



ESTABLISHING AND MAINTAINING AN ONLINE BRAND AND PRESENCE



PANELISTS

Tego Venturi

Venturi Realty Group – Keller Williams Realty

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eXp Realty

Shelley Fowler

Director of Industry Relations – RE Technology

Nick Fowler

Finance/HR Manager - GAAR

KEY TAKEAWAYS

- **The Research: How Clients Find and Evaluate You**
- **Establishing your presence**
 - **Profiles**
 - **Reviews and Testimonials**
 - **What Sites Should You Be On**
- **Resources and Tools**
- **What to do now? – A Challenge!**

THE RESEARCH

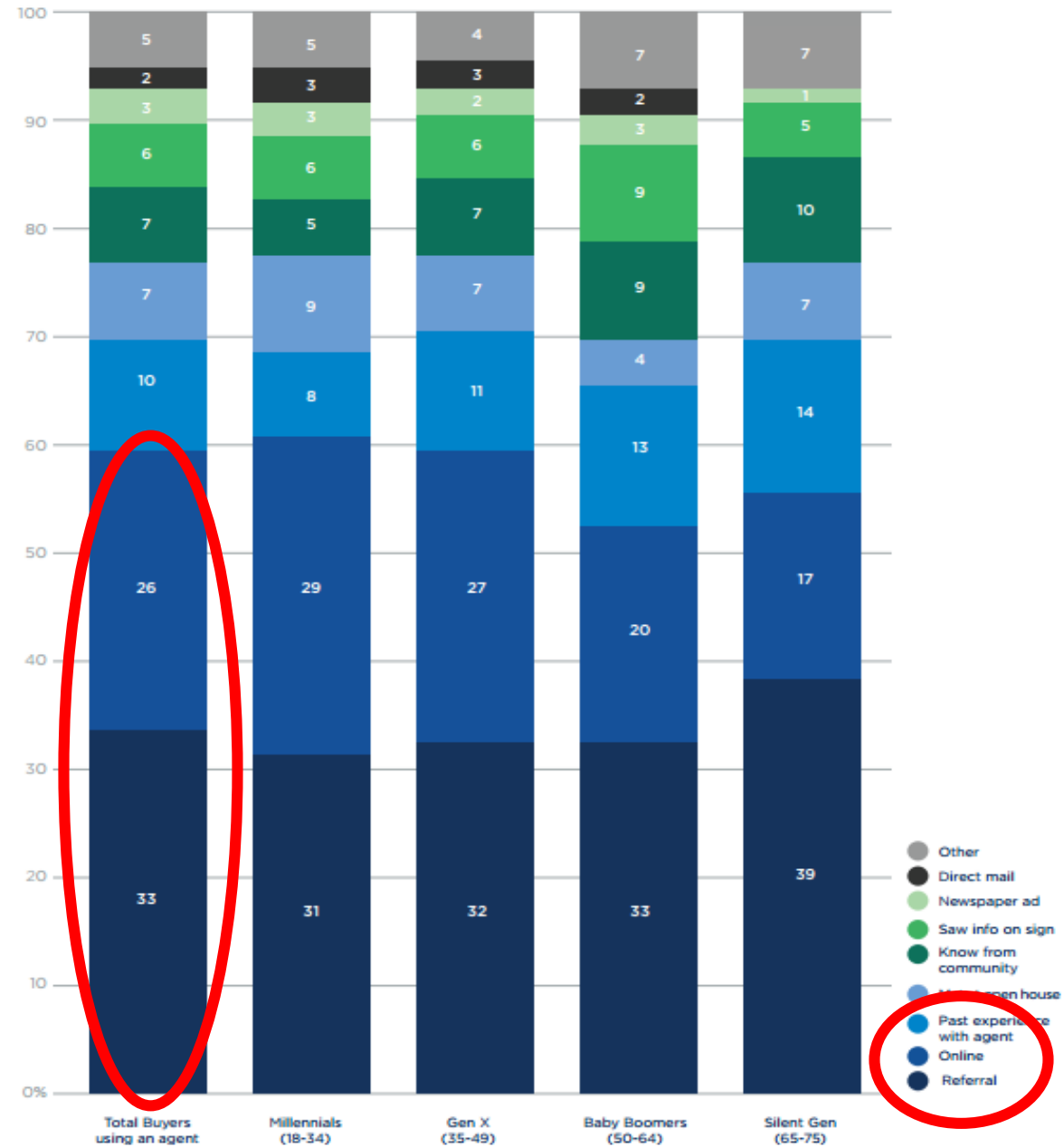
ZILLOW GROUP: CONSUMER HOUSING TRENDS REPORT 2016
NATIONAL ASSOCIATION OF REALTORS®: 2016 PROFILE OF HOME BUYERS AND SELLERS

TODAY'S BUYERS & SELLERS



B-12: HOW BUYERS FIND AN AGENT

Referrals and online are the most common ways buyers find an agent.



