Work Smart. Spend Less.

Real Estate Marketing

- Internet
- COI / Sphere Marketing
- Farming





Work Smart. Spend Less.

Lead Generation Strategies

- Google Local
- Website Localization
- COI / Sphere Marketing
- Video Farming Funnel
 - Download this presentation...

www.GetSmartSites.com/pages/register





About the presenter

Tom Fernandez

CRMLS Smart Solutions Specialist 909-859-2040 ext.2095 tom@crmls.org







About Tom Fernandez

Former Realtor and Loan Officer Since 2008, full-time...

Website Designer
SEO Consultant
IDX & CRM Consultant



What to expect...

- 1. Information you can use today
- 2. Free systems (part of your dues)
- 3. Discounts on "done for you" website services (Smart Sites)
- Free downloads and step-by-step guides





Pre-listing Presentation – FREE!

- Click here to download
- Pre-Listing Presentation (PPT)
 - Full edit, usage & rebranding rights:
 - ➤ 30 Slides (Market Types, Pricing Strategies all geared for sellers)
 - **≻**Farming
 - ➤ Open Houses
 - >On your website





Part 1: Internet

Marketing to people you don't know

- Google Local
- Localizing Your Website





Google Local Search Results

Corona Realty

www.coronarealty.com/ Google+ page

Corona Real Estate - Jesse Ramirez-Re... www.homesbyjesse.com/ - Translate this page 2 Google reviews - Google+ page

Sierra Del Oro

sierradeloro-apts.com/ 2 Google reviews

Marguessa Apartments

www.equityapartments.com/.../corona.../marq...
2.0 *** * * 5 Google reviews

Carol In, Re/Max, All Stars

carolinsellshomes.com/ Google+ page

Waterstone At Corona Pointe

www.waterstonecorona.com/

3.3 ★★★★★ 6 Google reviews

Fidelity National Title

www.fntic.com/ Google+ page A 1525 E Ontario Ave Corona (951) 571 4700

- B 390 McKinley St #100 Corona (951) 522-2216
- C 1456 Serfas Club Dr Corona (951) 736-8411
- D 2235 Treehouse Ln Corona (951) 736-1204
- F 765 N Main St Corona (951) 496-8981
- F 1171 Baywood Dr Corona (951) 272-6910
- G 1250 Corona Pointe Ct #605 Corona (951) 272-0876



Agents & Brokers
can be listed in the
Google Local
search results and it's free!





Long Beach Real Estate & Long Beach Homes For Sale ...

www.trulia.com/CA/Long_Beach/ ▼ Trulia ▼

Results 1 - 15 of 1776 - Find Homes For Sale in Long Beach. Search Long Beach, California real estate, recently sold properties, foreclosures, new homes, school ... Long Beach Apartments - Long Beach Condos For Sale - 90803 - Long Beach

Long Beach CA Real Estate - 1591 Homes For Sale - Zillow

www.zillow.com/long-beach-ca/ ▼ Zillow ▼

Zillow has 1591 homes for sale in **Long Beach**. View listing photos, review sales history, and use our detailed **real estate** filters to find the perfect place. Long Beach Rentals - Long Beach Houses For Rent - Long Beach Condos for Sale

Long Beach, CA Real Estate - Realtor.com

www.realtor.com/realestateandhomes.../L... ▼ National Association of Realtors ▼ Long Beach real estate listings are on realtor.com(R). Find the Long Beach, CA home for sale you are looking for.

Tue, May 20 Open House: 9:30AM - 12 ... 2324 S Carroll South, Long ...

Sun, May 25 Open House: 1:00PM - 4:00PM 241 Pomona Ave, Long ...
Thu, May 29 Open House: 5:00PM - 7:00PM 6020 E Ocean Blvd, Long ...

Downtown Long Beach Real ... - Belmont Heights Real Estate - Long Beach Land

Long Beach Real Estate

www.realestatebyjane.com Google+ page

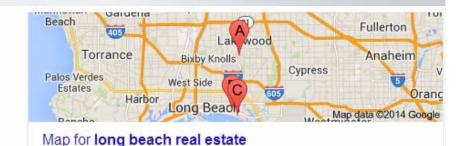
The Red Wagon Team at Keller Willi...

www.redwagonteam.com Google+ page

Home Tour Jay

www.hometourjay.com Google+ page

- A 4439 E Village Rd Long Beach, CA (562) 708-3530
- B 244 Redondo Ave Long Beach, CA (800) 300-6126
- 23 Roswell Ave Long Beach, CA (562) 546-3115



"Local" search results are different than "standard" search results.

