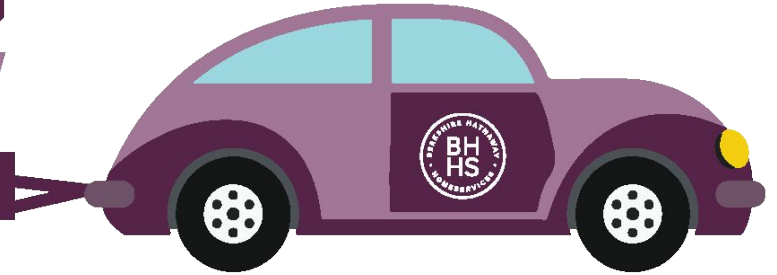


# MARKETING ROAD SHOW

FEBRUARY 3-24, 2020





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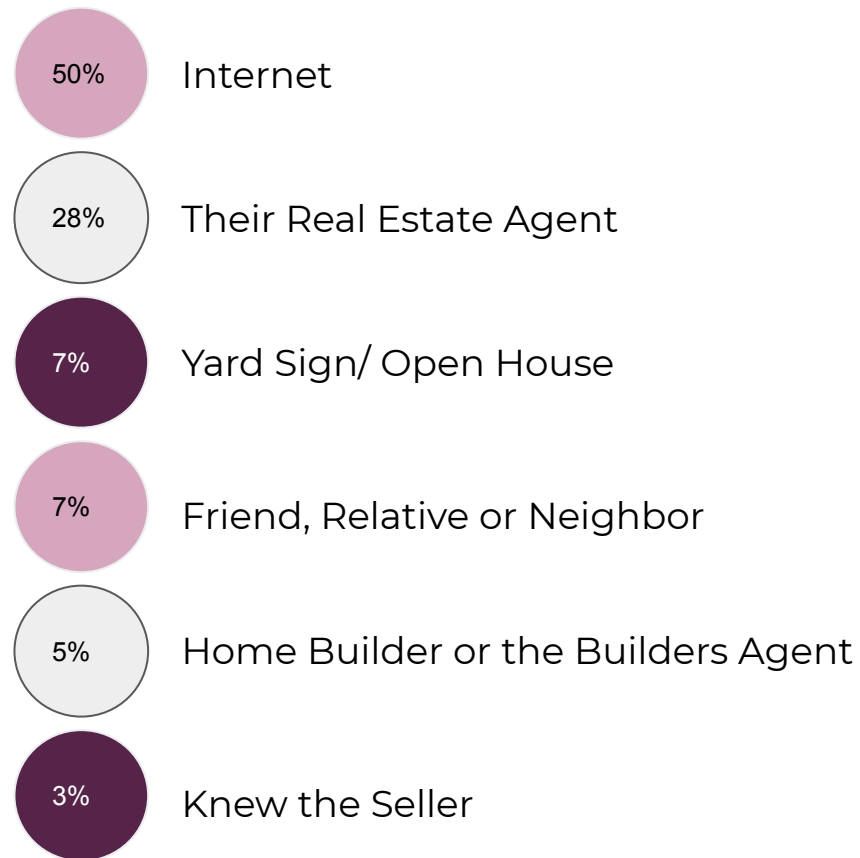
# Setting the Stage Listings Matter



List  
to  
LAST



# Why LISTINGS Matter



## Where Buyers Found the Home they Purchased

Source: NAR 2018 Profile of Home Buyers and Sellers





# Buyer/Seller Cycle

## Stage 5: Not Thinking of Buying or Selling

No Action | No Contact

## Stage 4: Thinking of Buying or Selling

No Action | No Contact

## Stage 3: Has begun search/research

Action | No Contact

## Stage 2: Contact with an agent

Action | Contact

## Stage 1: Selected an agent

Action | Contact



## **What are the top 3 reasons a Seller selects their agent?**

**PS- They're not what you think!**



# What REALLY matters

## Broker Selection: Factors of Influence



What factors influence the Seller when selecting their broker? Sellers are asked about the importance of a the following factors when selecting their broker.

### Question

### All Responses

+ Sales Record in the area

**60.7%**  
(2177/3585)

+ Understanding of our needs and requirements

**86.3%**  
(3094/3585)

+ Broker Commission

**47.1%**  
(1688/3585)

+ Properly estimating the sale price of your home

**80.7%**  
(2893/3585)

+ Local Knowledge

**84.4%**  
(3024/3585)

+ Suggested Marketing Plan for property

**77.1%**  
(2763/3585)

+ Recommendation from friend/relative

**51.8%**  
(1857/3585)

+ Had dealt with Agent/Broker previously

**50.3%**  
(1805/3585)



# Influencing Stage 1

Broker Commission	<b>47.1%</b> <b>(1688/3585)</b>	
Critical (score = 3)	158	<b>13.2%</b>
Important (score = 2)	419	<b>35.1%</b>
A Consideration (score = 1)	376	<b>31.5%</b>
Not Important (score = 0)	242	<b>20.3%</b>



# | How to find Listings

---

First step

## HOW TO FIND LISTINGS



# | For Sale by Owner & Expireds

---

ZILLOW: BY OWNER | FORSALEBYOWNER.COM | FSBO.COM | CRAIGSLIST | PHYSICAL DRIVE BY  
MOJO AUTO DIALER | THE RED X | COLES DIRECTORY

- Print your **ACE Open House Flyer** to Invite them to your open house this weekend (starts the conversation with a deposit)
- Prepare, print and drop off a **Buyside BMA** on their property
- Print and drop off a **Real Estate and Lifestyle Planning Guide** (Marketing ReSource Center)
- Set them up to receive a **monthly Property Value report**
  - Using the **AVM** on your BHHS website
  - Cab Corner- **Market Watch Report**

**TIP:** FSBO Scripts posted on Agent Help Site. Search for “FSBO”



# | 10-10-20 Rule



## When

Just Listed  
Open House  
Under Contract  
Sold



## What

Property Flyer  
Property Postcard  
Geofenced social ads  
Adwerx  
Phone Call (Use Remine)  
Slydial (Use Remine)  
eBlast (Use Remine)

Tip: Adwerx retargeting ads will be running when originally listed (7 days)!





