

Build Your Business Around

~~RATINGS!~~

^
customer satisfaction

Jeff Turner, President, RealSatisfied

“The first thing people do today when looking for an agent is seek out online reviews.”

- Every Online Real Estate Guru In America

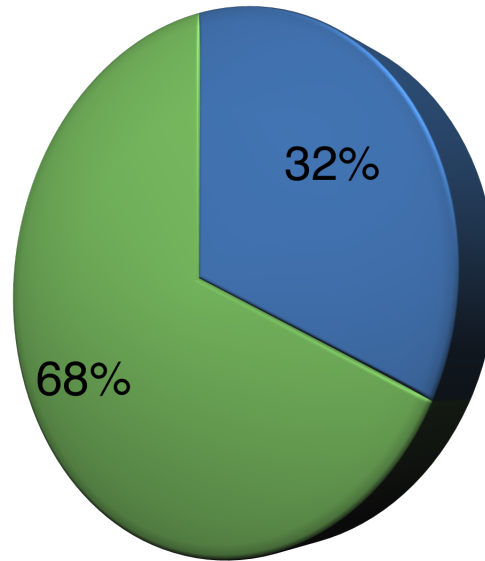


#FALSE



#FACT

*68% of sellers still find their agent based on the referral of a friend or family member, or by having previously done business with the agent or broker.



**“Word Of Mouth
is the best medium of all.”**

- William Bernbach, Founder & Creative Director, DDB



**“A happy and satisfied customer will
bring more business than any
well designed marketing strategy.”**

- Sumneet Khanna, The Customer Is King



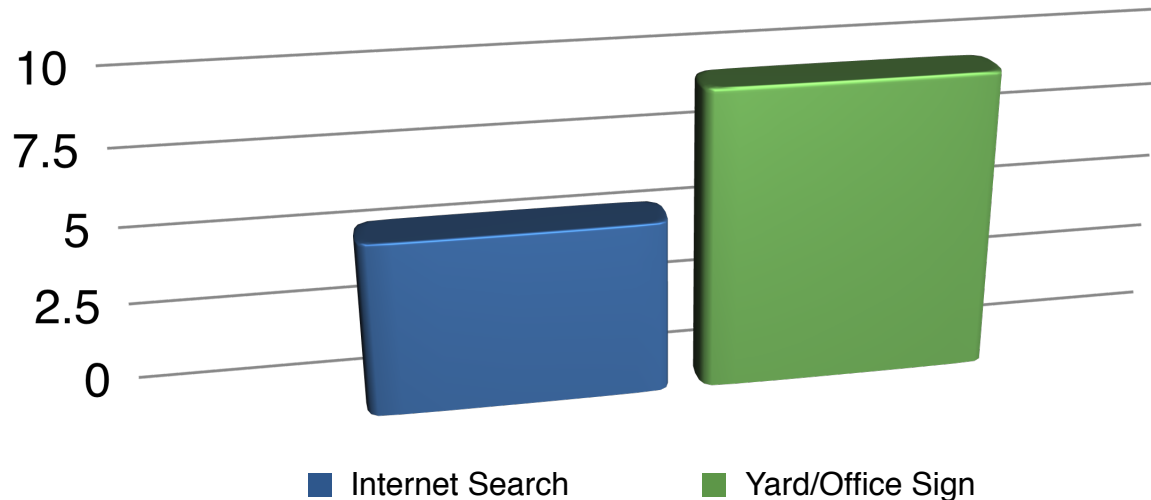
“Only about 10% of all buyer & seller leads are generated online, through portals... You want to kill the portals?”

Get better at post-close marketing.”
- Brian Boero, 1000 Watt, Friday, March 27, 2015



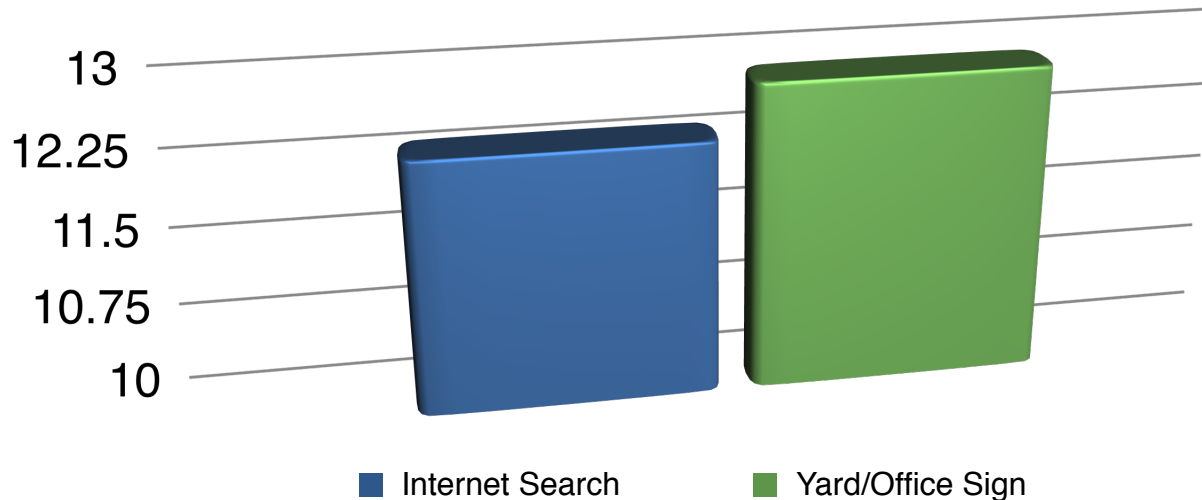
#FACT

*9.5% of sellers said they found their selling agent via a yard sign or the broker's office sign, compared to 5.5% via Internet search.