These agents are on page 1 of Google due to local search results.

www. Buying Or Sensey Home? Call Jon Kolsky Today!

Homes in Long Beach, CA

www.longbeachhomeexplorer.com/ ▼ Search the Complete Long Beach MLS. Free Access to Photos, Maps & More!

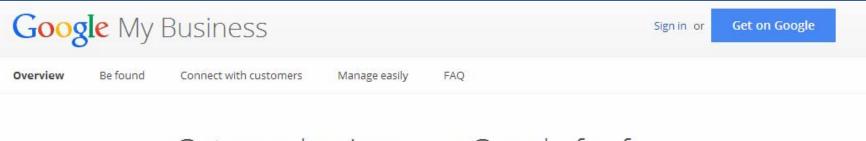
Long Beach MLS Listings

www.huntingtonbeachhouseinfo.com/ ▼
Free Online Home Search, Sign-Up!
Find Homes for Sale Realtors





www.google.com/business/



Get your business on Google for free

New – Google My Business connects you directly with customers, whether they're looking for you on Search, Maps or Google+.

Get on Google



Get into local search results

Here's what you need...

- 1. Home address or a Mail Box address
- 2. Cell phone #
- 3. *Website I've never seen a listing without one!
- 4. Google My Business : https://google.com/business

It's Free, Effective & Valuable!

1. Google local search results are often displayed when a real estate related search term is used





Check out our step-by-step Guide

http://www.getsmartsites.com/pages/google-places

Recommendations:

- 1.Use a mail box address
- 2. Make sure your business listing is 100% complete
- 3. Maintain a consistent NAP (Name, Address, Phone)
- 4. Add your business to other business directories:
 - 1. Trulia, Zillow & Realtor.com
 - 2. Yelp.com
 - 3. Merchantcircle.com
 - 4. Other business directories





Localizing your website







Pick a primary target market (City)

8,656,000





Localizing your website...

helps to communicate with real estate prospects and search engines.







Update your home page

Step 1: Pick a primary target market (City)

- Update home page content:
 - Meta Title: "[City name] Real Estate"
 - Meta Description: "[Your Name] Realtor, specializing in [City name] Real Estate"
 - Page Text:

Welcome to the communities of Corona Ca! My name is <u>Tom Fernandez</u>, <u>REALTOR®</u> and real estate agent with Right Real Estate, serving the Corona area. The <u>Corona real estate</u> market has a very broad range of prices and a mix of home styles. From modest rural, to luxury ranch homes and large estate properties, a home buyer will typically have plenty of options to choose from. Please feel free to utilize the property search features available on this site – you can easily track property history, save your favorite houses, email listings to others, view large photos & virtual tours, and you'll have access to the newest real estate listings in Corona as they come on the market. <u>Create an account now to get started!</u>





Target market & location should match

Corona Realty

www.coronarealty.com/ Google+ page

Corona Real Estate - Jesse Ramirez-Re.. www.homesbyjesse.com/ - Translate this page 2 Google reviews · Google+ page

Sierra Del Oro

sierradeloro-apts.com/ 2 Google reviews

Marguessa Apartments

www.equityapartments.com/.../corona.../marq...
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Waterstone At Corona Pointe

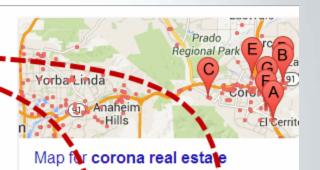
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- G 1250 Corona Pointe Ct #605 Corona (951) 272-0876

