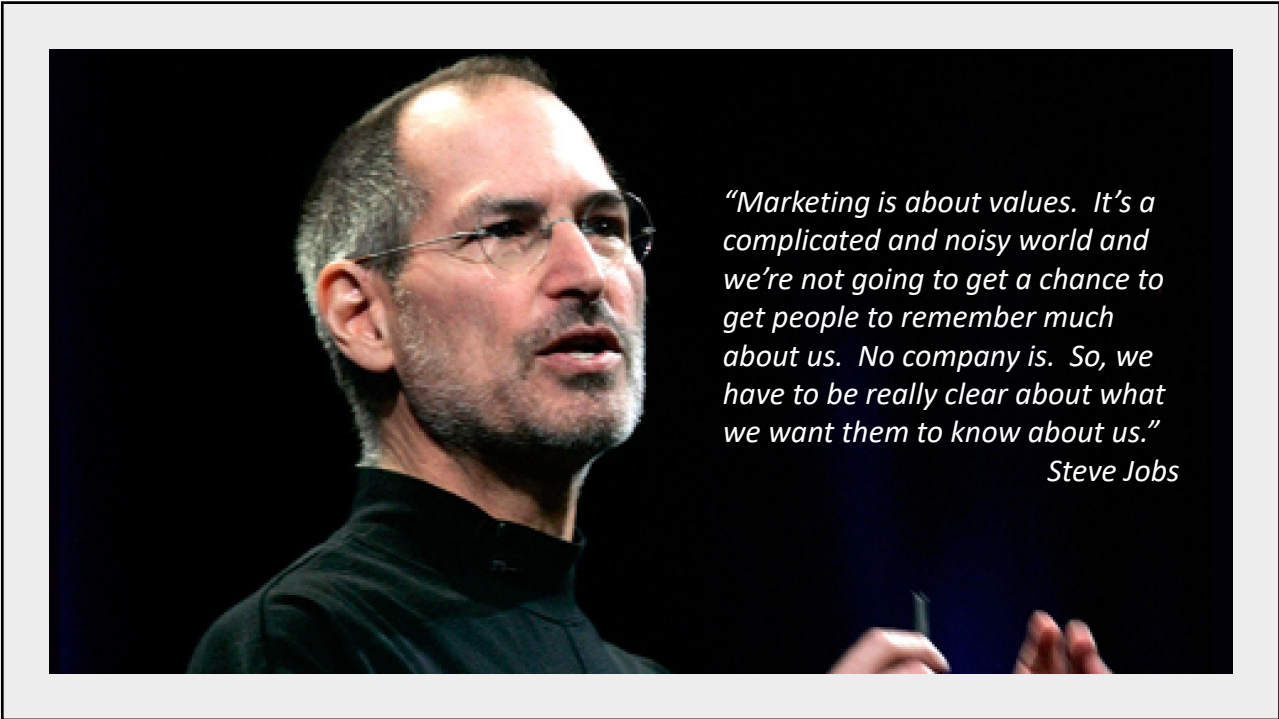




2



3





4


Homeowners know
8 to 10 REALTORS®

*Why will they call you
instead of the others*

BUYING
SELLING

5





54% of consumers are willing to try a new brand during the pandemic.

Just because you did business with them in the past, if you're not providing relevant services now, there are other agents in the market who will.

6


People do business with us because they:

- Know us**
- Like us**
- Trust us**
- & Remember us**



7





All agents know what they need to do!

The real difference in the highly successful are SYSTEMS!

8



YOUR STORY

- Create Top-of-Mind Awareness
- Build Brand Image
- Increase Sales

9



Your Story

TOP OF MIND AWARENESS

- TOMA is a long-term objective
 - Buying cycle in real estate is long
 - Stay fresh in their minds or you'll create a lead that someone else closes
- They must be able to find you
 - Website, social media, strong content
- Content-rich marketing
 - Information
 - Explain your point of difference
 - Don't criticize your competition; build up your advantage.

