

Platinum Lead Generation Tools

CE hours: 3
Course #: 43812



Houston Association
of REALTORS®

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Course Description

This class is designed to help agents understand how to generate leads utilizing a multitude of HAR Platinum tools, understand the need to follow up on the leads and developing strategies for incubating leads.

Define Lead

Lead: A contact received from activities focused on beginning or growing relationships with potential clients.

There are many lead generation activities introduced to you from HAR including classes such as Realtor Launch and the several other classes that make up HAR's HCSMS (HAR Certified Strategic Marketing Specialist) Designation. Your brokerage might also offer opportunities.

Describe Methods Currently Utilized in Generating Leads

Describe Successes:

Describe Challenges:

Let's review what is Identified in a Business Plan which relates to the number of leads you need to work with:

	A	B	C	D
5	Line 1*	Desired Income		\$ 75,000
6				
7				
8			PRODUCTION:	
9	Line 2*	Percent of Income (Sellers & Buyers should = 100%)	Sellers %	Buyers %
10	Line 3	Annual Income	\$ 30,000	\$ 45,000
11				
12	Line 4*	Average Sales Price	\$ 250,000	\$ 180,000
13	Line 5*	Your Brokerage Commission Percent	3%	3%
14	Line 6	Average Commission - Dollars (Multiply Line 4 by Line 5)	\$ 7,500	\$ 5,400
15	Line 7*	Agent's Share (split) of Commission (%)	50%	50%
16	Line 8	Agent's Average Commission (Multiply Line 6 by Line 7)	\$ 3,750	\$ 2,700
17				
18		Annual Income (Line 3) divided by Average Commission (Line 8) =		
19	Line 9	Annual # of Units Closed	8.0	16.7
20	Line 10	Percent That Actually Close	90%	85%
21	Line 11	Multiply Annual # of Units Closed (Line 9) by:	x 110%	x 115%
22	Line 12	Annual Units to be Taken	8.8	19.2
23	Line 13**	Annual Units (Line 12) Divided by (months working):	12	12
24	Line 14	Monthly Units to be Taken	0.7	1.6
25				
26		Closed Volume: Multiply Average Sales Price (Line 4) by		
27	Line 15	Annual # of Units Closed (Line 9)	\$ 2,000,000.00	\$ 3,000,000
28				
29	Line 16	Combined Units (Sum of Line 12 - Sellers and Buyers)		28.0
30	Line 17	Combined Volume (Sum of Line 15 - Sellers and Buyers)		\$ 5,000,000

Utilizing the 80/20 Rule it could be summarized that for every 100 people you meet 1 should become a client.

- You Meet 100 People with 20% being possible leads (20)
- Of the 20 leads 20% willing to work with you (4) and 20% convert to a client .8 (1)

Therefore, it is imperative to your business to obtain as many leads as possible to be successful in the real estate business.

Let's focus on Generating Leads using HAR Platinum tools in the way being Described.

Your Profile on HAR

My Account => Personalize Information

You will want to be certain that you have a presence on HAR so that consumers can easily find you. Writing your bio, uploading your photo and a profile video is the best place to start.

Your Profile/Bio

Search  

Profile / Bio

Display Settings

Your Photo

Preview

Customize your Profile/Bio ✕ Hide

- The bio allows you to provide information regarding yourself, your business and your accomplishments.
- Content can be displayed in paragraph form, bullets or a combination of the two.
- Enter each paragraph or bullet one at a time.
- After submitting your first paragraph or bullet, click on "Add New Bio" to submit the next one.
- Drag and drop to reorder the links below
- [Writing a Professional Profile Bio for Agents and Broker](#)

Add New Bio

Marilyn has been a staff instructor with HAR for 14 years and a real estate trainer for over 19. One of the unique aspects of her role as Training and Member Outreach Specialist for HAR, is that is that she primarily conducts training outside of HAR at area Brokerage offices and special events, helping to broaden the

Chat with us

Managing Your HAR Leads/Appt

Leads/Appt => Leads Management

You will receive notification of your leads by email, but you can also always manage your leads from within the Member Portal.