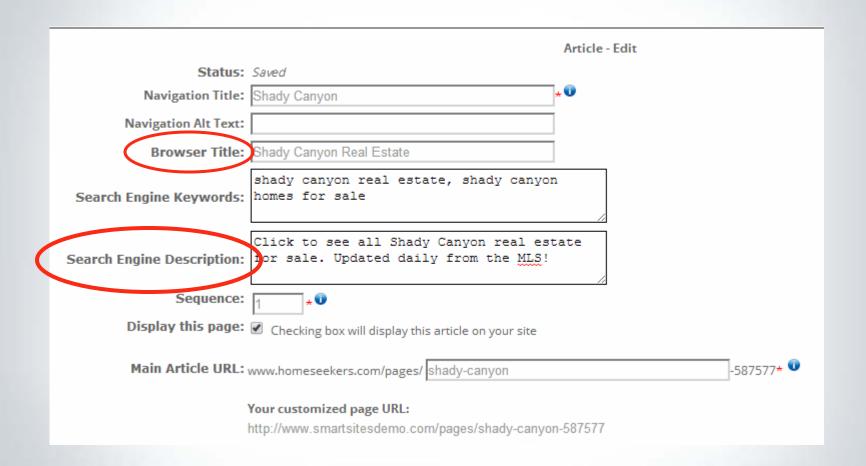


Agents & Brokers can be listed in the Google Local search results and it's free!





Screenshot from Smart Sites Admin







Add Neighborhood Pages

■ Example:

Example: http://www.smartsitesdemo.com/pages/the-retreat-587577

(Note: Save time. Use our page template!)

Link out to the schools, coffee shops, restaurants especially the IDX pages for the market activity section.





The End Goal is to...

Increase the relevancy and authority of your website in the eyes of Google for the terms that matter (your target market) to your business.







Part 2: SOI Marketing

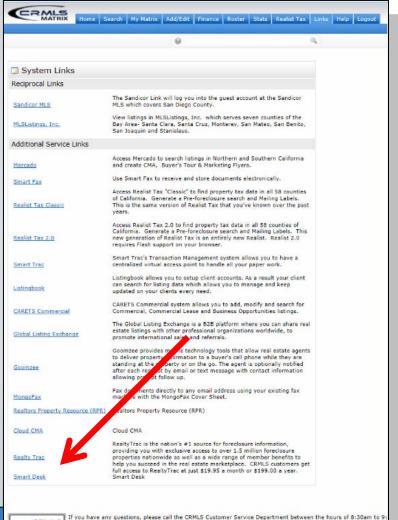
Marketing to people you already know

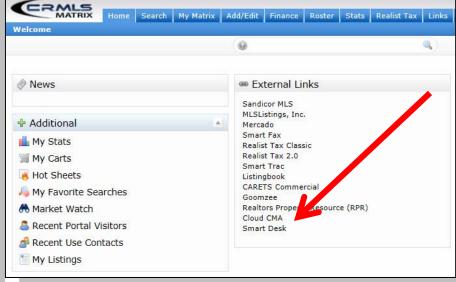






Access from Matrix









matrix

If you have any questions, please call the CRMLS Customer Service Department between the hours of 8:30am to 9 thru Friday or 10:00am to 3:00pm Saturday and Sunday at 800-925-1525 or 909-859-2040, You can also submit a online at our Support Request Page or by typing www.crmls.org/support on your browser's address line. Matrix v5.7. Copyright © 2012 CoreLogic. All rights reserved.

How to use Smart Desk

Manage your contacts

- 1. Import and/or add manually
- 2. Coming soon -Matrix contacts added automatically

Automated drip email campaigns

- 1. 20+ pre-written email campaigns
- 2. Copy /edit the pre-written campaigns or add your own from scratch

Unlimited email blasts

1. Send personalized emails (all your branding) to your entire contact database with a few clicks





Smart Desk includes...

Flyer creator for listing flyers

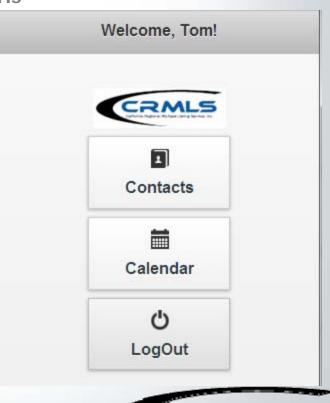
- 1. Adds listing details to your flyer from Matrix
- 2. Over 50 different flyer designs

Smart Desk Mobile http://crmls.rdesk.mobi

Training & Support

- 1. Video library & live tech support
- 2. Webinars
- 3. Onsite training







Smart Site add-on to Smart Desk

IDX Website - sends leads directly into your Smart Desk contact manager.