10



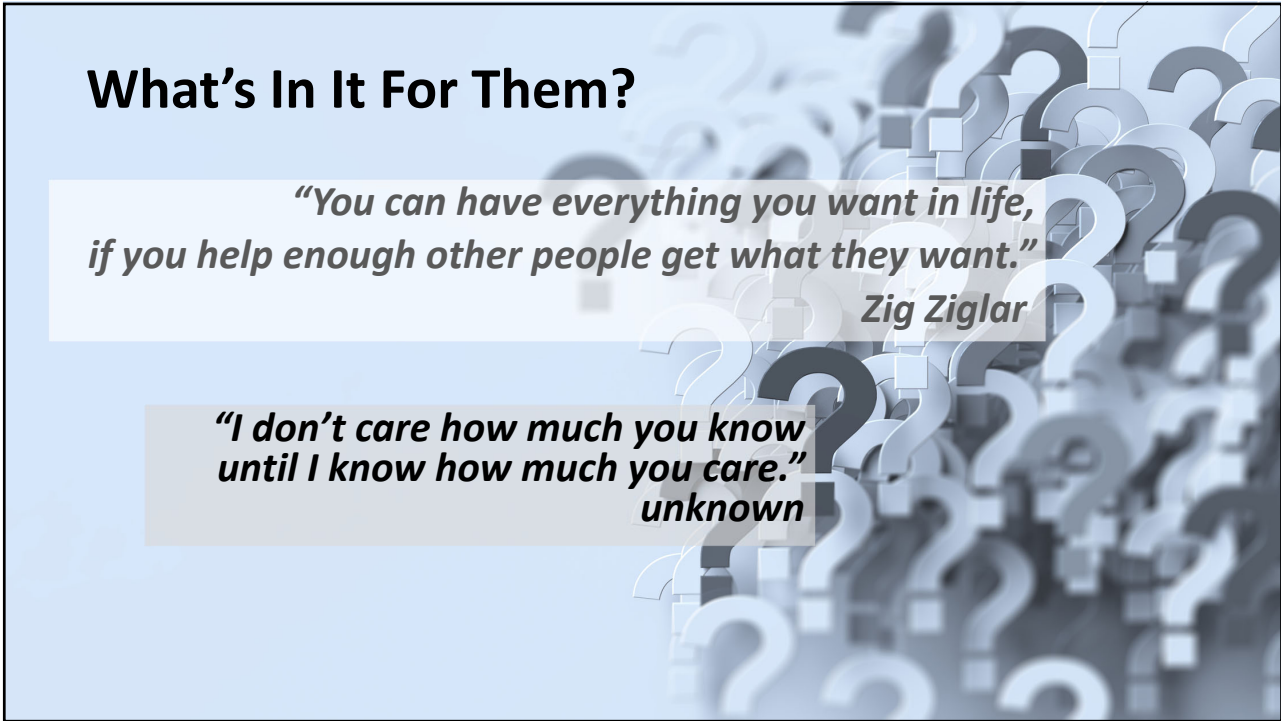
11



What's In It For Them?

*"You can have everything you want in life,
if you help enough other people get what they want."
Zig Ziglar*

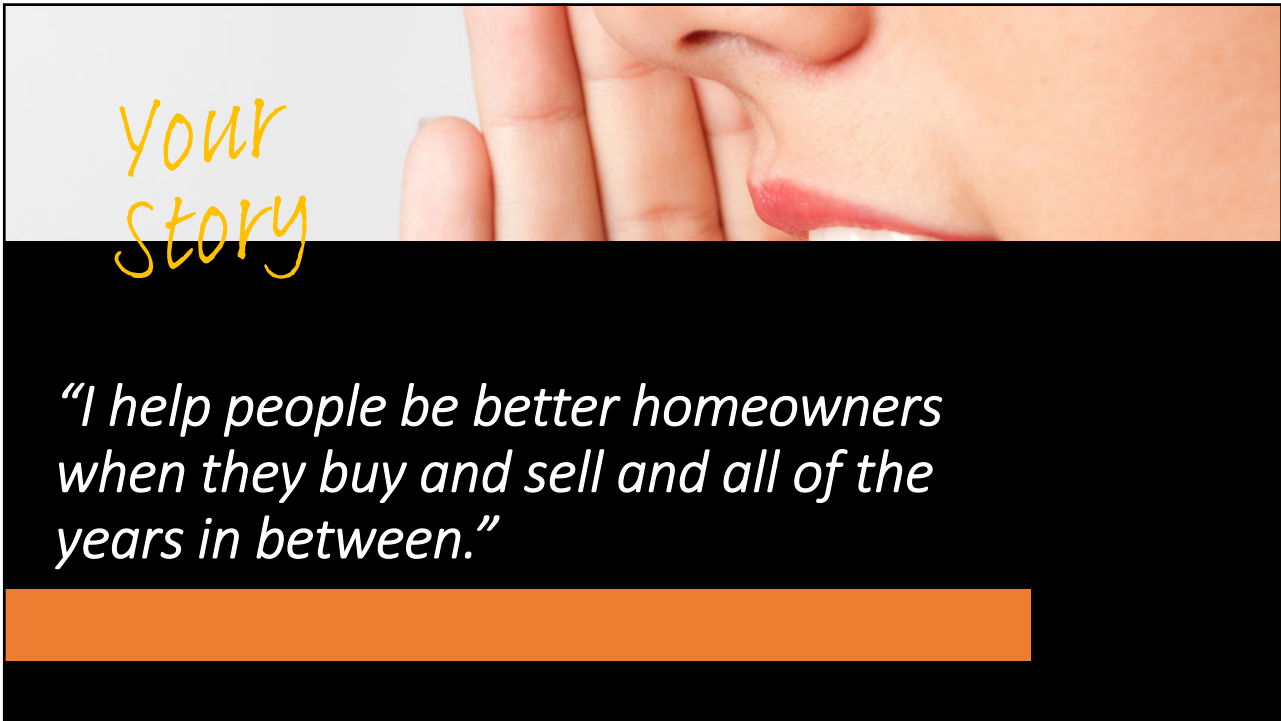
*"I don't care how much you know
until I know how much you care."
unknown*



12

*your
story*

*"I help people be better homeowners
when they buy and sell and all of the
years in between."*



13



Customer Value Proposition

YOUR STORY

"I help people be better homeowners when they buy, sell and all of the years in between. My goal is to be your "go-to" person in real estate on marketing, maintenance, service providers or whatever. I'm here to help you and your friends."

14



YOUR STORY

Better Homeowners through **Continuing Education**

15



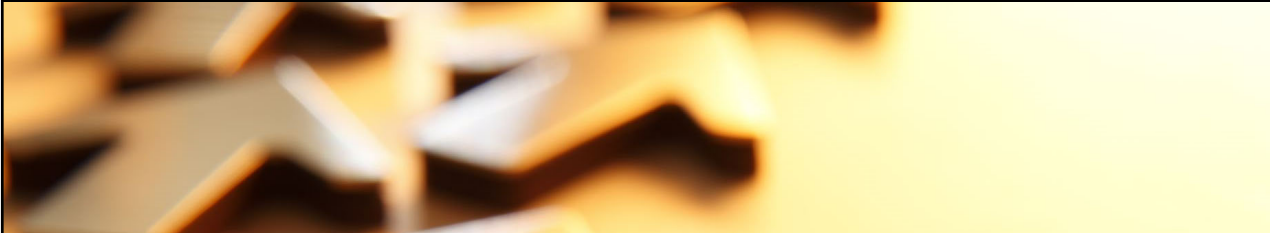
Check you out!
 CHECKING – to appraise, verify or check for accuracy, authenticity & validity

- Public credibility
- Determine whether you're compatible

They want to “check you out” and having nothing online where they're looking is as bad as not having appropriate information.