NATIONAL ASSOCIATION OF REALTORS®

2016 PROFILE OF HOME BUYERS AND SELLERS

How Buyers Found Their Agent

Maintaining a relationship with clients will help agents in generating more business through referrals.

	2005	2011	2012	2013	2014	2015	2016
Referred by (or is) a friend, neighbor, or relative	44%	41%	40%	42%	40%	41%	42%
Used agent previously to buy or sell a home	11	9	10	12	12	12	11
Website	7	9	11	9	10	10	9
Visited an open house and met agent	7	7	6	6	5	5	6
Referred by another real estate agent or broker				4	5	5	5
Saw contact information on for sale/open house sign	6	6	6	6	5	5	4
Personal contact by agent (telephone, email, etc.)	N/A	N/A	N/A	N/A	N/A	4	3
Referred through employer or relocation company	4	4	4	4	4	4	3
Walked into or called office and agent was on duty	4	4	3	3	2	4	2
Mobile or tablet application	N/A	N/A	N/A	N/A	N/A	1	1
Search engine	*	*	*	*	1	1	N/A
Newspaper, Yellow Pages, or home book ad	2	1	*	1	1	*	*
Direct mail (newsletter, flier, postcard, etc.)	1	*	*	*	*	*	*
Other	6	10	10	10	11	10	11

NATIONAL ASSOCIATION OF REALTORS®

2016 PROFILE OF HOME BUYERS AND SELLERS

First Step in Buying Process

	2013	2014	2015	2016
Looked online for properties for sale	42%	43%	42%	44%
Contacted a real estate agent	17	15	14	17
Looked online for information about the buying process	14	12	13	13
Contacted a bank or mortgage lender	6	6	7	7
Talked with a friend or relative about the buying process	5	7	5	6
Drove by homes/neighborhoods	7	6	7	6
Visited open houses	3	3	3	3
Contacted a builder/visited builder models	2	2	2	1
Contacted a home seller directly	1	1	*	1
Looked up neighborhood information	1	3	2	1
Looked in newspapers, magazines, or home-buying guides	1	1	*	1
Attended a Home Buying Seminar	*	1	*	1

