

VIRTUAL MARKETING ROAD SHOW



FOCUS: LISTINGS



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2020 YEAR IN REVIEW

RESIDENTIAL



CLOSED SALES VOLUME

\$1.35 BILLION

up 11.7% from 2019

HOMES LISTED

2,684

HOMES SOLD

5,333

3,804

SELLERS ASKED
WHAT THEIR HOME
WAS WORTH

265

AGENTS FOUND
THEIR FOREVER
BROKERAGE



2020 YEAR IN REVIEW

COMMERCIAL



CLOSED SALES & LEASE VOLUME

\$101,890,834

UNITS SOLD

157

840

HOA DOOR'S MANAGED

546,103

SQ FT OF COMMERCIAL
PROPERTIES MANAGED

27

COMMERCIAL
ASSOCIATES ON OUR
LEGENDARY TEAM



2020 YEAR IN REVIEW

ASSET MANAGEMENT



LISTED LEASING VOLUME

\$327,067,419

TOTAL INVENTORY

1,491

includes Traditional, Seasonal and PropertyMinder

RENEWAL
LEASES

556

NEW
LEASES

557

39

ASSET MANAGERS

272

NEW LISTINGS
IN 2020

611

PROFESSIONAL PROPERTY
EVALUATIONS PERFORMED

184

PETS SCREENED
and 18 were Service Animals!

How we compare



Data Range: Current: 1/01/2020 – 12/31/2020; Previous: 1/01/2019 – 12/31/2019

Rank	Company Name	Sold Volume (1000's)							Sold Units					% of Total Volume		% of Total Units	
		Previous	Current	Value Chg	% Chg	KPI	Prev Avg	Curr Avg	Previous	Current	Value Chg	% Chg	KPI	Previous	Current	Previous	Current
All																	
Total		6,576,889	7,058,876	481,988	7%	➡	328	363	20,059	19,430	-629	-3%	➡	100%	100%	100%	100%
1	COLDWELL BANKER RESIDENTIAL	1,741,973	1,858,045	116,072	6.7%	➡	385	436	4,519	4,261	-258	-6%	➡	26.5%	26.3%	22.5%	21.9%
2	SMITH & ASSOCIATES REAL ESTATE	1,509,638	1,573,596	63,959	4.2%	➡	599	679	2,520	2,318	-202	-8%	➡	23.0%	22.3%	12.6%	11.9%
3	KELLER WILLIAMS REALTY	1,253,817	1,436,189	182,372	14.5%	➡	259	290	4,842	4,949	107	2%	➡	19.1%	20.3%	24.1%	25.5%
4	BHHS FLORIDA PROPERTIES GROUP	893,747	1,015,931	122,184	13.7%	➡	262	286	3,407	3,553	146	4%	➡	13.6%	14.4%	17.0%	18.3%
5	KELLER WILLIAMS - NEW TAMPA	429,819	415,817	-14,003	-3.3%	➡	244	263	1,765	1,583	-182	-10%	➡	6.5%	5.9%	8.8%	8.1%
6	CENTURY 21 BEGGINS ENTERPRISES	358,905	357,198	-1,707	-0.5%	➡	261	283	1,376	1,264	-112	-8%	➡	5.5%	5.1%	6.9%	6.5%
7	CENTURY 21 AFFILIATED	235,949	244,326	8,376	3.6%	➡	267	313	883	780	-103	-12%	➡	3.6%	3.5%	4.4%	4.0%



TOP 30

The Cold Hard Facts



2020: 5,350
2021: 6,244

**Pending
Inventory**

UP 17%

2020: 9,386
2021: 4,027

**Active
Inventory**

DOWN 57%

2020: 3,035
2021: 3,423

**Closed
Sales**

UP 13%

2020:
\$300,609
2021:
\$353,251

**Average Sales
Price**

UP 17.5%

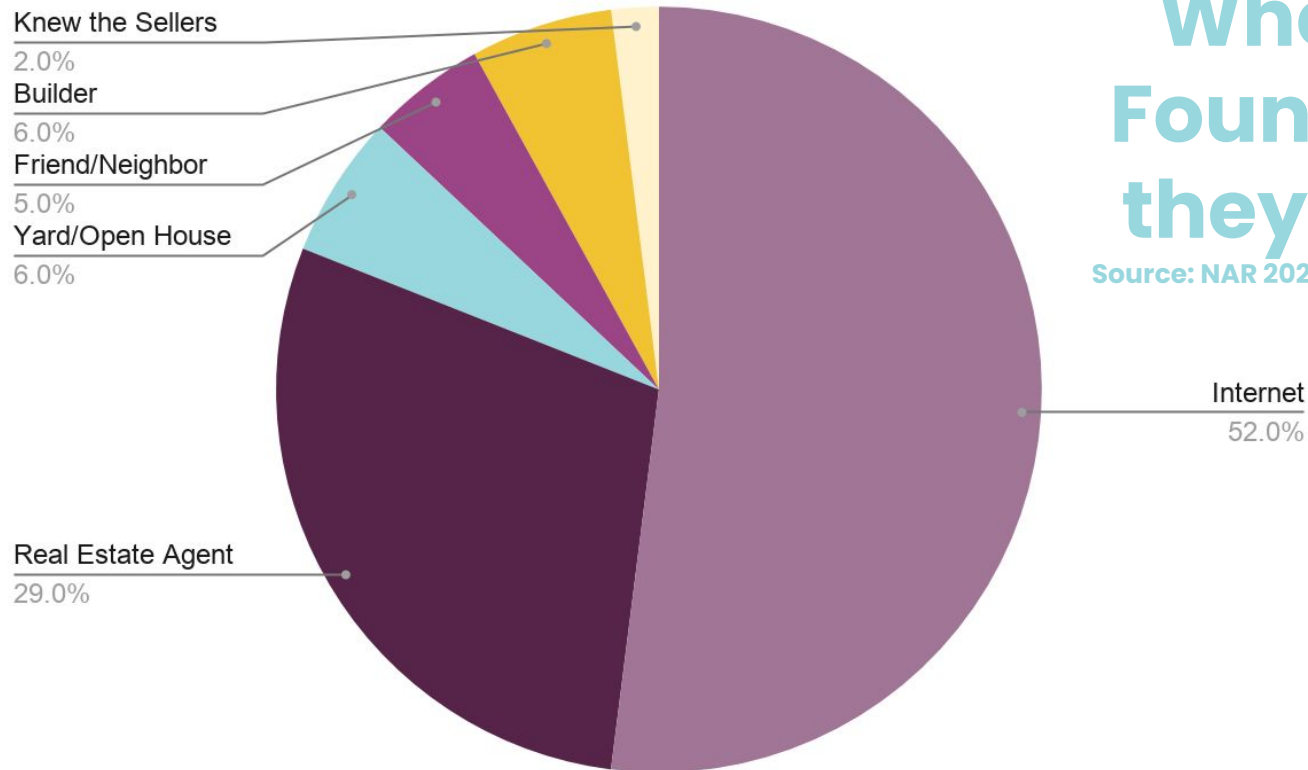
2020: 2.2
2021: 0.9

**Months of
Inventory**

DOWN 59%

OFF MARKET PROPERTIES ARE KEY!

Why LISTINGS Matter



Where Buyers Found the Home they Purchased

Source: NAR 2020 Profile of Home Buyers and Sellers



First step HOW TO FIND LISTINGS

For Sale By Owner & Expireds



Where do I find them?

Forsalebyowner.com | FSBO.com | Craigslist
Physical Drive By | Mojo Auto Dialer
The Red X | Coles Directory

Amazon has these
clear bags for you to
put your valuable
information in!



Marketing Resource

Print and drop off a
**Real Estate and Lifestyle
Planning Guide**
(Marketing ReSource
Center)

ACE - Flyer

Print your **ACE Open
House Flyer** to Invite
them to your open
house this weekend
(starts the convo with
a deposit)

Buyside

1. Prepare, print and drop
off a **Buyside BMA** on
their property
2. Set them up to receive
a monthly **Property
Value Report** using the
AVM on your BHHS
website

Cab Corner

Set them up to receive
a monthly report
through the **Market
Watch Report** on
Cab Corner

[Link to how to Set Up a
Market Watch Report](#)

TIP: FSBO Scripts posted on Agent Help Site. Search for "FSBO"

10-10-20 Rule / Door Knocking in a COVID World



When

Just Listed
Open House
Under Contract
Sold

Looking for a Buyer

Pay a Compliment
Charity Function



What

Property Flyer
Property Postcard
Geofenced social ads
Adwerx
Phone Call (Use Remine)
Slydial (Use Remine)
eBlast (Use Remine)

Tip: Listings have a ripple effect, buyers do not. Send a letter to 10-10-20 neighbors to create more opportunities!



Ninja Your Sphere



2 Personal Notes per Day

Great way to leave a lasting impression and connect with your sphere in a personal way

Real Estate Service Calls Using 5-step process

1. Salutation
2. FORD Question
3. Purpose of call
4. FORD Question
5. Thank you!

Conduct 2 Real Estate Reviews

Face-to-Face Interaction with relative, personalized information

Focus on Hot and Warm lists

Hot List:
Buying/Selling in next 3 months
Warm List:
Buying/Selling in the next 3-9 months

Use a FLOW system

You're in luck!
We are Ninja's at FLOW and have a customized campaign ready for YOU!

Past Sales in MLS



Look for owners who
purchased 5-10 years
ago

- **Identify** a community your buyer wants to live in
- **Find** homes that sold 5-10 years ago
- **Send** your buyer the previous listing details
- **Pick** their top 5 homes from those sales
- **Send** a personalized letter to the homeowner
- **Write** an offer contingent upon your Buyer seeing the home (for the really aggressive)

TIP: Finding off market homes takes more work but imagine the trust and loyalty you win from your buyer?!

Real Estate Reviews {Ninja}



- **DO** 2 per week
- **DO** your sphere and past client list as a place to start
- **DO** your Farming neighborhood when you run out of people
- **DO** once per year on everyone you know
- **DO** take PERSONALIZED materials for THEM
- **DO** be their REAL ESTATE ADVISOR
 - Remember our Ecosystem
- **DO NOT** try to list their house
- **DO NOT** try to sell them
- **DO NOT** take generic materials without a personal touch

TIP: If they have young kids add a coloring book and crayons or if they have fur-babies take some treats!