# Ninja Your Sphere

2 Personal  
Notes per  
Day

Great way to  
leave a lasting  
impression and  
connect with  
your sphere in a  
personal way

Real Estate  
Service  
Calls Using  
5-step  
process

1. Salutation
2. FORD Question
3. Purpose of call
4. FORD Question
5. Thank you!

Conduct 2  
Real Estate  
Reviews

Face-to-Face  
Interaction with  
relative,  
personalized  
information

Focus on  
Hot and  
Warm lists

Hot List:  
Buying/Selling in  
next 3 months  
Warm List:  
Buying/Selling in  
the next 3-9  
months

Use a  
FLOW  
system

You're in luck!  
We are Ninja's at  
FLOW and have  
a customized  
campaign ready  
for YOU!

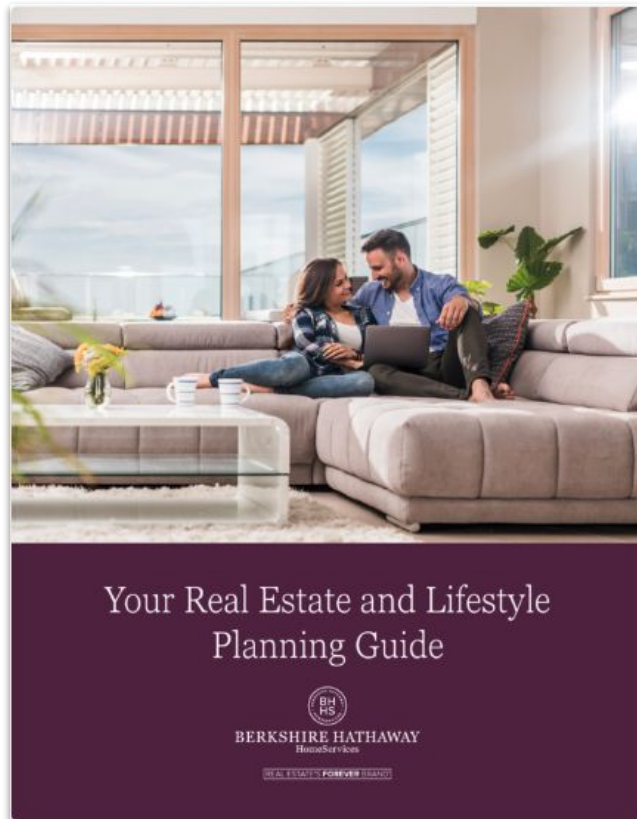




# Real Estate Reviews {Ninja}

- **DO** 2 per week
- **DO** your sphere and past client list as a place to start
- **DO** your Farming neighborhood when you run out of people
- **DO** once per year on everyone you know
- **DO** take PERSONALIZED materials for THEM
- **DO** be their REAL ESTATE ADVISOR
  - Remember our Ecosystem
- **DO NOT** try to list their house
- **DO NOT** try to sell them
- **DO NOT** take generic materials without a personal touch

**TIP:** If they have young kids add a coloring book and crayons or if they have furbabies take some treats!





# Door Knocking



## WHEN

Just Listed  
Open House  
Under Contract  
Sold  
Looking for a Buyer  
Pay a Compliment  
Charity Function

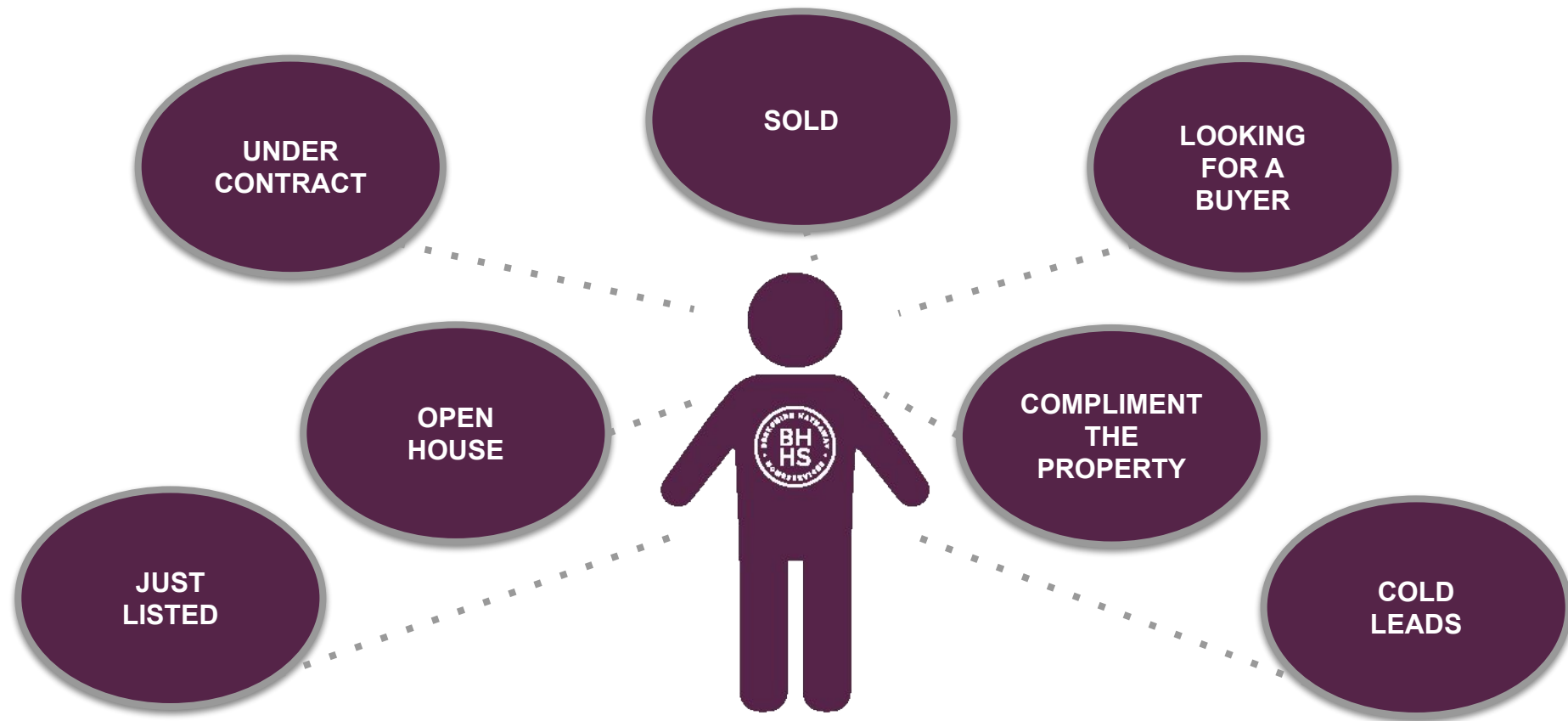
## WHAT

Property Flyer  
Property Postcard  
Personal BMA  
Personal Notecard  
Buyer Profile Sheet