16



“Staying in touch with your sphere of influence is hard work... Lots of agents tell me they have lost hundreds of thousands of dollars because they didn't follow up. Consistency of follow up is one of the most challenging things.”

CTO, Joseph Sirosh, Compass

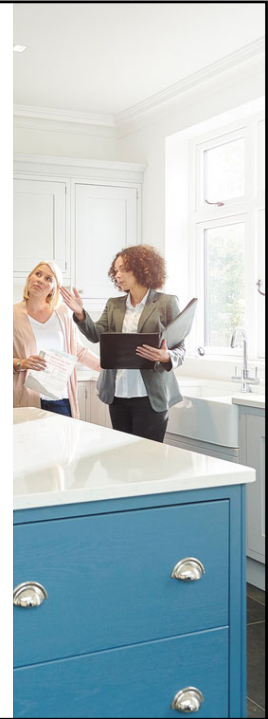
17



Agent selected by relationship

Past Customer, Referred by (or is) Friend, Neighbor or Relative

- 66% of Sellers
- 53% of Buyers
- 2/3 interview only one agent



18

It costs

5-7x

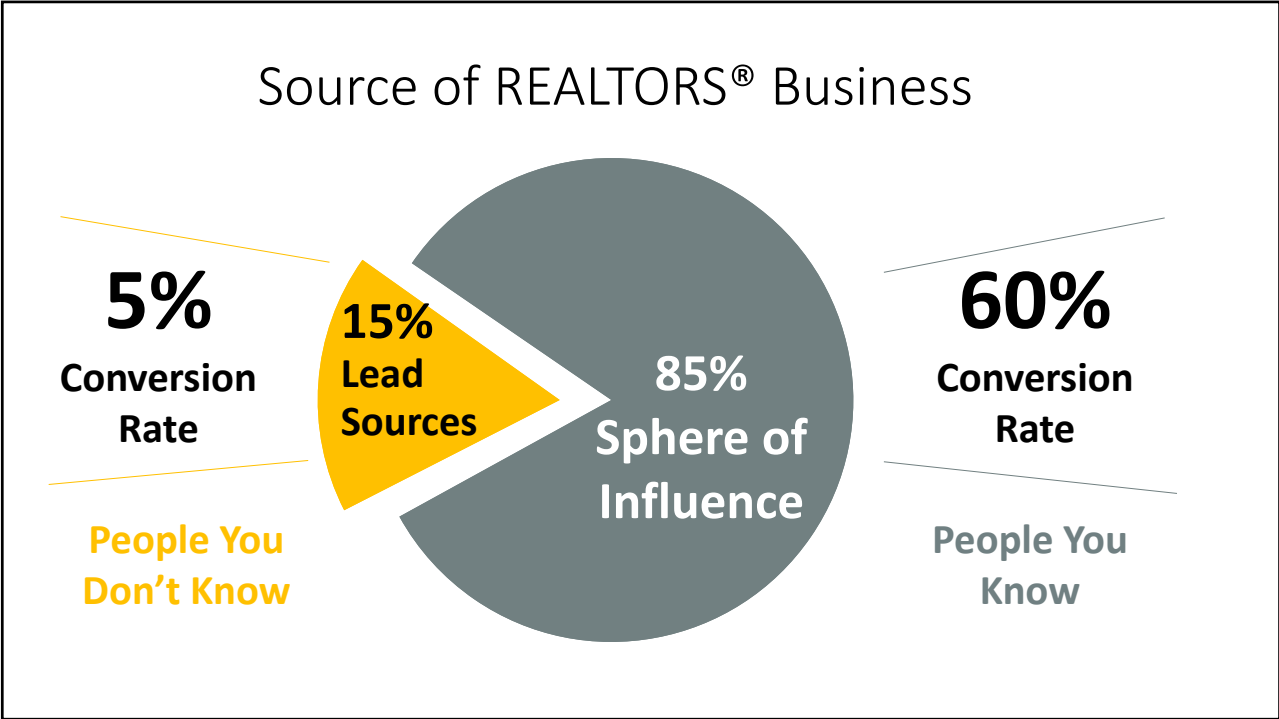
MORE

According to [Marketing Metrics](#), the probability of selling to a new prospect is only 5 to 20 percent, but the likelihood of selling to an existing client is 60 to 70 percent. In other words, it's much cheaper and easier to retain a client than to go prospecting for a new one.

19



InTouch Systems
Automated Digital Marketing



20



21





22

How much are you losing in repeat & referral sales?

