dot loop





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



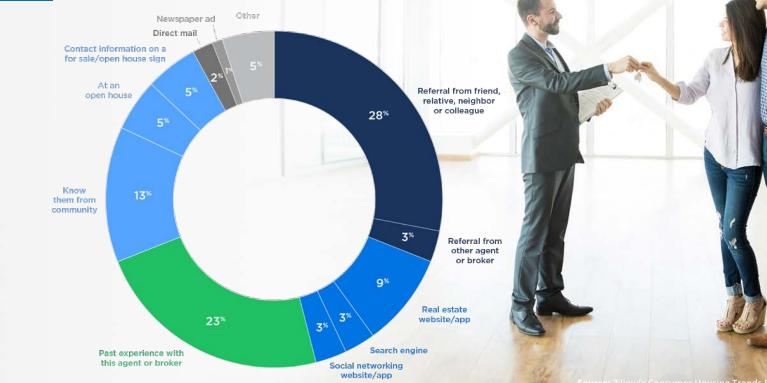
Social media – organic and paid



Search portals



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



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

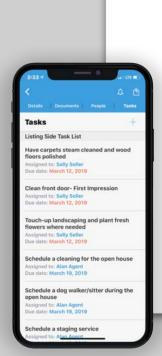
Make sure everything goes smoothly with the escrow company

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



...

Invite	ople your clients, vendors and ev	en those on the other side of the negotiation! No one can see who ye	ou invite.	
0	Admin for Byrd's Nest Dem	no Broker	NONE ~	i.
	Byrd Bergeron	byrd@zillowgroup.com	NONE~	E
0	Sally Seller	sallysellerdotloop@gmail.com	NONE	÷
0	Beth Buyer	sallysellerdotloop+1@gmail.com	NONE ~	÷
0	Alan Agent	sallysellerdotloop+2@gmail.com	NONE	÷
0	Lallo Lemos (you)	tallot@zillowgroup.com	NONE -	
Use ta	SKS asks to coordinate activities w ISTING SIDE TASK LIST	with others.	MOVE TO TOP ADD TASK LIST	1
E 10	asks to coordinate activities w		R	-
Use ta	asks to coordinate activities w ISTING SIDE TASK LIST Have carpets steam cleaned	and wood floors polished	Q ⁴ Sally Seller-Mar 12 ♥	1
Use ta	asks to coordinate activities w ISTING SIDE TASK LIST Have carpets steam cleaned Clean front door- First Impre	and wood floors polished	SALLY SELLER - MAR 12 ~ SALLY SELLER - MAR 12 ~	1
Use ta	asks to coordinate activities w ISTING SIDE TASK LIST Have carpets steam cleaned Clean front door- First Impre	and wood floors polished	Q ⁴ Sally Seller-Mar 12 ♥	1
Use ta	asks to coordinate activities w ISTING SIDE TASK LIST Have carpets steam cleaned Clean front door- First Impre	and wood floors polished ission Jant fresh flowers where needed	SALLY SELLER - MAR 12 ~ SALLY SELLER - MAR 12 ~	1
Use ta	asks to coordinate activities w ISTING SIDE TASK LIST Have carpets steam cleaned Clean front door- First Impre Touch-up landscaping and pl	and wood floors polished sssion Jant fresh flowers where needed open house	SALLY SELLER - MAR 12 - SALLY SELLER - MAR 12 - SALLY SELLER - MAR 12 -	
Use ta	asks to coordinate activities w ISTING SIDE TASK LIST Have carpets steam cleaned Clean front door- First Impre Touch-up landscaping and pl Schedule a cleaning for the c	and wood floors polished sssion Jant fresh flowers where needed open house	R SALLY SELER - MAR 12 - SALLY SELER - MAR 12 - SALLY SELER - MAR 12 - ALAN AGENT - MAR 13 -	1
	asks to coordinate activities w ISTING SIDE TASK LIST Have carpets steam cleaned Clean front door- First Impre Fouch-up landscaping and pl Schedule a cleaning for the o Schedule a dog walker/sitter	and wood floors polished sssion Jant fresh flowers where needed open house	R SALLY SELER - MAR 12 - SALLY SELER - MAR 12 - SALLY SELER - MAR 12 - ALAN AGENT - MAR 19 - ALAN AGENT - MAR 19 -	

Keep everything in order

Google Calendar

	Coccele Calendar - Week of 0: x						1			
=	■ Ink42 Calendar		TODAY < > October 2017			Q, Week - 🕸			III O 😰	
ar october?	017 сэ тwтгл		^{sun} 15	^{Mon} 16	[™] 17	wed 18	^{тни} 19	20	^{sat} 21	
	8 19 20 21	Ink-82 9am		Work out, 8am	Work out, Bam	w	eekly Budget Review	∎ ⊠ i ×	_	
rs Documents Poople Tasks	9 10 11	10am 11am		Customer Meeting 10:30am, Salon colfee :	Prep for client meeting 10am, Meeting Room 13	12:	esday, October 17 30pm - 1:30pm			
carpets steam cleaned and wood s polished ned to: Sally Seller ate: March 12, 2019	9	12pm 1pm			Weekly Budget Review 12:30pm, Meeting Room	Joi mik	eting Room - Floor 3 in meeting schang juests m, 3 availing Mike Chang			
n front door- First Impression ned to: Sally Seller ate: March 12, 2019	erest	2pm 3pm					Organizer Brigitta Werner Jeremiah Dillon			
n-up landscaping and plant fresh rs where needed red to: Sally Seller ate: March 12, 2019	th Ierner 1 the United States	4pm Spm		Bodget Planning 4pm, Conference Room		e He	Julie Wen Joe Smith y team,			
dule a cleaning for the open house sed to: Alan Agent ste: March 19, 2019		6pm 7pm		Coffee with J, 5:30pm		Let Tai anj	's use this time to discuss ou ke a look at our <u>agenda</u> and k v Q's. her relevant docs:	r budget plans for Q4. et me know if you have		
dule a dog walker/sitter during the house ned to: Alan Agent ate: March 19, 2019		8pm		7 – Spm		00	<u>Timeline</u> <u>Strategy outline</u>		•	
dule a staging service										

