



MONOPOLIZING THE NEW REAL ESTATE MARKETPLACE



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KODOLIFE REALTY



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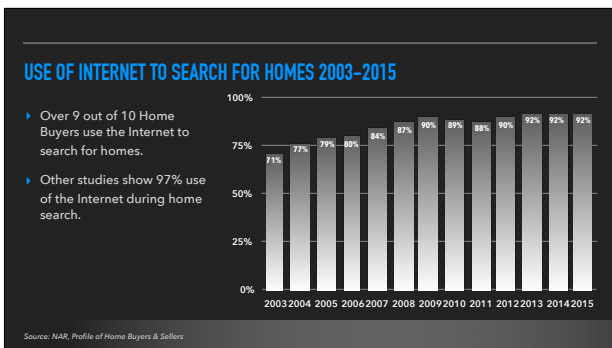
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4 DRIVERS OF CHANGE IN THE REAL ESTATE MARKETPLACE

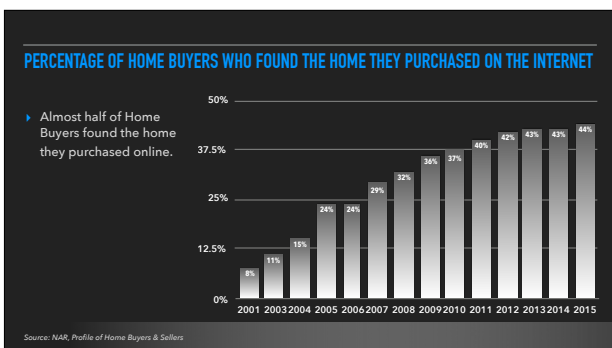
1	Continued evolution and adoption Internet technologies.
2	Demographics of home buyers and sellers.
3	Changes in consumer attitudes towards information.
4	Technology natives entering our competitive space.

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The most important thing is to be there.

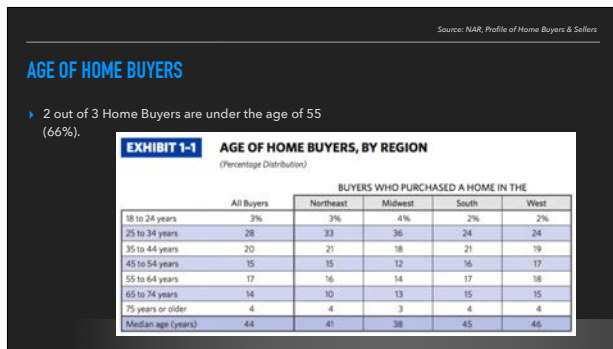
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HOW WE CAN PROFIT FROM THE NEW TOOLS OF OUR TRADE

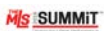
- Tools are ways to get an "instant" competitive advantage.
- Tools are a mark of professional distinction (Who uses the latest tools? Leaders.)
- Tools give us new capabilities and the ability to act on new strategies & tactics.
- Ineffective or obsolete tools cause people to question your competence.



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4 TOOLS FOR REAL ESTATE PRACTITIONERS

1	Tools of Efficiency	<i>Outperform others at the same tasks without additional effort.</i>
2	Tools of Promotion	<i>Connect with more customers and prospects without additional expense</i>
3	Tools of Confidence	<i>Build a sense of trust about our competence to reduce cost of transaction.</i>
4	Tools of Conversation	<i>Powerful language and narratives to guide client outcomes.</i>



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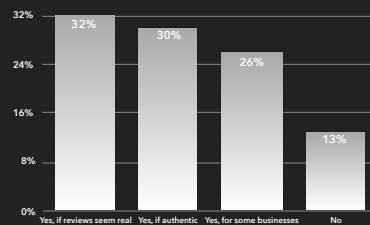
5-STEP PLAN FOR A BULLET PROOF ONLINE REPUTATION

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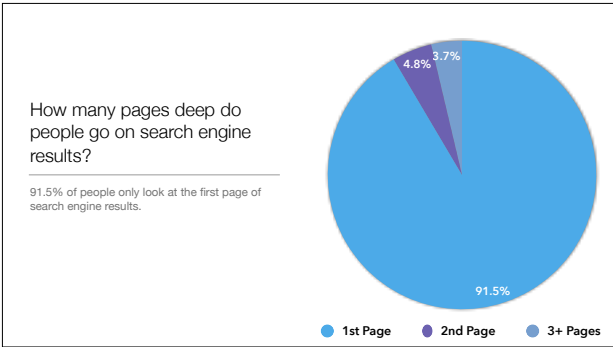
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"DO YOU TRUST ONLINE REVIEWS AS MUCH AS PERSONAL RECOMMENDATIONS"

- 88% of consumers trust Online Reviews as much as personal recommendations.