Median Income REALTOR®

| | | | | | |
|-----------------|---|-------------------------------------|--|--|--|
| 12 | | # of years in real estate | | | |
| 12 | x | Average deals per year | | | |
| 144 | = | Total Past Customers | | | |
| .88 | x | Say they'll use you again | | | |
| 127 | = | Potential Repeat & Referrals | | | |
| 10 | ÷ | Average turnover in years | | | |
| 13 | = | Annual Repeat & Referrals | | | |
| .71 | x | Fallout due to no TOMA | | | |
| 9 | = | Annual Lost Sales in units | | | |
| \$6,000 | x | Average commission | | | |
| \$54,000 | = | Annual Lost Sales in dollars | | | |



23





24

| Number of times recommended agent | Seller | Buyer |
|--|----------|----------|
| None | 33% | 37% |
| One time | 13% | 15% |
| Two times | 18% | 19% |
| Three times | 10% | 11% |
| Four or more times | 26% | 19% |
| Times recommended since selling/buying (median) | 2 | 1 |

What does TOMA have to do with this?

Source – 2019 Profile of Home Buyers and Seller

25





26

Consistency of Image

1. How do you want your name styled?
Susan Roberts Anthony
 Susan Anthony
 Susie Anthony
2. Select your preferred photo and logo
3. Select your preferred contact info
 1. Phone number – 972-743-9887
 2. Address – 5023 Sea Pines, Dallas, TX 75287
 3. Email address – Susan@SusanAnthony.com
 4. Text – 972-555-5555
4. Select your markets served – North Dallas, Plano, Frisco
5. Write a new bio that accurately portrays your current position
 - a) Narrative – include type, price range, specialties, beliefs, benefits.
 - b) Point of difference – *Helping homeowners when they buy, sell and all the years in between.*




27

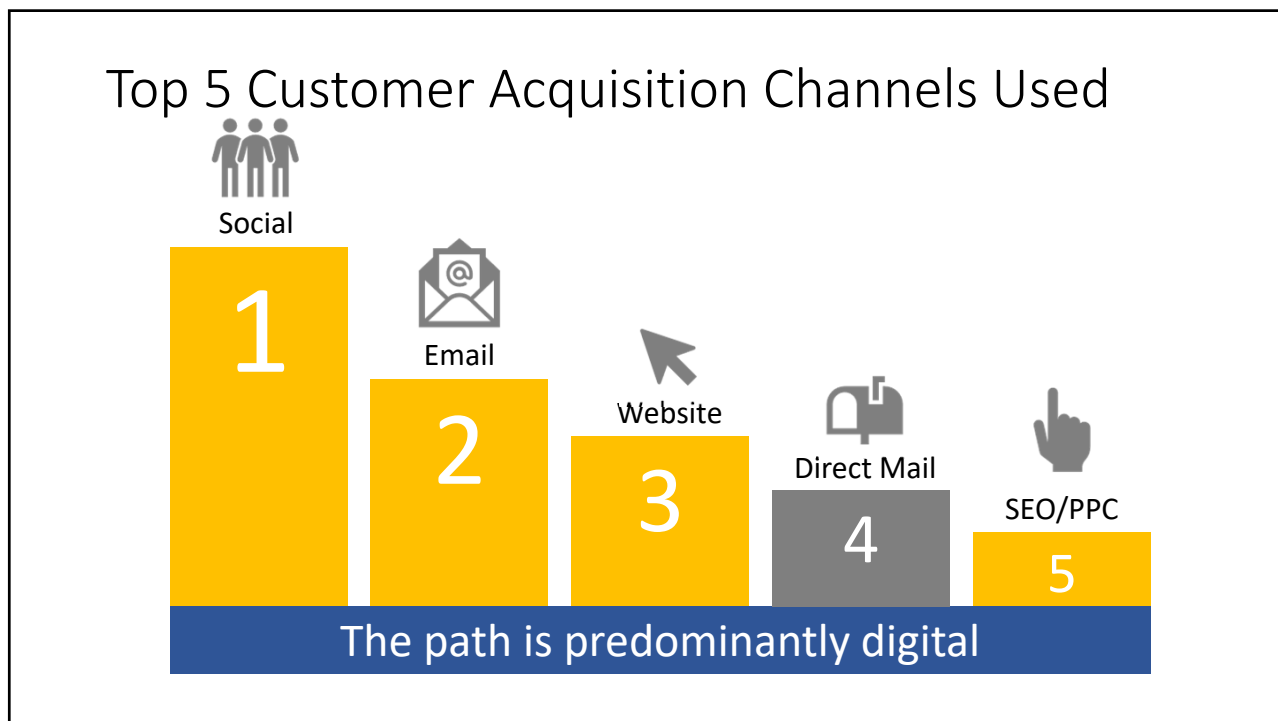


Additional Consideration

- Professional title
- Years of experience
- Specialty niches
- ZIP codes served
- Website URL
- Video URL
- Professional slogan or motto
- Professional video
- Photo- profiles receive five times more inquiries than those without (REALTOR®.com)
- SEO keywords around your market and services when crafting profile.

