle to take into account the CRM
- The Internet doesn't go away once they are a lead for you ... it continues as part of the relationship
- Bring them back to the top of the funnel after 3 to 7 years when ready to do another deal
- The Internet is just another way to engage with people
- Print as a model – direct mail, prelisting packet, yard signs driving people to the web
- Using pay per click on YouTube – (e.g., Medford home for sale search, if I paid, my video plays right before yours and has click to website opportunity)
- Check out Chris Smith's watercooler show on YouTube

TABLE 5:

- Seminars have been effective
- Video – get every listing pieced together with photos; downloads from YouTube and uploads to Facebook
- YouTube editor to add in photos to create a slideshow, add in my own YouTube-branded video into the KWLS
- Be sure your listing videos are findable via the keywords people will be searching for for that listing/address. Title your listing videos with the address
- Do you brand photos with your text? Brand all your photos by adding in overlay file
- Check out Fiverr.com for low-level graphics/video help
- Check out KWVideo.com and/or YouTube.com/editor

TABLE 6:

- In Montana market, door knocking works well, community events, spring cleanup – pay for dumpster – set up banner on it, yard signs – putting personal URL, KW Video, and using it with BombBomb, personalizing with your personal video – using KW Mobile App with out-of-town buyers has been effective to keep them engaged – share your KW Mobile App by downloading and using the share feature – this is your competitive weapon against the big search portals – QR codes on yard signs are effective as well

- Squeeze pages – putting an ad on social media or using ad words – home valuation sites as an example – Brivity.com – door knock those leads based on the address they input on the site

NEW TOPIC: LEAD SOURCE TRACKING

- One agent uses Google Drive to share documents for tracking, can use discrete URLs
- Email subject lines are different depending on the site they come from
- Facebook tracks the pay per clicks for you
- Follow Up Boss does source tracking as part of their product
- Use eEdge for 33 Touch and Follow Up Boss
- Key to source tracking is to have one key database system for tracking all forms of communication with that client – one agent uses Salesforce.com to track all communications
- Manual data entry is still necessary for source tracking offline efforts
- Leads are not leads until I have their email and contact info and we've had a real estate conversation
- A "met" is someone that knows who you are and that you sell real estate

SPEED ROUND:

- iPad mini giveaway for open houses (partner with lender) – every 50 captures entered to win an iPad mini – don't identify the way you will contact for the prize so they give accurate info
- Jing.com – screen-capture video for training others
- Spotio.com – GPS tool for door knocking – provides name of owner, stats on house, tool reminds you to follow up
- Zopim chat – explore this for live chat on your website
- Offering off market listings/inventory – great way to offer value
- Facebook – preview alert – used boosted post to highlight a property that isn't live on market yet and highlight it as a coming soon – get them drooling over the coming listing
- Put who you are out there on the Internet – make yourself a person and not a picture, do a video introducing yourself

- Email signatures that offer value for them to click on to go to my site to find a home, etc., work well

DOMINATE YOUR NEW MARKET:

- Team structure – tools used in the team
- Community events: in condo type communities – customized pool towels; New Year-New You events – have lender present on refi's and new home loans, wellness, Wine Wednesday and Food Friday
- Radio advertising - \$4K a month (have affiliated vendor pay for that), radio station calls past clients and asks for testimonials, host on radio does intro, brings in 80 percent of their listing leads (uses RATE), get a RESPA lawyer if the lender/title is paying for it

SOCIAL MEDIA STRATEGIES:

- Have a social media calendar – have days of the week that you want to post content; plan it out – every Monday we post videos – valuable content “what to expect when you are inspecting”; Testimonial Tuesdays, Wow Me Wednesdays – showed before and after staging properties; Thurs. – upcoming open houses/ coming soon; Fri. – share closings, pictures/videos of clients
- Snapchat – could be worth exploring sending short listing Snapchat – not proven yet
- Twitter – can be used for searching for folks that are looking for homes and talking to their networks about looking for a new home or for selling
- Join Facebook neighborhood groups – review for historical posts to see activity/membership size of that group – post about analytics of the neighborhood linking back to your site
- Information exchange – leave off price of property you are posting about; you give us info, we'll give you info – have ISA follow up with any folks who want the price
- Post videos and photos on Facebook – they trend high
- Post videos to multiple channels – Facebook, YouTube, Instagram
- Post regularly and consistently
- Post with a question – hook them in

APPS, VENDORS, EFFICIENCIES:

- FiveStreet – broadcast listings
- TORCHx.com – in the process of joining the KW Approved Vendor program – built their own CMS – URL structure for their IDX is really clean and crisp
- Mozeo – mass text (call loop is another option)
- Slydial and/or slybroadcast – mass voicemails
- Zapier – coding company writes quick codes to connect CRM and Google, connecting BombBomb and Gmail database so contacts autotransfer over – since companies have APIs already, Zapier leverages those and makes the connection for a low cost
- eEdge – highly underutilized
- IFTTT– action-based “if this, then that” system
- VoicePad – text rider for sign – “text Joan to 4422” and you get their contact info; use same code for all sign riders – manages how texts come in based on their GPS

KW TeamLeads is rolling out to serve top teams with a comprehensive solution.