

K E L L E R W I L L I A M S R E A L T Y



KW Tech

Generate More Leads for Free

Technology Training Room Sponsored by



Session #1T



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Presenter

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- ❖ [@Mtritt](https://twitter.com/Mtritt)
- ❖ Facebook.com/technologytidbits
- ❖ mtritthart.wordpress.com



Generate More Leads for Free

Goals Today

Use KW and Non KW tools to generate more leads, increase your brand and leverage your time.

NOTE:

The majority of these tips and websites are located on MichaelTritthart.com as a resource for you.



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Generate “Mo” Leads



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KW White Pages 1st of 3 KW sites

You Have 3 KW websites. Use them!

- Maximize your [white pages](#) exposure by getting it to 100%. This will help with agent referrals.





KW eAgentC Site 2nd of 3 KW sites

**“The report of my death was an exaggeration.”
- Mark Twain**

The eAgentC site is not going away. Use it!



Lorri Cutler



Rodney Campbell



Attend Rock Your Website
Monday, 4:00-5:30
to learn valuable eAgentC
website tips



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slide 6





eEdge Website 3rd KW site

Advertise custom search links on Facebook and Craigslist. **Static Links, Dynamic Data**

Find a Home Listing #:

Area: <input type="text" value="Enter a city, neighborhood, or zip"/> <input checked="" type="checkbox"/> Santa FE, NM (Santa FE) Add more areas »	Property Type: <i>(show only)</i> <input checked="" type="checkbox"/> Single Family <input checked="" type="checkbox"/> Condo/Townhouse/Co-Op <input type="checkbox"/> Multi Family <input checked="" type="checkbox"/> Lot/Land/Acreage <input type="checkbox"/> Farms/Ranch	Listing Type: <i>(show only)</i> <input checked="" type="checkbox"/> Resale/New <input checked="" type="checkbox"/> Foreclosure/Bank Owned <input checked="" type="checkbox"/> Short Sale <input type="checkbox"/> Auction	Property Features: <i>(show only those with)</i> <input type="checkbox"/> Air Conditioning <input type="checkbox"/> Fireplace <input type="checkbox"/> Garage <input type="checkbox"/> Swimming Pool <input type="checkbox"/> View <input type="checkbox"/> Barn/Equestrian
Price: <input type="text" value="Min"/> to <input type="text" value="Max"/>			
Beds: <input type="text" value="Any"/> <input type="button" value="v"/> Baths: <input type="text" value="Any"/> <input type="button" value="v"/>			
Sq Ft: <input type="text" value="No Min"/> <input type="button" value="v"/> to <input type="text" value="No Max"/> <input type="button" value="v"/>			
Lot Size: <input type="text" value="No Min"/> <input type="button" value="v"/> to <input type="text" value="No Max"/> <input type="button" value="v"/>	Property Restrictions: Senior Housing: <input type="text" value="No Preference"/> <input type="button" value="v"/>		Open Houses: <i>(show only those with)</i> <input type="checkbox"/> Open Houses
Year Built: <input type="text" value="Min"/> to <input type="text" value="Max"/>			
Days on Website: <input type="text" value="No Preference"/> <input type="button" value="v"/>			
Schools: <input type="text"/>			
Subdivision: <input type="text"/>			



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slide 7





eEdge URL Extensions

[/?ts=crg](#)

Auto added with ML Pro Craigslist tool.
Can be manually added to end of URL's to
tag leads as coming from Craigslist

[/?ts=fb](#)

Add this if doing custom marketing on
Facebook to track lead source

[/syndicated/1](#)