Lead Management

Search  

EMAIL LEADS

INBOX **DELETED** **SPAM**

24 Records Found

Delete

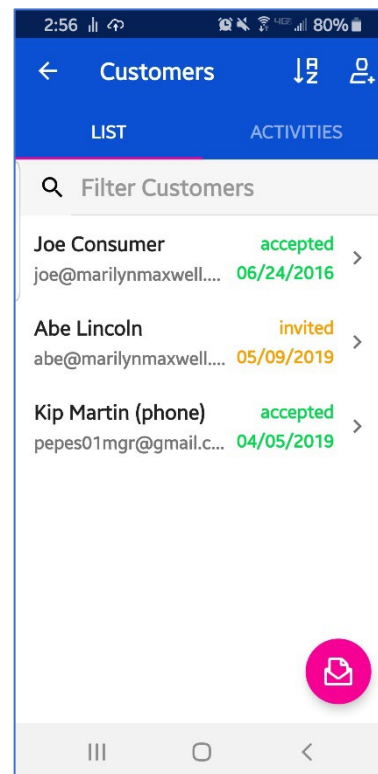
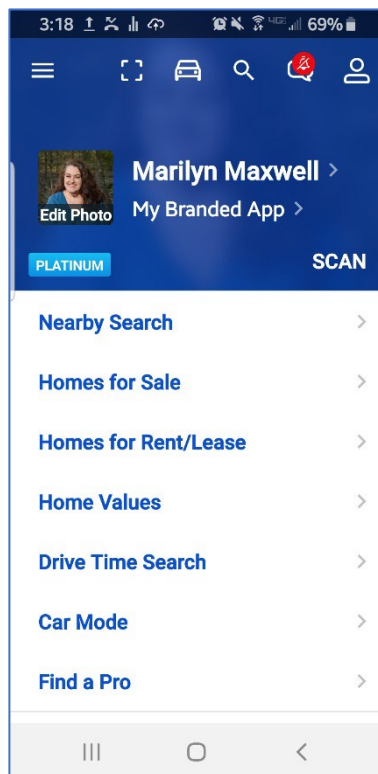
☐ SUBJECT	FROM	DATE	TYPE	SOURCE
☐ Consumer requests more information for 0 FM 1464 Road	test test (Unread)	May 30, 2022 09:42 AM		AWS
☐ Consumer requests more information for 0 FM 1464 Road	tes test (Unread)	May 30, 2022 09:39 AM		AWS

HAR Branded App

You should invite everyone you know or meet to use the HAR App so they receive Premium Content they otherwise would not have access to.

Send the app directly to your customers with your branding. View your client's activities like Saved Searches, Bookmarks and more. Recommend properties to clients directly from the app.

This is a great ice breaker for exchange of contact information.



HAR Agent Website

Tools => Website and Blog => Manage Your Website

You can add additional Lead Capture functionality to the HAR website. The ability to add your own custom pages are ideal for you to add individual market report, client testimonials, etc. Here you are only limited by your creativity and imagination.

Manage Your Website

P Exclusively for Platinum Subscribers

EDIT SITE DESIGN PROFILE LEADS VIRTUAL OFFICE WEBSITE ANALYTICS PROMOTE PREVIEW

Home Page
 Site Menu
 Custom Pages
 Slideshow
 Featured Listings
 Blog
 Settings and Data

Customize your home page Hide

- Choose what information you want to show in your home page.
- Drag and drop to reorder the sections below.
- Header - Displays your name and contact information
- Sider Content - Only visible if you wish to promote something on your home page
- My Listings - Displays a list of your active and sold listings, along with rental properties
- About Me - Part of your bio, video, designations, languages and cultures are displayed
- Activities - Shows your recent blog post, tweets and Questions & Answers
- Footer - Displays your broker contact info

Header

☒ Picture
 ☒ Broker Name

☒ Social Media
 ☒ Phone Number

☒ Tagline
 ☒ Email Address

Tools Not Visible

☒ Apartment Finder
 ☒ Neighborhood Finder

☒ Highrise Finder
 ☒ Home Value Finder

☐ What's My Home Worth
 ☒ School Finder

☒ CMA Request
 ☒ Call Finder

Sell Your Home Visible

☒ Sell Your Home

About Me Visible

☒ Ratings
 ☒ Languages

☒ Bio
 ☒ Cultures

My Listings Not Visible

☒ For Sale
 ☒ Recently Sold

☒ For Rent
 ☒ Recently Leased

☒ Recent Showings

Activities Visible

☒ Blog
 ☐ Questions & Answers

☒ Tweets

Neighborhoods Visible

Choose your neighborhoods →

Recommendations Visible

HAR Virtual Office Website (VOW)

Tools => Website and Blog => Virtual Office Website (VOW)

The Virtual Office Website (VOW) enables consumers using their browsers to get access to the same

Premium Content provided by the HAR Branded App. Therefore, directing all your contacts and potential contacts to register on your site, in turn, allows your registered clients/customers to conduct searches of MLS properties.

Your VOW will enable your registered users to view Premium Content such as Property History Reports and Sold Price for nearby listings.

Your VOW comes with a management console that provides you access to your customers' account details such as listing viewing history, favorite homes, and saved searches.

Agent Virtual Office Website

P Exclusively for Platinum Subscribers

Your Virtual Office Website (VOW):

Your Virtual Office Website (VOW) allows you to provide brokerage services to registered customers and clients over the Internet as if they were in your office. Under existing law, any broker subscribing to MLS may operate a VOW allowing your registered clients/customers to conduct searches of MLS properties.