NATIONAL ASSOCIATION OF REALTORS®

2016 PROFILE OF HOME BUYERS AND SELLERS

Method Sellers Used to Find Their Agent

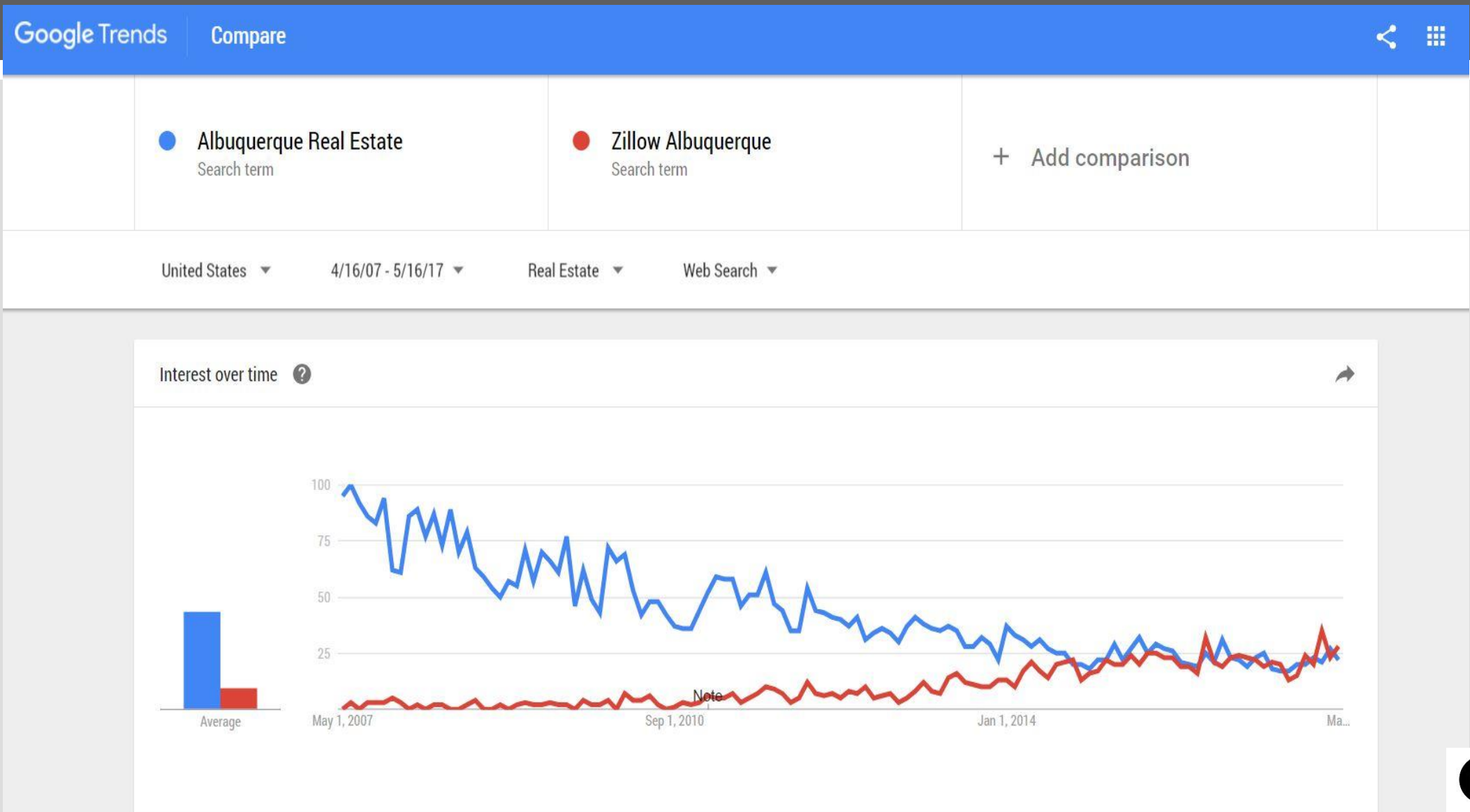
	2005	2011	2012	2013	2014	2015	2016
Referred by (or is) a friend, neighbor, or relative	43%	39%	38%	39%	38%	42%	39%
Used agent previously to buy or sell a home	28	22	23	25	22	24	25
Visited an open house and met agent	4	4	4	4	5	3	4
Website	2	3	3	4	4	4	4
Personal contact by agent (telephone, email, etc.)	5	4	5	4	4	4	4
Referred by another real estate agent or broker	3	4	4	4	4	4	4
Saw contact information on for sale/open house sign	4	4	4	3	3	3	2
Referred through employer or relocation company	3	5	4	3	3	3	2
Direct mail (newsletter, flier, postcard, etc.)	3	2	2	2	2	1	2
Walked into or called office and agent was on duty	2	1	2	2	1	1	1
Newspaper, Yellow Pages, or home book ad	2	1	1	1	1	1	1
Advertising specialty (calendar, magnet, etc.)	*	*	1	1	*	1	*
Other	*	11	11	10	14	9	10

NATIONAL ASSOCIATION OF REALTORS®
2016 PROFILE OF HOME BUYERS AND SELLERS

Method Used to Sell Home

	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Sold home using an agent or broker	83%	82%	85%	84%	85%	84%	85%	88%	87%	88%	88%	88%	89%	89%
For sale by owner (FSBO)	14	14	13	12	12	13	11	9	10	9	9	9	8	8
Sold home to home-buying company	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Other	3	3	2	3	2	2	3	3	2	2	2	2	2	2