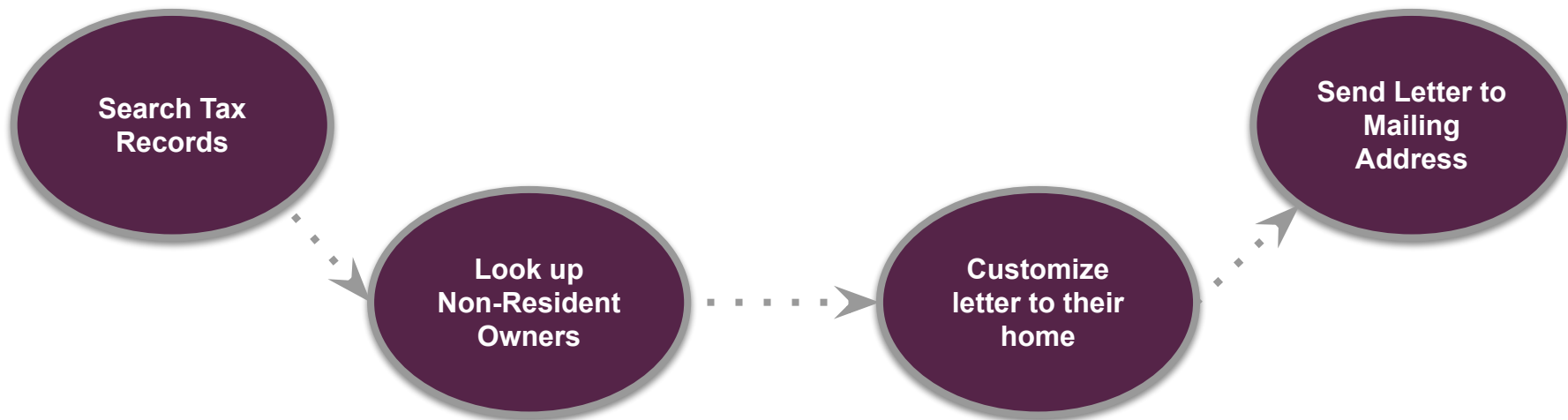


# Warm Calling





## HOW TO FIND THEM & HOW TO MARKET TO THEM





## MARKETING

1. Share your AVM link on social media. Make the caption funny and engaging to get better responses. (Stage 4 to 3)
2. Letter or postcard to your farming neighborhood or Sphere- promoting your AVM (Stage 4 to 3)
3. Monthly Value Report- setup an auto-email to all homeowners in your database to receive monthly BMA (Stage 5 to 3)

## What is Your Home Worth?

Check 3 current market values for your home and view potential buyers

Enter address to get market report





# | Farming a Neighborhood

---

Good Turnover (5+ Solds in 12 months) | At least 3 Actives | Price point you desire to work |  
Marketable Community | 12-18 touches per year

- Print a **BMA** for each house and door knock or mail with a personal notecard
- Drop off a **BMA** at each of the houses (door knocking)
- Mail your **Just Listed and Just Sold postcards** to your farming neighborhood each time instead of radius using ACE
- Pull a list of owners off of REMINE and set them up on your **AVM to get monthly home value reports**
- Use Remine owner list to do retargeting ads thru **Adwerx sphere marketing**
- **Email Monthly Newsletter** created from Marketing ReSource
- Host a community event or join community groups
  - Wear your **BHHS Swag Shirt** to help promote yourself



# | Networking & Social Events

---





# Notecards for Relationships

## GOAL:

Send 12 a month!

- Compliment for curb appeal
- Thanks for being a great neighbor during open house
- Previous Marketing Presentation that hasn't listed yet
- Your Buyer: Note to the neighbors after closing
- Not Your Buyer: Welcome to the neighborhood

**TIP:** Don't forget we provide notecards to you for FREE!







# | How to Sign Them

---

Next Up

## HOW TO SIGN THEM



# | Presentations

# 86%

SAID #1 IN CHOOSING AGENT  
WAS THAT THEY UNDERSTOOD MY NEEDS

## PRE-LISTING INTERVIEW QUESTIONNAIRE:

- Consistent AND personalized conversation
- Uncovers Seller Needs
- Allows you to cater your Marketing Presentation
- Uncovers potential risks, objections or pitfalls prior to the Marketing Presentation

## PRE-LISTING INTERVIEW

### PRE-LISTING INTERVIEW

1. Name: \_\_\_\_\_
2. Property Address: \_\_\_\_\_
3. Mailing Address: \_\_\_\_\_
4. Marital Status: \_\_\_\_\_
5. Owners/Decision Makers: \_\_\_\_\_
6. Phone Numbers \_\_\_\_\_

Home: \_\_\_\_\_ Mobile: \_\_\_\_\_  
Business: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

7. What is your reason for moving at this time? \_\_\_\_\_
8. What will this move mean for you and your family? \_\_\_\_\_
9. On a scale of 1-10, 10 being the highest, how important is it for you to sell your home within: 30 days \_\_\_\_\_ 90 days \_\_\_\_\_ 120 days \_\_\_\_\_ other \_\_\_\_\_
10. Why did you pick that time frame? \_\_\_\_\_
11. Describe your home  
Beds: \_\_\_\_\_ Baths: \_\_\_\_\_ Square Feet: \_\_\_\_\_
12. How long have you owned the home? \_\_\_\_\_
13. What sold you on the home when you purchased it? \_\_\_\_\_
14. Tell me about remodeling and updates you've done  
\_\_\_\_\_
15. What do you owe on the property? \_\_\_\_\_
16. Do you have a second mortgage? \_\_\_\_\_
17. I will be doing research on your property and have not had the opportunity to see it, what price range should I study? \_\_\_\_\_



# | Presentations

Feature | Benefit | Tie-Down (creating subconscious agreement)

## PRE-LISTING:

- Use the Sellers Kit:
  - **Sellers Guide**
- Customize **Marketing Plan and Listing Protocol Sheet**
- Adwerx Video in email

## AT MARKETING PRESENTATION:

- **6 Steps to a Successful Sale**
  - Printed, pdf or digital from Marketing REsource
- **Your Listing is Here** flyer
  - Printed, pdf or digital from Marketing REsource
- Deliver **Marketing Plan and Listing Protocol Sheet**
- **My Team** flyer





# Presentations: My Team

- Photos, names and titles are editable
- Use on listing presentations to show the power of your BHHS team
- Template setup in **Marketing ReSource**
- Go to **Agent Help Site** to download photos

My Experienced Team - Flyer ☆
×

Info
Preview
Access
Get Started

**AGENT'S NAME HEADLINE**

With Berkshire Hathaway HomeServices Florida Properties Group you are not just working with one agent, but rather a full team dedicated to providing the best possible home buying and selling experience. Here is just a glimpse of the team supporting me, supporting you.