Your VOW will enable your registered users to view Premium Content such as Property History Reports and Sold Price for nearby listings.

Your VOW comes with a management console that provides you access to your customers' account details such as listing viewing history, favorite homes and saved searches.

You agree to the following VOW Terms of Use:

- access to your VOW is intended only for your customers' personal, non-commercial use;
- access to your VOW is limited to customers that have a bona fide interest in the purchase, sale, or lease of properties being offered through the VOW;
- MLS Rules and Regulations apply to your use of the VOW

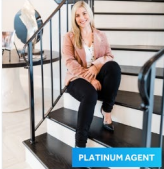
Consider promoting the VOW link on your Social Media platforms, adding the link to your external website, or simply emailing the links to your contacts explaining the benefits to them, as you explained with the Branded App. The more you promote your services offered, the more the likelihood of capturing not only the attention of, but the business of, a consumer increases.

Client Experience Rating and Recommendations

Tools => Ratings and Reviews

Everyone wants to do the best job they can for their clients, but how can you know what you are doing right and what you could do better? That is why it is so important for all HAR members to participate in the Client Experience Rating Program and/or use the Recommendations tool.

Client Experience Rating

 CHRISTINA BOSTON Boston Real Estate Group LLC Cypress, TX 77429 ★★★★★ 4.96/5 (101 surveys) Recommendations	 BRANDON KRUEGER Boulevard Realty Houston, TX 77008 ★★★★★ 4.9/5 (51 surveys) Recommendations	 DEBRA LEAVINGS Realty United Pasadena, TX 77505 ★★★★★ 5/5 (90 surveys) Recommendations	 TRANG LY World Wide Realty, LLC Houston, TX 77057 ★★★★★ 4.81/5 (33 surveys) Recommendations
 LAURA MIRANDA Houston, Compass RE Texas, LLC Houston, TX 77003 ★★★★★ 5/5 (35 surveys)	 CONNIE SHUGART Shug Realty Group Cypress, TX 77433 ★★★★★ 4.99/5 (117 surveys)	 JAMALE NAGI Keller Williams Preferred Pearland, TX 77584 ★★★★★ 5/5 (25 surveys)	 ANDREW VONG Coldwell Banker Realty - Sugar L... Sugar Land, TX 77478 ★★★★★ 4.99/5 (35 surveys)

Recommendations

8 items

MY LIST

text

email

share

share

share

share

share



Christina Boston
 Boston Real Estate Group LLC
 ★★★★★ 4.96/5.0
[RECOMMENDATIONS](#)

[Request Callback](#)
[Show Phone](#)
[Email Agent](#)
[View Website](#)

[Profile](#)
[Listings](#)
[Neighborhoods](#)
[Ratings](#)
[Recommendations](#)

Recommendations (Print View)

I work hard to do the best job possible as a real estate professional, so I appreciate these recommendations from my past clients and colleagues.



Sara G.
Consumer
May 20th, 2021

RELATIONSHIP: CHRISTINA HELPED ME BUY A PROPERTY
"We had the pleasure of working with Christina for the purchase of our house. Christina is a fierce advocate and will represent your best interests in the most caring manner. Her knowledge and resources are priceless in such competitive market. If you find yourself feeling uneasy and perhaps you do not know where to start, Christina can help you take even the smallest of steps to purchasing your property. Or perhaps you are a real estate pro, you will still benefit from having her as your representative. She is honest, caring, and she has the most fantastic energy. Christina embodies what being with you every step of the way is. Making a transaction so important like the purchase of your home is harder than ever in this market. With properties becoming under contract in as little as two days and feeling the pressure of the market you need the most qualified, diligent, honest, and caring agent possible. Christina is that agent!"



Karl M.
Consumer
Oct 1st, 2018

RELATIONSHIP: CHRISTINA HELPED ME BUY A PROPERTY
"Christina was amazing! Very knowledgeable about what comps should be like, she knew when houses needed work before we did, and she didn't let us founder on decisions. She took us to see houses as soon as we told her we were interested. We knew we were in great hands and trusted her throughout the whole process to do what was best for us."

Contact Christina Boston
 First Name Last Name
 Email
 Phone (Optional)
 Phone (Optional)
 I would like to

 Your comments...

 Please limit to 500 characters.
[Request information](#)
[Click to view phone](#)



BROKER
Transactions/Profile
Boston Real Estate Group LLC
17515 Spring Cypress Rd. C-254
Cypress, TX 77429

Blogging

Tools => Website and Blog => Manage Your Blog

Provide information relevant to your community, market, or your communication style or brand. Be sure to incorporate pictures, and videos, but more important use verbiage to help you achieve search engine optimization. It is crucial to always include the ability to capture the lead by incorporating the HAR Forms or other methods previously described.