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

- · bandscapingsidarpericesadogswalketix, its
- local mortgage company pre-qualify buyers



Let **dotloop** Create These Relationships for You





81%

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



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

81%

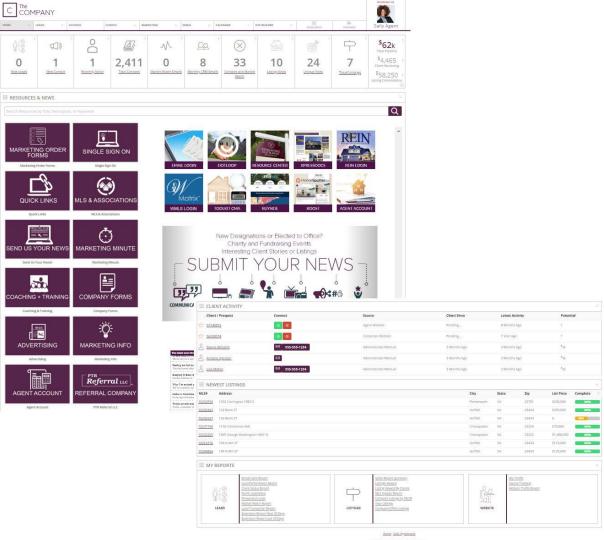
0

New Leads

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



Follow Up Faster with dotloop Messenger

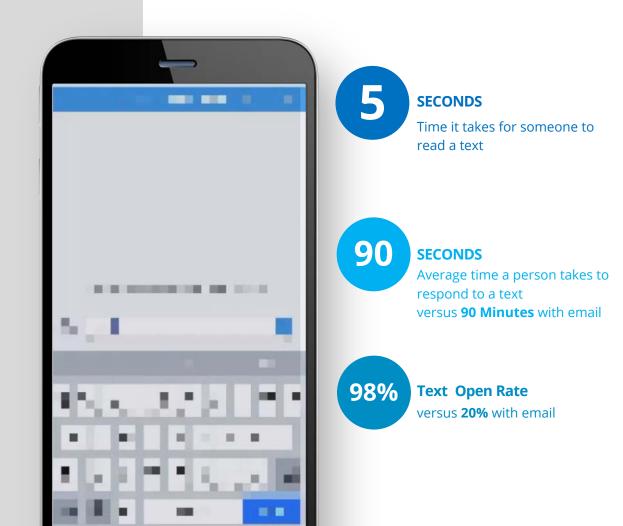
Scenario: Just met a prospective buyer at open house. They've given you a business card with their phone number.

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



Dotloop's Text Messenger Empowers Agents

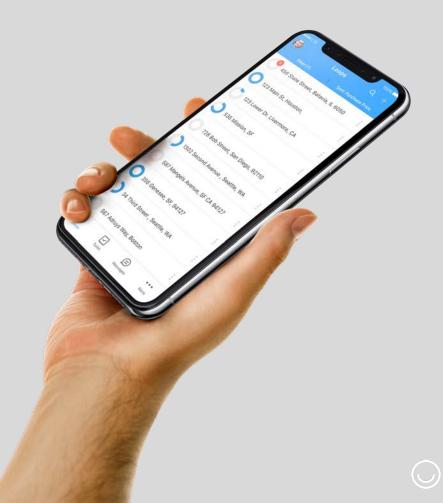
Text via phone numbers, emails or both

Single or group chat

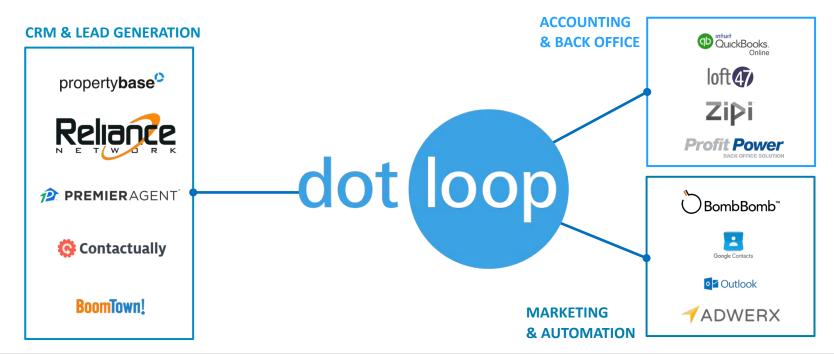
Gain real-time notifications — no more logging in/out of email

Track and log all conversations

- Make compliance easy
- Recover conversations easily, quickly



Transaction Tools: More Than Just for Closing the Deal





Transaction Tools: More Than Just for Closing the Deal

		Zillow profile. Clients will receive ow's Write A Review page.	an email	
REQUEST REVIEW FROM				
Beth Buyer	bethb@email.com	BUYER		
Natalie Johnstone	njohnstone@gmail.com	BUYER2		
+ ADD PERSON ADD A MESSAGE				
Please note: If you	ent to review me on Zi don't already have a Z to help prevent fraudul	illow account, you will be asked to	ŝ	
	NIAWS PA	SEND REQUE	57	
Learn more about re				





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 \wedge



dot (loop) for Teams

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?

THE R. P. LEWIS CO., LANSING MICH.