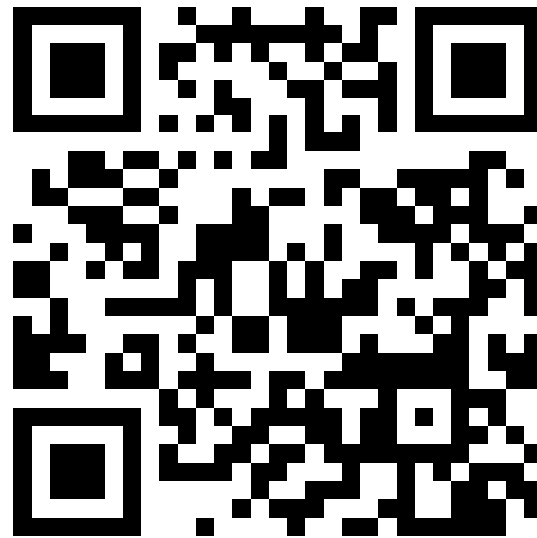
“We Have 60 More Properties Like This”

[Example](#)



Goo.gl From Google

- URL abbreviator – perfect for Facebook posts**
- **and it also creates QR codes!**



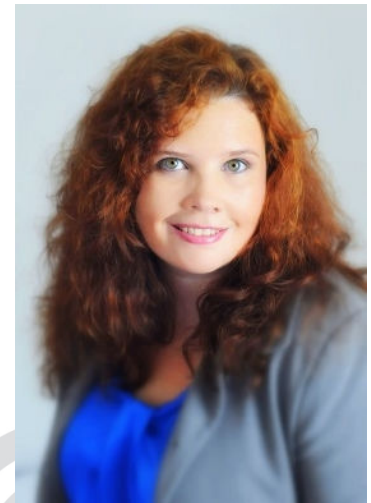


Facebook

“I can credit at least one million in sales from facebook and I just put another lead from facebook in the car this week! It is where SOI and ILG meet to increase production!!!!

Dee Flannery

facebook.com/deejeanne.homes

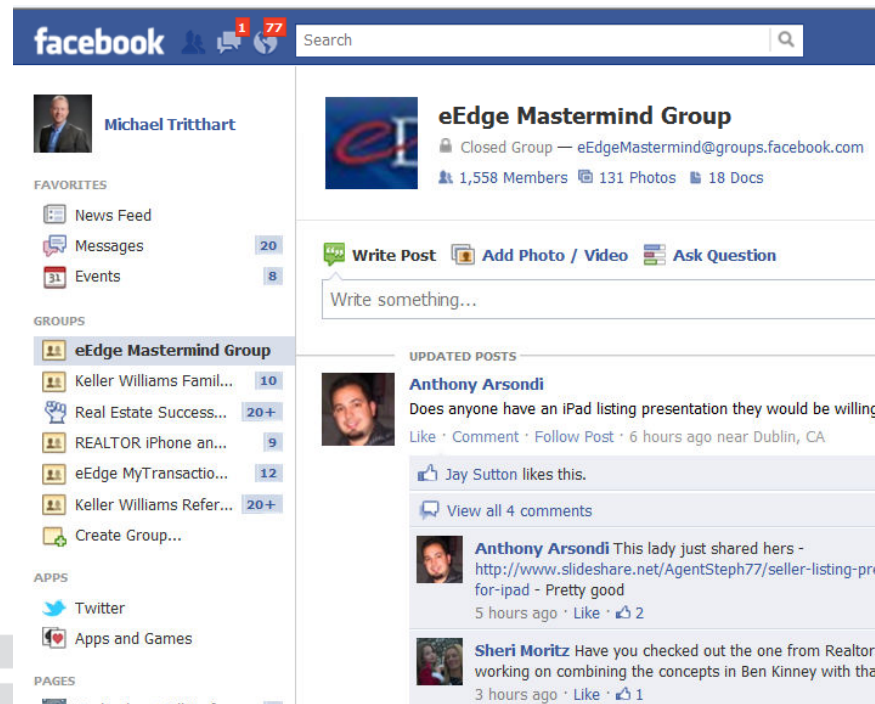




Facebook Groups – Tons of Options

Great marketing tips, scripts and more. Search for the groups, get invited or request access via email

Here is a good one eEdgeMastermind@groups.facebook.com





Facebook Competition Post

“Hey, I’m at my company convention and one of our instructors just challenged us to a competition. The agent with the most leads by the end of the convention wins the grand prize. You know me..I want to win!! Do you know of anyone looking to buy, sell, invest, lease etc. Any lead counts. Thanks!