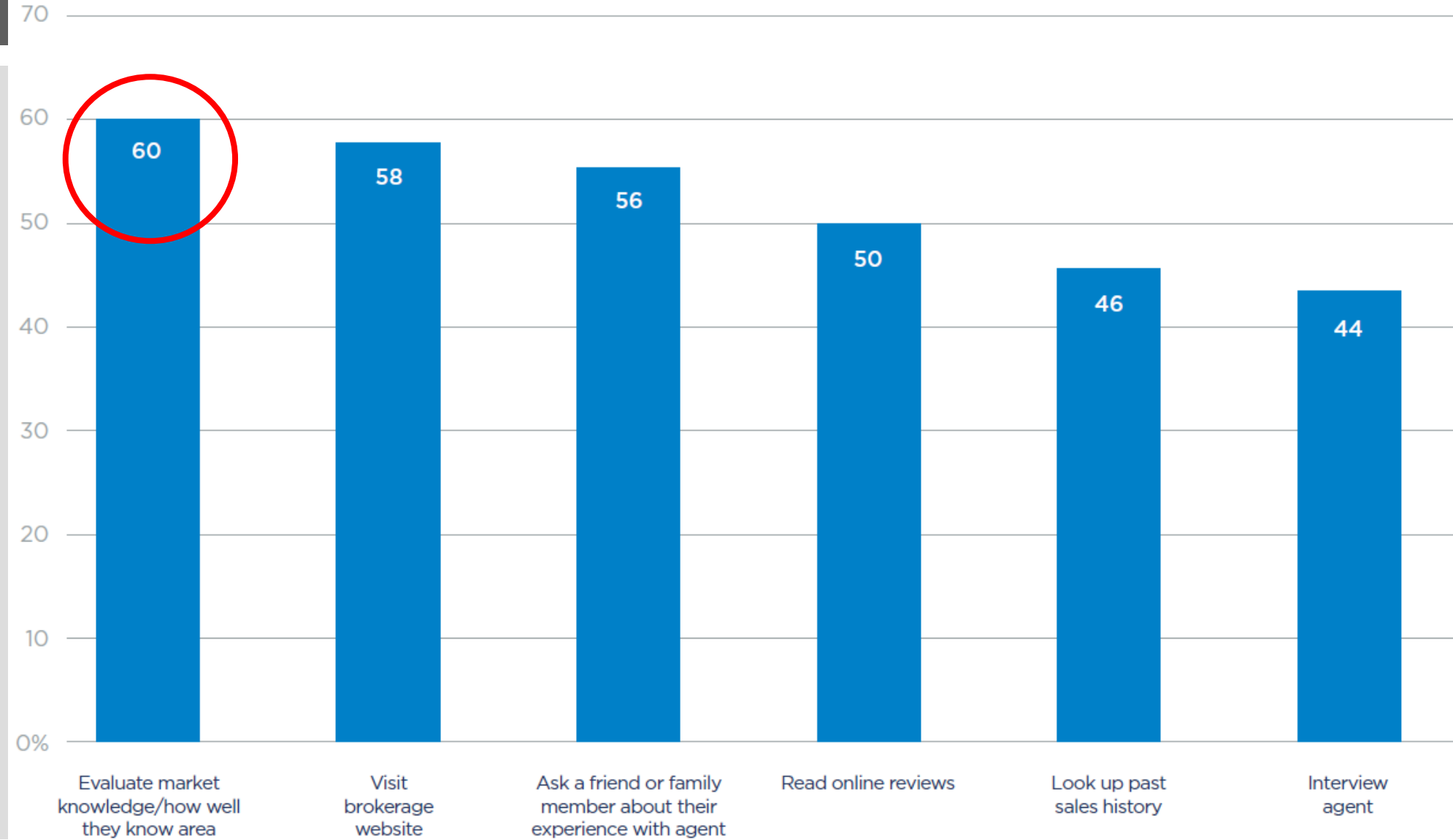
GOOGLE TRENDS



B-14: HOW BUYERS EVALUATE AN AGENT

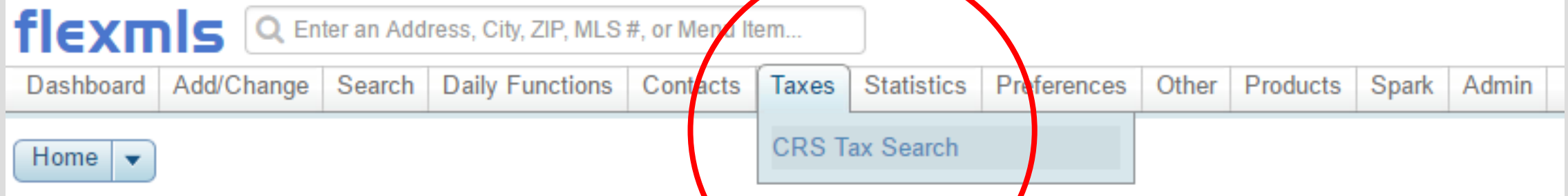
Most buyers combine online research with market expertise from an agent.