33% of LIVE
real estate
reviews lead
to a
REFERRAL

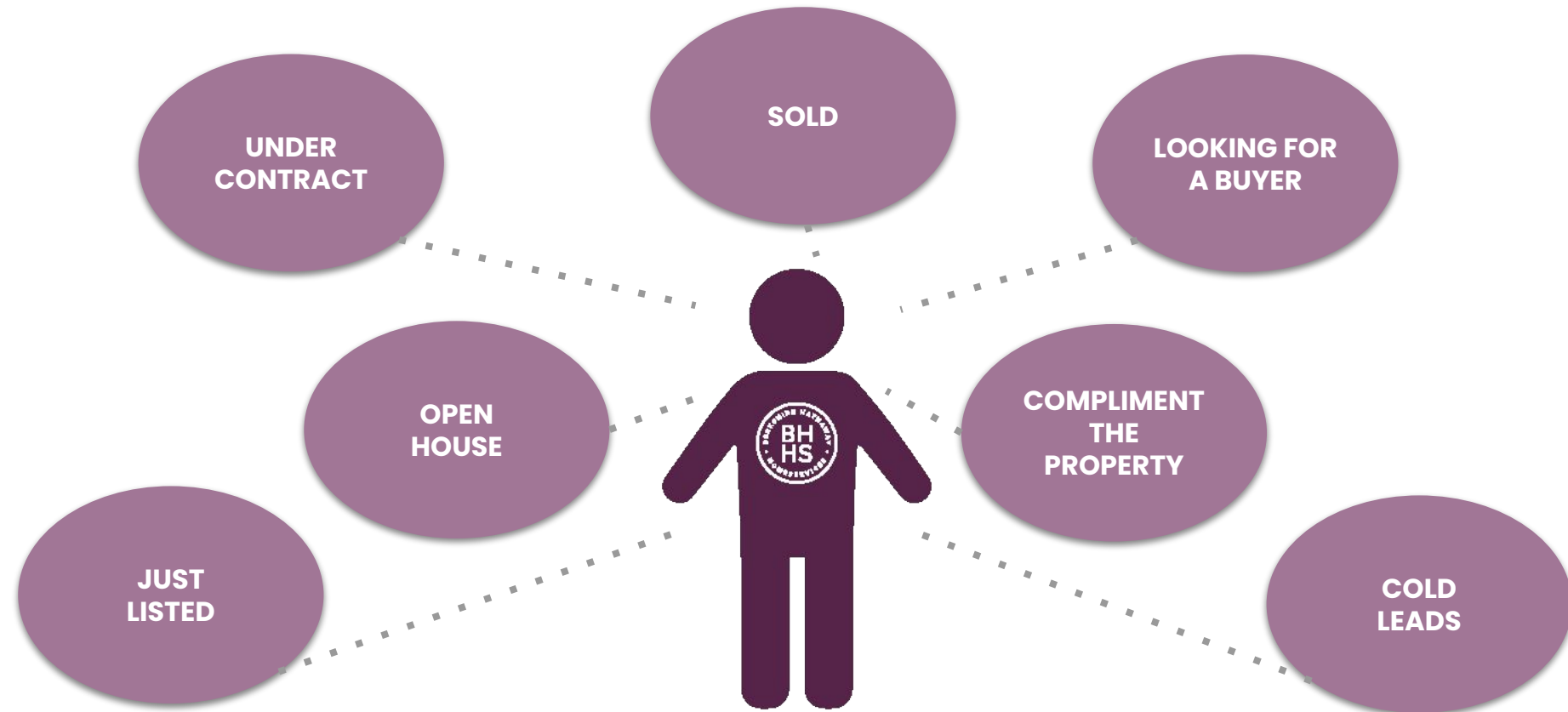
This Guide is
available on BHHS
Marketing Resource



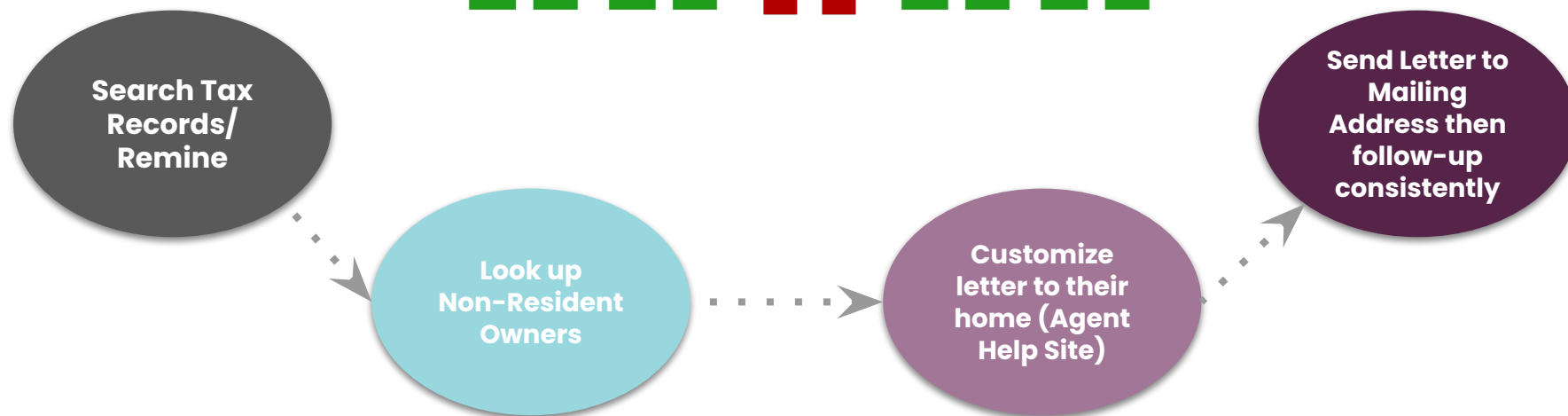
Your Real Estate and Lifestyle
Planning Guide



Warm Calling



HOW TO FIND THEM & HOW TO MARKET TO THEM



Buyside | 2020 Update



Valuations Only:

These are customers who only entered an address into the AVM

Leads: These are customers who contacted an agent (you) or asked for a monthly report

BMAs: These are BMAs you put together for a presentation or customers. These by far have the best CONVERSION rate of opportunity to listing of ~11%!

Listing Opportunities
Total Addresses Entered into Buyside
6,502



Listing Wins
Listing Opportunities Went Live in MLS
472



Listings Closed
Listing Opportunities With a Pending/ Sold Status on MLS
449



Tip: The key to real estate is FOLLOW UP. We've got tips on the best ways to follow up with a Buyside AVM lead here on the [Agent Help Site](#).

Buyside AVM | Marketing on Social Media



1.



Is your home's value what you think it would be? You can find out instantly here with no strings attached {seriously though}. Let me know if you like what you see! <https://valuation.bhhsfloridaproperties.com/ekaukonen>

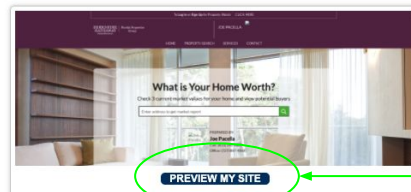
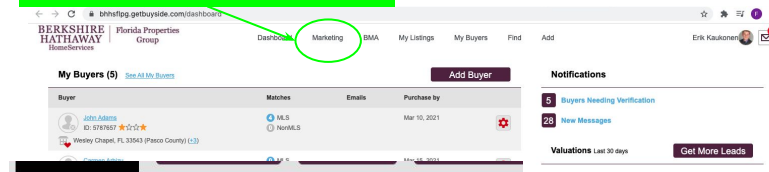
2.



Has your home's value gone up or down? I have a completely free tool on my website you can use find out the value of your home INSTANTLY! Reach out if you have any questions regarding the values you see. <https://valuation.bhhsfloridaproperties.com/ekaukonen>

Tip: Search "5 Ways To Promote Your AVM!" on the Agent Help Site to copy and paste these captions.

Click on "Marketing" from your Buyside Dashboard



Market Your Valuations Page

Use the following methods to promote your personalized Home Valuation Page.



Share on Social Media

Click the appropriate social media icons (below) to share them on your social network.

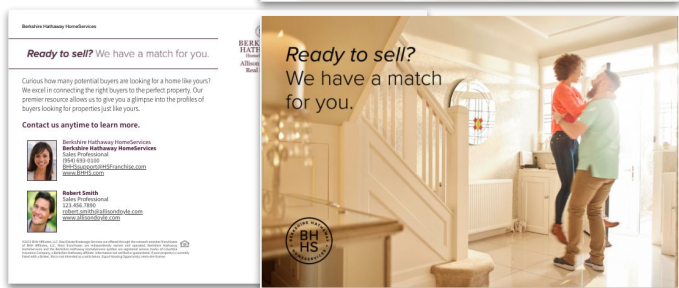
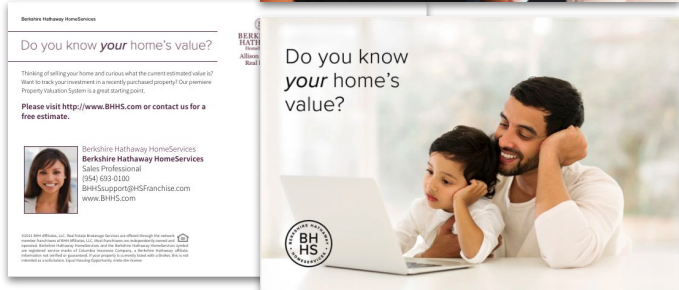


TIP: Have you been switching up your Call To Action when posting? Here are some ideas to keep your posts fresh:
[Calls-To-Action for Social Media, Direct Mail, Email, and More](#)

Go to your Buyside Website

Share on Social Media Function

Buyside AVM | Mail a Postcard or Letter



These postcards are available to use and edit on Marketing Resource! Sort by "Postcard" type and you'll see many that could fit your needs.

Copy to go onto Postcard or in Letter:

Admit it... you've driven by {or been inside} a friend's/neighbor's/sister-in-law's house and thought "This is gorgeous. I wonder how much this house is worth?" But you never got an answer because... well, it's just not polite to ask!

But hey, I've got you covered. There's a completely free tool on my website you can use to find out the value of any home, INSTANTLY! You can also get the value of your own home, and sign up for monthly email alerts on its value. All without having to ask any uncomfortable questions. Great, right? Just click the button below

As a Trusted Real Estate Advisor, I'm always here for you. Let me know if you have any questions!

<Add your Buyside Valuation link here>

Best Regards,
<Agent Name>

Buyside AVM | Monthly Value Report



The Task: Set up 20 past customers on an auto email

Why: Your past customers are the perfect group of people to have sign up on an auto email campaign. The monthly email will provide them with a report on their home's value. This is a fantastic way for you to be a resource to them and supply them with valuable information on their home!

Tip: There's a how-to on the [agent help site here](#) if you need a quick guide on how to do this!

You can reach out to:

- Buyers who bought a home with you
- Previous customers who reached out to you about listing, but didn't list yet
- 5 of your closest friends who own their home
- Your farming neighborhood (using [Remine](#) to get their email)
- Previous coworkers who own their home

What makes a good Farming a Neighborhood?



**Good
Turnover
(5+ Solds in
12 months)**

**At least 3
active
listings**

**Price point
you desire
to work**

**Marketable
Community**

**12-18
touches
per year**

Tip: There's a how-to on the [agent help site here](#) if you want the guide on how to do this!

Farming a Neighborhood | 8x8 Strategy



Here is an example of Week 1: Send a Personal Notecard that is truly personal, NOT asking for business.

Hi _____,

Wishing you a Happy New Year!
Hope this year brings you all the joy
and well wishes! Hoping to talk
soon!

Hi There Neighbor!

Wanted to pop in to your mailbox to
introduce myself. My passion is Real
Estate and wanted you to know if
there is ever any questions you
have or advice you need I'm just
around the corner and would be
happy to help!



BHHS branded notecards are
available to purchase on
Xpressdocs or you can go to the
store and purchase your own.

What makes a good farming neighborhood?