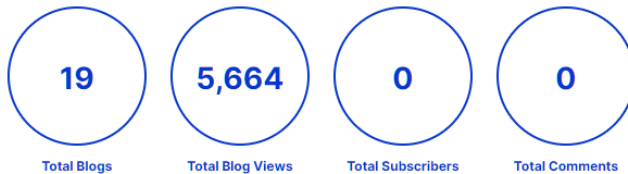
Manage Your Blog

P Exclusively for Platinum Subscribers

[POSTS](#) [COMMENTS](#) [SUBSCRIBERS](#) [LOCALIZE](#) [FREE CONTENT](#) [PROMOTE](#) [DESIGN](#) [EDIT BLOG](#) [PREVIEW](#)

Blog Overview

 [Watch and Learn](#)

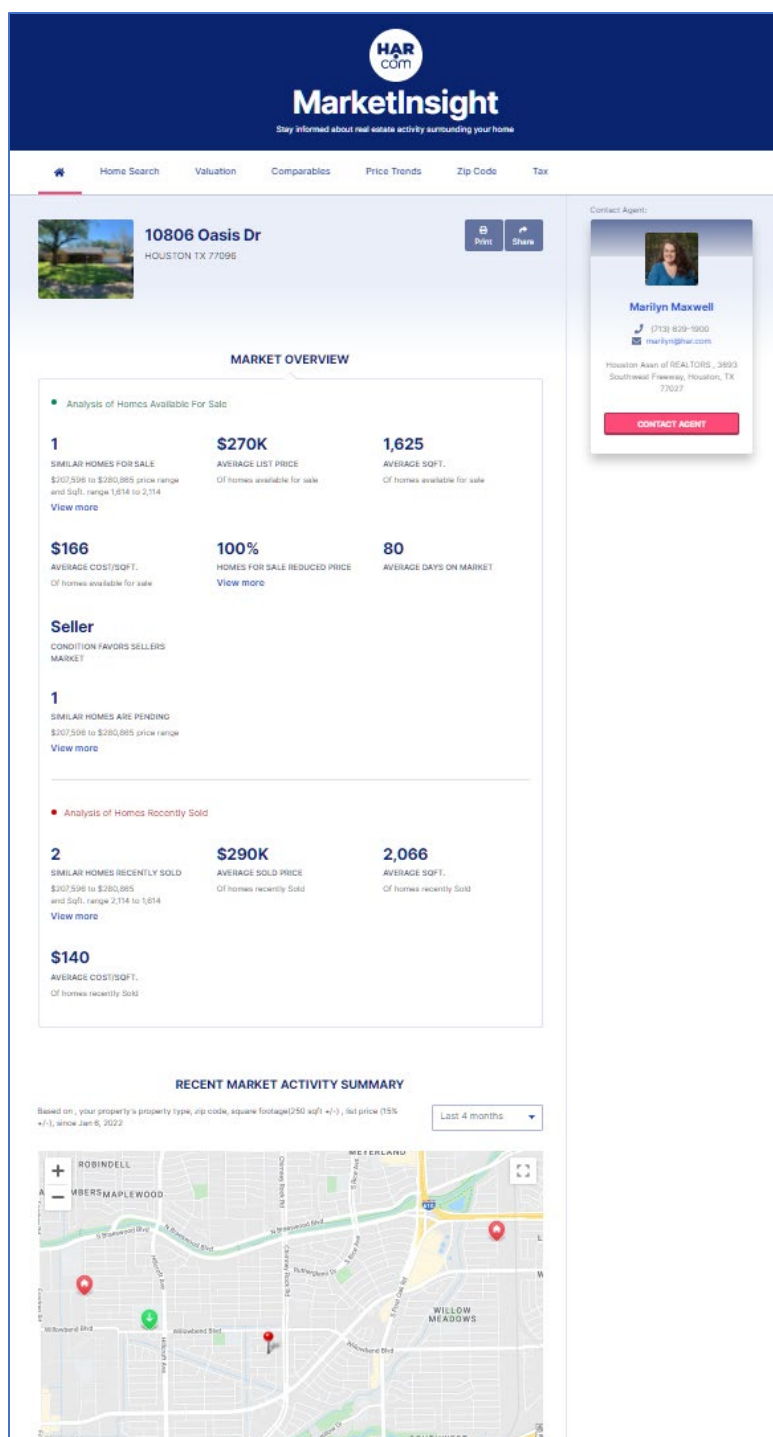


[Share RSS](#)
[+ Create post](#)

☐ 4 Simple Tasks to Do in Fall for an Awesome Lawn in Spring
 Published on May 04, 2022 [0 Comments](#) [4 Views](#)

☐ What's Happening in Cinco Ranch Real Estate?
 Published on Jul 06, 2021 [0 Comments](#) [54 Views](#)

At the point of posting your blog post it is important to take advantage of the distribution of your post to clients, friends, mobile devices, or social media sites shown below:



MarketInsight

Tools => Marketing Tools => MarketInsight

This is an awesome tool to report listing activity to your client; however, the "Prospecting Listing/Lessor" version of the report works wonderfully to capture prospective Listings for Lease or Sale and to help inform Buyers of Market conditions in an area of interest.