Your Story

28



29



Most Popular Social Media Sites

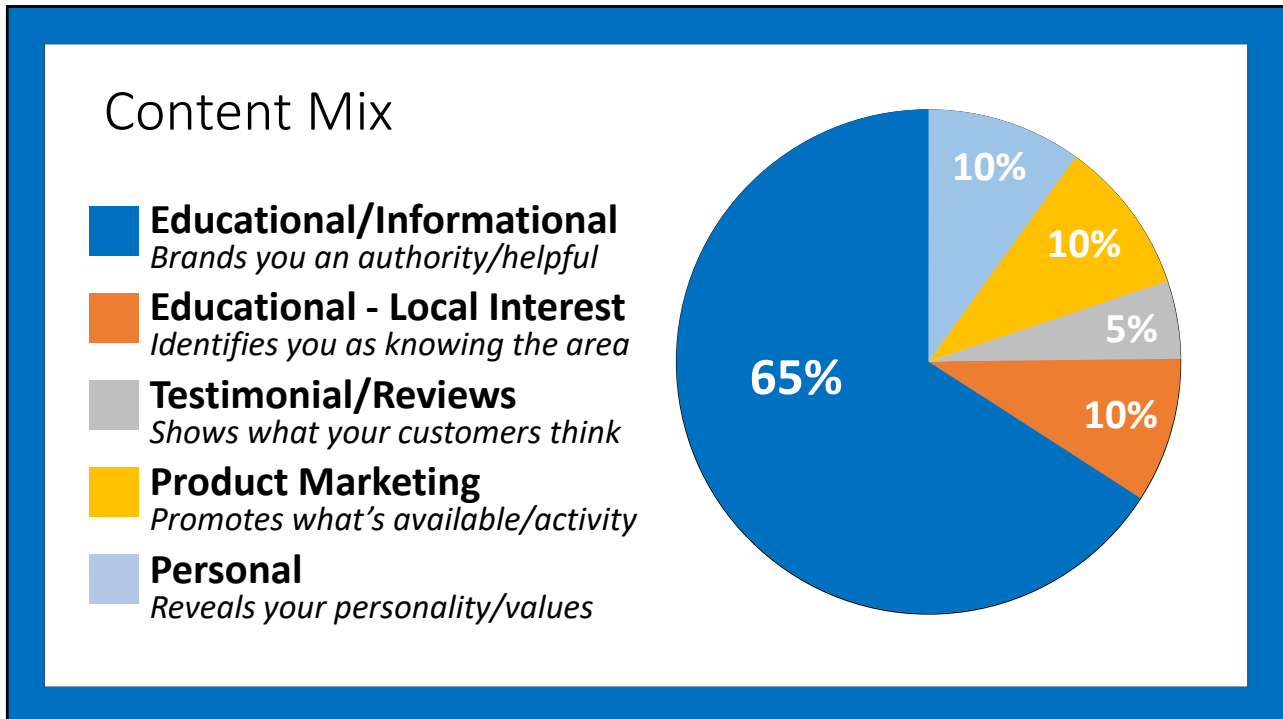






You need to be where your will-be customers are!!!

30



31



Brand Awareness VS **Product Marketing**

32

Brand Awareness



Richard Putnam

VS


Product Marketing



\$435,000

33





Content Creation


The graphic shows a central laptop displaying a video player. Surrounding it are various icons representing digital marketing and technology: a smartphone, a cloud, a document, a camera, a thumbs up, a gear, and a magnifying glass. The background is light blue with dashed lines.

- Content plan – what goes where & why Personal/Business
- Traffic –
 - “buy it” – Google Search, Google Local Search, Facebook ads, Boosts
 - “earn it” – post interesting content (time or money)
- Internet “rule of the road” – give and you shall receive
 - Interesting
 - Relevant
 - Knowledgeable
- If you get asked a question more than once, it should be content for your blog/newsletter/social media
- **Create...Curate...Subscribe.**

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General Posting Tips

- Content should be helpful not salesy
- Don't post same content repeatedly
- Be careful when posting in groups
- Content mix – subject and types.



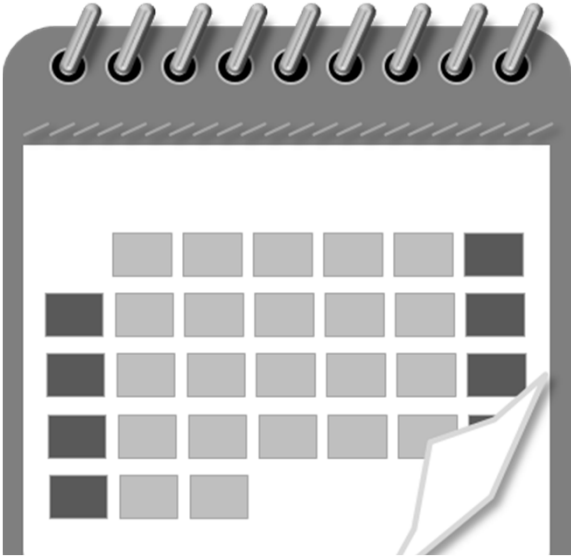
A blue thumbs-up icon is centered on a yellow square background. The square is inside a white speech bubble shape with three colored circles (blue, pink, yellow) at the top. Below the square are three horizontal lines in blue, yellow, and pink.

35



Social Media Content/Posting Plan

- Market Update – 4x a year
- Property tax challenge
- Home Inventory
- Annual Advisory
- Reminder that school starts/ends
- Holidays
- Testimonials
- Open Houses
- New Listings