Post your successes on

facebook.com/technologytidbits





Better Search Engine Optimization

Optimize your site(s) and then submit to



Enter Your Domain Name To See How You Are Doing:


Step1: Enter your URL in the above form and click "Check Now". How is my site will then create a personalized (and public) page that:





- Links to your site with keyword rich links
- Displays basic META and RSS information (if your site has a RSS feed)
- PLUS links to 15 other resources that will automatically create pages for you that the search engines LOVES!!!!



Wufoo.com – Free Lead Capture Forms

Communities Served
[Belleair](#)
[Belleair Beach](#)
[Belleair Bluffs](#)
[Clearwater](#)
[Clearwater Beach](#)
[Dunedin](#)
[Indian Rocks](#)
[Indian Shores](#)
[Island Estates](#)
[Madeira Beach](#)
[North Redington Beach](#)
[Palm Harbor](#)
[Pinellas Park](#)
[Redington Beach](#)
[Redington Shores](#)
[Seminole](#)
[St Petersburg](#)



Steve Naley
Office:  727-452-4602 
Cell:  727-452-4602 
[Email](#)

[More Information »](#)
[View All Featured Listings »](#)

Why Register?
You'll get:

- Access to thousands of home listings
- Email alerts for homes in your area
- Personalized home searches
- Faster searching with saved searches
- Ability to save homes you like

[Sign Up Today!](#)

Free List of Foreclosures
Interested in Foreclosed Properties in the Pinellas County Florida area? I'll provide you with a weekly FREE listing of available properties. No strings attached.

Simply complete the form below and I'll add you to my FREE WEEKLY LIST OF FORECLOSURES!

First Name *

Last Name *

Email *

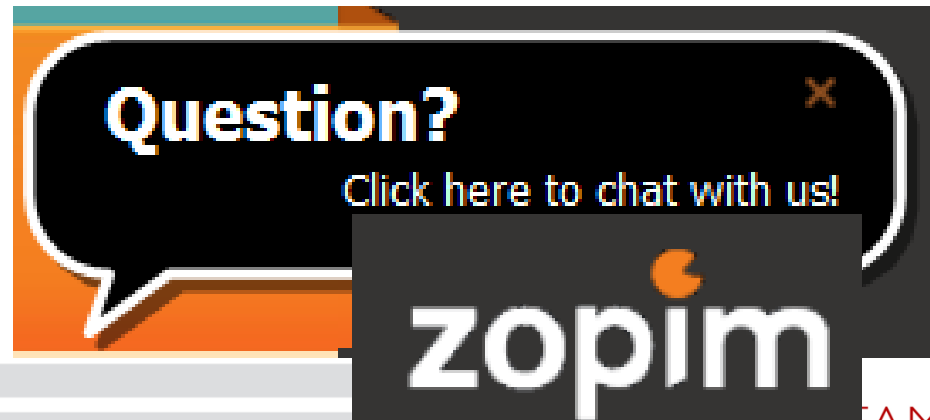
Phone





Zopim

- Chat tool that you can add to eEdge and eAgentC websites.
- Click the eEdge logo on MichaelTritthart.com for tips on how to add to both sites.





NextDoor.com

Own your neighborhood with this FREE site



Already have an account?

[Sign in](#)

The private social network for your neighborhood

See if Nextdoor is available in your area:

Email address

Street address

City

State

[Check availability](#)



Learn about Nextdoor in 90 seconds. Watch a video.



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slide 16



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Build Your Brand



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[Fiverr.com](https://www.fiverr.com)

Improve your brand, get more social media exposure, client testimonials for \$5!!!