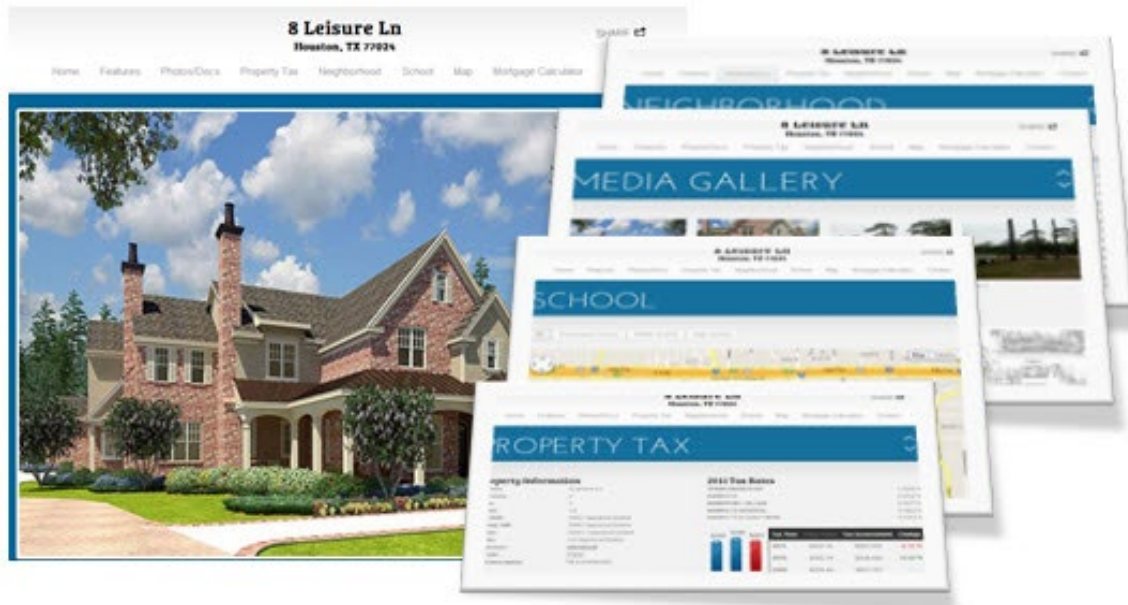
Entering the address of a property will generate market reports showing averages, new listings, price reductions and recently sold properties. The information is customizable to provide information based on Radius, Subdivision, Zip Code, Geo Market areas or specific areas drawn on a map; in addition to modifiable differentials in Price and Square Feet.

You capture those leads that don't realize the opportunity that exists based on the current market conditions. MarketInsight provides nearby listing and sales activity including price trends and statistics. This is especially great for absentee owners.

Homesite

Tools => Marketing Tools => HomeSite

Listing Agents subscribed to the Platinum Package of tools have an exclusive HomeSite website for each of their listings which offer another means of sharing and lead capture opportunity.



713-REALTOR

Tools => Marketing Tools => 713-REALTOR Property Hotline

This is an extremely underutilized and simple solution to capture leads. All that is required is purchasing the sign and adding the MLS Listing Number on the sign. Consumers will be able to dial 713-REALTOR and enter an MLS number to obtain a digital audio description for that listing. In addition, consumers will be given the option to be connected to the listing agent during the call. 713-REALTOR Property Hotline provides your potential client an "on demand" audio walk through of your listing 24/7.

713-REALTOR Property Hotline Leads

HAR is proud to introduce 713-REALTOR Property Hotline to its members. Consumers will be able to dial 713-REALTOR and enter a MLS number to obtain a digital audio description for that listing. In addition, consumers will be given the option to be connected to the listing agent during the call. 713-REALTOR Property Hotline provides your potential client an "on demand" audio walk through of your listing 24/7. [Learn More](#)

Note: You must enable LEAD CONNECT and set the time and contact number in order for the consumer to contact you after the listing description. If the caller contacts you before or after the set time, they would not be able to contact you directly.



Phone Number Setup

The call will go to the telephone number you have designated in your LeadConnect settings. To change this number, [click here](#).

HAR Lead Capture Forms

Leads/Appt => Leads

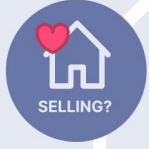
These can be incorporated into external sites, blogs or even emailing the links to capture leads.

Home Selling Analysis

Ready to sell your home?