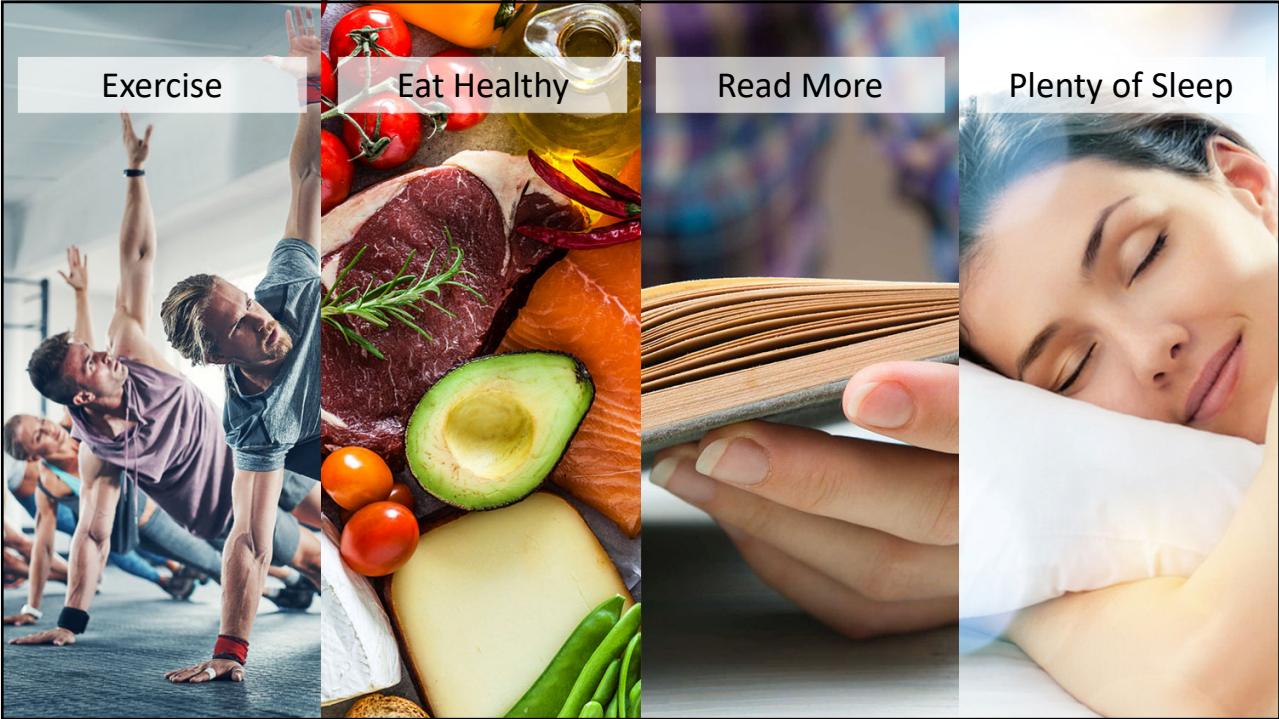
36

Consistency Is Essential

- Commit and plan a year in advance
- Staying fresh and interesting is important

37





38



39



Those who know “why”

can hire

those who know “how”!

40

CONSISTENT Digital Marketing Strategy

EMAIL

- Newsletter (frequency)
- Holiday Greetings
- Reminders
- Birthdays & Anniversaries





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Automated Digital Marketing




41



 Automated eMail


Upload your contacts – we'll send your newsletter

- At a frequency you choose
- Single topic
- Short sentences & paragraphs
- Easy to read/Easy to understand
- Modify title or content
- Choose from multiple templates
- Company or custom colors.




CUSTOM COLORS

If during the period you're waiting to buy, the price of the home goes up by 5% and the mortgage rate increases by 1%, the payment on a \$775,000 home with a 0.5% mortgage...

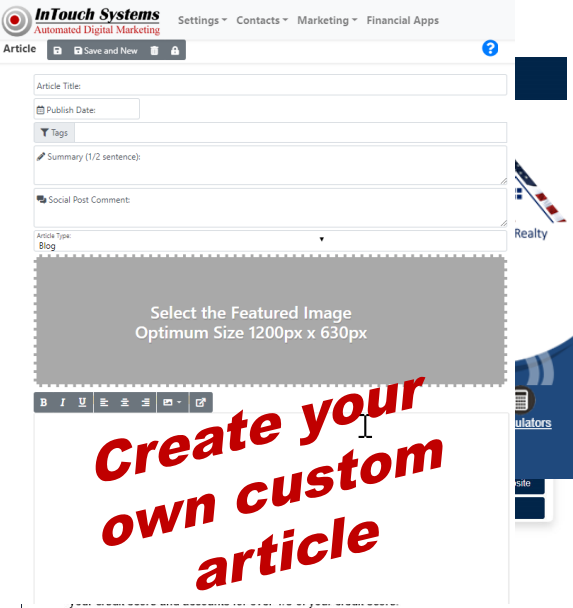
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Automated Digital Marketing

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 Automated eMail

Newsletter Features

- Hyperlinks for more information
- Goes directly to your landing page
- Buttons link directly to your website
- Custom newsletters for any topic you want.




Create your own custom article

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 Automated eMail

Holidays

- You decide whether a specific card goes out or not
- You'll be reminded just before they go out to your contacts




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 Automated eMail

Reminders, Birthdays, Anniversaries

- Change Clock - Spring Forward
- Change Clock - Fall Back
- Happy Anniversary
- Happy Birthday
- Home Anniversary




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 Automated eMail


Listing promotion

Pre-designed, ready to use templates

Personalize with listing information, picture & description


Push them out to your contacts already in the system.

Sold



...but there are still buyers available

9928 Sand Castle • Dallas, TX 75287
\$279,000 | Call for Sales Price




Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas porttitor congue massa. Fusce posuere, magna sed pulvinar ultricies, purus lectus malesuada libero, sit amet commodo magna eros quis urna.


Nunc viverra imperdiet enim. Fusce est. Vivamus a tellus.

Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Proin pharetra nonummy pede. Mauris et orci.

[Click here for more information](#)



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 Automated eMail

Do You Know What Your Home is Worth?

FIND OUT for FREE



A home's value can differ depending on what it is used for.

- Market Value** - The most probable price willing and informed buyers and sellers can agree upon in a competitive market without any undue influences.
- Appraised Value** - An opinion of a property's fair market value, based on a licensed appraiser's knowledge, experience and analysis of the property.
- Assessed Value** - The valuation placed on the property by a public tax assessor for purposes of taxation.
- Replacement Value** - The amount it would cost to replace the home at current prices less accrued depreciation. This value can be used for insurance.