Name  
Market President

Name  
Assistant Market President

Name  
Preferred Lending Services

Name  
Caption Title

Name  
Caption Insurance

Name  
Office Administrator

Karen Selby  
Education Trainer

Dewey Mitchell & Allen Crumblay  
Brokers/Clients

Erik Kaukonen  
Education Director

Name  
Office Administrator

Business Development Team

Marketing Team

**BERKSHIRE HATHAWAY** | **Allison & Doyle, REALTORS®**

Topic::Relationship Building    Topic::Prospecting

Topic::Homeselling    Topic::Homebuying

**Description**

Florida Properties Group Team Flyer  
My Experienced Team - Flyer

When it comes to a listing presentation, you want to showcase ALL that you have to offer to your customers! This includes the entire team in your office and back at the home office! Let your customers know that they get the entire package when they market their home with you.

**Instructions**

Create and add your own customized personal message.



# | Marketing Plan & Listing Protocol

## PRE-LISTING:

- Customize **Marketing Plan and Listing Protocol Sheet**
- This is available to download on the **Agent Help Site** as a word doc so you can remove the lines that may not pertain to that particular listing
- Once you're done, you'll save that and print it out for your Marketing Presentation

## AT MARKETING PRESENTATION:

- Deliver and dazzle your sellers with your custom **Marketing Plan and Listing Protocol Sheet** tailored to their property and how you'll get them that magical four letter word: SOLD.

## MARKETING PLAN AND LISTING PROTOCOL

All items referenced in this Marketing Plan are available on the Today Site within the Seller Resources tab unless otherwise noted.

★ Denotes Florida Properties Group competitive points of difference.

### PRE-LISTING ACTIVITIES

- └ On first contact, use pre-listing interview questions.
- └ Make appointment with Sellers for listing presentation.
- └ Pull current tax record from MLS showing ownership, square footage, legal description and taxes.
- └ Run a Comprehensive CMA from MLS.
- └ ★ Run Sellers BMA report using Buyside to include in pre-listing packet.
- └ ★ Print Seller Marketing Materials to include in pre-listing packet.
- └ ★ Print My Experienced Team flyer to include in pre-listing packet.
- └ Prepare other materials as needed for pre-listing packet, see additional ideas on Sellers Resources tab "What to include in pre-listing."
- └ Pull current school district information for Seller verification at listing appointment.
- └ Start a new listing transaction within the Dotloop program. Print a complete set for appointment. Print MLS Waiver form.
- └ Review and study all data from the CMA and other reports.
- └ Deliver or email pre-listing packet to Sellers. Make duplicate copies for your use.
- └ ★ Include Adverx listing video found on Agent Help Site in pre-listing email.
- └ Preview active listings in the neighborhood and drive by the sold properties in the area.
- └ Take a picture of the subject property and prepare prototype listing flyer from Marketing Resource or ACE in My Cab Corner.
- └ Perform exterior "Curb Appeal Assessment" of subject property.
- └ Call Sellers to verify appointment time, asking them to review the pre-listing packet before the appointment.
- └ Review all listing appointment checklists and paperwork to ensure you have all complete files and information for appointment.



# | Seller Options

## Your competition is changing!





# | iBuyer Programs

---

Opendoor

20 markets

Zillow

24 markets by 2020

Offerpad

12 markets by 2020

RedfinNow

9 markets incl. 2 Opendoor



5 brands/10 markets in 2020

*“Companies are helping consumers bypass the need for the real estate agent altogether.”*

— US News



## 3 Possible Selling Options



### Traditional Sale

Seller lists their home on the market with their trusted real estate advisor.

**STANDARD COMMISSION**



### QuickBuy Lock (+ Traditional)

The certainty of an offer with the ability to test the market.  
Home is marketed up to 150 days.  
Seller can choose the offer at any time.  
Gives seller the assurance to sell plus the confidence to buy.

**1% TO QUICK BUY FROM SELLER  
STANDARD COMMISSION - REF FEE  
ON LISTING AFTER PURCHASE**



### QuickBuy Offer

A convenient immediate offer.  
Home is purchased by QuickBuy, closing in as few as 14 days  
Gives seller the ability to bypass prepping home for market and having showings.

**6% TO QUICK BUY FROM SELLER  
STANDARD COMMISSION - REF  
FEE ON LISTING AFTER  
PURCHASE**





# | Overcoming Objections

---





| What to do when you get them

---

Next Up

WHAT TO DO WHEN  
YOU GET A LISTING



# | MyCabCorner.com: Sellers



BHHS Gmail



Agent Help Site



Sellers and Listings



Buyers



MARKETING

Marketing



ACE



Training and Events



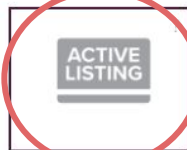
COMPANY RESOURCES

Company Resources

## SELLERS AND LISTINGS



Pre-Listing Tools and Technology



Active Listing Tools and Technology



Luxury Listings

## ACTIVE LISTING TOOLS AND TECHNOLOGY



Coming Soon | Listing Alert



Manage My Listings



ACE



Just Listed Postcards



Listing Flyers- Marketing ReSource



Open House Tools



Customer Testimonials (Real Satisfied)



