



HomeHub

ROADMAP TO SUCCESS:

Transformative
Lead Generation
Strategies For Agents



**With these
strategies in
your arsenal,
the benefits are
boundless.**

In today's competitive real estate landscape, providing unparalleled value to your clients is paramount. By incorporating your personalized Home Management site to go with 'Your Site. Your Signature.' program and our complimentary Client Follow-Up program into your standard business practice, you will revolutionize the way you serve your clients. These tools, when combined, offer a powerful synergy that not only sets you apart from the competition but also propels your clients' satisfaction to new heights.

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The six lead-generating strategies featured here are not mere tactics; they are transformative tools for your daily real estate practices.



These strategies offer a clear, step-by-step roadmap to help you maximize their benefits. By incorporating these tools, you will unlock their full potential and create a streamlined path to success. Not only are they remarkably easy to integrate, but they also masterfully position you as the go-to real estate expert. These strategies work in tandem to keep you top of mind with all your contacts, ensuring you remain their first choice for everything real estate.

By driving consistent lead generation, they set the stage for your success, and together, they become a formidable force, maximizing your lead generation potential. Whether you choose to implement them individually or harness their collective power, benefits are boundless. With these strategies in your arsenal, success is not just achievable; it's inevitable.



6 AGENT STRATEGIES FOR SUCCESS

Transformative Lead Generation Strategies



6 AGENT STRATEGIES FOR SUCCESS.



PERSONAL CONCIERGE

Provide a personal concierge and embody your commitment of ensuring your client's experience is exceptional every time.



CONNECTED FOR LIFE!

Ensure you have a contact for life. Utilize our complimentary client follow up program to stay in touch with your past clients, sphere, and potential clients.



YOUR SERVICE. YOUR VENDOR.

Building and marketing relationships with your preferred home services professionals is a key foundation to a strong referral network in a fluctuating market



EVERY CLIENT. EVERY CONTACT.

Your Home Management site is a unique and valuable resource for everything home related, and everyone can benefit.



OUTSHINE THE COMPETITION

Provide a personal concierge for every listing to differentiate yourself in all aspects, from advertising to content and exposure.



YOUR SITE. YOUR SIGNATURE.

Add your unique URL to all your marketing pieces to invite current contacts and generate leads.

A PERSONAL CONCIERGE

By providing a personal concierge, you embody your commitment of ensuring your clients experience is exceptional. Both a buyer or seller will have a team to assist with the myriad of tasks in the moving process - creating an unparalleled market advantage.



BENEFITS

Enhances
Customer
Experience

Saves
Time

Reduces
Stress

Builds
Trust

Provides
Competitive
Edge

Drives
Repeat &
Referral
Business

Builds
Long-Term
Relationships

ACTION STEPS

- ✓ Highlight the personal concierge benefit during every listing presentation. Share the listing presentation flyer on your next listing appointment!
- ✓ Tell your potential clients that the personal concierge will be there for them throughout their entire moving process and throughout their entire home journey – for life!
- ✓ Share with your potential clients that their personal concierge will provide cost-savings opportunities on home service options such as home security, internet/cable and solar packages.
- ✓ Share with your potential clients a few of the tasks their personal concierge will handle on their behalf during the moving process. Tasks like utility transfers, scheduling movers, and home service providers.



CONNECTED FOR LIFE

Ensure your contact stays your contact for life by inviting past clients, your sphere, and potential clients to the complimentary client follow up program. With just one email address you can solve the ever-daunting industry challenge of providing relevant content throughout your lifelong relationship.



BENEFITS

Maintains Relationships

Enhances Customer Service

Grows Repeat & Referral Business

Establishes Consistent Communication

Keeps You Top of Mind

Positions You as Trusted Advisor

Provides Competitive Advantage

Fosters Long-Term Success

ACTION STEPS



Enroll all your contacts in LiveEasy's complimentary Client Follow-Up program to keep you top-of-mind – before, during and long after a transaction.



Hold a Homebuyers Seminar on the benefits of Homeownership and the benefits of your personalized Home Management site. Then, enroll every attendee in the Client Follow-Up program to ensure an ongoing connection when they're ready to buy or sell.



Hold a Rent vs. Buy Seminar and highlight the Mortgage Information section of your Home Management website. Then, enroll every attendee in the Client Follow-Up program to stay connected.



Include information about the benefits of your personalized Home Management site in every potential client conversation. Remember - every conversation equals an opportunity to drive a potential client to your site, creating a connection for life!



OUTSHINE THE COMPETITION

Providing a personal concierge with every listing enables you to differentiate in all aspects of the listing. Beginning with a sign rider for advertising, unique marketing objectives in flyers and most importantly, creating curiosity from day one.



BENEFITS

Differentiates
You

Provide a
Competitive
Edge

Enhances
Customer
Service

Creates
Lifetime
Connections

Enhances
Reputations

ACTION STEPS

- ✓ Order “This Home Comes with a Personal Concierge” sign rider to draw attention to your property listing from potential buyers.
- ✓ Add “This Home Comes with a Personal Concierge” to all your property listing marketing, including print, digital, social media, newsletter, property brochure, property flyer and the “Just Listed” announcement.
- ✓ Display the “This Home Comes with a Personal Concierge” table tent in your listing where you display your business cards to increase calls from showing agents and potential buyers.
- ✓ Include the phrase “This Home Comes with a Personal Concierge” in the property description on the MLS to set it apart from other like properties. Best Bet: Begin the property description with the statement to increase peak interest right out of the gate.



