



**BERKSHIRE
HATHAWAY**
HomeServices

Florida Properties Group

The Secret to Capturing More Business
Hint: It's More Than Generating Leads

Evan Peele
Dotloop Transaction Management



What is the No. 1 Lead Gen Source?



Sphere of influence/relationships



Advertising, print and direct mail



Email drip campaigns



Agent /broker website

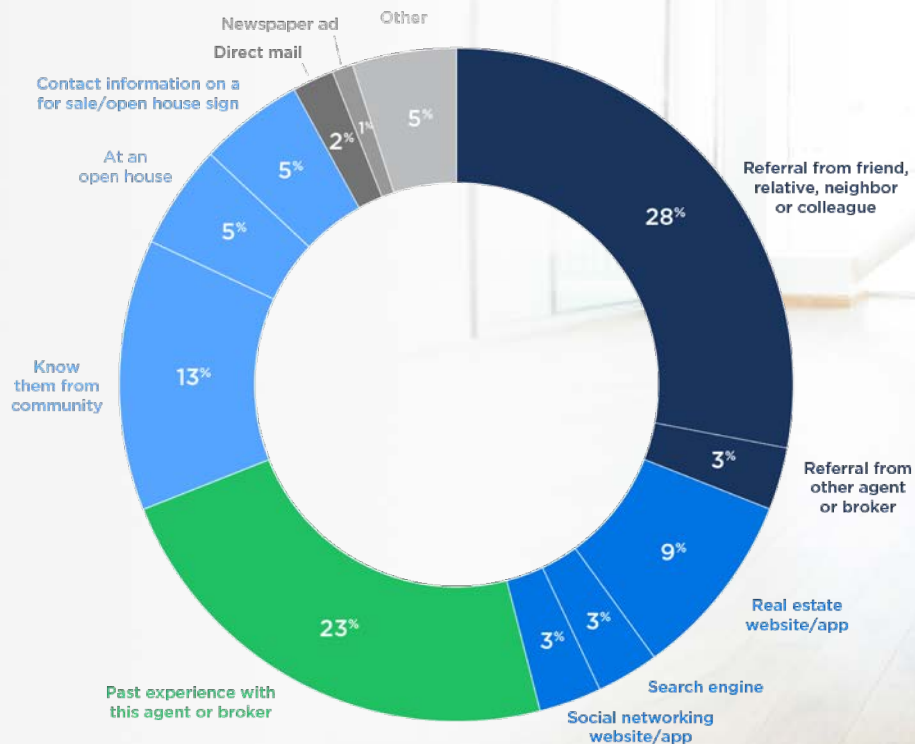


Social media – organic and paid



Search portals

Referrals are the **No.1** Source of Agent Leads Among Sellers



Source: Zillow's Consumer Housing Trends Report, 2018



Service as **Marketing**

**The Difference Between Lead Generation
and Total Business Generation**

How you **communicate**

Tools you use to transact and close leads

How you **go above and beyond**



Technology:
The Secret Weapon
of Today's Super Agent



Service as Marketing



Clients meet agent

Ask to see the loan estimate

Secure them better deals on pest inspection or their title.