Dotloop



Just Sold Postcards

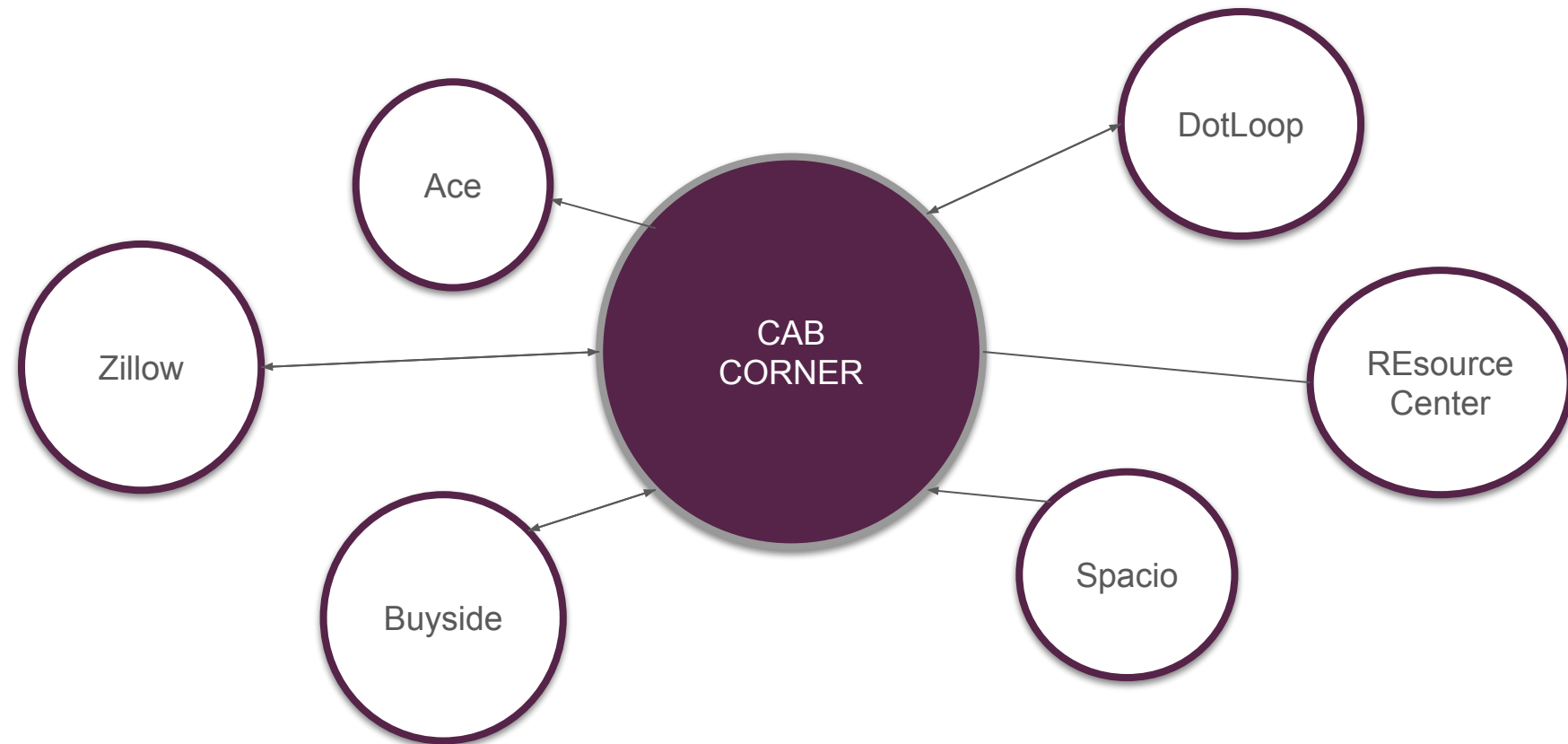


Title Quotes & Orders



# | Your Communication Hub

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# | Coming Soon Marketing

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## **Coming Soon Alert-**

You can notify every BHHS agent that you have a listing coming soon before it EVER hits MLS. You have to have a signed Exclusive first, but this gives you a competitive advantage!

### **Advantages to you:**

- Potential to keep the sell in-house
- Advanced marketing to approximately 800 agents
- Create anticipation for your Seller's home
- We can SHOW a seller the buyers matching their home
- Allows you to market the home while doing other preparatory items

### **Advantages to Seller:**

- Chance to pre-market
- Create excitement for the home
- Target agents with buyers matching the home's criteria
- Gauge interest level of buyers
- Determine preliminary demand of the home
- Allows you to create anticipation while repairs or marketing prep are happening



# Reverse Prospecting through Buyside

- **Listing Alert-** It's basically match.com for your listing! When you get your first listing with us, go into Buyside the day after it goes live in MLS, click on your listing and press 1 button to alert EVERY agent in our company that has a registered buyer matching your property of your new listing giving you an advantage.

39

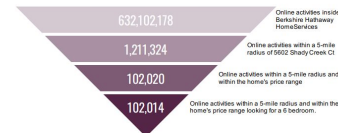
Potential buyers for 309 Pinewood Dr Brandon FL 33510 searching between \$155,839 and \$225,852

<p><b>Buyer ID: 4682124</b> \$200,000 - \$425,000 2+ bed, 2.0+ bath</p> <p><small>Provided by Barclay &amp; Hathaway Home Services/Florida Properties Group</small></p>	<p><b>Buyer ID: 5111726</b> \$190,000 - \$290,000 3+ bed, 1.0+ bath</p> <p><small>Provided by Barclay &amp; Hathaway Home Services/Florida Properties Group</small></p>	<p><b>Buyer ID: 5111727</b> \$190,000 - \$290,000 3+ bed, 1.0+ bath</p> <p><small>Provided by Barclay &amp; Hathaway Home Services/Florida Properties Group</small></p>	<p><b>Buyer ID: 5111728</b> \$150,000 - \$300,000 3+ bed, 1.0+ bath</p> <p><small>Provided by Barclay &amp; Hathaway Home Services/Florida Properties Group</small></p>
<p><b>Buyer ID: 5111730</b> \$160,000 - \$350,000 3+ bed, 1.0+ bath</p> <p><small>Provided by Barclay &amp; Hathaway Home Services/Florida Properties Group</small></p>	<p><b>Buyer ID: 5110685</b> \$200,000 - \$270,000 3+ bed, 2.0+ bath</p> <p><small>Provided by Barclay &amp; Hathaway Home Services/Florida Properties Group</small></p>	<p><b>Buyer ID: 5110689</b> \$150,000 - \$200,000 3+ bed, 1.0+ bath</p> <p><small>Provided by Barclay &amp; Hathaway Home Services/Florida Properties Group</small></p>	<p><b>Buyer ID: 5039330</b> \$120,000 - \$200,000 3+ bed, 2.0+ bath</p> <p><small>Provided by Barclay &amp; Hathaway Home Services/Florida Properties Group</small></p>