Professionally Designed Websites

View the entire design gallery...

http://www.getsmartsites.com/pages/smartsites-real-estate-agent-templates















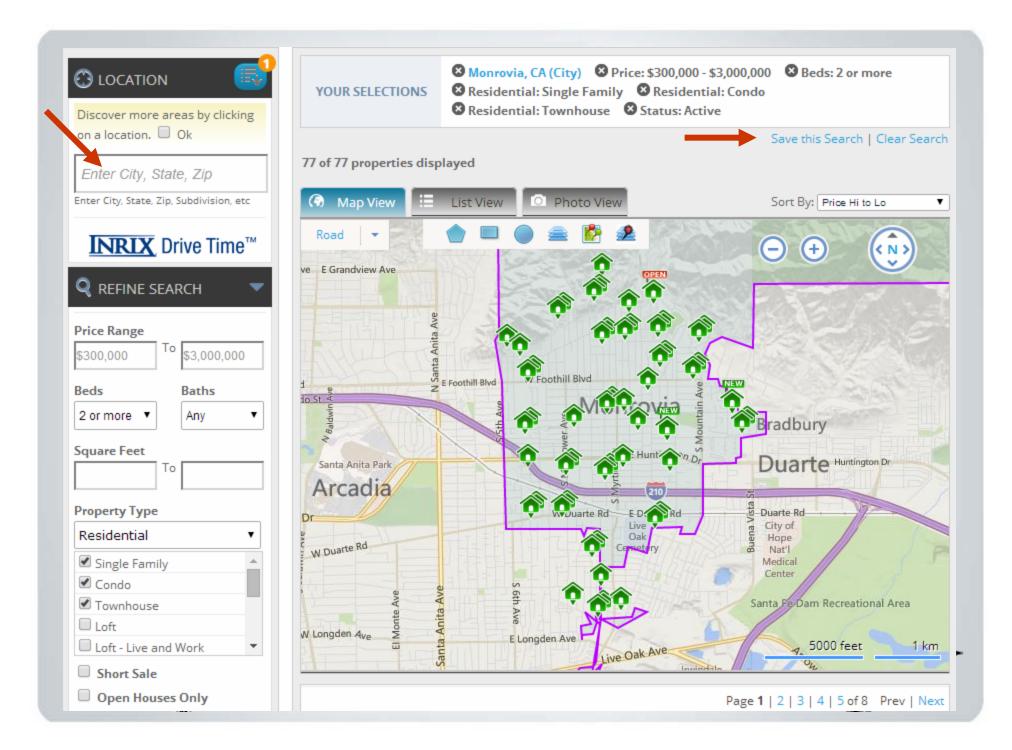


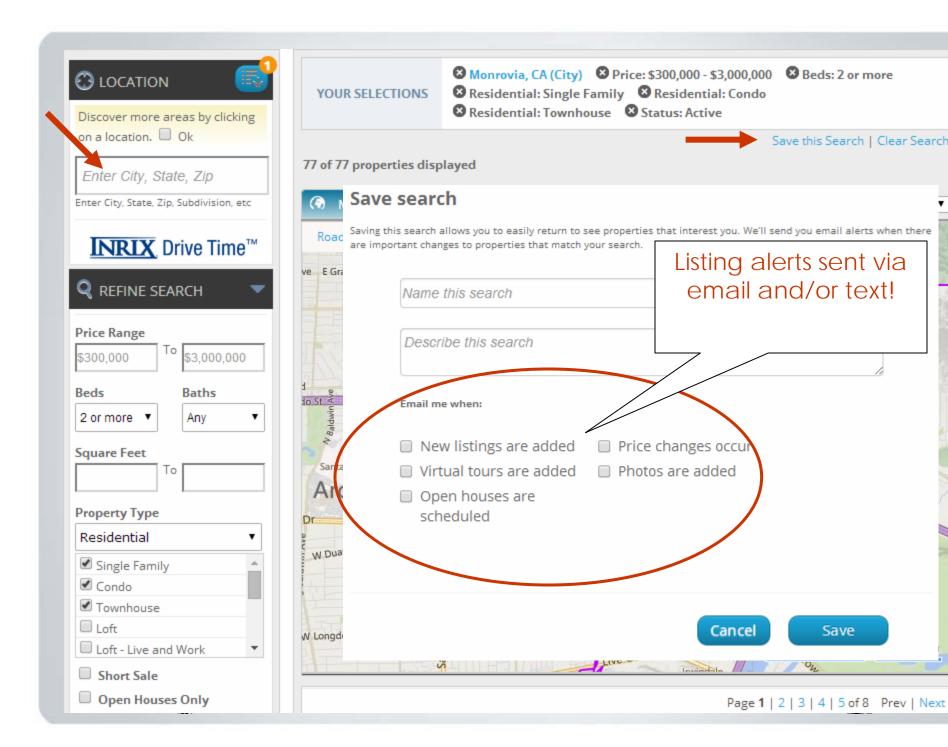










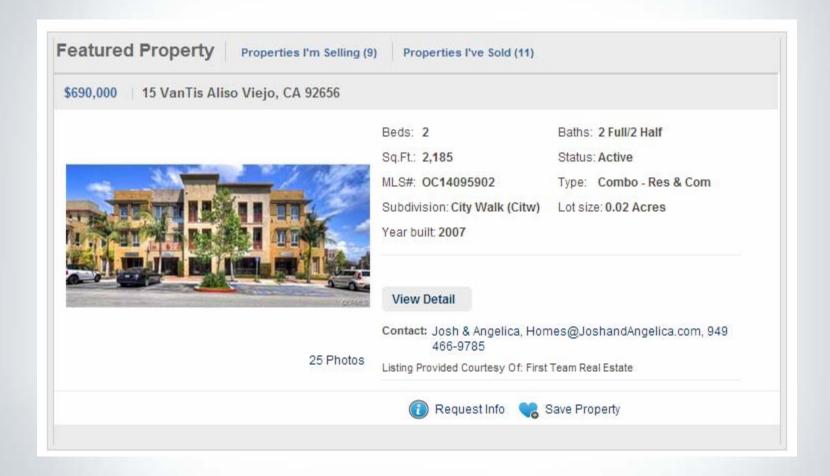


Beds: 2 or more

Save

Save this Search | Clear Search

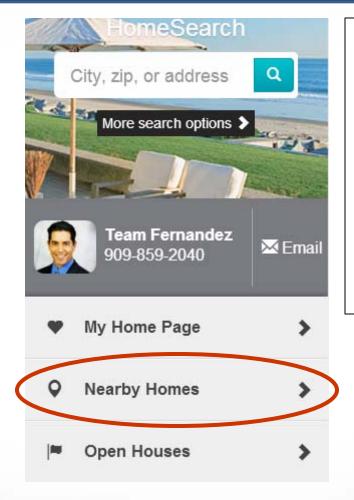
Your listings automatically featured on your home page







Mobile IDX Website



Not an app.