Agent finds home

Make sure they have the right inspector

Agent lists home

Schedule the cleaners, stagers, dog walkers, etc



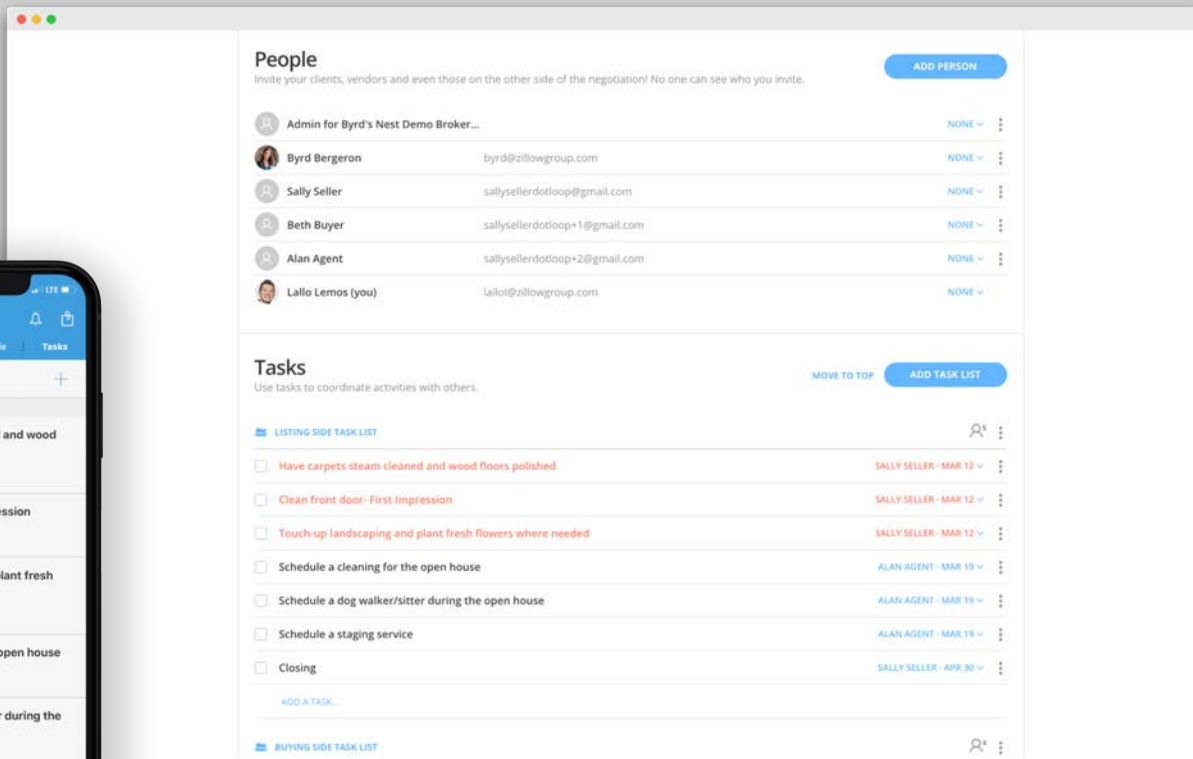
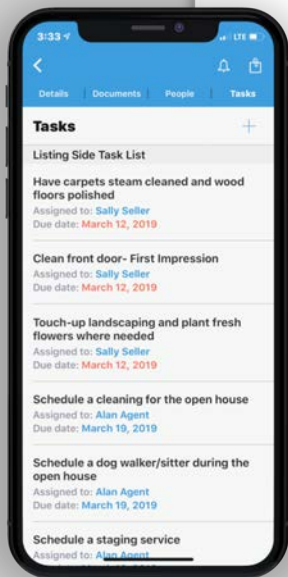
Sign the paperwork