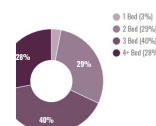
**REAL TIME MARKET REPORT FOR  
5602 SHADY CREEK CT, VALRICO, FL 33596**



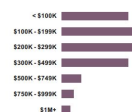
**ONLINE ACTIVITY IN THE LAST 90 DAYS**



**BY BEDROOM**

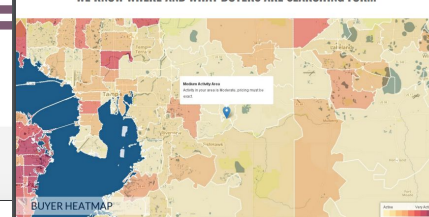


**BY PRICE RANGE**



**Casey Bryan  
REALTOR®**  
3228 LITHA PINECREST RD, VALRICO, FL  
33594  
Phone: (813) 542-0142  
cbryan@bhmfls.com

**WE KNOW WHERE AND WHAT BUYERS ARE SEARCHING FOR...**





# | Manage My Listing

## Advantages to you and your seller:

1. Weekly AUTOMATED communication
2. Gives Virtual Showing Report
3. Shows other actives on the market
  - a. Shows the Seller their competition
4. Shows homes surrounding the property that have sold
  - a. Shows the seller which houses are selling and for what

Tip: Check to send yourself a copy of the report weekly too!

22959 COLLRIDGE DRIVE, LAND O LAKES, FL 34639



 **Berkshire Hathaway** | Florida Properties Group  
**Tammy Waugh**  
The Sper Group  
813-404-1533  
twaugh@bhhsfloridaproperties.com



Below is a report of web site activity for listing T3182128 including a historical summary of monthly activity, a market activity chart, listing updates summary, and a detail of daily activity on the listing.

### Listing Traffic Summary 1/25/2020

#### Last Week

Search Results Views: **1,798**

Listing Details Views: **112**

#### Last Month

Search Results Views: **14,326**

Listing Details Views: **1,073**

#### Since Listed

Search Results Views: **84,292**

Listing Details Views: **3,021**



- Add a Zillow Walk-thru to get your listing at the top of the list for 21 days
- Make sure your profile is updated with at least a photo
  - You show on EVERY one of your listings in the #1 slot on Zillow
  - Make sure your email on MLS matches (best practices: use bhhs email)
- We provide Zillow with an XML feed
  - Your listings
  - Your closed sales
  - Your profile information
- Only 51% of leads get a call from an agent
  - Of those, less than half get more than 3 outreaches
  - Average conversion is 90+ days

## **What's coming from Zillow?**

- Best of Zillow ranking for leads (not paid)
  - Average response time
  - Customer Satisfaction Surveys
    - 24 hours, 7 days and 21 days from contact







# ACE - Postcards

## 1. Just Listed

- Send to 100 radius houses (50 Just Listed paid for by company)
- Send to your farming community or sphere
- Send to a step-up community (Use MLS)

## 2. Price Reduced

- Send to 100 radius houses (from Just Listed audience)
- Send to your farming community or sphere

## 3. Open House

- Send to 100 radius houses (from Just Listed audience)
- Send to your farming community or sphere

## 4. Sold

- Send to 100 radius houses (from Just Listed audience)
- Send to your farming community or sphere



## ACE: BEST PRACTICES

For every listing you enter into MLS, Ace provides you with six valuable marketing pieces: a flyer, postcard, e-card, social media graphic, video walkthrough and property website. How you utilize these pieces can help look like a marketing wizard and set you above the competition! Here are the best practices to consider when working with each piece to ensure maximum visibility for every listing.



### Flyer

- 10-10-20 Door Knocks
- Flyer Box outside the home
- Marketing inside the home
- Door Knocking a step-up community



### Social Media Graphic

- \$15 Ad to your sphere
- \$15 Ad to Geo Area (radius)
- Seller reporting on virtual showings and reach



### Postcard

- Send to 100 radius houses (50 pd. by company)
- Send to your farming community or sphere



### E-card

- eBlast to your Sphere
- eBlast to neighborhood (use Remine)
- Send to co-brokers
- Send to the Seller and ask them to share it



### Video Walkthrough

- Share on Facebook
- Add to Zillow
- Add to virtual tour link
- Give to seller



### Property Website

- Share on Facebook
- Add to Virtual Tour link in MLS
- Add to Virtual Tour link on Zillow
- eBlast to co-op Community



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**PRICE REDUCED**

**\$180,000**  
2291 GOLF MANOR BOULEVARD  
VALRICOLI, FL 33596

**BERKSHIRE HATHAWAY**  
HomeServices  
Florida Property Group

10 BEDROOMS  
3 BATHROOMS  
2,411 SQUARE FEET  
0.21 ACRES  
TERRACE

**NEW TO THE MARKET!**  
2291 GOLF MANOR BOULEVARD VALRICOLI, FL 33596

**BERKSHIRE HATHAWAY**  
HomeServices  
Florida Property Group

\$180,000 LISTED AT  
4 BEDROOMS  
3 BATHROOMS  
2,411 SQUARE FEET  
0.21 ACRES  
TERRACE

**OPEN HOUSE**

**COME ON OVER!**  
2291 GOLF MANOR BOULEVARD  
VALRICOLI, FL 33596

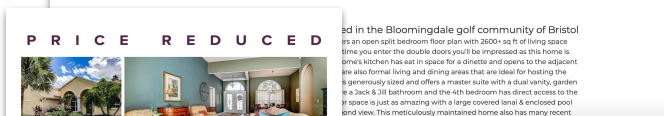
**BERKSHIRE HATHAWAY**  
HomeServices  
Florida Property Group

\$180,000 LISTED AT  
4 BEDROOMS  
3 BATHROOMS  
2,411 SQUARE FEET  
0.21 ACRES  
TERRACE



# ACE - Social Media

1. Share the **Property Website**
  - a. It looks GREAT on a social share and will include a link to more info on the home
  - b. Click the share link in your Just Listed email from ACE or login to ACE and share from there
2. Want to post a **Graphic**?
  - a. Best practice - Login to ACE, download image and upload the image to your post so it looks its BEST.
3. Want to do a **Paid Ad**?
  - a. Download the ad graphic with minimal text and upload to your ad





# ACE - Flyer

## Best Practices: Flyers

1. 10-10-20 Door Knocks
2. Flyer Box outside the home
3. Marketing inside the home
4. Door Knocking a step-up community
5. Door knocking FSBO and Expireds

**MOVE IN READY**

Fantastic move in ready pool home located in the Bloomingdale golf community of Bristol Green. This beautiful 4 bedroom, 3 bathroom home offers an open split bedroom floor plan with 2600+ sq ft of living space situated on an oversized lot with a pond view. From the time you enter the home you'll be impressed as this home is extremely well maintained and cared for. This wonderful home's kitchen has eat in space for a dinette and opens to the family room. There are also formal living and dining areas that are ideal for hosting the holiday family functions. The master bedroom is generously sized and offers a master suite with walk-in closet and walk-in shower. 2 of the remaining bedrooms share a Jack & Jill bathroom. The master bedroom has direct access to the 3rd bath which also doubles as the pool bath. The outdoor just as amazing with a large covered lanai & enclosed pool deck bordered by palm trees, plants with a pond view. This meticulously maintained home also has many recent upgrades: impact resistant windows & sliders, a new A/C and water heater (2018), new carpeting (2018) and the roof was replaced in 2012. All this located conveniently to shopping, groceries and schools. Don't miss out, make an appointment to view this fabulous home today!