If you like this property and are also considering selling your current home, you may find out how now. Request your home selling analysis featuring Recently Sold, Market Analysis, Home Valuations and Market Update.

GET STARTED



Lead Capture Home Valuation Form

What's Your Home Worth?

Do you want to know the worth of your home? Get your FREE estimate along with the Comparative Market Analysis



Home Worth is a way for you to access relevant information about your property, including nearby comparable properties, market conditions and more! Just fill in the form and receive the following:

- ✓ Recently Sold Information
- ✓ Market Analysis
- ✓ Market Update

Make sure you know everything about your home's worth before you sell it – contact us today!



Marilyn Maxwell

Houston Area of REALTORS
3693 Southwest Freeway
(713) 628-1900
Email

Request Your Report

Full Name

Address

Email

Phone

Request

Lead Capture Contact Me Form

Have Questions About Real Estate?

Do you have any questions regarding your buying, selling or renting needs? Get professional answers quickly!



Feel free to contact me if you are in the process of buying, selling or renting a property. Get the help finding the right home, pricing and selling a home, contracts, negotiations and more.



Marilyn Maxwell

Houston Area of REALTORS
3693 Southwest Freeway
(713) 628-1900
Email

Request Information

Name

Email

Phone

Comments

Request

Lead Capture CMA Form

FREE Comparative Market Analysis

Want to know how much your home is worth? Get a free CMA on your home today.



I will create CMA by looking at comparables, or comps—recently sold properties that are similar to your own home (or, if you're a home buyer, the one you want to make an offer on). Comparable homes will be in the same or similar neighborhood, have similar square footage, number of bedrooms, bathrooms, features, and upgrades.



Marilyn Maxwell

Houston Area of REALTORS
3693 Southwest Freeway
(713) 628-1900
Email

Request Your Report

Full Name

Address

Email

Phone

Request

IDX Tools And Widgets

HAR's Technology department has successfully developed and continues to design a wide range of consumer-centric tools to meet the new expectations of online consumers that result in generating thousands of leads to our members. All these consumer-centric products are also available for your personal or company Web site within our IDX Suite of products and services, all designed to offer the similar functionality to your Web site's visitors/consumers as HAR.com.

- Dashboard
- MLS
- Tools
- My Account
- Leads / Appt
- Training
- Inside HAR
- HAR Store

- Tools
 - Mobile Apps
 - Website and Blog
 - MLS Tools
 - Marketing Tools
 - Financial/Investment Tools
 - Third Party Tools
 - MyHomeFinder
 - Ratings and Reviews
 - Tools For Your Non-HAR Site
 - IDX Tools and Widgets
 - Featured Listing Agent Website
 - Landing Page (Formerly My Neighborhood IDX Links)
 - Client Experience Rating Badges
 - Real Estate Videos for your Website
 - Consumer Services
 - Consumer Tools

IDX Tools And Widgets

Exclusively for Platinum Subscribers

About The App

HAR has developed a wide range of consumer-centric tools to meet the ever-growing expectations of our customers. [read more...](#)

[Click here to view Widgets links.](#)

IDX THEME COLOR

SAVE

PREVIEW

IDX LINKS

EMAIL ALL IDX LINKS

View All My Listings View All My Listings will list all your listings in the result page.	Preview Get Code
View My Sold Listings View My Sold Listings will list all your sold listings in the result page.	Preview Get Code
All My MLS Listings Search Form All My MLS Listings search form.	Preview Get Code
Foreclosure Listings Allow visitors to your site to search for foreclosure listings.	Preview Get Code
All MLS Listings/Home Finder Home Finder	Add/Edit Header Preview Get Code
Open House Finder Open House Finder	Add/Edit Header Preview Get Code

Real Estate Community

<https://www.har.com/myaccount/qa>

An excellent way to demonstrate what benefits the consumer will receive by working with you. It provides the opportunity to promote yourself by showcasing your knowledge and expertise on varying topics and appear at the top of the list of responses.

HOW IT WORKS

ASKING QUESTIONS

Community members can ask other community members questions that they are seeking answers for. When asking a question, designate the topic/category it belongs in to make it easier for other community members to find and answer it.

ALERT NOTIFICATIONS

Sign up to receive daily alerts containing a list of new questions that have been posted in your favorite categories. Be the first to answer open questions to increase your ranking within the community. You can disable the notifications at any time by clicking on 'My Profile' in the Real Estate Community.

PROVIDING ANSWERS

Community members can provide answers to open questions posted by other community members. Your answer to a question may be chosen as the best one, earning you extra points and increasing your user level.

Questions remain open until a "Best Answer" has been chosen, at which point the question is resolved and answers can no longer be posted. Questions can also be flagged as "Favorite", which are stored in a list for quick reference.