Make sure everything goes smoothly with the escrow company

Set-up someone to rekey locks after they sign the paperwork

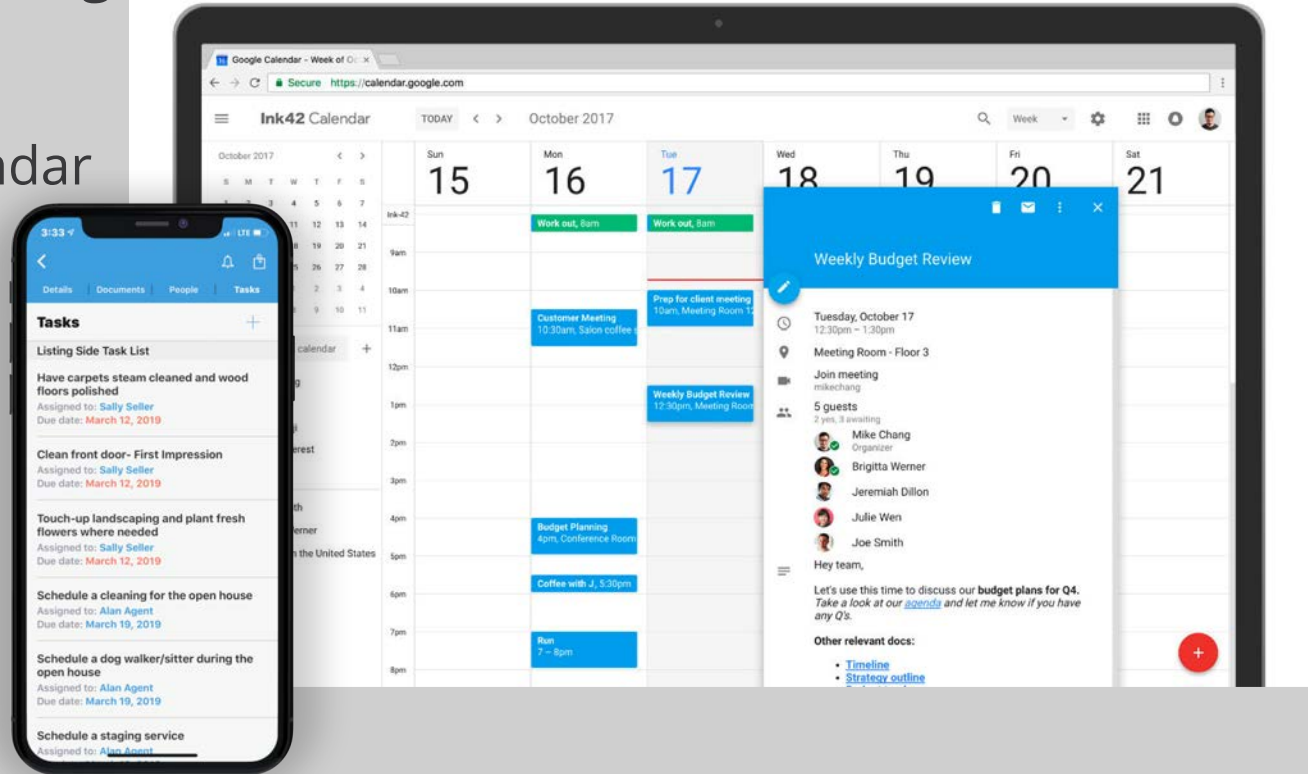
Introduce them to a local security company to set-up a system prior to move-in so they feel safe