[Click here for an Instant Valuation of Your Home](#)



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What's Up in Our Area

A quick look at what is going on related to homeowners

Dallas/Fort Worth

Local Housing
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas porttitor congue massa. Fusce posuere, magna sed pulvinar ultricies, purus lectus malesuada libero, sit amet commodo magna eros quis urna.

Food
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas porttitor congue massa. Fusce posuere, magna sed pulvinar ultricies, purus lectus malesuada libero, sit amet commodo magna eros quis urna.

Outdoors
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas porttitor congue massa. Fusce posuere, magna sed pulvinar ultricies, purus lectus malesuada libero, sit amet commodo magna eros quis urna.

Spats
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas porttitor congue massa. Fusce posuere, magna sed pulvinar ultricies, purus lectus malesuada libero, sit amet commodo magna eros quis urna.

What's New
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas porttitor congue massa. Fusce posuere, magna sed pulvinar ultricies, purus lectus malesuada libero, sit amet commodo magna eros quis urna.



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BetterHomeowners.com/SusanAnthony

[f](#) [t](#) [i](#)



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CONSISTENT

Digital Marketing Strategy

SOCIAL MEDIA POSTS


- Post Daily/Blog Weekly
- Informative
- Interesting
- Engaging
- Graphical






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Social Media 

Surviving Spouse


- Sale within two years of the death of their spouse may exclude up to \$500,000 of gain under Sec. 121 provided the ownership and use tests are met prior to death.
- The two-year period begins on the date of death and ends two years after that date.
- Effective for sales after December 31, 2007.



BetterHomeowners.com

First-time Homeowners should avoid these mistakes

1. Always going with the lowest bid on projects
2. Submitting small insurance claims that affect their record
3. Not considering the expected return on home remodeling improvements
4. Failing to keep receipts and paperwork on improvements
5. Ignoring apparently minor items on an inspection report



BetterHomeowners.com

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Social Media short stories

Susan Anthony, Realtor
Published by InTouch (?) - November 12 at 4:00 PM

With surefire ways to see a return on your investment, relatively low initial costs, and the potential for a lifetime of memories, buying a home now is a strategic and exciting thing to do.



BETTERHOMEOWNERS.COM
Millennials Do Understand It
A recent survey reported that 36 percent of millennials prefer investing in...

Millennials Do Understand It - 11/12/2019

A recent survey from Bankrate reported that 36 percent of millennials prefer investing in real estate over all other options, including the stock market, cash investments, and cryptocurrency. According to Business Insider, the generation is also responsible for the largest share of new mortgage loans. Here's why millennials are betting on real estate, and you should too.

Unlike stocks, which can completely lose value, or cars which depreciate in value over time, real estate stays valuable no matter what. Because it's a tangible asset and completely in your hands, you have the power to improve its value over time through repairs and renovations. That's a huge benefit compared to the stock market, which is entirely out of your control and incredibly volatile.

In buying a home, you will never lose the full value of your investment and you'll enjoy a rare kind of investment flexibility. Buy earlier on in your life, and not only will the value of your home increase over time, but the risk of loss will decrease the longer you hold onto it. That means the window for building equity is wide open.

Opens in Landing Page

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Social Media BLOG

- Can be posted automatically
- 52 articles a year

BLOG




Do You Know The Way?
Monday, March 04, 2019
By The Mike Parker Team



Fear of the unknown is common among all ages. Kids, at night, imagine monsters in their closets or under their beds and adults are unsure of what the future might bring.

It may be natural for first-time buyers to be unsure of the process because they haven't been through it before but even repeat buyers need to know changes that have taken place since the financial housing crisis.

The steps in the home buying process are very predictable and generally follow the same pattern every time. It certainly makes the move stay on schedule when you know all the different things that must be done to get to the closing.

- In the initial interview with your real estate professional, you share the things you want and need in a home, discuss available financing and learn how your agent can represent you in the transaction.
- The pre-approval step is essential for anyone using a mortgage to purchase a home to assure that they're looking at the right price of homes and so they'll know what they can qualify for and what the interest will be.
- Even with lower than normal inventory, it is difficult to stay up-to-date with the homes currently for sale and the new one just coming on the market. Technology has simplified this process, but the buyer needs to implement them.
- Showings can be accommodated online through virtual tours, drive-bys and finally, a personal tour through the home. Your real estate professional can work with you to see all the homes in the market through REALTORS, builders or for sale by owners.
- When a home has been identified, an offer is written and negotiation over price, condition and terms takes place.

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CONSISTENT

Digital Marketing Strategy

RESOURCES

- Relevant resources
- Benefits consumer
- Aggregate content
- Avoid linking away




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Original Content w/landing page vs Curating

55






Landing Page



Better Homeowners
Helping homeowners when they buy, sell and all the years in between.

HOME BUYER'S GUIDE SELLER'S GUIDE INFO GUIDES * FINANCIAL APPS


Personalized landing page
Loaded with consumer content
Protecting your contacts
Can be embedded into your website.



One More Reason to Refinance


Taking cash out of the equity of your home could be a legitimate way to fund a temporary cash crisis because you need the money now or want to have it on-hand just in case.

4/29/2020



Rental are IDEAL Investments


4/28/2020




Points on Refinancing

Points are considered pre-paid interest and deductible when purchasing a principal residence. However, points paid on refinancing their home are not and must be spread over the life of the loan.

Consider getting a loan without points, even if the interest rate may be a little higher.



A parent can give up to \$15,000 each year for their children per year without gift tax... that can be used for down payments on homes.