TOTAL BUYERS



FREE TOOLS TO EXPRESS YOUR EXPERTISE

■ Courthouse Retrieval System (CRS)



Property Search

Prospecting

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[Refined Values](#)

LOCATION

Property Address 11005 Montecillo Dr NW
Albuquerque, NM 87114-6521

Subdivision Sandreed/7 Bar North Un 02

County Bernalillo County, NM

PROPERTY SUMMARY

Property Type Residential

Land Use Single Family Residence

Improvement Type

Square Feet 1838

[Edit](#)

GENERAL PARCEL INFORMATION

Parcel ID/Tax ID 101306628445710636

Alternate Parcel ID

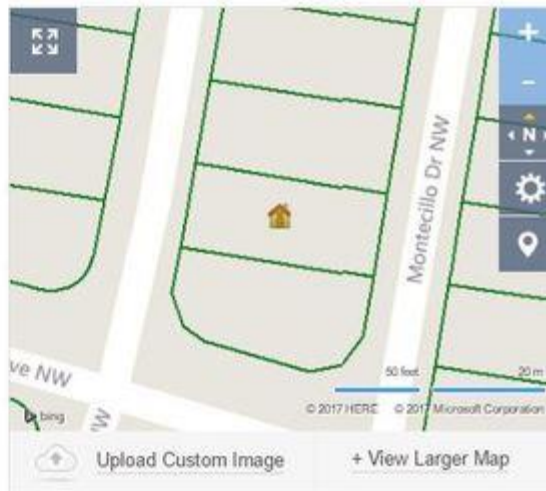
Township 11N

Range 03E

Section 06

2010 Census Trct/Blk 47.17/1

Assessor Roll Year 2016



CURRENT OWNER

Name Venturi Tego Tracy

Mailing Address 90 El Camino Verde
Corrales, NM 87048
CAR-RT: H-072

[Click for White Pages Listing »](#)

SALES HISTORY THROUGH 05/19/2017

Date	Amount	Buyer/Owners	Seller	Instrument	No.	Book/Page Or
------	--------	--------------	--------	------------	-----	--------------

Property Search

Prospecting

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Property	Comparables	Prospecting	Facts & Figures	Refined Values
Subdivision Info	School Reports	Demographics	Price Trend Reports	
Area Sales Trend Report	Area Sales Detail Report	Directions	Area Statistics	

Property Address: Albuquerque, NM 87114-6521

Subdivision: Sandreed/7 Bar North Un 02

County: Bernalillo County, NM

PROPERTY SUMMARY

Property Type: Residential

Land Use: Single Family Residence

Improvement Type:

Square Feet: 1838 [Edit](#)

GENERAL PARCEL INFORMATION

Parcel ID/Tax ID: 101306628445710636

Alternate Parcel ID:

Township: 11N

Range: 03E

Section: 06

2010 Census Trct/Blk: 47.17/1

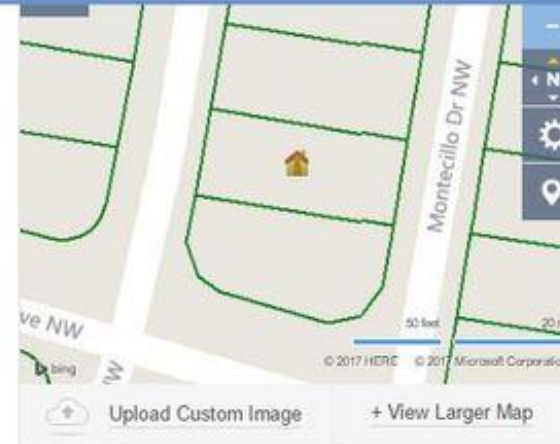
Assessor Roll Year: 2016

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[Click for White Pages Listing »](#)



SALES HISTORY THROUGH 05/19/2017

Date	Amount	Buyer/Owners	Seller	Instrument	No.	Book/Page Or
------	--------	--------------	--------	------------	-----	--------------