- Good Turnover (5+ Solds in 12 months)
- At least 3 Actives
- Price point you desire to work
- Marketable Community
- 12-18 touches per year

Tip: There's a how-to on the [agent help site here](#) if you want the guide on how to do this!

Farming a Neighborhood | 8x8 Strategy



Week 2: Item of value. Send a quick letter or print out of fun things happening in and around the community with a personal note.

What to do:

You'll need to use the internet (sites like Eventbrite) or a local newspaper to compile your information. You can also find a list of things happening around town on Facebook Events!

Here's a powerpoint template you can use to complete this week's task.



What makes a good farming neighborhood?

- Good Turnover (5+ Solds in 12 months)
- At least 3 Actives
- Price point you desire to work
- Marketable Community
- 12-18 touches per year

Tip: There's a how-to on the [agent help site here](#) if you want the guide on how to do this!

Farming a Neighborhood | 8x8 Strategy



Week 3: Newsletter. Send a newsletter of Real Estate Activity in the neighborhood. You can use Marketing ReSource to design one. You are showing Homeowner's actives, pendings and recently solds within the community.

What to do:

There is a flyer and other resources on Marketing Resource which you can use. Login to Marketing REsource, type in "Market Activity," and then filter by type "Flyer".

Sample: Market Activity
Property Flyer
(Multi-Option Layout)

Options include: 4 Property Images, 6 Property Images, or 9 Property Images

YEAR-TO-DATE

MARKET ACTIVITY

Sales numbers below reflect total number of listed homes sold between [00/00/00] and [00/00/00] in the communities with featured homes

Sold in a day


12345 Strathmore Lake Drive | Owens Creek, State

Sold in a day


12345 Strathmore Lake Drive | Owens Creek, State

Sold in a day


12345 Strathmore Lake Drive | Owens Creek, State

Sold in a day


12345 Strathmore Lake Drive | Owens Creek, State

Sold in a day


12345 Strathmore Lake Drive | Owens Creek, State

Sold in a day


12345 Strathmore Lake Drive | Owens Creek, State

CALL ME FOR A FREE EVALUATION!
[Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Rous commodi viverra maecenas accumsan facilisis.]
Visit <http://www.berkshirehathaway.com/> for full property listings in your area.



Berkshire Hathaway
HomeServices
Allison Doyle
Sales Professional
(845) 726-7920
myallid@gmail.com
www.allisondoyle.com/



Berkshire Hathaway
HomeServices
Robert Johnson
Sales Professional
(215) 456-0187
rjohnson@allisondoyle.com
<http://www.allisondoyle.com/>



BERKSHIRE
HATHAWAY
HomeServices
Allison & Doyle
Real Estate

What makes a good farming neighborhood?

- Good Turnover (5+ Solds in 12 months)
- At least 3 Actives
- Price point you desire to work
- Marketable Community
- 12-18 touches per year

Tip: There's a how-to on the [agent help site here](#) if you want the guide on how to do this!

Farming a Neighborhood | 8x8 Strategy



Here is an example of Week 4: Pop-By. You will purchase a small item and clear plastic door hanging bags (Amazon) and create pop-by tags! When you're done, drop them off at each of your Farming Neighborhood doors!



Amazon has these clear bags for you to put your pop-by in!



Tip: There's a how-to on the [agent help site here](#) if you want the guide on how to do this!

NEW Market Activity "Been Busy" Postcards & Additional Collateral

What better way to generate buzz than by reaching out to your spheres {or farming neighborhood} to promote yourself and your recent real estate activities by using templates on Marketing REsource!?

How: Easily locate the templates by typing "Market Activity" in the search bar! Then you can have the postcards sent over to Xpressdocs to mail out OR download the PDF and use Expresscopy or the printer of your choice to have them printed and mailed out.



Notecards for Relationships



GOAL:

Send 10 a week!

- Compliment for curb appeal
- Thanks for being a great neighbor during open house
- Previous Marketing Presentation that hasn't listed yet
- Your Buyer: Note to the neighbors after closing
- Not Your Buyer: Welcome to the neighborhood





Next Up

HOW TO WIN THEM



What are the top 3 reasons a Seller selects their agent?

PS- They're not what you think!

Why a Seller selects an Agent



Broker Selection: Factors of Influence



What factors influence the Seller when selecting their broker? Sellers are asked about the importance of a the following factors when selecting their broker.

Question

All Responses

+ Sales Record in the area

60.7%

(2177/3585)

+ Understanding of our needs and requirements

86.3%

(3094/3585)

+ Broker Commission

47.1%

(1688/3585)

+ Properly estimating the sale price of your home

80.7%

(2893/3585)

+ Local Knowledge

84.4%

(3024/3585)

+ Suggested Marketing Plan for property

77.1%

(2763/3585)

+ Recommendation from friend/relative

51.8%

(1857/3585)

+ Had dealt with Agent/Broker previously

50.3%

(1805/3585)

Presentation | Reputation Management

Your website is **CRUCIAL** for your business!

- Capturing business – client registration settings
- Make sure your website has a current headshot
- Know your website URL

Basic recommendation for **recognition and branding** is for your headshot on your Facebook Business Page should be used everywhere else...

- LinkedIn
- Twitter
- Instagram
- Google
- Etc.

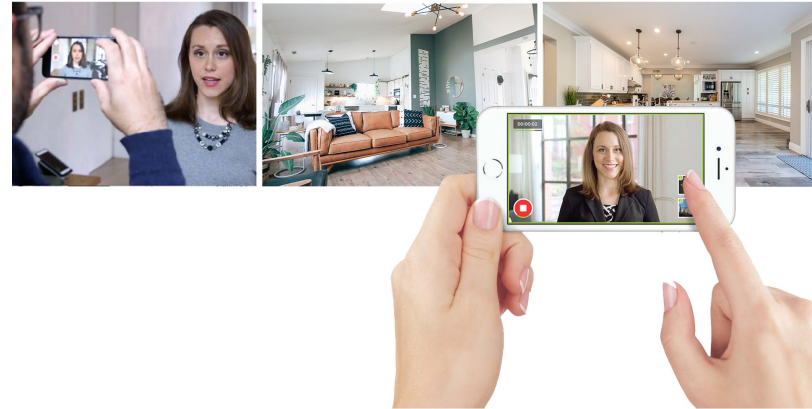
Pro Tip: Respond to reviews and be ENGAGED.



Presentation | Introduction Ready

Have an introduction ready

- Templated email with a video ready
 - You can build the email template in Cab Corner
 - Use Videolicious to record the video
- Your video script could be...
 - Hello! Jane Doe here with Berkshire Hathaway HomeServices Florida Properties Group. I wanted to send you a quick message and introduce myself. [Insert 2-3 “fun facts” or things about you.]
 - Your experience with me should be nothing less than legendary and I will strive to make sure of that! Think of me as more than just a real estate agent, I’m your trusted real estate advisor and FOREVER agent.
 - I look forward to working with you. See you soon!



We've got tips and tricks on how to use Videolicious on the [Agent Help Site here!](#)

Presentation | Marketing (Listing) Appointment



1
Home Tour

2
**FORD
Conversation**

3
**Seller
Questionnaire**

4
**What makes
me different**

5
**6 Key Steps
Guide**

6
**Seller
Guide**

7
BMA/CMA

8
**Listing
Agreement**

Presentation | The Interview

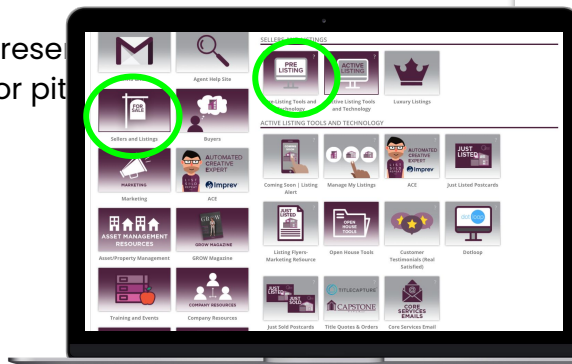


86%

SAID #1 IN CHOOSING AGENT
WAS THAT THEY UNDERSTOOD MY NEEDS

PRE-LISTING INTERVIEW QUESTIONNAIRE:

- Consistent AND personalized conversation
- Uncovers Seller Needs
- Allows you to cater your Marketing Presentation
- Uncovers potential risks, objections or pitfalls in Marketing Presentation



PRE-LISTING INTERVIEW

PRE-LISTING INTERVIEW

1. Name: _____
2. Property Address: _____
3. Mailing Address: _____
4. Marital Status: _____
5. Owners/Decision Makers: _____
6. Phone Numbers _____

Home: _____ Mobile: _____
Business: _____ Fax: _____

Email: _____

7. What is your reason for moving at this time? _____
8. What will this move mean for you and your family? _____
9. On a scale of 1-10, 10 being the highest, how important is it for you to sell your home within: 30 days ___ 90 days ___ 120 days ___ other ___
10. Why did you pick that time frame? _____
11. Describe your home
Beds: _____ Baths: _____ Square Feet: _____
12. How long have you owned the home? _____
13. What sold you on the home when you purchased it? _____
14. Tell me about remodeling and updates you've done

15. What do you owe on the property? _____
16. Do you have a second mortgage? _____
17. I will be doing research on your property and have not had the opportunity to see it, what price range should I study? _____

Presentation | Marketing Plan & Listing Protocol

PRE-LISTING:

- Customize **Marketing Plan and Listing Protocol Sheet**
- This is available to download on the **Agent Help Site** as a word doc so you can remove the lines that may not pertain to that particular listing
- Once you're done, you'll save that and print it out for your Marketing Presentation

AT MARKETING PRESENTATION:

- Deliver and dazzle your sellers with your custom **Marketing Plan and Listing Protocol Sheet** tailored to their property and how you'll get them that magical four letter word: SOLD.

MARKETING PLAN AND LISTING PROTOCOL

All items referenced in this Marketing Plan are available on the Today Site within the Seller Resources tab unless otherwise noted.

★ Denotes Florida Properties Group competitive points of difference.

PRE-LISTING ACTIVITIES

- └ On first contact, use pre-listing interview questions.
- └ Make appointment with Sellers for listing presentation.
- └ Pull current tax record from MLS showing ownership, square footage, legal description and taxes.
- └ Run a Comprehensive CMA from MLS.
- └ ★ Run Sellers BMA report using Buyside to include in pre-listing packet.
- └ ★ Print Seller Marketing Materials to include in pre-listing packet.
- └ ★ Print My Experienced Team flyer to include in pre-listing packet.
- └ Prepare other materials as needed for pre-listing packet, see additional ideas on Sellers Resources tab "What to include in pre-listing."
- └ Pull current school district information for Seller verification at listing appointment.
- └ Start a new listing transaction within the Dotloop program. Print a complete set for appointment. Print MLS Waiver form.
- └ Review and study all data from the CMA and other reports.
- └ Deliver or email pre-listing packet to Sellers. Make duplicate copies for your use.
- └ ★ Include Adverx listing video found on Agent Help Site in pre-listing email.
- └ Preview active listings in the neighborhood and drive by the sold properties in the area.
- └ Take a picture of the subject property and prepare prototype listing flyer from Marketing Resource or ACE in My Cab Corner.
- └ Perform exterior "Curb Appeal Assessment" of subject property.
- └ Call Sellers to verify appointment time, asking them to review the pre-listing packet before the appointment.
- └ Review all listing appointment checklists and paperwork to ensure you have all complete files and information for appointment.

