

4 PILLARS OF

LEAD GENERATION

reside.
PLATFORM





BACK IN THE DAY...

1. DIRECT RESPONSE

2. LEAD MANAGEMENT PROCESS

BABY REALTOR

- LEADS
- BUDGET
- HOW

1. I knew leads were the answer. Budget was \$200.
2. Only real EASY option was Zillow in the most challenged neighborhoods of Sacramento.
3. Still had call reluctance because I didn't have a real system.



TOOLS OF THE TRADE



- CRM
- IDX

1. Please use a CRM. We love Follow up boss but there are many out there.
 - a. If you cant afford one
 - i. Use what your brokerage provides
 - ii. Use a spreadsheet

PILLAR 1

2 MAIN LEAD TYPES



1. BUYER

- a. Property specific
- b. General

2. SELLER

- a. Come give me a presentation
- b. Home value or some other kind of info

SOURCES



- PORTALS
- REFERRALS
- PPC
- FACEBOOK
- THE REST

1. Portal leads - typically the highest intent
2. Referral sources - also high intent
3. PPC. - somebody searching for something on RE online. marketing which involves advertisers paying a fee each time one of their ads is clicked. Simply, you only pay for advertising if your ad is actually clicked on.



CIRCLE DIAL

THE SOURCE THAT
TEST YOUR SKILLS?