**BERKSHIRE HATHAWAY**  
HomeServices  
Florida Properties Group

FRANK & CAROL ROMA

**OPEN HOUSE**

**COME SEE ON -**  
2231 GOLF MANOR BOULEVARD | VALRICO, FL 33596

Looking for a place to call your own? This might be it and I can't wait to show it to you.

When you're looking for the right place to call home, it can take time before you're ready to make a commitment. I completely understand. After all, home is more than a place to live- it's where you will make memories that last a lifetime.

This might be the one. Pop by and say hello!

**\$350,000**  
MLS: T3203685  
Bedrooms: 4  
Total Baths: 3

SqFt: 2,611  
Acres: 0.21

**BERKSHIRE HATHAWAY**  
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## PRICE REDUCED

2231 GOLF MANOR BOULEVARD  
VALRICO, FL 33596

Fantastic move in ready pool home located in the Bloomingdale golf community of Bristol Green. This beautiful 4 bedroom, 3 bathroom home offers an open split bedroom floor plan with 2600+ sq ft of living space situated on an oversized lot with a pond view. From the time you enter the double doors you'll be impressed as this home is extremely well maintained and cared for. This wonderful home's kitchen has eat in space for a dinette and opens to the

burning fireplace areas that are ideal for functions. The 2nd offers a master walk-in shower, 2 of 2 full bathrooms and so 3rd bath which floor space is just as spacious pool deck with a pond view. This home has many recent upgrades & sliders, a new A/C and water heater (2018), new carpeting throughout. All this located conveniently to shopping, groceries and schools. Don't miss out, make an appointment to view this fabulous home today!

811  
0.21







# | ACE - Video & Virtual Tour

## 1. Video

- Upload it to your YouTube channel!

## 2. Virtual Tour

- Use the unbranded link in your MLS listing

A screenshot of a real estate listing interface. At the top right is a large photo of a yellow house with palm trees. Below it, a purple banner says 'JUST LISTED'. To the left of the photo is a smaller thumbnail of the same house with the text 'Virtual Tour' below it. Below the thumbnail is a 'Virtual Tour' link. To the right of the thumbnail, the 'Design Type' is 'Virtual Tour' and the 'Description' says 'Created automatically on October 17, 2019 from listing with ID 'T3203085''. Below the description are buttons for 'Duplicate', 'Move', and 'Delete'. At the bottom, there is a 'Show:' dropdown menu followed by 'Distribute' and 'Links &amp; Tools' buttons. Below these are four icons: a globe for 'Publish to Web', the IDX logo for 'Publish Unbranded', a Facebook 'f' for 'Share on Facebook', and a Twitter bird for 'Tweet a Link'. A purple arrow points from the text 'Use the unbranded link in your MLS listing' to the 'Publish Unbranded' button.

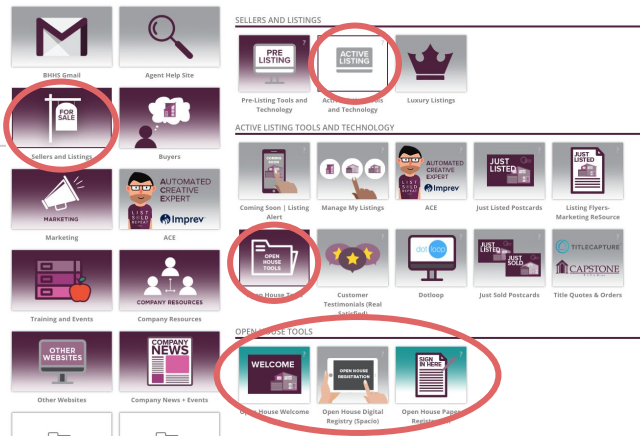
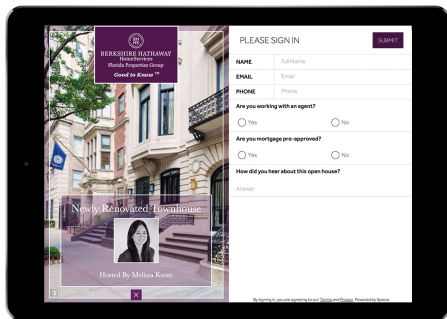


# | Open Houses

Use **Spacio** to collect your open house visitors

- You can edit the sign in form to ask standard questions or you can create custom questions
- **Enable auto-email** feature to send a follow up email to all visitors after the open house
- These contacts are automatically loaded into your **Cab Corner** Database (CRM)

Remember 7% of buyers found their home via open house or yard sign



**EDIT SIGN-IN FORM**  
 123 Second Avenue

[SAVE CHANGES](#)
[PREVIEW](#)
[RESET TO DEFAULT FORM](#)
[CLOSE](#)

### EDIT QUESTIONS

**ADD QUESTION**

All sign-in forms will have Name, Email, and Phone Number. Please customize your sign-in form by choosing up to 6 questions.

[ADD STANDARD QUESTION](#)
[ADD SAVED CUSTOM QUESTION](#)

[CREATE A CUSTOM QUESTION](#)

**SELECTED QUESTIONS (4/6)**

**Are you working with an agent?**

☒ Yes ☐ No

**Are you mortgage pre-approved?**

☒ Yes ☐ No

**At what point in the buying process are you?**

☐ Seeing what's out there  
☐ Actively looking  
☐ I'm ready

**Do you currently rent or own?**

☐ Own ☐ Rent

### MORE FEATURES

**REGISTRATION LINK**

<https://spacio.io/190923/> [COPY](#)

[PRINT INSTRUCTIONS](#)

**AUTO EMAIL**

Enable Auto Email ☒ YES ☐ NO

Send Auto Email After

BCC A Copy To Me ☒ YES ☐ NO

[SEND TEST EMAIL](#)

**BROKERS OPEN HOUSE**

Enable ☐ NO ☒ YES

**MANDATORY CONTACT INFO**

Email Required ☒ YES ☐ NO

Phone # Required ☐ YES ☒ NO

**SIMPLIFIED CHINESE SUPPORT**

Enable ☐ NO ☒ YES

**FONT SIZE**

Font Size



# | Open Houses: MOHW

## **We help drive traffic by:**

- Investing money in Facebook ads
- Creating Facebook posts and events
- Custom social media pieces to promote on office and agent pages (cover photos and frames)
- Hosting a web banner on the homepage of our website which links directly to all available open houses

## **Spacio - digital open house registration**

- Use Spacio to register your guests electronically - no more sign in sheets and it automatically follows up with your guests!
- This also feeds directly into your Cab Corner account so you don't have to re-enter in their information!