YOUR SITE. YOUR SIGNATURE.

Utilize your unique URL to include in all aspects of your personal advertising. It's a numbers game; the more you promote your personalized Home Management site the more you drive leads to your business.



BENEFITS

Differentiates
You

Keeps You
Top of Mind

Enhances
Engagement

Creates
Lifetime
Connections

Enhances
Reputations

ACTION STEPS

- ✓ Include your unique LiveEasy URL across all marketing channels. Including email signature, social media, CRM, Flyers, etc.
- ✓ Create a QR Code for your unique URL to display on your marketing materials. Contact your Marketing Group to do this for you: <https://www.schmidtresources.com/marketing-project-request>
- ✓ The possibilities are endless! Your Site. Your Signature. Everywhere they see your name.



EVERY CLIENT. EVERY CONTACT.

Your Home Management site is a unique and valuable resource for everything home. Some features are maintenance tips, home health reminders, information on trusted pros, exclusive savings on home products and services, instant home valuation, and more. Providing one location for everything home. Everyone can benefit!



BENEFITS

Streamlines
Home
Management

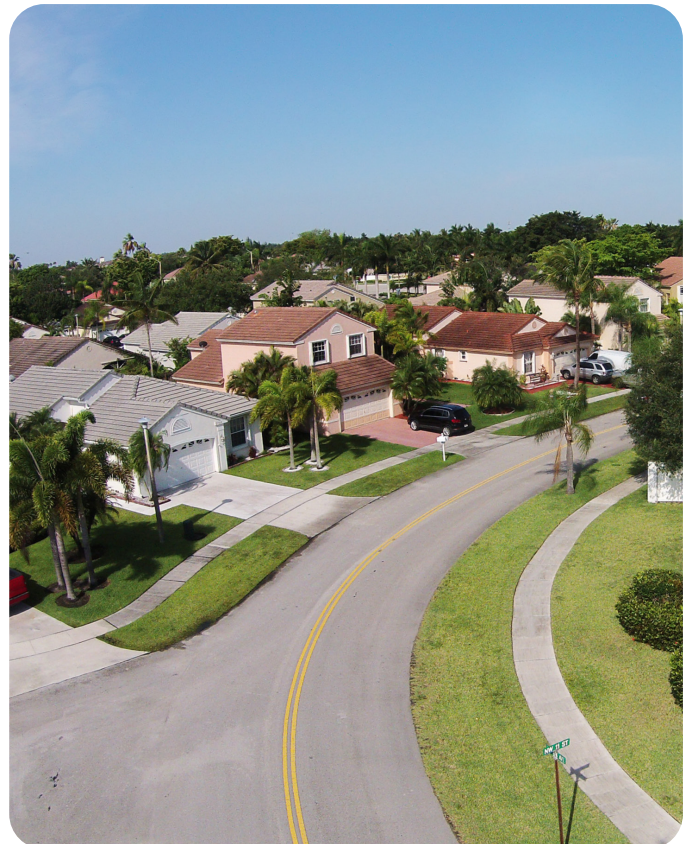
Stay
Informed

Valuable
Resources

Referral
Opportunities

ACTION STEPS

- ✓ Invite your neighbors and become the neighborhood expert.
- ✓ Invite members of the committees, associations, or groups you belong to.
- ✓ Invite your family and friends. We often take this group for granted.
- ✓ Invite every person who attends your open houses to log in to your Home Management website.
- ✓ Scan social media sites for past connections that are no longer top of mind and invite them. Facebook is great for this.
- ✓ “Leave no contact off the list” is the basic rule. Every time you invite someone to your personalized site, you are front and center, increasing your chances of becoming their agent of choice when they decide to buy or sell!



YOUR SERVICE. YOUR VENDORS.

Building & marketing relationships with your preferred home services professionals is vital. A strong referral network helps stabilize a fluctuating market and your preferred vendors are a key foundation.



BENEFITS

Maintains Relationships

Enhances Customer Service

Grows Repeat & Referral Business

Establishes Consistent Communication

Keeps You Top of Mind

Positions You as Trusted Advisor

Provides Competitive Advantage

Fosters Long-Term Success

ACTION STEPS

- ✓ Add your preferred service vendors to your Home Management site. You can find step-by-step instructions in the HomeHub square on Schmidt Resources.
- ✓ Inform each preferred service vendor that you have added them to the Trusted Pros Section on your Home Management site.
- ✓ Based on your relationship with your preferred service vendor, provide the vendor with a detailed service level description that you expect from them in order to remain on your Home Management site.
- ✓ Monitor the number of referrals each preferred service vendor has received quarterly/ annually and supply a referral report to each vendor. As the referral number increases, you may leverage that to require customer discounts or increase service level, such as priority status over other clients.





HomeHub



The combined power of innovation and service is where unimaginable success unfolds. Take the next step by putting these strategies into action and witness the incredible impact they can have on your business. Join us on this journey toward sustained success and client satisfaction – the possibilities are endless, and the future is yours to shape! Don't wait! Start implementing these strategies today and elevate your real estate business to new heights.