PILLAR 2

INITIAL CONTACT



THE IMPORTANCE
OF SPEED TO LEAD
3X3X3X

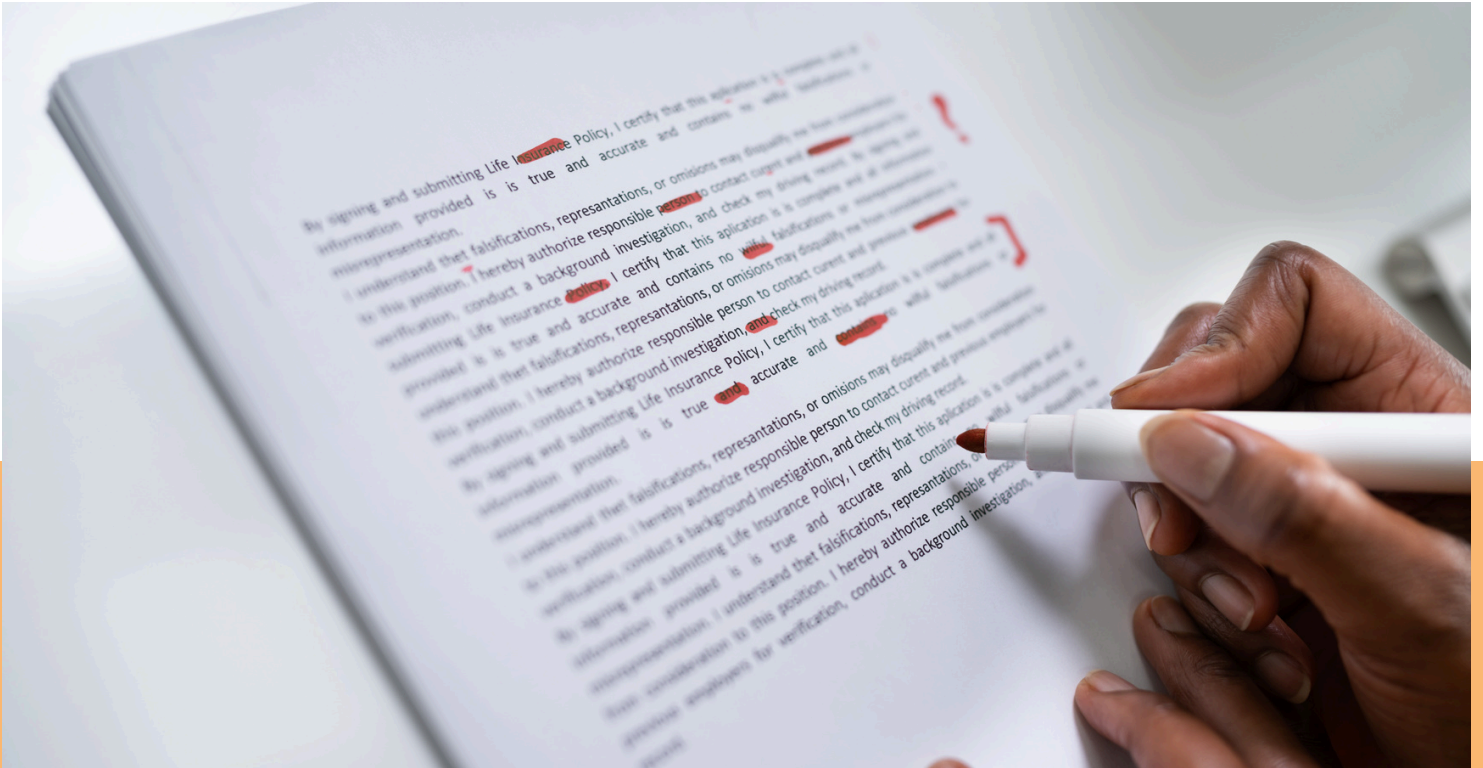


TEXTS & EMAILS

AUTOMATION WITH A HUMAN TOUCH

1. We like text automation... But you **MUST** watch for responses and reply in real time.
2. My advice is to not send manual emails. Use email drips.. Most CRMs have satisfactory ones, otherwise there are tons of resources to get great email drips from.

SCRIPTS



Buyer lead

- Property Specific ALM
 - Appointment | Location | Motivation
- Not property specific - LPMAMA
 - Price | Motivation | Agent | Mortgage | Appointment

PILLAR 3

NURTURE FOR TOF OR BOF



1. Metrics
2. Bottom of Funnel
3. Top of Funnel



QUIT WITH THIS

1. "HAVE YOU SEEN ANYTHING ONLINE YOU LIKE LATELY?"
2. "JUST CHECKING IN"

DEFINITELY USE THIS



1. I just saw these homes hit the market and they immediately made me think of you. I have some time on Thursday and Saturday, which one works better for us to check them out?
2. Check out this article (about something relevant to the consumer's journey"
3. Market update
4. My office has this coming soon listing. Here are the details available. It hits the market this Friday, are you free to go have a look?

CONTENT

OUR FORMULA

1. Market update
2. b. Consumer tips or other authority piece
3. c. Client testimonials
4. d. Home/business/local site tour



MORE CONTENT

1. Long form goes to Youtube/Linkedin...maybe FB
2. Short form goes to IG(reelz and stories), Tik Tok, FB
3. Email the long form to your clients once a week
4. Use short form social media ads to follow your clients around

CONSUMER FACING ADS



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The real estate market of the last couple years is **CHANGING**. We're seeing new things happen that we haven't seen before. And ...See more

AND THE RISE IN WORK FROM HOME JOBS

sellnow916.com
The NEW Real Estate Market 🏠 [Learn more](#)

Like Comment Share



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If you're in the market to buy or sell a home, understanding the real estate market is important to making the best ...See more

SACRAMENTO MARKET UPDATE


www.sellnow916.com
What Is Happening With the Sacramento Real... [Learn more](#)

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CLIENT TESTIMONIALS

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When you think of real estate agent, you probably think about finding a house or getting help with a sale. But for our clients, ...See more



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The real estate market is changing, and it might seem like a daunting task to keep up with the latest trends. However, our real ...See more



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The real estate market is changing... [Learn more](#)

Like Comment Share

Highly likely to recommend | 5.0 [Report a problem](#)

09/20/2022 - josedregu91
Bought a Single Family home in 2022 in Sacramento, CA.
Review for Member: [Chris Meier](#)

- ★★★★★ Local knowledge
- ★★★★★ Process expertise
- ★★★★★ Responsiveness
- ★★★★★ Negotiation skills

We just bought our first home together and Chris was our agent. We found Chris through Zillow and really appreciated his prompt replies. We came in with little knowledge but Chris was so helpful and made time for us to look at houses soon after we asked. He also recommended the lender we ended up going with. He was always on time, responsive, patient, and kindly guided us through the whole process. We love our new home and even after closing, Chris was there to help us and answer questions about the random things that came up. Thank you Chris!