The screenshot shows the Fiverr.com homepage. At the top, the Fiverr logo is on the left, and a navigation bar on the right includes 'Fiverr Main Lesson', 'Fiverr', 'Fiverr Pro', 'Fiverr for Business', and 'Fiverr for Hire'. Below the logo is a large banner with the text 'The place for people to share things they're willing to do for \$5' and 'Buy. Sell. Have fun.' A green sheep icon with a '\$5' speech bubble is on the right. A button says 'How does it work?'. Below the banner are tags for 'logo', 'banner', 'portrait', 'cartoon', 'header', 'vector', 'cover', 'draw', and 'photoshop'. A filter bar shows 'Filter gigs by' with options: 'Auto', 'Popularity', 'Rating', 'New', 'Haz Video', and 'Express Gigs' (marked 'NEW'). Two gigs are listed: 'I will superlatively create one banner or header or logo or miscellaneous design product for your website... for \$5' by Dion, and 'I will design a Clean Professional WEB Logo for \$5' by freestyledesign. Each gig has a 'Read more', 'Share', and 'order now!' link. On the right, a 'gift cards' section says 'they're here! get one »' with a search bar. Below is a list of categories: Gifts, Graphics, Video, Social Marketing, Travel, Writing, Advertising, Music & Audio, Fun & Bizarre, and Tips & Advice.



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slide 18





ShortStack.com

Create custom
Facebook pages for
free! Add lead
capture and the look
you want to your
site.



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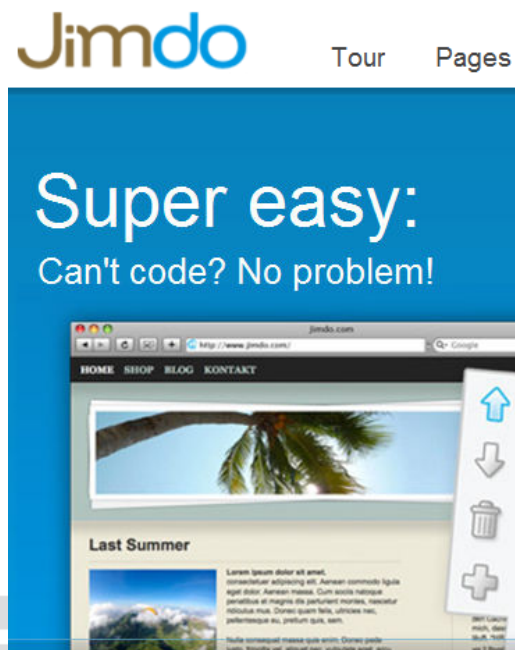
slide 19





Websites - Perfect for Niche Topics

Jimdo.com and Weebly.com are low cost, high end looking sites for any niche topic you want. [Jimdo Example](#)



Watch how to
create a free website



YouTube

Use the FREE tools on
[YouTube.com/create](https://www.youtube.com/create).

Become a YouTube rock star
like [“AustinAgentJill”](#)

Xtranormal Movie M
Xtranormal lets you to tu
scene, type in your scrip
by Xtranormal
[Create Video](#)

EDITOR
The YouTube Video edi
can combine multiple cli
by YouTube
[Create Video](#)

one true media
One True Media, simply
time preview. Clip video
by SpotMixer
[Create Video](#)

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Leverage Your Time



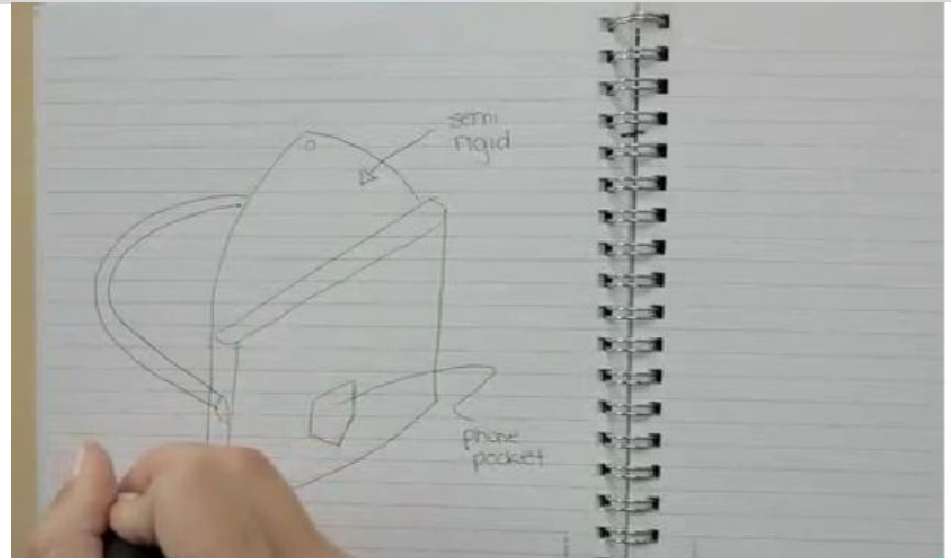
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Livescribe.com