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Contact Me Visit Website


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Landing Page




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Helping homeowners when they buy, sell and all the years in between.


Information Guides



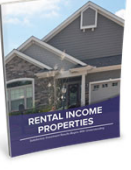
SELLERS GUIDE




BUYERS GUIDE




TAX GUIDE




RENTAL INCOME PROPERTIES



HOME INVENTORY



ANNUAL HOME ADVISORY



MOVING GUIDE

FACTS OR MYTHS

"It's impossible to get low down payment loans." - FACT! FHA down payments are 3.5% and VA is 0%. In some areas, there may be some 0% down payment USDA loans available. Fannie and Freddie-Mac have 2% down payment programs.

"If I've had a bankruptcy or foreclosure, I can't qualify." - FACT! Credit history following a bankruptcy or foreclosure is very important and there can be extenuating circumstances. It only takes a few moments with a reliable lending professional to find out if your individual situation will allow you to qualify for a new mortgage.

"All lenders are the same." - FACT! Reliable lending professionals will explain the entire process before collecting fees, quote fees up-front, have competitive products, do what is necessary to get the loan approved, and close at the locked rate and terms. Ask for recommendations from recent borrowers.

"It takes perfect credit to get a loan." - FACT! There is a relationship of better rates to better credit but many issues on a credit report can be explained or corrected. The way to know for sure is to speak to a reliable lender.

"Getting pre-approved is expensive." - FACT! Usually, the only expense to getting pre-approved is the cost of the credit report which could be around \$35. The advantage is that you will know that you qualify for a particular mortgage amount.


"I should wait to qualify until I find a home." - FACT! It can take time to qualify for a mortgage especially if there are issues that need to be corrected. The best interest rates are only available for the highest credit scores. It is to your advantage to start the qualifying process early in your home search.

"Adjustable Rate Mortgages are more expensive than fixed rate mortgages." - FACT! Adjustable Rate Mortgages can be less expensive than fixed rate mortgages if the buyer's circumstances warrant it. If a buyer is only going to be in a home for a few years before selling, it can be determined if an ARM loan will result in the lowest way to finance the property. There are many variables and you need to be aware of them before deciding which type of loan to finance your home purchase.

Buyers and Sellers need solid information to make good decisions. Call us with your questions or to get a recommendation of a reliable lender who can give you the real facts.

Courtesy of Susan Anthony | Stars & Stripes Realty
| Susan@SusanAnthony.com

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Pat Zaby, CCIM, CRS | Pat@PatZaby.com

27

Landing Page

Financial Apps

- 18 different apps frequently used in articles
- Consumers can input their own numbers
- Get their answers
- Prints with your contact info
- Can be embed into your website.

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InTouch Systems
*Automated Digital Marketing
for Top of Mind Awareness*

Digital Marketing Components & Frequency

Automated Email

Newsletters – 26
Holidays –12

Change Clocks – 2
Birthday/Anniversary - 2

Automated Social Media

240

240

240

240*

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Automated Landing Page

• Avoid Linking Away
• Aggregates Content

• Additional Resources

* Not automated but very easy

59


Pat Zaby, CCIM, CRS | Pat@PatZaby.com

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What Makes It Different?

- Transcends buying and selling to owning
- The consistent theme is "Helping people be better homeowners"
- Content is always fresh and up-to-date
- Pat Zaby develops all the content.



BBA in Real Estate – University of North Texas
 CCIM, CRB, CRS
 Past President – REALTORS® National Marketing Institute
 Past President – Residential Real Estate Council
 National Speaker/Instructor – 40+ years




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Reasons to Use InTouch Systems

- It takes time to prepare newsletters, mailings, and social media posts and you could be working with buyers and sellers.
- Consistently posting to your social media accounts provides professional credibility to buyers and sellers who are vetting you online. Lack of good content may result in an unfavorable outcome.
- If you're going to have a ghost writer, you want someone at least as smart as you and someone who'll make you look good.
- Sharing social media posts could result in having your followers diverted to portal sites used to harvest buyers and sellers.



61



| | |
|--|--|
| <p>Objection:</p> <p>“I can do it myself.”</p> | <ul style="list-style-type: none"> • Is it the highest and best use of your time? • If you didn’t have to do it, could you be more productive? • I know you can but <u>is it getting done?</u> • Are you consistently posting and emailing to your contacts? |
|--|--|

62

| | |
|--|--|
| <p>Objection:</p> <p>“I have someone on my team to do it.”</p> | <ul style="list-style-type: none"> • Even if you only used a few of the articles and posts per month, it could more than justify the cost. • InTouch Systems can provide information to complement your current material. • Using some of the InTouch content will free valuable time of your team member to do other things. |
|--|--|

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If you don't have the time, resources or just don't want to do it...

Let



InTouch Systems
Automated Digital Marketing

do it for you!

\$39 a month
or **\$399** a year



64

Setup is EASY!!!

- Step-by-Step Setup Wizard
- 1-on-1 Setup Appointment who can take control of your computer
- Easy import & Auto-update from Google/Outlook
- Custom color sets for major companies and franchises.



65



Supporting REALTORS® for over 30 years















66




InTouch Systems
Automated Digital Marketing

InTouchSystems.com



**POWERFUL CONTENT DESIGNED TO
MAXIMIZE TOP OF MIND AWARENESS
BY HELPING PEOPLE BE BETTER HOMEOWNERS
WHEN THEY BUY, SELL AND ALL THE YEARS IN BETWEEN.**

There's no reason to spend hours creating marketing content when you have InTouch.



START FREE TRIAL

REQUEST A DEMO

What is InTouch?



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