Highly likely to recommend | 5.0 [Report a problem](#)

09/13/2022 - Elisabeth Fuller
Bought a Single Family home in 2022 in Roseville, CA.
Review for Member: [Sally Moore](#)

- ★★★★★ Local knowledge
- ★★★★★ Process expertise
- ★★★★★ Responsiveness
- ★★★★★ Negotiation skills

KATE MONIER - PROFESSIONAL - PROACTIVE - EFFICIENT - PERSONABLE
Many military families move around the country every two or three years, and our family is no different. We needed a proactive realtor that listened and understood our housing requirements that would meet our budget and familiar with VA loan requirements. Secondly, we were only able to search the local housing market during a short window then return to our out of state duty station. Kate Monier from Big Block Realty North exceeded our expectations and was a pleasure to work with. She is a great listener and was efficient with our time, always prepared and available to answer questions as we worked through the process. Secondly, she went above and beyond in long distance communications and ensured the process went smoothly. I would highly recommend her as she is a great advocate to any potential buyer or seller.
- John and Elisabeth

MAILCHIMP EMAILS

make an informed decision about whether or not this is the right city for you.



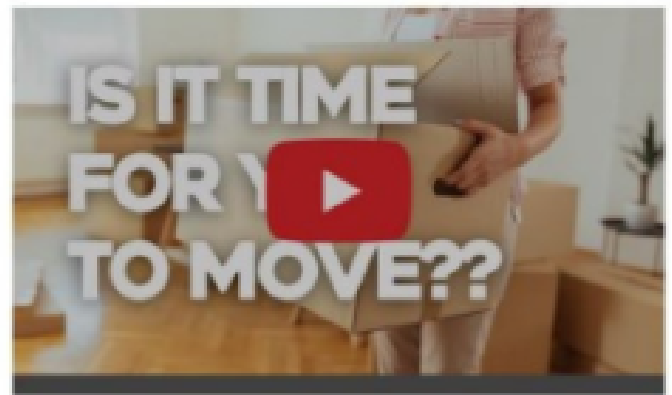
If you're considering moving here or are just curious about what life in _____ is like, then [this](#) video is for you!

{Your Name}
CEO at Reside Platform



Well lucky for you, we took a look at some of the key factors everyone should think about before deciding whether or not to move out.

So, if you feel like you're outgrowing your current home or if you're just ready for a change of scenery, take a look at what we believe you should take into account before making that decision.



We hope this helps you get a better understanding of whether or not its time for you to move out.

If you have any questions, please reach out to me!

{Your Name}
CEO at Reside Platform



33% OPEN
RATE

41% OPEN
RATE

CONTENT CREATION



1. WHAT HAS THE MOST ENGAGEMENT ON PUBLIC FB GROUPS LIKE LCA?
2. WHAT IS TRENDING OR HAS A LOT OF LIKES?
3. KEEPING CURRENT MATTERS
 - i. ANSWER THE PUBLIC/ SEM RUSH