FREE TOOLS TO EXPRESS YOUR EXPERTISE

- Courthouse Retrieval System (CRS)
- InfoSparks / FastStats

The screenshot displays the flexmls web application interface. At the top, there is a search bar with the placeholder text "Enter an Address, City, ZIP, MLS #, or Menu Item...". Below the search bar is a navigation menu with tabs: Dashboard, Add/Change, Search, Daily Functions, Contacts, Taxes, Statistics, Preferences, Other, Products, Spark, and Admin. The "Products" tab is highlighted with a red circle. A dropdown menu is open from the "Products" tab, listing various tools: RPR, Dot Loop, Find - Property Research, RE Technology, New Home Source, Professional, Infosparks, Listrac, Pay Dues And Fees, and ShowingTime. The "Infosparks" option is circled in red. Below the navigation menu, there is a "Home" button with a dropdown arrow. The main content area is titled "Contacts" and features a search bar with the placeholder text "Type to filter contacts". Below the search bar is a table with columns: Name, Listings, Last Match, and Listings to. The table contains one row with the name "Nicholai McTestmeister" and dashes in the other columns.

flexmls

Enter an Address, City, ZIP, MLS #, or Menu Item...

Dashboard Add/Change Search Daily Functions Contacts Taxes Statistics Preferences Other Products Spark Admin

Home

Contacts

Type to filter contacts

Name ▲	Listings	Last Match	Listings to
Nicholai McTestmeister	-	-	-

RPR
Dot Loop
Find - Property Research
RE Technology
New Home Source
Professional
Infosparks
Listrac
Pay Dues And Fees
ShowingTime

Local Market Update for April 2017

This is a research tool provided by the Greater Albuquerque Association of REALTORS®.



Academy West – 32

East of I-25, South of Paseo del Norte Blvd NE, West of Wyoming Blvd NE, North of Montgomery Blvd NE

Single-Family Detached	April			Year to Date		
Key Metrics	2016	2017	Percent Change	Thru 4-2016	Thru 4-2017	Percent Change
New Listings	31	24	- 22.6%	85	93	+ 9.4%
Pending Sales	21	25	+ 19.0%	59	81	+ 37.3%
Closed Sales	14	18	+ 28.6%	44	66	+ 50.0%
Days on Market Until Sale	69	23	- 66.7%	60	45	- 25.0%
Median Sales Price*	\$182,500	\$232,500	+ 27.4%	\$198,500	\$232,500	+ 17.1%
Average Sales Price*	\$218,421	\$240,272	+ 10.0%	\$218,117	\$247,763	+ 13.6%
Percent of List Price Received*	97.1%	98.7%	+ 1.6%	96.3%	97.5%	+ 1.2%
Inventory of Homes for Sale	52	27	- 48.1%	--	--	--
Months Supply of Inventory	3.5	1.6	- 54.3%	--	--	--

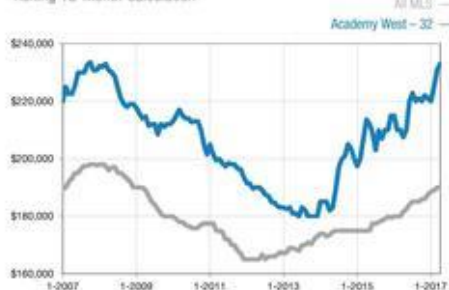
* Does not account for sale concessions and/or downpayment assistance. | Percent changes are calculated using rounded figures and can sometimes look extreme due to small sample size.

Single-Family Attached	April			Year to Date		
Key Metrics	2016	2017	Percent Change	Thru 4-2016	Thru 4-2017	Percent Change
New Listings	16	17	+ 6.3%	56	67	+ 19.6%
Pending Sales	8	12	+ 50.0%	37	51	+ 37.8%
Closed Sales	12	11	- 8.3%	32	42	+ 31.3%
Days on Market Until Sale	89	60	- 32.6%	84	42	- 50.0%
Median Sales Price*	\$155,000	\$215,000	+ 38.7%	\$145,000	\$153,000	+ 5.5%
Average Sales Price*	\$135,825	\$184,709	+ 36.2%	\$129,050	\$162,428	+ 25.9%
Percent of List Price Received*	95.6%	96.9%	+ 1.4%	95.3%	97.7%	+ 2.5%
Inventory of Homes for Sale	38	28	- 26.3%	--	--	--
Months Supply of Inventory	4.6	2.4	- 47.8%	--	--	--

* Does not account for sale concessions and/or downpayment assistance. | Percent changes are calculated using rounded figures and can sometimes look extreme due to small sample size.