Presentation | Materials



Feature | Benefit | Tie-Down (creating subconscious agreement)

PRE-LISTING:

- Use the Sellers Kit:
 - **Sellers Guide**
- Customize **Marketing Plan and Listing Protocol Sheet**
- Adwerx Video in email

AT MARKETING PRESENTATION:


- **6 Steps to a Successful Sale**
 - Printed, pdf or digital from Marketing REsource
- **Your Listing is Here** flyer
 - Printed, pdf or digital from Marketing REsource
- Deliver **Marketing Plan and Listing Protocol Sheet**
- **My Team** flyer



Presentation | My Team



- Photos, names and titles are editable
- Use on listing presentations to show the power of your BHHS team
- Template setup in **Marketing ReSource**
- Go to **Agent Help Site** to download photos



My Experienced Team - Flyer ☆


×

Info

Preview


Access

Get Started




AGENT'S NAME HEADLINE


With Berkshire Hathaway HomeServices Florida Properties Group you are not just working with one agent, but rather a full team dedicated to providing the best possible home buying and selling experience. Here is just a glimpse of the team supporting me, supporting you.




Name
Market President




Name
Assistant Market President




Name
Preferred Lending Services




Name
Capstone Title




Name
Capstone Insurance




Name
Office Administrator




Karen Selby
Education Trainer




Dewey Mitchell & Allen Crumblay
Brokers/Owners




Erik Kaukonen
Education Director



Name
Office Administrator



Business Development Team



Marketing Team

BERKSHIRE HATHAWAY | Allison & Doyle, REALTORS®

Topic::Relationship Building

Topic::Prospecting

Topic::Homeselling

Topic::Homebuying

Description

Florida Properties Group Team Flyer
My Experienced Team - Flyer

When it comes to a listing presentation, you want to showcase ALL that you have to offer to your customers! This includes the entire team in your office and back at the home office! Let your customers know that they get the entire package when they market their home with you.

Instructions

Create and add your own customized personal message.

Presentation | Luxury



Don't forget, we have a Luxury Kit!

Luxury Listings are \$500K in Hillsborough, Pinellas, Pasco & Polk
Luxury Listings are \$400K in Hernando & Highlands

How Do I Get One?

Your office admin orders Luxury Kits for your office. Just contact them to make a request!

How Do I Use This?

Head on over to the [Agent Help Site](#) for a step-by-step guide on how to use each piece of the Luxury Kit to maximize your efforts.

Upcoming Trainings: May 6, June 17, and July 15



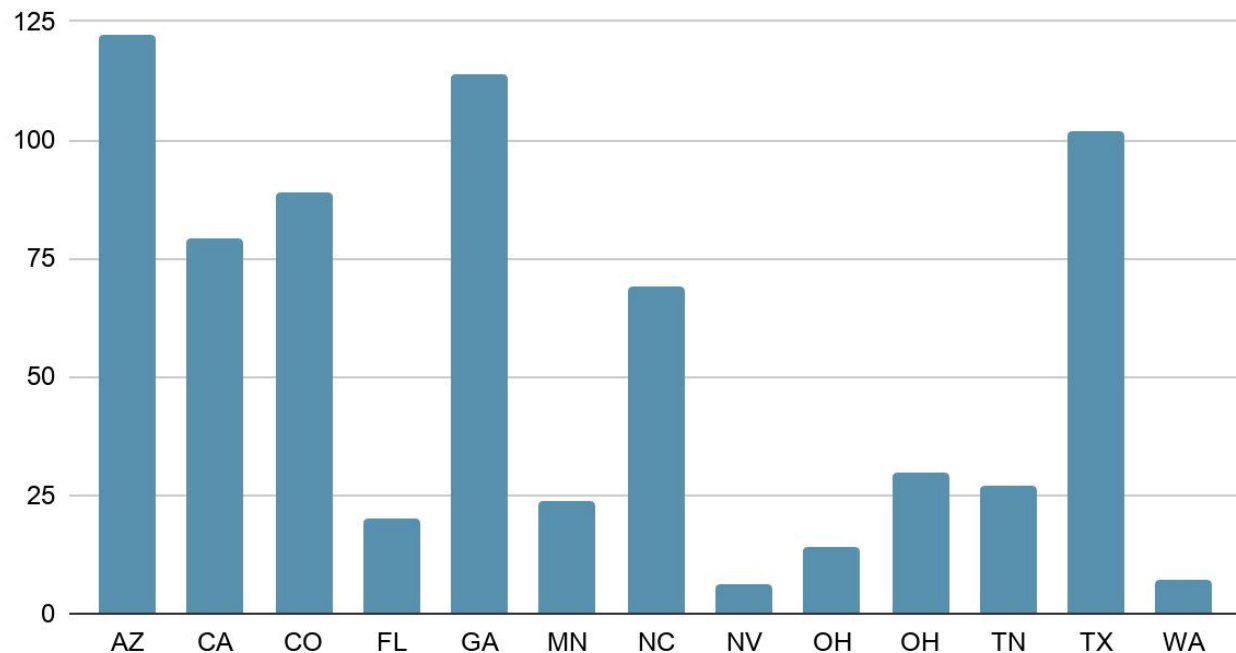
Your competition is changing!



Seller Options | iBuyer Programs



New Zillow Properties in Q3 2020



<u>State</u>	<u>Properties</u>
AZ	122
CA	79
CO	89
FL	20
GA	114
MN	24
NC	69
NV	6
OH	14
OR	30
TN	27
TX	102
<u>WA</u>	<u>7</u>
Total	703

3 Possible Selling Options



Traditional Sale

Seller lists their home on the market with their trusted real estate advisor.

STANDARD COMMISSION



QuickBuy Lock (+ Traditional)

The certainty of an offer with the ability to test the market.
Home is marketed up to 150 days.
Seller can choose the offer at any time.
Gives seller the assurance to sell plus the confidence to buy.

**1% TO QUICK BUY FROM SELLER
STANDARD COMMISSION – REF FEE ON
LISTING AFTER PURCHASE**



QuickBuy Offer

A convenient immediate offer.
Home is purchased by QuickBuy, closing in as few as 14 days
Gives seller the ability to bypass prepping home for market and having showings.

**6% TO QUICK BUY FROM SELLER
STANDARD COMMISSION – REF
FEE ON LISTING AFTER PURCHASE**

FPG iBuyer Program | QuickBuy



Available Collateral for you

BERKSHIRE HATHAWAY HomeServices

Library Contacts Upload Admin Help Drip Campaigns Florida Properties Group >

Search: quickbuy Master Library My Library Results found: 12

English x

Type

- Image
- PDF
- Video

Topic

Owner

Sharing

Language

Favorite

QuickBuy - Consumer Flyer #2
PDF

QuickBuy - Consumer Flyer #1
PDF

QuickBuy Social Video - Dad and children
Video - mp4

QuickBuy Social Graphic - Ready, Set, Sold.
Image - png

QuickBuy Social Video - Sell Your Home With Certainty
Video - mp4

QuickBuy Social Graphic - Sell Your Home With Certainty
Image - png

QuickBuy Social Graphic - Sell Your Home The Easy Way
Image - png

QuickBuy Social Graphic - Focus on the Things that Matter
Image - png

QuickBuy Social Graphic - Sell Your Home With Certainty
Image - png

QuickBuy Social Graphic - Focus on the Things that Matter
Image - png

QuickBuy Social Graphic - Sell Your Home With Certainty
Image - png

QuickBuy Social Graphic - Sell Your Home The Easy Way
Image - png

QuickBuy Social Graphic - Sell Your Home With Certainty
Image - png

Marketing Resource

Search “Quickbuy” in Marketing Resource and you’ll see an array of social media graphics and informational flyers for you to market with.

Quickbuy is great for LEAD GEN as the current market has shown that **98% will become a traditional listing.**