Keep everything in order



Keep everything
in order

Google Calendar



Leverage Your Community Partners for a Greater Referral Sphere

Open houses to create community opportunities

- coupon book
- local artwork/DIY
- classes
- nonprofits

Technology to build partnerships

- referral campaign
- social media takeover

Local businesses

- landscaping, carpet cleaners, Mr. fix-its, painters, maid services, dog walkers,
- local mortgage company pre-qualify buyers



Let **dotloop** Create These Relationships for You



Clients meet agent

Mortgage company – prequalify



Agent finds home

Home inspectors

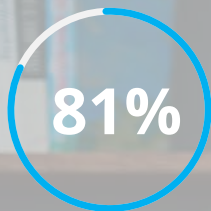
Agent lists home

Landscaping
Home repair
Painters
Carpet cleaning



Sign the paperwork

Moving services
Local furniture companies
Home remodeling
Security companies



of Sellers Report Responsiveness as an
"Extremely or Very Important" Factor
When Selecting an Agent*

Agents need to be first to market

Customers want immediate answers

Referrals for third-party providers add customer
value and cross-marketing opportunities
for agents/brokers

*Source: Zillow's Consumer Housing Trends Report, 2018



81%

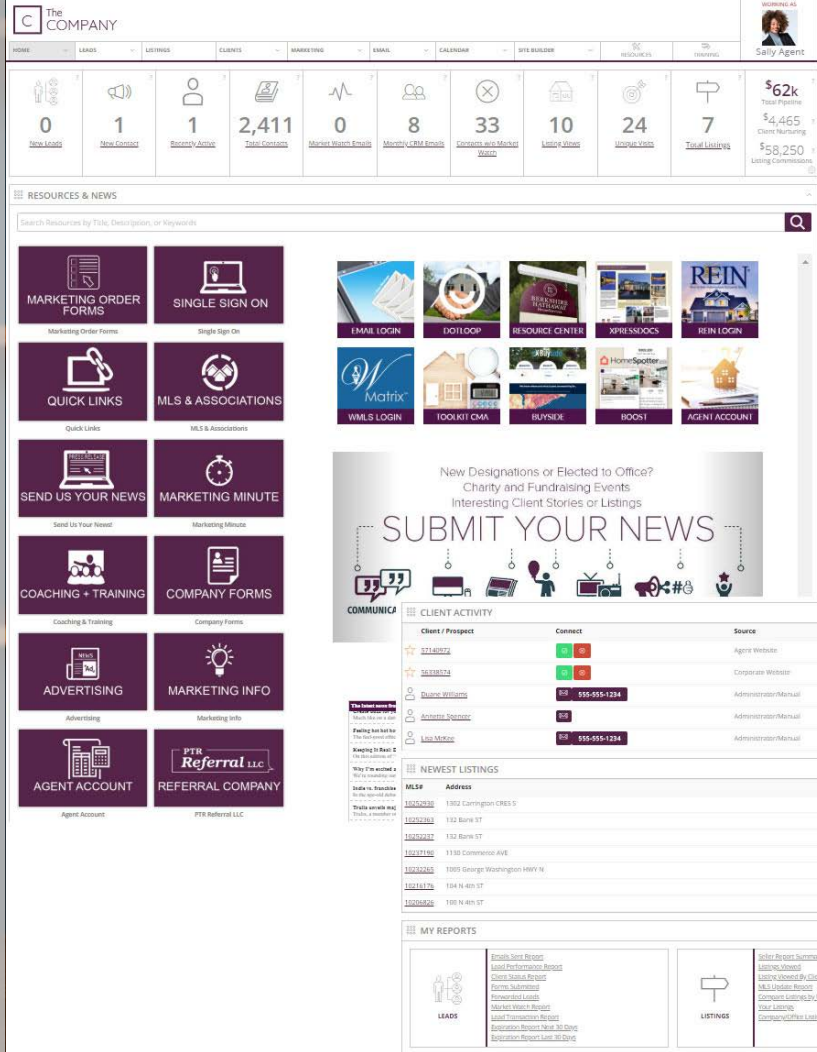
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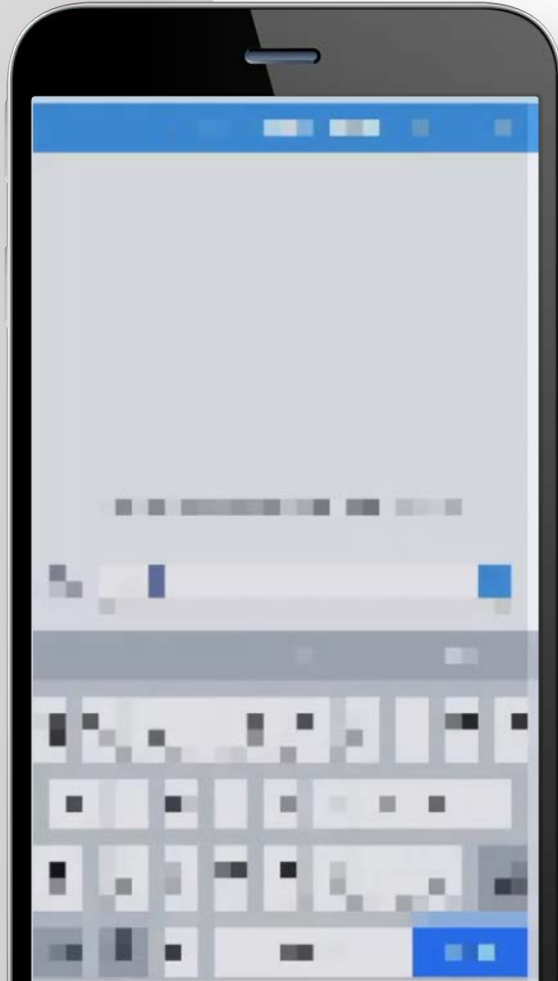
Follow Up Faster with **dotloop Messenger**

Scenario: Just met a prospective buyer at open house. They've given you a business card with their phone number.

- A** Do you give them a call to set-up an appointment?
- B** Do you text them a link to a loop you've already created on the listing, complete with seller's disclosures and list of home improvements?



Dotloop's Text Messenger **Improves** Client Response Time



5

SECONDS

Time it takes for someone to
read a text

90

SECONDS

Average time a person takes to
respond to a text
versus **90 Minutes** with email