**Recordable pen. You
can also email/facebook
clients a detailed
blueprint, staging
layout, etc. with audio
notes**



and Play Back



Save, Search
and Organize



Send and Share with
Livescribe Connect™



Customize with Apps



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slide 23





Google Alerts

Receive updates on key topics. You are the President of your business, let Alerts give you the news briefs that you need.



Search query: eEdge Market Leader

Result type: Everything

How often: Once a day

How many: Only the best results

Deliver to: MichaelTritthart@gmail.com

CREATE ALERT

Manage your alerts

Web

5 new results for eEdge Market Leader

[Table of Contents Lesson 1: What is eEdge ... - Market Leader](#)

Your **eEdge** Control Panel Lesson 2: Activating **eEdge** Additionally, our **eEdge** partner **Market Leader's** Realty Generator product offers teams a ...
marketleader.com/KWtraining/gettingstarted_e-edge.pdf



[Getting Started eEdge Pro Market Leader - YouTube](#)

Market Leader Pro, Realty Generator & Market In...by MichaelTritthart
161 views · Thumbnail ...

www.youtube.com/watch?v=dD_XTuBZiuQ

[MARKET LEADER : Keller Williams Realty's eEdge Awarded Most ...](#)

Aug 2, 2011 ... **eEdge**, Keller Williams Realty's proprietary lead-to-close business solution has been recognized by Inman News as the real estate industry's ...
www.4-traders.com/.../MARKET-LEADER-Keller-Williams-R...

[Market Leader eEdge Update](#)

Aug 9, 2011 ... Keller Williams eEdge contract helps boost revenue, Market Leader Inc. ...



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slide 24





IFTTT.com

Put the internet to work for you by creating tasks that fit this simple structure:

if this then that

Think of all the things you could do if you were able to define any task as: when something happens (**this**) then do something else (**that**).

Create your own internet minions.
Who doesn't want minions right?



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slide 25





IFTTT.com examples



Wayne Salmans
KW Plano, TX

I have it set up searching Tweets with the following words if the tweet says. “sell home in Dallas or Frisco or Plano” I get a text message on my phone so I can follow up right then

Also to add more local people to my twitter, when someone tweets Frisco or Plano or several other phrases they are automatically added to a list in my twitter so I can follow up later and add follow who I want without searching for local people

I have it searching craigslist for certain fsbo criteria and sending me an email if the criteria matches so I can call for an appointment

When I post a video on YouTube it pushes it to my blogs

When I get a new twitter follower it automatically sends them a “Welcome, Thanks for following! Please let me know if you have any questions about real estate in DFW. www.CatalystHomeSearch.com”



Downloads

To download a free copy of this presentation, go to

www.familyreunion.kw.com/downloads

or MichaelTritthart.com



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slide 27





Q & A Session

- I will answer as many questions as possible now.
- Meet outside the room after the session and I will answer more.
- For more sites and info about on-site training please go to MichaelTritthart.com
- Thanks for being here! Enjoy Family Reunion!

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Thanks for being here!

Submit your breakout feedback electronically!



Scan the QR code (Also located on signage outside of this room)

Type in the QR ID #

Provide your feedback!

Don't have a smartphone?

Visit <http://familyreunion.kw.com/breakout-survey>

Session #1T



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