

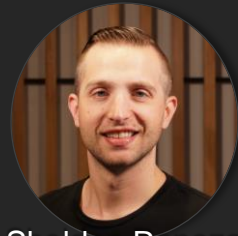
market leader *power hour*

Prepare for a Successful 2021, and Beyond!

Planning for a Thriving Business



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The Plan for Today...



Mindset and key habits for a thriving business



Engagement strategies to future-proof your business



CEO tips and best practices to ensure success



Today's call will be recorded

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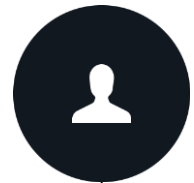
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Key Habits & Mindset

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The role of the agent
has changed

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4



Invest in your

business

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5



Use virtual strategies to grow

your audience

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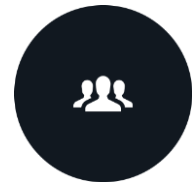


Become the

local economist

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Consumers are the same,

but different

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Your business must be

mobile

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Treat your pipeline like your

lifeline

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Engagement Strategies

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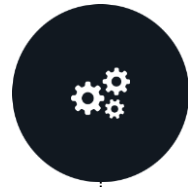


Treat every lead like a

hot lead

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You must have a **process**

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New Website Lead Follow Up

Day 1

- Speed wins, respond fast!
- Call, text, or send email

Day 2

- Research your new lead
- Send relevant listings

Day 4

- Check their engagement
- Review or set up listing alert

Day 6

- Call, text, or send email
- Send relevant listings

Day 8

- Check their engagement
- Market Insider Newsletter

Day 10

- Add to drip campaign
- Stay top of mind

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Automated Welcome Email

Hello, my name is _____ with _____. You're signed up on my website, and I wanted to introduce myself and let you know there is a real person behind this website.

My website will remember you, so you can look at properties and local community info whenever you like, hassle free.

*If you have any questions at all, please don't hesitate to ask.
Happy Searching!!*

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New Website Lead Follow Up

Subject: [First Name]?

Thank you for registering on my website. You should have already received an automated email from me, but I just wanted to reach out personally and say hello.

Buying or selling a home can be an overwhelming process, so I'm here to help; if you have any questions at all, please don't hesitate to ask.

I look forward to helping you achieve your real estate goals!

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New Seller Lead Follow Up

Day 1

- Speed wins, respond fast!
- Research your new lead

Day 2

- Send a CMA
- Email or Direct mail

Day 4

- Setup listing alert
- Send email explaining why

Day 6

- Send market data
- Send CMA follow-up

Day 8

- Send additional comps
- Send email explaining why

Day 10

- Add to drip campaign
- Stay top of mind

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New Seller Lead Follow Up

Subject: [First Name]?

Hi there, I just received your request (via HouseValues.com) about the home in [city]. How can I help?

My name is _____ and I'm a realtor with _____. I'll be in touch shortly to provide the information you requested and answer any questions.

P.S. I'm going to send you a separate email with a special link to my website, so you can browse up-to-date MLS listings, hassle free.

★ *Be sure to resend their welcome email after sending this email*

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Seller CMA Follow-Up

Subject: [Area] Home Value

Hi there, I just received your request (via HouseValues.com) about your home in {{Contact City}}. How can I help? My name is _____ and I'm a realtor with _____.

What did you think of the market evaluation for your home? A little high, too low?

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Seller Re-Engagement

Subject: Hi [First Name]...

A few homes just sold in your area and it's likely changed the value of your home. Can I send you an updated estimate of its value?

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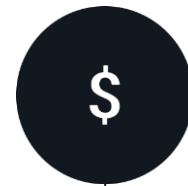
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Business Planning

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Calculate your

expenses

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22



Map out your

goals

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23



Establish a solid

marketing plan

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24



Track your progress &

success

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25

Prepare for Success!



Invest in your business, and adopt key habits



Leverage technology and have a process for all leads



Set your goals and map our your marketing plan



You'll receive a link to today's recording later this afternoon!

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