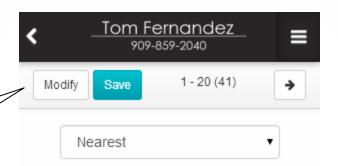
Mobile website is
displayed automatically
when your website is
visited by a smartphone.

Location based searching uses the GPS in their phone.



Nearby Listings - Mobile

Search criteria can be modified once search results are displayed.





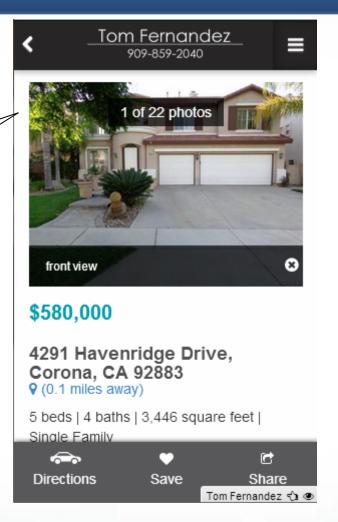
\$580,000

4291 Havenridge Drive,
Corona, CA 92883 Tom Fernandez ☆ ●



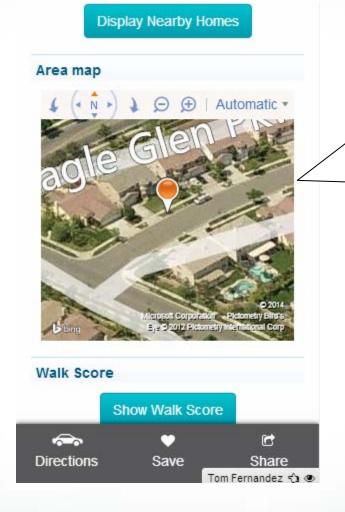
Listing Details - Mobile

Complete listing details updated from the MLS.