Remember  
7% of buyers  
found their  
home via  
open house or  
yard sign

## 2020 Dates

January 11-12, 2020

February 8-9, 2020

March 14-15, 2020

April 18-19, 2020

May 16-17, 2020

June 13-14, 2020

July 11-12, 2020

August 15-16, 2020

September 12-13, 2020

October 10-11, 2020

November 14-15, 2020

December 12-13, 2020



# | Adwerx Campaigning

FEEDS from BHHS ReSource Center-  
Make sure YOUR MLS ID is correct

## Listing Ads:

- 15 mile radius from listing
- Anyone who visits listing details page
- First 7 days
- ADD SELLERS EMAIL!!

## Agent Retargeting Ads:

- Anyone who visits your profile on BHHS
- Unlimited

## Other Options:

- Social TV
- Sphere Retargeting

The Washington Post

ESPN

FOX NEWS SOURCE

Local Real Estate

CBS NEWS

abc NEWS

Just Listed

NBC NEWS

YAHOO!

The New York Times

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ADWERX - Empowering

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# | Seller Kits

“ALMOST EVERYONE  
WILL MAKE A GOOD  
FIRST IMPRESSION,  
BUT ONLY A FEW  
WILL MAKE A GOOD  
LASTING IMPRESSION.”

Sonya Parker



## How To: Sellers Kit

Congratulations! You've made the commitment to invest in your customers' experience when they work with YOU. Here's how to use each piece of this Sellers Kit from start to finish.



### FIRST MILESTONE: THE MARKETING PROPOSAL

- Put a Seller's Guide in the white bag with the cabernet tissue
- Using the provided notcard, write a thoughtful note and put it in the bag
- Leave this as a parting gift for your customer(s)



### SECOND MILESTONE: THE PROPOSAL IS SIGNED

- Pick up a tube or package of cookie dough
- Drop off the cookie dough and the postcard with the cookies on it when the listing is signed



### THIRD MILESTONE: FIRST SHOWING

- Drop off the postcard with the dog on it or send it in the mail if you can't swing by.
- If you can show up in person, this is a great way to be there for your sellers!



### FOURTH MILESTONE: CONTRACT TIME

- Use the mini bottle of champagne flavored jelly beans and tie the provided tag around it as a way to celebrate the sellers receiving a contract!
- Optional: you can purchase an actual bottle of champagne [or drink of choice] if you prefer



### FIFTH MILESTONE: INSPECTION & APPRAISAL TIME

- Place the BHHS Stress Ball into the clear bag and tie it with the ribbon
- Drop this small gift off along with the inspections postcard to help them through this potentially stressful time



### SIXTH MILESTONE: CLOSING DAY

- Closing day is here and you have a gift to provide your sellers!
- Gift them the custom tumbler filled with chocolates and write them a genuine thank you note with the provided card



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# How to Service After They Close

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Lastly...

HOW TO SERVICE  
AFTER THEY CLOSE



# Ninja FLOW

Subject: New Years good? 🐰



Hi {{Contact.FirstName}}!

Happy New year... I can't believe it is already 2020! Did you do anything fun to celebrate the new year?



Christie Clark

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Trinity, FL 34655

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[bhhsfloridaproperties.com](http://bhhsfloridaproperties.com)

Emails are intended for and believed to be desired by the recipients with existing business relationships with the real estate company and their agents/sales associates/brokers.

If you would like to discontinue receiving emails from this agent, [click here](#).

HOME

LEADS

LISTINGS

CLIENTS

MARKETING

EMAIL

CALENDAR

SITE BUILDER

RESOURCES

ACTION PLANS

FLYERS

BUYERS TOUR

CREATE NEW ACTION PLAN

Owner	Plan Name▲	Schedule Type
👤	6 MONTH SELLER Prospect Campaign (Large)	Days
⚙️	<a href="#">Birthday Action Plan</a>	Birthday
⚙️	<a href="#">Buyer Action Plan</a>	Days
⚙️	<a href="#">Client For Life Action Plan</a>	Days
⚙️	<a href="#">Closing Action Plan</a>	Days
⚙️	<a href="#">Home Anniversary Action Plan</a>	Home Anniversary
⚙️	<a href="#">Monthly Newsletter - Sent on the 12th</a>	Calendar
⚙️	<a href="#">New Client Action Plan</a>	Days
⚙️	<a href="#">New Listing Action Plan</a>	Days
🌐	<a href="#">Ninja Flow</a>	Calendar

Use the **ALL** feature to set this one time and never have to worry about it again!



# | Stay in Touch

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1. Send copy of closing disclosure in January (needed for taxes)
  - a. Remind them to file homestead
2. Do a real estate review annually
3. Ninja the heck out of them
  - a. FLOW
  - b. FORD
4. Personal notecards
  - a. Birthdays
  - b. Homeiversary (cute cards on Xpress Docs)
5. Keep up with them on Social Media
  - a. Like & comment on posts, offer congrats on milestones



# What's Your Elevator Speech?

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Why should a seller list with one of  
you?



# Up to the Challenge?

## RISE UP *challenge*

TOGETHER WE ARE BETTER

Together, we **are** better – and we truly believe that. This year, we challenge you to **Rise Up** and conquer some big goals, together. One way we are all better is by taking more listings. In an effort to increase your business, we are hyper-focused on increasing our listing inventories.

### THE GAME RULES

Help your team hit the office goal below by dominating prospecting for and winning new listings. **ONLY** new listings taken that are live in the MLS between January 1 – March 31, 2020 will be counted. Each office that hits their goal will win the quarterly prize!

THE OVERALL  
*goal*

1,016  
LISTINGS

# THANK YOU!

See you at 1:00 for the marketing one-on-one's!