Overcoming Objections | Lorna Short

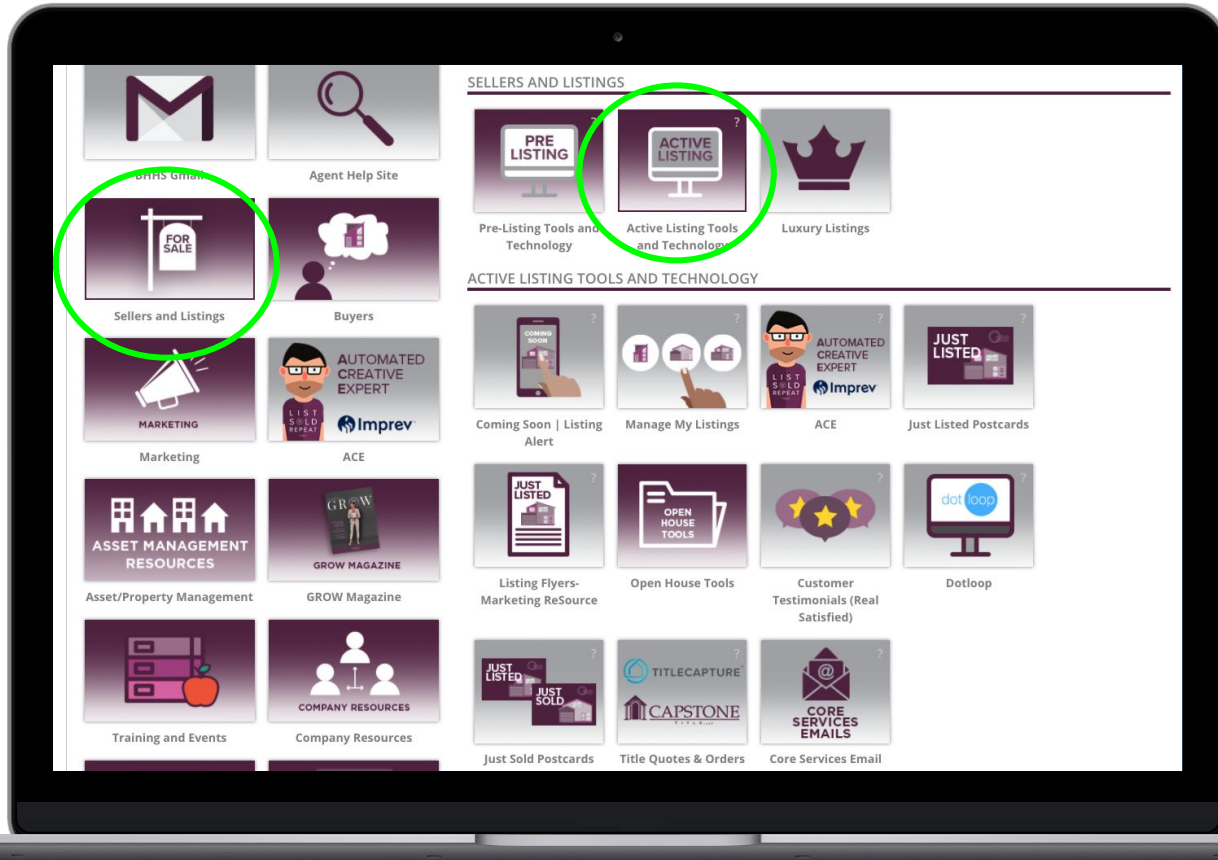




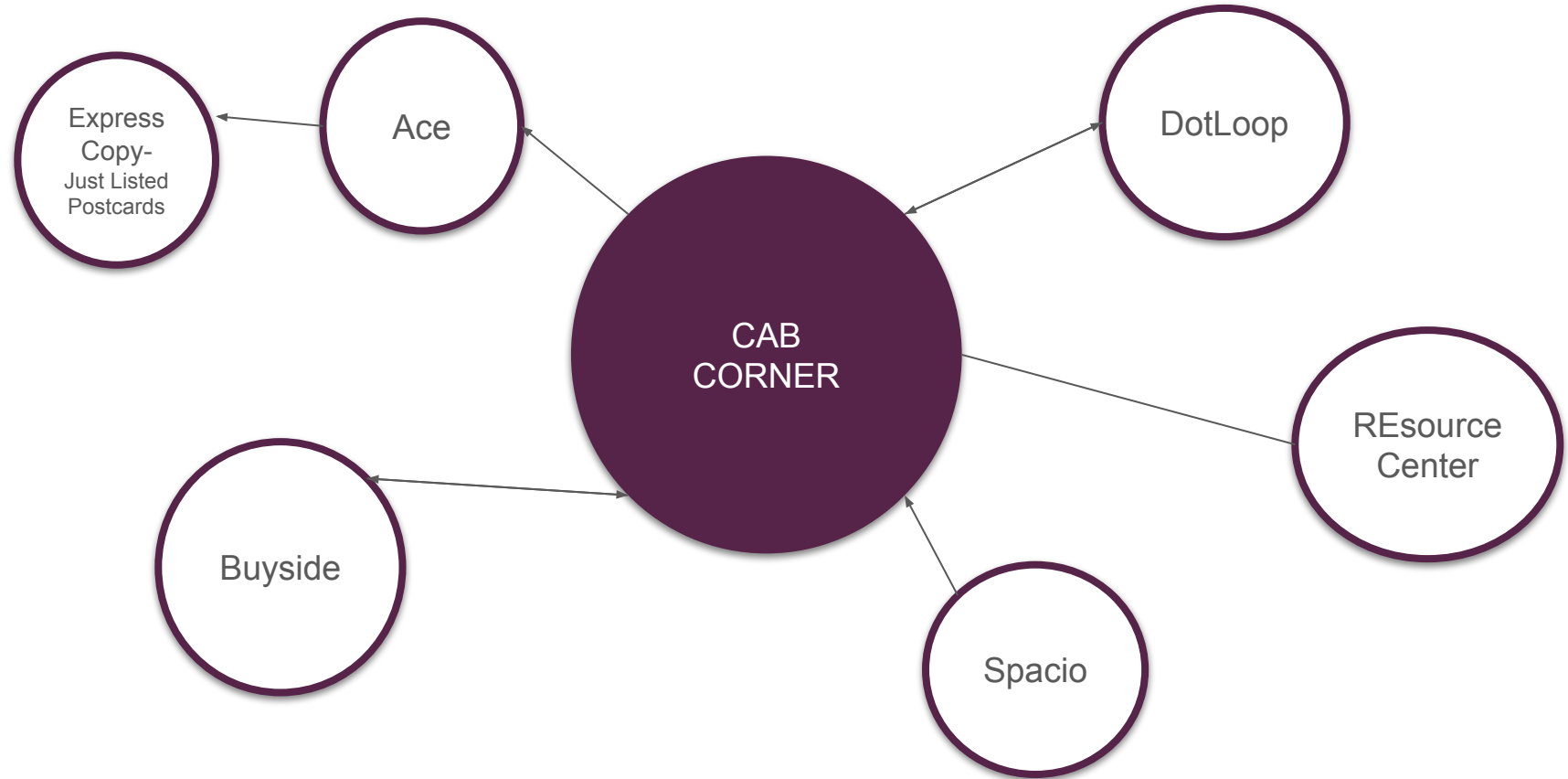
Next Up

HOW TO SERVICE THEM

MyCabCorner.com | Sellers and Listings Tile



MyCabCorner.com | Your Communication Hub



Coming Soon Marketing

Coming Soon Alert-

You can notify every **Florida Properties Group agent** that you have a listing coming soon before it EVER hits MLS. You have to have a signed Exclusive first, but this gives you a competitive advantage!

***Remember as market leaders clear cooperation applies and we need to set the precedent for our industry.**

Advantages to you:

- Potential to keep the sell in-house
- Advanced marketing to approximately 800 agents
- Create anticipation for your Seller's home
- We can SHOW a seller the buyers matching their home
- Allows you to market the home while doing other preparatory items

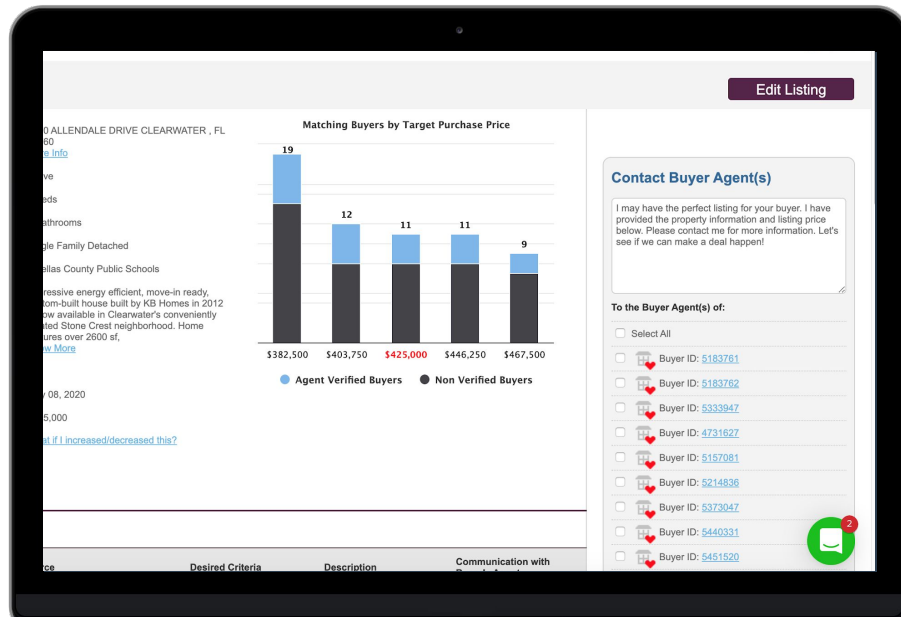
Advantages to Seller:

- Chance to pre-market
- Create excitement for the home
- Target agents with buyers matching the home's criteria
- Gauge interest level of buyers
- Determine preliminary demand of the home
- Allows you to create anticipation while repairs or marketing prep are happening

Buyside | Reverse Prospecting



Listing Alert– It's basically match.com for your listing! Go into Buyside the day after it goes live in MLS, click on your listing and press 1 button to alert EVERY agent in our company that has a **registered buyer** matching your property of your new listing.



Cab Corner | Manage My Listing



Advantages to you and your seller:

1. Weekly AUTOMATED communication
2. Gives Virtual Showing Report
3. Shows other actives on the market
 - a. Shows the Seller their competition
4. Shows homes surrounding the property that have sold
 - a. Shows the seller which houses are selling and for what

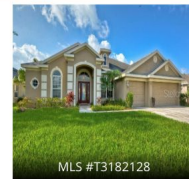
Tip: Check to send yourself a copy of the report weekly too!

Tip: There's a how-to guide on the [agent help site here!](#)

22959 COLLRIDGE DRIVE, LAND O LAKES, FL 34639



Tammy Waugh
The Sper Group
813-404-1533
twaugh@bhhsfloridaproperties.com



MLS #T3182128

Below is a report of web site activity for listing T3182128 including a historical summary of monthly activity, a market activity chart, listing updates summary, and a detail of daily activity on the listing.

Listing Traffic Summary 1/25/2020

Last Week

Search Results Views: **1,798**

Listing Details Views: **112**

Last Month

Search Results Views: **14,326**

Listing Details Views: **1,073**

Since Listed

Search Results Views: **84,292**

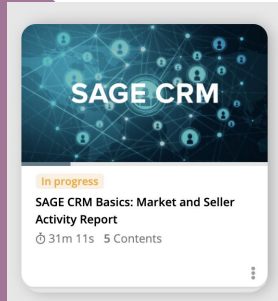
Listing Details Views: **3,021**

BHHS Resource | Seller Activity Report

How to get there: BHHS Resource > Sage CRM > Sage Reports > Seller Activity Reports

Here's a video snapshot of a report page as the agent

LearnCenter
Resource: Learn more
about the Seller
Activity Report
through
BHHSResource.com



ACE | Postcards



1. Just Listed

- Send to 100 radius houses (50 Just Listed paid for by company)
- Send to your farming community or sphere
- Send to a step-up community (Use MLS)

2. Price Reduced

- Send to 100 radius houses (from Just Listed audience)
- Send to your farming community or sphere

3. Open House

- Send to 100 radius houses (from Just Listed audience)
- Send to your farming community or sphere

4. Sold

- Send to 100 radius houses (from Just Listed audience)
- Send to your farming community or sphere

ACE: BEST PRACTICES



For every listing you enter into MLS, Ace provides you with six valuable marketing pieces: a flyer, postcard, e-card, social media graphic, video walkthrough and property website. How you utilize these pieces can help look like a marketing wizard and set you above the competition! Here are the best practices to consider when working with each piece to ensure maximum visibility for every listing:

Flyer

- 10-10-20 Door Knocks
- Flyer Box outside the home
- Marketing inside the home
- Door Knocking a step-up community

Social Media Graphic

- \$15 Ad to your sphere
- \$15 Ad to Geo Area (radius)
- Seller reporting on virtual showings and reach

Postcard

- Send to 100 radius houses (50 pd by company)
- Send to your farming community or sphere

E-card

- eBlast to your Sphere
- eBlast to neighborhood (use Remine)
- Send to co-brokers
- Send to the Seller and ask them to share it

Video Walkthrough

- Share on Facebook
- Add to Zillow
- Add to virtual tour link
- Give to seller

Property Website

- Share on Facebook
- Add to Virtual Tour link in MLS
- Add to Virtual Tour link on Zillow
- eBlast to co-op Community




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ACE | Postcards



You can specify your mailing lists with ACE & ExpressCopy at NO COST to you!!



VIP Support
800.260.5887



1 Items


HomePricing GuideChoose A DesignMy OrdersMy AccountLog Out

Selected Design

JUMBO POSTCARD (5.5" X 8.5")


Design Name

Front Design



Zoom Preview

Back Design



Zoom Preview

Need a Clean Slate?

Clear Selections

1 Select Design

2 Customize

3 Delivery Options

4 Printing Options

Delivery options

Learn more

Mail to my list (hide)

☒ Mail to my list

☐ USPS First Class (3-5 days)

☐ USPS Standard (7-21 days)

☐ Address to my list but ship them to me

☐ Ship to me (no addresses)

Choose your mailing lists

Learn more

Choose the quantity for this order by selecting up to 20 address lists below.