Map View - Mobile



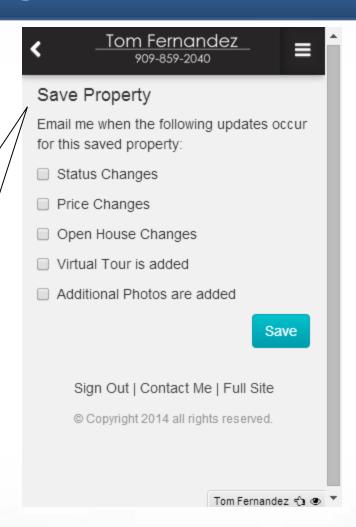
Map view displayed on listing detail pages.



Save Listings. Get Updates - Mobile

Save properties and searches and get listing updates through the mobile website!

Mobile lead generation ©





1139 Sandra Circle, Corona CA, 92881

Share *



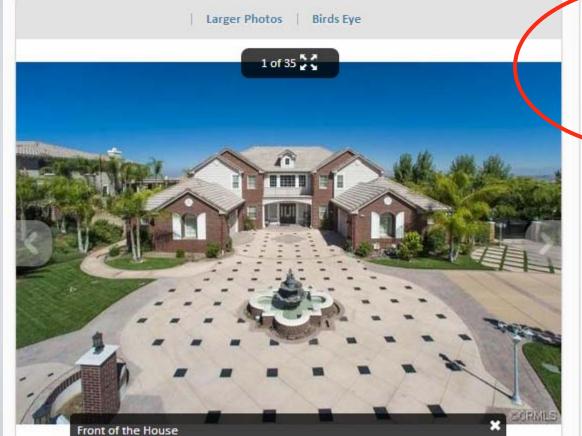


\$2,480,000

Calculate Payment

7 beds, 7 Full/1 Three-Qtr baths 7,000 sqft

Status: Active MLS#: TR13246096







Matthew Kaae matthewkaae@ gmail.com 949-690-6288 BRE# 01085964

My first name

My last name

Email

I am interested in 1139 Sandra Circle, Corona, CA 92881.

Schedule a visit?