HOW IT WORKS

POINTS AND LEVELS

To encourage participation and reward great answers, the Real Estate Community has a system of points and levels. Points system allows everyone in the Real Estate Community to recognize how active and helpful you've been. Levels are another way to keep track of how active you (and others)

Levels are another way to keep track of how active you (and others) have been. The more points you accumulate, the higher your level. Members of the Real Estate Community start at level one, but can earn points to increase their level of participation to level five. A user's level is denoted by a badge on their photo and profile and their total number of points.

Points

The number of points you receive depends on the specific action you take. The points table below summarizes the point values for different actions.

Action	Points
Post a question	2
Answer a question	2
Have your answer selected as the best answer	10
Get a "thumbs-up" rating on an answer	1
Get a "thumbs-down" rating on an answer	0

Levels

Levels are another way to keep track of how active you (and others) have been. The more points you accumulate, the higher your level.

Level	Points	Symbol
5 Diamond	1,600 +	
4 Platinum	900 - 1,599	
3 Gold	500 - 899	
2 Silver	200 - 499	
1 Bronze	1 - 199	

REAL ESTATE COMMUNITY PARTICIPATION

0
MY POINTS
[score details ^](#) [learn more ^](#)

1
MY LEVEL
[learn more ^](#)

[View Your Real Estate Community Public Profile](#)

YOU'RE FOLLOWING

TOPICS

Click the category you wish to follow

Active Adults (Age 55+)

Affordable Housing

Condo Living

Country Home / Acreage Living

Education ✓

Foreclosures & Investments

General

Green Living

High-Rise & Condo

High-Rise Living

Historic District

Home Appraisals

Home Builders

Home Buying ✓

Home Improvements & Repair

Home Inspections ✓

Home Marketing

Home Remodeling ✓

Home Safety

Home Selling

Home Values & Recent Sales ✓

Home Warranty

Homeowners Insurance

Housing Market

Houston Living ✓

International Real Estate

What question would you like to ask the real estate community?

The Real Estate Community Q&A board @ HAR allows consumers and REALTORS® to interact closely by asking questions, postings answers, sharing facts, opinions and personal experiences with each other. Get answers from experts real estate professional.

[Learn More](#)

Your Question

Type here

Add a little more detail (optional)

Type here

Choose a category

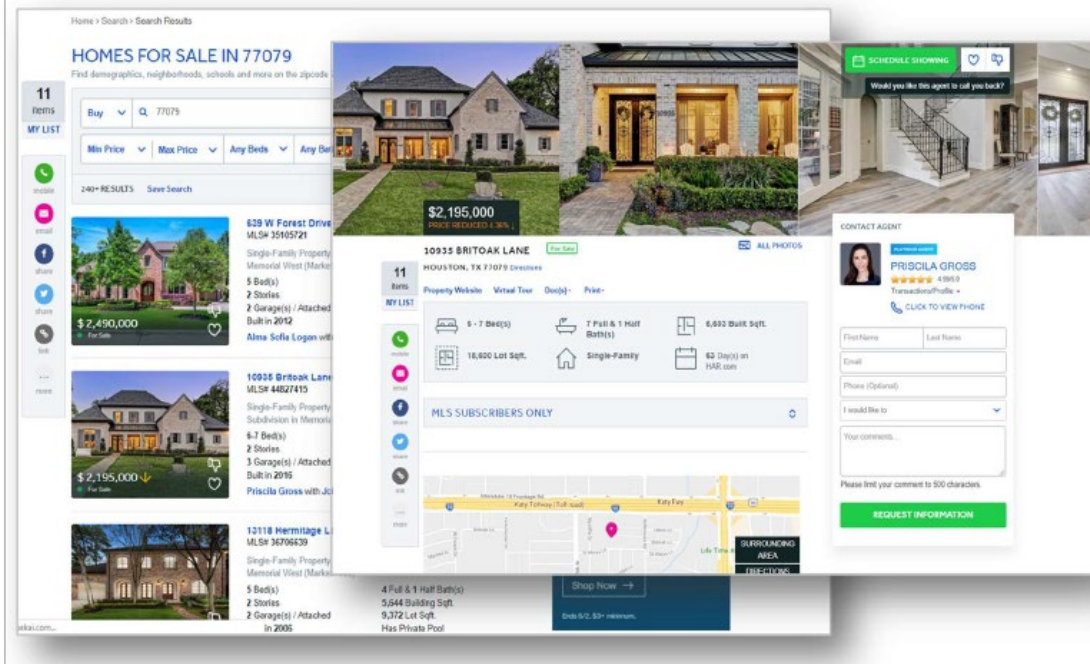
Active Adults (Age 55+) ▼

Please, follow the community guidelines.

SUBMIT

Sharing via HAR.COM

Sharing from HAR.COM or the HAR App enables the consumer to view any content you share with them, but the best part is that no matter who's listing it is, YOU are the presenter of the information.