#FACT

*12.9% of buyers said they found their selling agent via a yard sign or the broker's office sign, compared to 12.4% via Internet search.



“The holy grail for online real estate portals is to change consumer behavior around how they select an agent.”

- Me



Find a great real estate agent in Prescott, Arizona

Google Search

I'm Feeling Lucky



**“What do people say about you?
What do you want them to say about you?
What are you willing to do to get them to say it?”**

- Ken Schmidt, Former Communication Director, Harley Davidson



Fans, Not Customers.

Your resources are best spent creating and identifying evangelists.



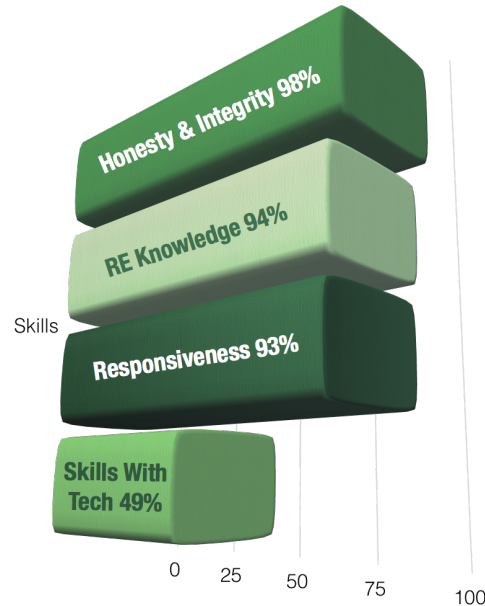
The Analog Part

Technology can't help you if you can't get this part right.



#FACT

The factors that lead to TRUST, HONESTY and INTEGRITY, are THE MOST VALUED and sought after real estate agent traits.



*NAR Profile of Home Buyers & Sellers



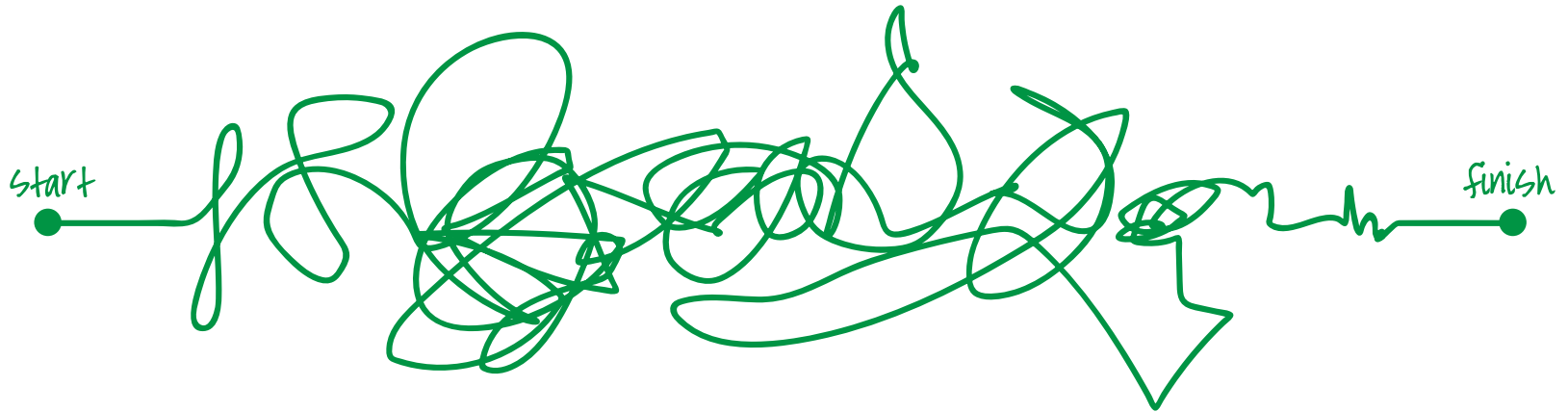
**Identify the people who are your evangelists,
and own those relationships.**



**Buying real estate is not like
buying a slice of pizza.**



Is there a more complex business transaction a consumer will engage in than a real estate transaction?



**Your clients don't get to the closing table
& say to themselves, "I better go rate my
agent on Google+ or Zillow or Yelp."**



**You are telling them to do this without
really understanding how they felt
about your performance.**



Why are you giving up one of the most important communication opportunities and giving the results to someone else?



**There is a better way.
Take control of your performance data.**



**There is a better way.
Own your customer satisfaction.**