Start a no spam email conversation

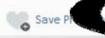






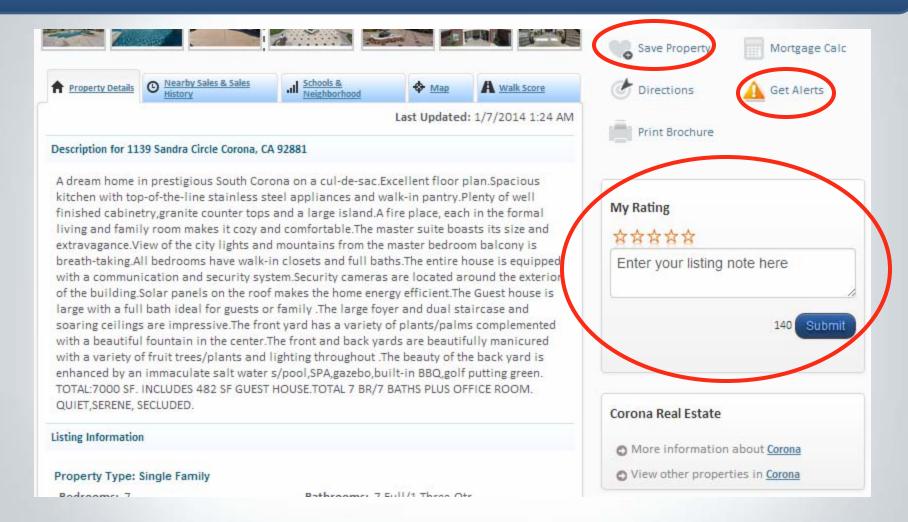








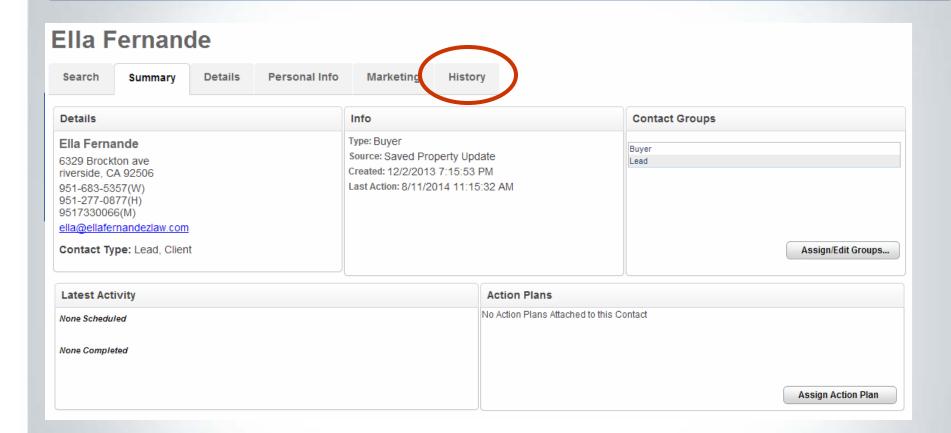
Lead Capture







Leads go into Smart Desk

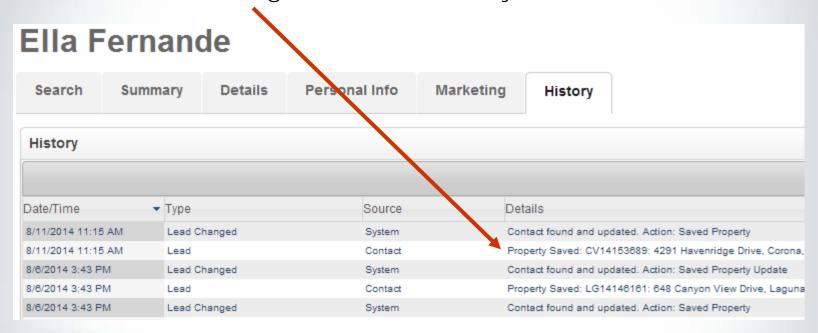






Leads go into Smart Desk

View the listings and searches they save.







Check out the Smart Desk Overview video

http://www.getsmartsites.com/pages/smart-desk-getting-started





Part 3: Farming

The most active method of marketing to get listings.

Critical for long-term success.





Video Farming Funnel



Created to help you get listings

\$497 Value

Limited Time Bundle with Smart Sites Platinum – no extra cost!

Video Farming Funnel



Listing lead generation strategy:

 Uses a dedicated listing lead capture website, video and pre-listing website content.

Video Farming Funnel Includes...

- Pre-designed postcard & door hanger
- 2. Animated Video
- 3. Pre-Listing Guide
- 4. Lead Capture
- 5. Email auto-responder

@ Everything Done For You!

How it works...

IN THE NEXT TWO MINUTES YOU COULD...







Consult your horoscope

Enter a sweepstakes

Buy a lottery ticket

OR you could do something that will actually change your financial future.

VISIT MYWEBSITE.COM

to learn how you can sell your home quickly, smoothly and for top dollar.

You can't afford to waste the next two minutes,

TAKE ACTION NOW!

Jane Marie Smith (800) 555-5555

MYWEBSITE.COM

REAL ESTATE BROKERAGE LOGO 1234 Street Name, Suite 100 City Name, CA 90210 Presorted Standard U.S. Postage PAID Permit #841 Santa Ana. CA



After you watch the video, sign up for a pre listing guide in which I explain how I can help you attract qualified buyers, sell your home quickly and get top dollar.

You'll be on your way to creating a brighter financial future for you and your family.

Jane Marie Smith (800) 555-5555

Equal Housing Opportunity. If your property is currently listed, this is not intended as a solicitation of that listing.
 CalBRE# 00000000 Printed By One Step Services 1-888-587-5301.
 Copyright, all rights reserved.



DO YOU UNDERSTAND
THE LOCAL REAL ESTATE MARKET?

DO YOU KNOW HOW MUCH YOUR HOME IS WORTH?

DO YOU KNOW WHAT QUESTIONS TO ASK A REAL ESTATE AGENT?