98%

Text Open Rate

versus **20%** with email



Dotloop's Text Messenger Empowers Agents

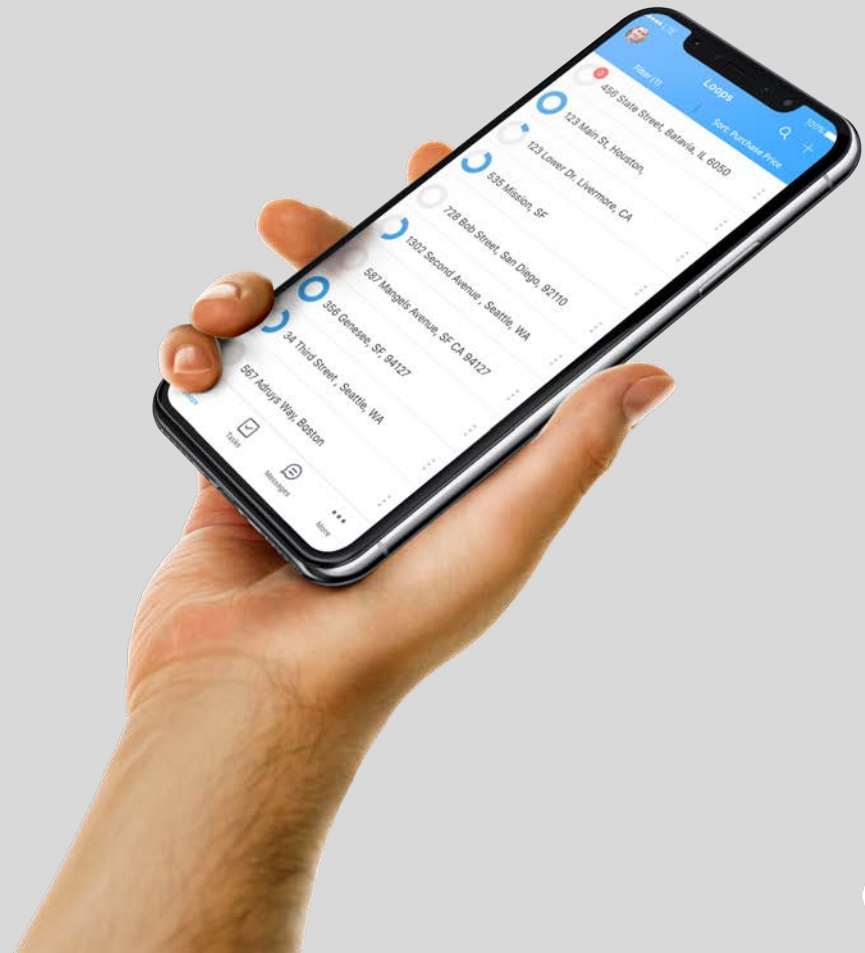
Text via phone numbers, emails or both

Single or group chat

Gain real-time notifications — no more logging in/out of email

Track and log all conversations

- Make compliance easy
- Recover conversations easily, quickly



Transaction Tools: More Than Just for Closing the Deal

CRM & LEAD GENERATION



dot loop

ACCOUNTING & BACK OFFICE



MARKETING & AUTOMATION



Transaction Tools: More Than Just for Closing the Deal

Ask for a Review

Ask your client to write a review for your Zillow profile. Clients will receive an email with the message below and a link to Zillow's Write A Review page.

REQUEST REVIEW FROM

☐ Beth Buyer bethb@email.com BUYER

☐ Natalie Johnstone njohnstone@gmail.com BUYER2

[+ ADD PERSON](#)

ADD A MESSAGE

Hello,

Please take a moment to review me on Zillow.

Please note: If you don't already have a Zillow account, you will be asked to provide your email to help prevent fraudulent reviews.

Thank you!

[Learn more about reviews](#)

SEND REQUEST

★★★★★ Highly likely to recommend

08/08/2017 - [Malina Karimova](#)
Bought a Condo home in 2017 in O'Hare, Chicago, IL.

Local knowledge: ★★★★★

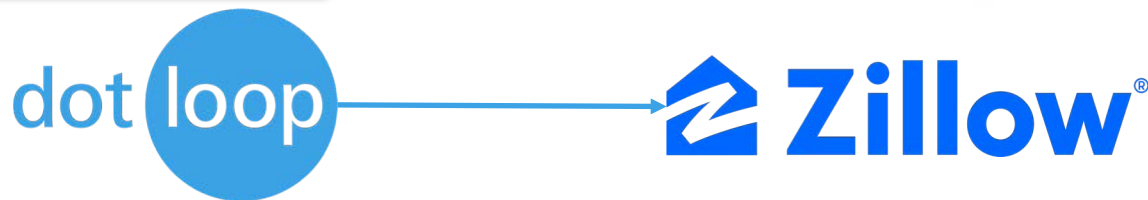
Process expertise: ★★★★★

Responsiveness: ★★★★★

Negotiation skills: ★★★★★

Excellence and professionalism!!! Tania is the whole package. Whether looking to buy or sell, Tania is the person you are looking for! She is responsive (even after hours and weekends!), knowledgeable and works with an exceptional team of professionals ready to take you through every step of the long process with ease. She takes her time to explain everything in detail, gathers required information, and she is not shy to share her honest opinion. She is very kind natured, soft-spoken and easily trusted! She even took the time to run some of our errands, so we don't have to run into late payments and get overcharged penalties!

Thank you, Tania, for everything! You are truly amazing and we look forward to working with you and your team in the future! [Less](#)





The Only **Teams-Specific** Dashboard Built Specifically for the Real Estate Industry

Allows admins and team leads to log-in and view the status of multiple transactions

Simplifies lead sharing by team leads

Streamlines forms and enables agents to create, edit, eSign, share, gain compliance and store on one platform

Surprises and delights customers with branded communication and easy text messaging



The Close is Not Your End Game

Turn closing leads into new business via referrals

Set up a referral program on the platform

Cross-market with third-party providers using Trusted Service Provider section of dotloop

Remember

Real Estate is All About the **Relationships** you **Nurture and Feed Back** into the Funnel





QUESTIONS?



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