Source: Consumer Review Survey, 2014



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5-STEP PLAN FOR A BULLET PROOF ONLINE REPUTATION

1	Update your online bio with specific criteria.
2	Buy a domain and direct it to a profile site.
3	Improve your LinkedIn Profile with multi media.
4	Publish Expert Articles on LinkedIn Pulse.
5	Setup Google My Business for Reviews and Local SEO.

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Hi [Name],

Congratulations on the sale/purchase of your home!

You really made the difference in helping me achieve my goal of giving you a 5-star experience.

Without your help in letting me know what you wanted during the entire process, it would not have been possible.

But there's one more step necessary to confirm the 5-star experience I strive to provide you with... your review of us working together!

By authoring this review, you're doing me a HUGE favor, and I want you to know how much I appreciate you for it. You can rate your 5-star experience and write your quick review here (it should only take a few moments).

[\[link here\]](#)

Thanks again!

[Signature]

P.S. If there's anything I can do to help you get situated, please let me know.

P.P.S. If you feel as though I fell short of a 5-star experience, please tell me now by simply replying to this email.

Photo by Jeremy Lander from www.gettyimages.com via POPS

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CRM CAMPAIGNS & BEST PRACTICES

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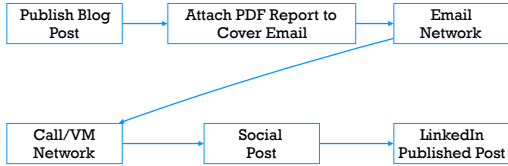
Daily

- Manage current clients - following up, scheduling calls, emails, appointments, reviewing & updating notes.
- Manage transactions - see what needs to be completed, staying in touch with players, and client updates.
- Review and update 10 contact records.
- Contact info, status, sales activity, etc.
- Followup with monthly network campaigns.



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Digital Campaign Map



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SAMPLE DIGITAL CAMPAIGN



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SAMPLE DIGITAL CAMPAIGN



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GOODHOME VALUE ANALYSIS

- Comprehensive pricing assessment of your home's value.
- Tips and recommendations so you can increase your home's resale value.
- Access to my priority help hotline if you have any questions.


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1	Create a featured listing landing page on your website
2	Name your photos of the listing with the full property address
3	Video of the listing uploaded to Youtube & embed on page
4	Run a Coming Soon/Just Listed Facebook ad campaign
5	Hold an Open House and promote it via Facebook ads
6	Send out the "First to Know" email to contacts
7	Post on Craigslist
8	Upload photos of the listing to a Pinterest board
9	Instagram pictures of the property
10	Promote home on Twitter

10-Step Method to Market Real Estate Online

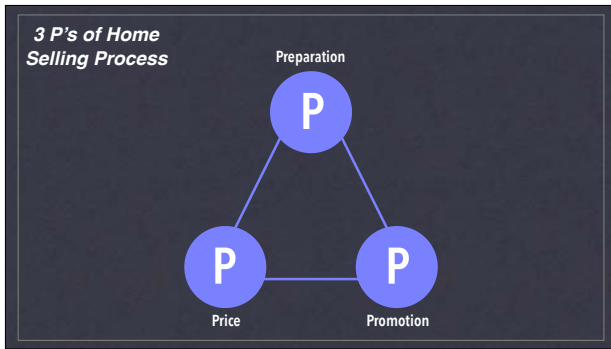


35% of Home Sellers Want Agent Market Home & Find a Buyer

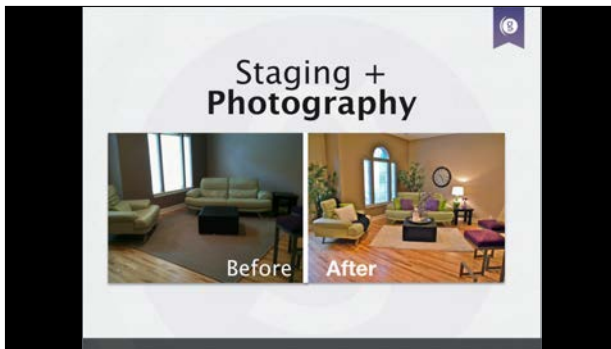
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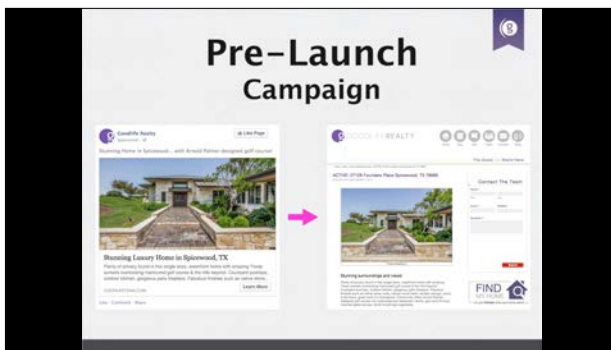
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THE REDM CERTIFICATION COURSE

- Give you the skills to promote your sellers' home online.
- Give you recognition and accreditation for your marketing knowledge and skills.
- Show you how to use the same practices to promote & grow your own business.

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ONLY

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