The minimum quantity for Jumbo Postcard (5.5" x 8.5") is 10.

You can add customized address lists to your account


Upload List

You can also purchase address lists


Purchase List

Back

Next



VIP Support
800.260.5887



1 Items

Close

List TypeGeographyDemographicsResults

Reset this form

BackNext

* Note: Selecting demographics is optional.

Household Income (Annual household income)

\$0 - \$19,999

\$20,000 - \$49,999

\$50,000 - \$74,999

\$75,000 - \$99,999

Owner / Renter (Indicator of owned / rented residence)

☐ Owner

☐ Renter

Home Value (Estimated home value)

\$1,000 - \$24,999

\$25,000 - \$49,999

\$50,000 - \$99,999

\$100,000 - \$149,999

Housing Type (Type of dwelling)

☐ Single family dwelling

☐ Multi-family dwelling

PO Box (Exclusions)

☐ Include PO Boxes

☒ Exclude PO Boxes

Length of Residence (Time lived at current address)

Up to 1 Year

1-2 Years

3-5 Years

6 Years

ACE | Flyer



Best Practices

1. 10-10-20 Door Knocks
2. Flyer Box outside the home
3. Marketing inside the home
4. Door Knocking a step-up community
5. Door Knocking FSBO and Expireds

Amazon has these clear bags for you to put your flyer and/or pop-by in!



MOVE IN READY

Fantastic move in ready pool home located in the Bloomington golf community of Bristol Green. This beautiful 4 bedroom, 3 bathroom home offers an open split bedroom floor plan with 2600+ sq ft of living space situated on an oversized lot with a pond view. From the time you enter the double doors you'll be impressed as this home is extremely well maintained and cared for. This wonderful home's kitchen has set in space for a dinette and opens to the dining fireplace area that are ideal functions. The 6 offers a master walk-in closet, 2 of 3 all bathroom and a 3rd bath which for space is just as close to pool deck. It's with a pond view. (has many recent blow & sidels, a carpet throughout 2. All the located highly rated schools.

611 021

PRICE REDUCED

2231 GOLF MANOR BOULEVARD
VALRICO, FL 33596

Fantastic move in ready pool home located in the Bloomington golf community of Bristol Green. This beautiful 4 bedroom, 3 bathroom home offers an open split bedroom floor plan with 2600+ sq ft of living space situated on an oversized lot with a pond view. From the time you enter the double doors you'll be impressed as this home is extremely well maintained and cared for. This wonderful home's kitchen has set in space for a dinette and opens to the dining fireplace area that are ideal functions. The 6 offers a master walk-in closet, 2 of 3 all bathroom and a 3rd bath which for space is just as close to pool deck. It's with a pond view. (has many recent blow & sidels, a carpet throughout 2. All the located highly rated schools.

611 021

OPEN HOUSE

COME SEE ON -
2231 GOLF MANOR BOULEVARD | VALRICO, FL 33596
Looking for a place to call your own? This might be it and I can't wait to show it to you.

When you're looking for the right place to call home, it can take time before you're ready to make a commitment. I completely understand. After all, home is more than a place to live - it's where you will make memories that last a lifetime.

This might be the one. Pay by and say hello!

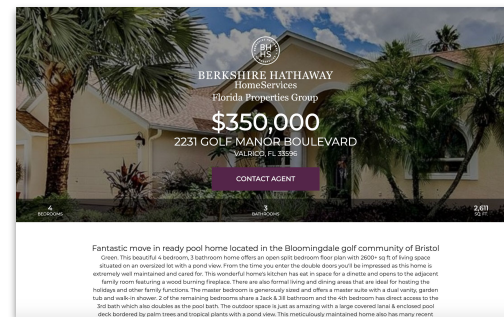
\$350,000
MLS: T3023085
Bedrooms: 4
Total Baths: 3

SqFt: 2,611
Acres: 0.21

FRANK & CAROL ROMA
Realtors
815-431-5378 (Cell)
romafam@floridaproperties.com
froma.bhhsfloridaproperties.com

FRANK & CAROL ROMA
Realtors
815-431-5378 (Cell)
romafam@floridaproperties.com
froma.bhhsfloridaproperties.com

ACE | Social Media



Share a Graphic on your Facebook

Best practice...

1. Login to ACE
2. Download image
3. Upload the image to your post so it looks its BEST.

Want to do a Paid Ad?

Download the ad graphic with minimal text and upload to your ad

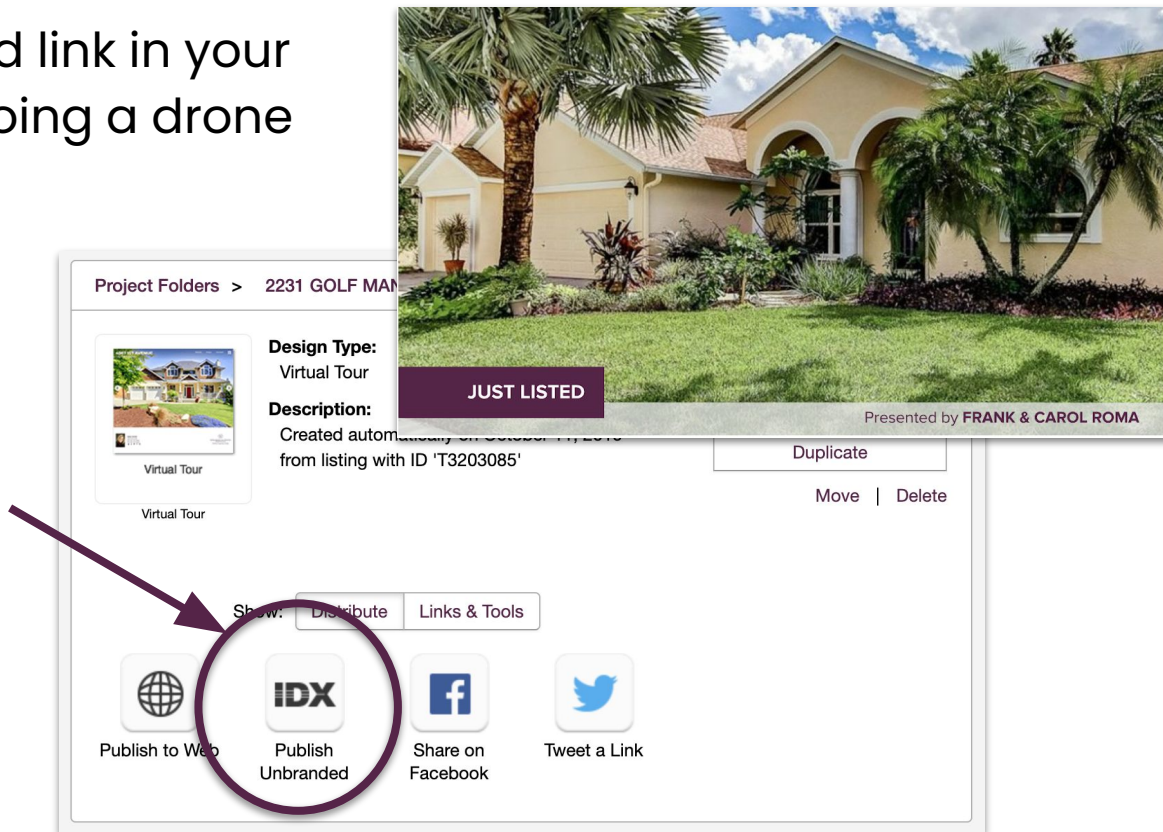
Share the Property Website

It looks GREAT on a social share and will include a link to more info on the home
Click the share link in your Just Listed email from ACE or login to ACE and share from there

ACE | Virtual Tour




What: Use the unbranded link in your MLS listing if you aren't doing a drone video.



Open House | Spacio



Data: January 1, 2020 – December 31, 2020


2,461
LISTINGS


253
OPEN HOUSES


726
VISITORS



REPRESENTATION

With
Representation

32.6% of visitors



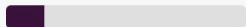
Without
Representation

50.6% of visitors



Unknown

16.6% of visitors



FINANCING

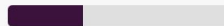
With Financing

37.4% of visitors



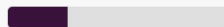
Without
Financing

34.8% of visitors



Unknown

27.6% of visitors



VISITOR QUALITY

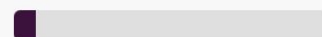
With Contact
Information

92.5% of visitors



Without
Contact
Information

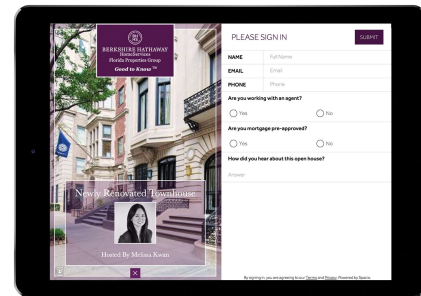
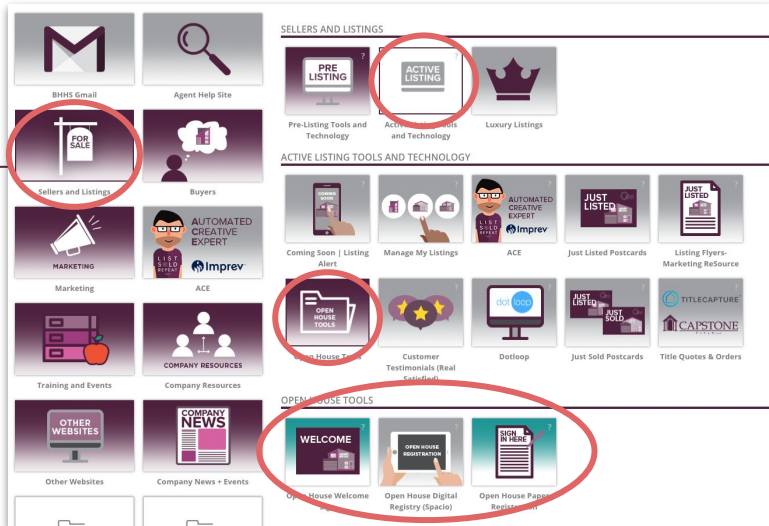
7.4% of visitors



Open House | Spacio

Use **Spacio** to collect your open house visitors

- You can edit the sign in form to ask standard questions or you can create custom questions
- **Enable auto-email** feature to send a follow up email to all visitors after the open house
- These contacts are automatically loaded into your **Cab Corner** Database (CRM)



EDIT SIGN-IN FORM
123 Second Avenue

[SAVE CHANGES](#) [PREVIEW](#) [RESET TO DEFAULT FORM](#) [CLOSE](#)

EDIT QUESTIONS	MORE FEATURES
ADD QUESTION All sign-in forms will have Name, Email, and Phone Number. Please customize your sign-in form by choosing up to 6 questions. ADD STANDARD QUESTION ADD SAVED CUSTOM QUESTION CREATE A CUSTOM QUESTION	REGISTRATION LINK MORE https://spacio.io/190923/ COPY PRINT INSTRUCTIONS
SELECTED QUESTIONS (4/6) Are you working with an agent? <input type="radio"/> Yes <input type="radio"/> No + - X Are you mortgage pre-approved? <input type="radio"/> Yes <input type="radio"/> No + - X At what point in the buying process are you? <input type="radio"/> Seeing what's out there <input type="radio"/> Actively looking <input type="radio"/> I'm ready + - X Do you currently rent or own? <input type="radio"/> Own <input type="radio"/> Rent + - X	AUTO EMAIL MORE Enable Auto Email <input checked="" type="checkbox"/> YES <input type="checkbox"/> NO Send Auto Email After 3 Hours BCC A Copy To Me <input checked="" type="checkbox"/> YES <input type="checkbox"/> NO SEND TEST EMAIL BROKERS OPEN HOUSE MORE Enable <input type="checkbox"/> YES <input checked="" type="checkbox"/> NO MANDATORY CONTACT INFO MORE Email Required <input checked="" type="checkbox"/> YES <input type="checkbox"/> NO Phone # Required <input type="checkbox"/> YES <input checked="" type="checkbox"/> NO SIMPLIFIED CHINESE SUPPORT MORE Enable <input type="checkbox"/> YES <input checked="" type="checkbox"/> NO FONT SIZE MORE Font Size Regular

Open House Showcase

We help drive traffic by:

- Investing money in Facebook ads
- Creating Facebook posts and events
- Custom social media pieces to promote on office and agent pages (cover photos and frames)
- Hosting a web banner on the homepage of our website which links directly to all available open houses

Spacio - digital open house registration

- Use Spacio to register your guests electronically - no more sign in sheets and it automatically follows up with your guests!
- This also feeds directly into your Cab Corner account so you don't have to re-enter in their information!