HAR Marketing Center

(Use the quick search bar to search for "Marketing Center")

Reach your audience with our marketing and prospecting tools
Create and mail your custom print material, build lead capture pages and promote your services on your social networks.

The screenshot shows the 'Members Only Portal' for HAR.com. On the left is a dark blue sidebar with icons for Dashboard, MLS, and Tools. The main content area has a search bar with 'Where to search' set to 'Members Area' and a search term of 'marketing cen'. A pink 'SEARCH' button is next to it. To the right is a blue button for 'Virtual Appointment for Members Only'. Below the search bar, a message states 'Search For 'marketing cen' Found 1 Result' with a link to 'Marketing Center'. A 'Login to MLS' button is also visible.

The screenshot shows the HAR Marketing Center landing page. The header includes a 'Menu' icon. The main content area features a large illustration of people using a megaphone. The text reads: 'Reach your audience with our marketing and prospecting tools. Create and mail your custom print material, build lead capture pages and promote your services on your social networks.' Below this is a section titled 'Social Media (Part of Design Center)' with a description: 'Reach out to potential targets through different social media channels such as LinkedIn, Facebook and Instagram. Choose from three different types of posts: rectangular, square or stories. Download and share it with the right audience who are only a few clicks away. That is the power of social media!' and a 'Let's get started →' button. The sidebar on the left lists various marketing tools: Marketing Center(Home), Social Media, Flyers & Postcards, Lead Capture, Promote Your Rating, Landing Pages, Video Content, Paid Ads (Facebook & Google), and Recommendation.

Automatic Social Media Posting

Tools => Marketing Tools => Automatic Social Media Posting

Even if you don't keep your followers updated on your real estate activities, utilizing this tool will tweet and create posts on your behalf. This is crucial for securing the leads. Once they are on your page, you encourage them to search for more properties presented by you.

Automatic Social Media Posting

P Exclusively for Platinum Subscribers

About The App

The Social Media Plug-in for MLS enables you to enter your social networking account information so that your listings can be promoted on these social media sites. This will provide a constant connection to the social networking service, so whenever you add a new listing, make a price reduction, have an open house or sell a listing in MLS, a social networking notification will automatically be generated to alert your followers of your new listing. To learn more about this tool, [click here](#).

[Watch & Learn](#)



CONNECT TO FACEBOOK



CONNECT TO TWITTER



CONNECT TO LINKEDIN

Facebook: Due to recent changes in their site operation, you are no longer able to automatically post your listings to Facebook. The HAR technology team has removed the social media icon for Facebook as a result, but has developed an alternative method to post listings to the site. You will now receive a notification email of changes to your new, sold, price reduced and open house listings. This email will include a link that will allow you to quickly post the listing to your Facebook page.

ShowMyListings Facebook App

Tools => Marketing Tools => ShowMyListings Facebook App

Allows consumer to view your listings or the entire MLS, and you are the “branded” agent for all listings.

SHOW MY LISTINGS FACEBOOK APP

P Exclusively for Platinum Subscribers

DISPLAY MLS LISTING ON YOUR FACEBOOK BUSINESS PAGE

It is easy for you to display and promote your listings on Facebook Business Pages by developing ShowMyListings app. With the ShowMyListings app, your listings will automatically be posted and you will no longer have to manually add each of your listings.

Note: Facebook requires 2,000 likes to add this to your business page.

BENEFITS

Facebook app you can add to your Facebook Business Page

Provides a listing search platform from within your Facebook business page

Market your listings and allow consumers to search all listings

Additional Client Retention and Management

Utilizing all the techniques described as well as incorporating those introduced to you from HAR classes such as Realtor Launch, and all classes that make up the HCSMS (HAR Certified Strategic Marketing Specialist) Designation or from your brokerage should enable you to capture leads necessary to build and grow your business.

Now having a database of leads will not get you the transaction, you need to have a strategy on how to work those leads. That are many approaches you may take, some free requiring more time in incubating and following up. Other approaches will increase in cost but will be more automated allowing you to create custom campaigns for each stage a consumer is at.

Following are a few to take a closer look at, but keep in mind in addition to cost, each requires setup time, monitoring, and maintenance:

- Top Producer
- Conversion ESP
- Lion Desk
- Boomtown (for an office or team could be expensive)
- Realty Juggler
- Constant Contact
- Brian Buffini
- Others...?

The idea is being disciplined in communicating with each client, making sure you are following up on their needs, keeping you at the top of their mind, monitoring their activity/progress in addressing meeting their objectives. When leads activity increases, this is usually an indication they are ready to proceed.

Choosing the inexpensive method of following up and incubating requires you to create your own strategic campaign.

List type of campaign by type of lead:

Week	Lead Type	Campaign Item