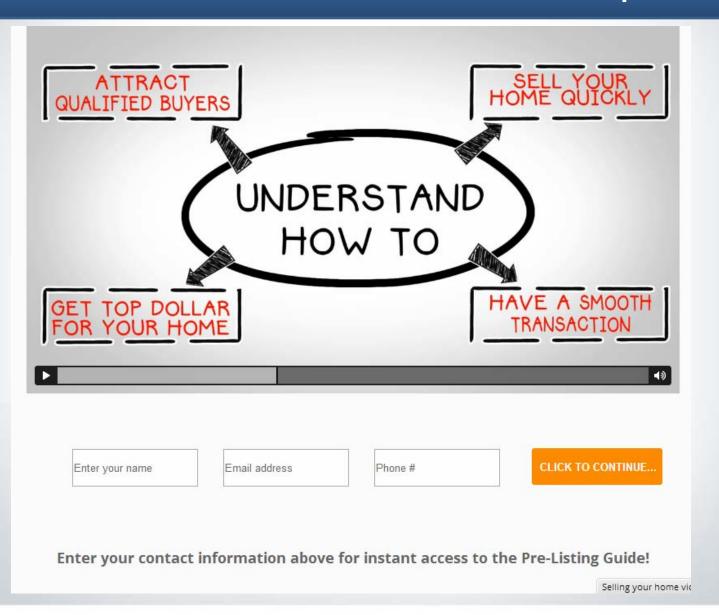
If not, then take 5 minutes and visit

MYWEBSITE.COM

Watch a short video and receive a free pre listing guide that will equip you to sell your home quickly, smoothly and for top dollar.

AGENT BUSINESS CARD HERE

Sellers Video with lead capture



Email autoresponder...

Hi SAMSELLER4, thanks for downloading our pre-listing guide...

Agents Name [trfernandez1@gmail.com]

To:

Tom Fernandez

SAMSELLER4,

The pre-listing guide should help you understand the basics of the current real estate market, however the next logi

The complete market analysis is free, only takes about 20 minutes and there's no obligation.

To schedule your free market analysis just let me know what's most convenient; weekdays or weekends?

Thanks again for downloading our pre-listing guide - click here to view it again anytime you want.

Sincerely,

Tom Fernandez 951-733-0066

Fernandez Real Estate

www.smartsitesdemo.com

Watch a live demo?

Click to play video.

Video is king.

Nothing converts like video

Proven lead generation method

1. Used by the top internet marketers – all industries

Walk the walk. Impress your prospects.





You decide...

Use the "lay and pray" approach...

Lay your typical farming materials out there like everyone else does and pray that someone calls you.

Or be unique...
Use video and your website to maximize your farming results!





Standard Pricing

Platinum





Promotional Pricing

Platinum

\$99 to start.

Then no payments for 60 days.

\$69.95/month

Saves you \$430 off the normal price!





Platinum Promo: \$99 setup. \$69.95/mo First 2month's are free!

Includes Video Farming Funnel (\$497 value)

- 1. Seller Video
- 2. Pre-listing website content
- 3. Email auto-responder
- 4. Matching Door hangers / postcards (additional costs apply)
- 5. All setup for you on your new Smart Site

Bundled with Smart Sites Platinum Package

- 1. Website with awesome IDX
- 2. Mobile IDX website (+ sellers or community website)
- 3. Hosting with live tech support
- 4. Choice of 45 design templates
- 5. Add up to 100 custom pages
- 6. Use with a personal domain name of your choice
- 7. Totally "done for you"





Standard Pricing

Gold





Promotional Pricing

Gold

\$99 to start.

Then no payments for 60 days.

\$39.95/month

Saves you \$230 off the normal price!





Gold Promo: \$39.95/mo. 2 mo's free

Bundled with Smart Sites Platinum Package

- 1. Website with awesome IDX
- 2. Mobile IDX website
- 3. Hosting with live tech support
- 4. Choice of 21 design templates
- 5. Add up to 20 custom pages
- 6. Use with a personal domain name of your choice
- 7. Totally "done for you"





Presentation Pricing

\$99 initial setup First two month's free

Platinum \$69.95/month <u>Gold</u> \$39.95/month

- Video Farming Funnel
- Sell My Home
- Sellers or Community website
- 45 Website Designs
- Mobile IDX Website

You save \$430

Valid for the next 7 days for all of you who registered for this training!

- 21 Website
 Designs
- Mobile IDX
 Website

You save \$230





How to order...

and get more information on each package

http://www.getsmartsites.com/pages/order-platinum-promo

http://www.getsmartsites.com/pages/order-gold-promo





Get setup in 5 business days

- Day 1: Place your order
- Day 2-3: Project Manager contacts you
- Day 4: Project Manager builds your site
- Day 5: Launch your site on your domain

Don't need a domain name at time of order.

Pick your site design when Project Manager contacts you

Project Manager builds the site for you, just send her your picture and other content.





"Ideas won't work unless we do"

-Mike Ferry





Thank you for your time...

Tom Fernandez

CRMLS Smart Solutions Specialist 909-859-2040 ext.2095 tom@crmls.org

www.getsmartsites.com