Remember 6% of
buyers found their
home via open
house or yard sign

2021 Dates

January 16-17, 2021
February 20-21, 2021
March 20-21, 2021
April 17-18, 2021
May 15-16, 2021
June 12-13, 2021
July 17-18, 2021
August 21-22, 2021
September 18-19, 2021
October 16-17, 2021
November 13-14, 2021
December 11-12, 2021

Adwerx | The Numbers

Automated Listing Ads Created + Impressions + Clicks

Stats for automated listing ads part of the Adwerx program.

All time

5,445	15.5M	35.5k
Live and Completed Automated Listing Campaigns in Date Range	Automated Listing Impressions in Date Range	Automated Listing Clicks in Date Range

January - December 2020

3,459	9.12M	17.8k
Live and Completed Automated Listing Campaigns in Date Range	Automated Listing Impressions in Date Range	Automated Listing Clicks in Date Range

Seller Emails Being Added to Automated Listing Ads

Our ads are unique in that you can target the sellers specifically, with their own ad. It looks like agents are doing this 88% of the time when they buy a listing ad, but only 28%-32% when BHHS National does.

All time

28%	88%
Seller Emails Added - Automated Listing Campaigns	Seller Emails Added - Agent Purchased Listings

January - December 2020

32%	89%
Seller Emails Added - Automated Listing Campaigns	Seller Emails Added - Agent Purchased Listings

Tip: If you don't know how to add your seller's email to Adwerx, head over to the [Agent Help Site](#) to learn how!

Adwerx Campaigning

FEEDS from BHHS ReSource Center-
Make sure YOUR MLS ID is correct

Listing Ads:

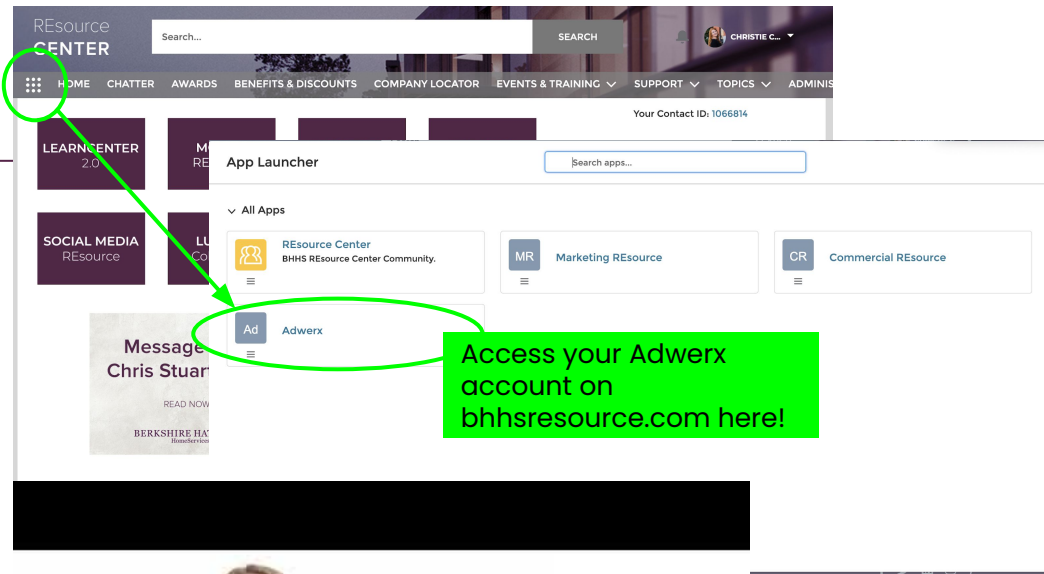
- 15 mile radius from listing
- Anyone who visits listing details page
- First 7 days
- ADD SELLERS EMAIL!!

Agent Retargeting Ads:

- Anyone who visits your profile on BHHS.com
- Unlimited

Other Options:

- Social TV
- Sphere Retargeting



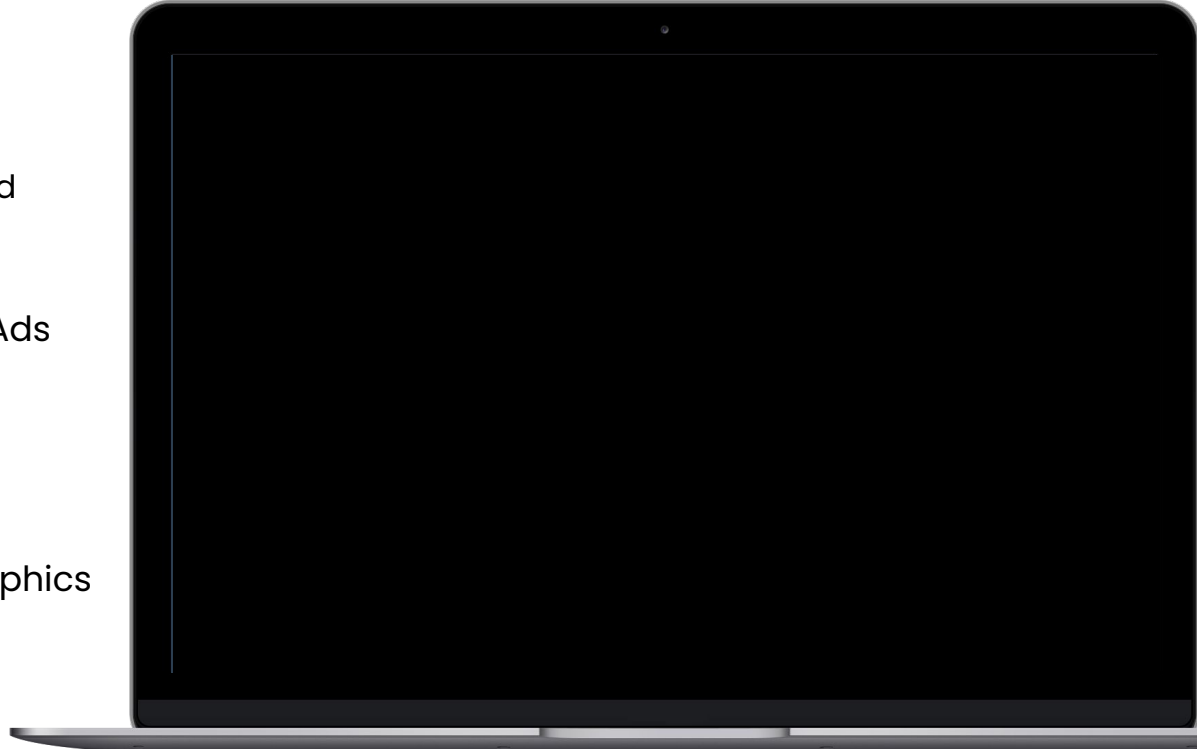
Marketing REsource



Additional Marketing Templates

If you need even MORE Marketing collateral then Marketing Resource is your GO-TO! We also put all CONSUMER FACING graphics and materials into Marketing Resource for you to download and include in your own marketing/presentation efforts.

Ads	Mobile/Desktop Ads
Audio	PDFs
Brochures	Postcards
Cards	Posters
Documents	Presentations
Door Hangers	Print Newsletters
Ecards	Social Media Graphics
Enewsletters	Stationery
Flyers	Videos
Images	Web Banners
Microsoft Office Templates	



A demonstration on how easy it is to access listing related collateral in Marketing Resource

Testimonial Tree

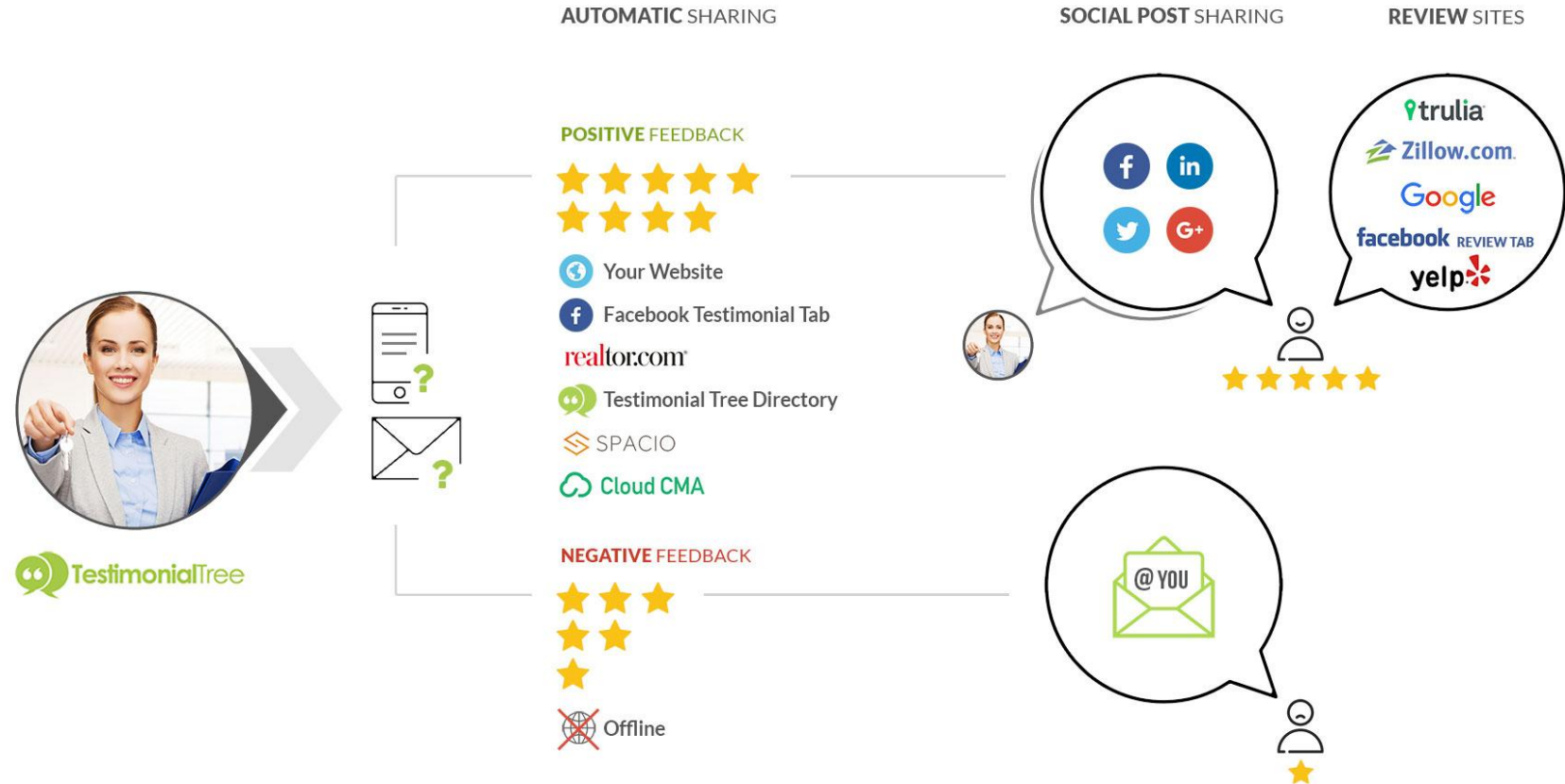


The #1 source of business is referrals from past clients.