PILLAR 4

CLOSING/PRESENTATION



1. THERE IS NO SHORTAGE OF GREAT SCRIPTS OUT THERE FOR PRESENTATIONS.
2. FIND SOMETHING THAT RESONATES WITH YOU

MAINSTAYS OF YOUR PRESENTATION



1. UNIQUE SELLING PROPOSITIONS- LOVE IT OR LEAVE IT.
2. GUARANTEED OFFER.
 - a. CLIENT REVIEWS



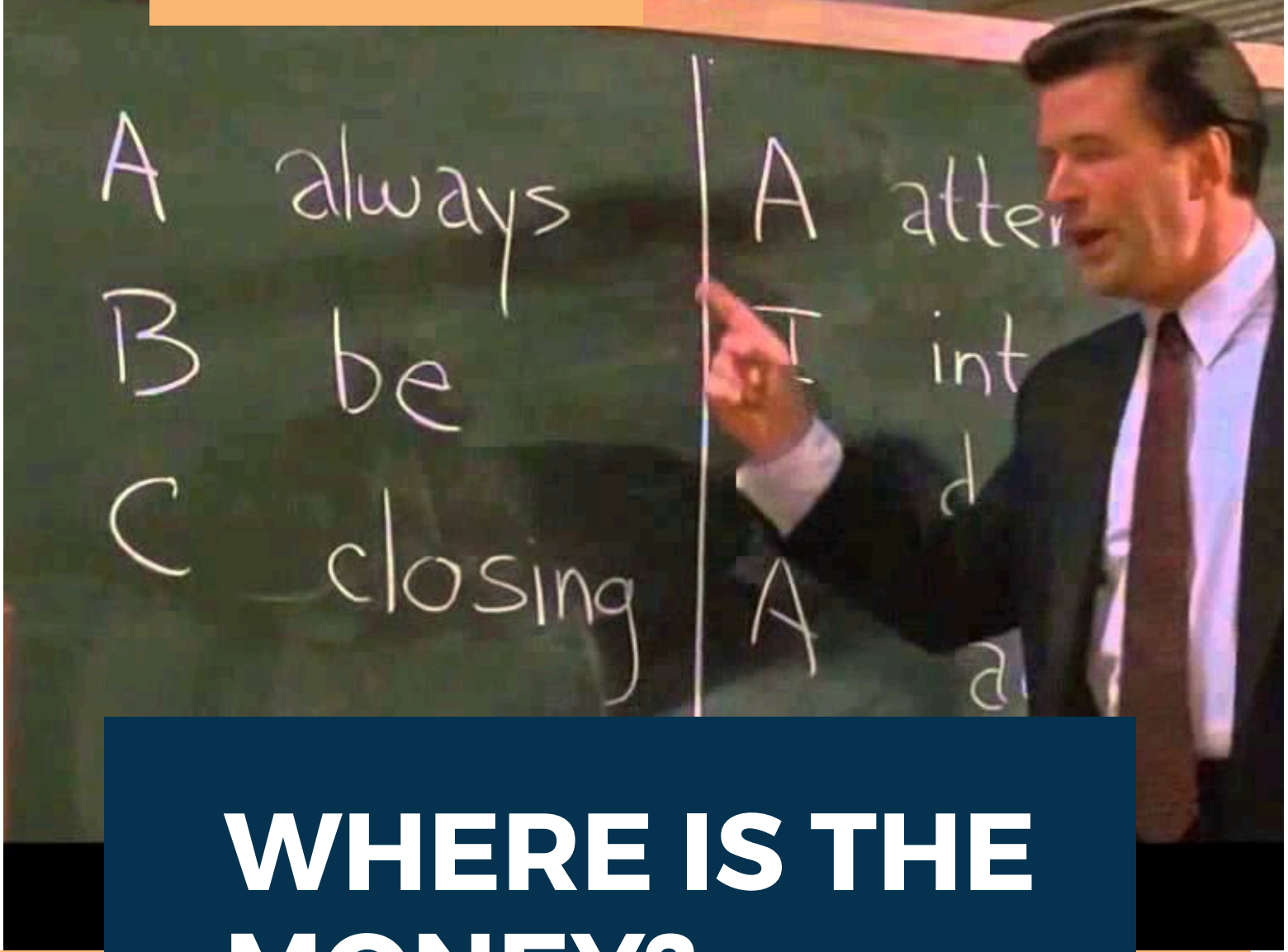
START WITH VALUE BEFORE YOU SHOW UP

We like using
Highnote for any
kind of meeting.

CLOSE.



1. Listing presentation, present the paperwork EVERY TIME.
2. Buyer presentation.
 - a. Rank the houses 1 to 10. If the number is high, ask if they want to write an offer.
 - b. If not, schedule the next appt.
3. There is a ton of tech out there that makes this easier. For a list of what we use check out thehustlingagent.com



WHERE IS THE MONEY?

Always

Be

Closing



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FOLLOW US?**

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