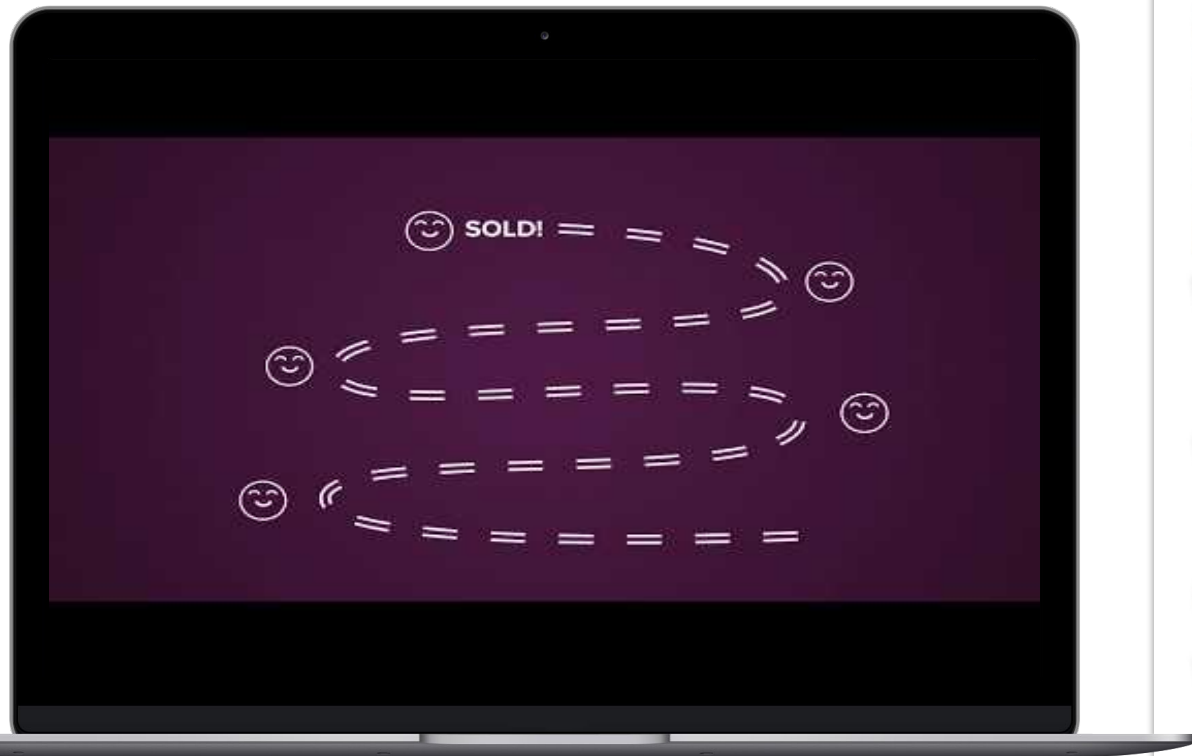
88% of people trust online reviews as much as personal recommendation.

Testimonials have the highest effectiveness rating in content marketing at 89%.

Testimonial Tree



Seller Kits | Offer a LEGENDARY Experience



How To: Sellers Kit

Congratulations! You've made the commitment to invest in your customers' experience when they work with YOU. Here's how to use each piece of this Sellers Kit from start to finish.



FIRST MILESTONE: THE MARKETING PROPOSAL

- Put a Seller's Guide in the white bag with the cabernet tissue
- Using the provided notecard, write a thoughtful note and put it in the bag
- Leave this as a parting gift for your customer(s)



SECOND MILESTONE: THE PROPOSAL IS SIGNED

- Pick up a tube or package of cookie dough
- Drop off the cookie dough and the postcard with the cookies on it when the listing is signed



THIRD MILESTONE: FIRST SHOWING

- Drop off the postcard with the dog on it or send it in the mail if you can't swing by.
- If you can show up in person, this is a great way to be there for your sellers!



FOURTH MILESTONE: CONTRACT TIME

- Use the mini bottle of champagne flavored jelly beans and tie the provided tag around it as a way to celebrate the sellers receiving a contract!
- Optional: you can purchase an actual bottle of champagne (or drink of choice) if you prefer



FIFTH MILESTONE: INSPECTION & APPRAISAL TIME

- Place the BHHS Stress Ball into the clear bag and tie it with the ribbon
- Drop this small gift off along with the inspections postcard to help them through this potentially stressful time



SIXTH MILESTONE: CLOSING DAY

- Closing day is here and you have a gift to provide your sellers!
- Gift them the custom tumbler filled with chocolates and write them a genuine thank you note with the provided card



BERKSHIRE HATHAWAY
HomeServices
Florida Properties Group



Lastly
**WHAT TO
DO AFTER
THEY CLOSE**

Ninja Flow

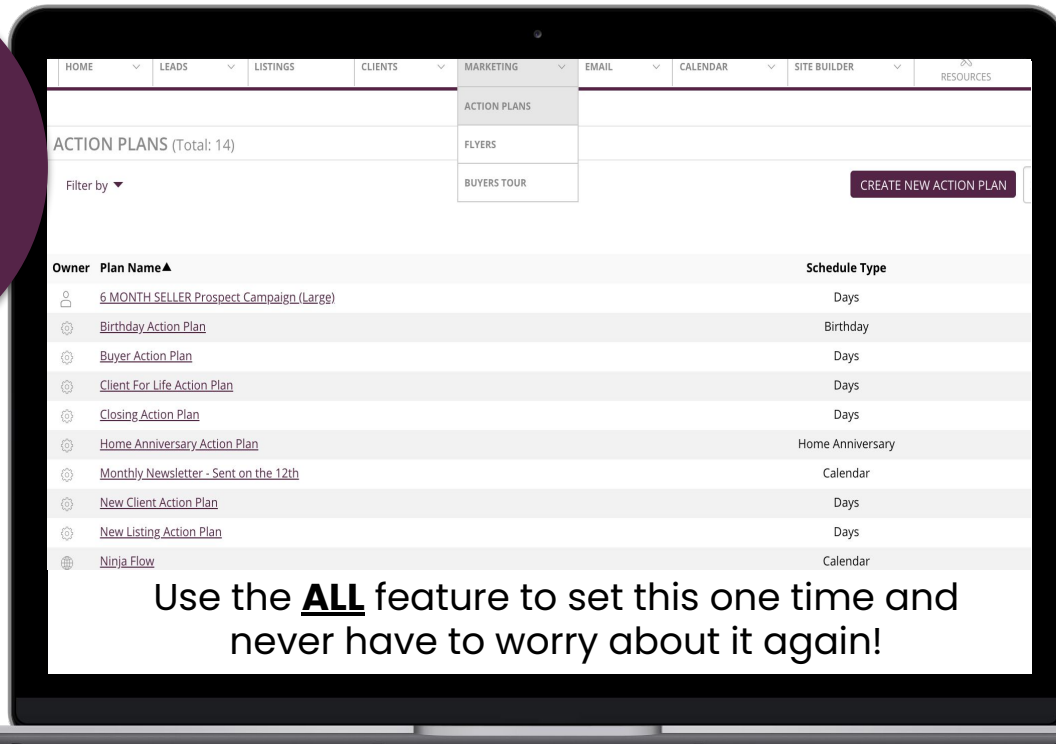


Calendar

Activity Name	Date
1. January 2021	Jan 02, 2021
2. February 2021	Feb 03, 2021
3. March 1 2021	Mar 04, 2021
4. March 2 2021	Mar 17, 2021
5. April 2021	Apr 14, 2021
6. May 1 2021	May 01, 2021
7. May 2 2021	May 18, 2021
8. June 1 2021	Jun 04, 2021
9. June 2 2021	Jun 16, 2021
10. July 2021	Jul 04, 2021
11. August 1 2021	Aug 05, 2021
12. August 2 2021	Aug 20, 2021
13. September 1 2021	Sep 03, 2021
14. September 2 2021	Sep 19, 2021
15. October 2021	Oct 22, 2021
16. November 1 2021	Nov 03, 2021
17. November 2 2021	Nov 24, 2021

Current # of
Agents Using
Ninja Flow

312



Stay in Touch



**Send
Closing
Disclosure
in January**

Also, remind them
to file for
Homestead!

**LIVE Annual
Real Estate
Review**

An unsolicited CMA
you put together
once a year.
Reminder that 33%
of LIVE reviews lead
to a referral.

Ninja them

1. FLOW
2. FORD (when
making calls or
communicating)

**Personal
Notecards**

Xpressdocs has
branded cards for
events such as...
1. Birthdays
2. Homeiversary
3. Thank You

**Social
Media
Stalking**

No need to actually
stalk, but keep up
with them by
commenting on
posts and
celebrating any
milestones



What's your elevator speech?

Why should a
seller list with
one of you?



Marketing Calendar



COMING SOON

The Marketing Team is putting together a complete 12-month marketing calendar for you to implement into your business and marketing plan

Calendar of Upcoming Trainings



TRAININGS TO WIN MORE LISTINGS

THURSDAY'S AT 11AM

Check Company Calendar on Cab Corner to sign-up

Some Upcoming Topics:

- Farming a Neighborhood
- Farming for Off Market Properties
- Maximizing Your Open House
- Focused and Creative Mailers to Find Sellers
- Circle Prospecting
- Absentee Owners- Including the Canadian Market

- Working owners who bought at the bottom
- Winning Listings from your Sphere
- Cold Calling Sellers
- Using Vendors to get more listings
- Real Estate Reviews for Consistency
- Using Buyside to Generate Sellers Leads

THANK YOU!

See you at 1:00 for the marketing one-on-one's!