Median Sales Price - Single-Family Detached

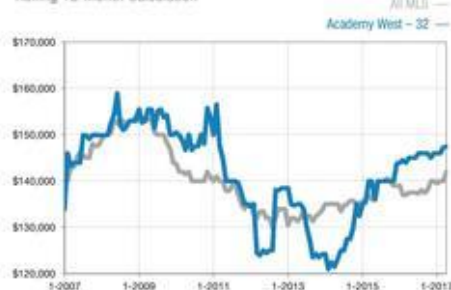
Rolling 12-Month Calculation



A rolling 12-month calculation represents the current month and the 11 months prior in a single data point. If no activity occurred during a month, the line extends to the next available data point.

Median Sales Price - Single-Family Attached

Rolling 12-Month Calculation



FastStats Local Market Update

- Monthly stats by Area or Zip Code
- Print or Share Online

InfoSparks



Venturi Group
Realtors - Keller Williams Realty

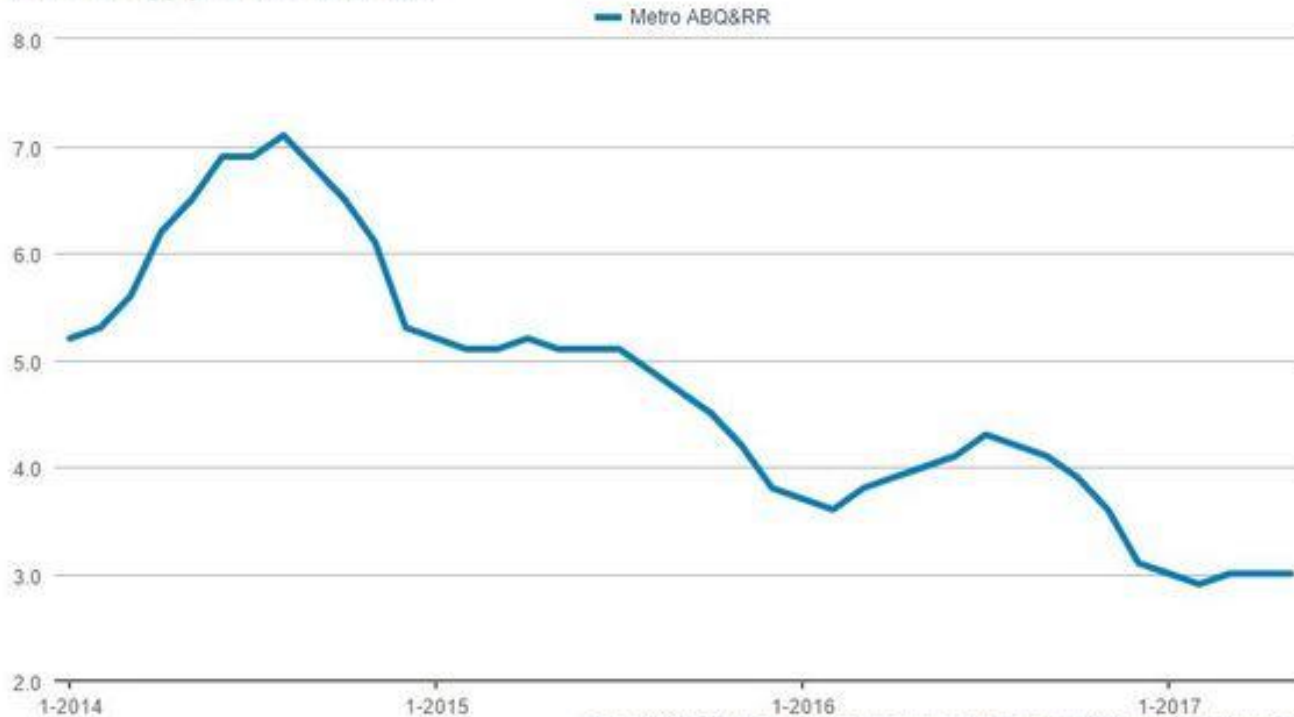
Office: 505-933-6881
welcomehomeabq.com



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Months Supply of Homes for Sale



Metro ABQ&RR*: Single-Family Detached & Single-Family Attached & Manufactured
Each data point is one month of activity. Data is from June 5, 2017.



Share image of this chart:



* User-defined area. All data from SWMLS. InfoSparks © 2017 ShowingTime.

Share Options

Step 1: What type of data would you like to share?

- ☒ **Static** - Exactly what you are seeing right now
- ☐ **Live** - Always updated with latest data

Step 2: How would you like to share it?

- ☐ **PDF** - great for printing
- ☒ **Social Media and Email** - Share away
- ☐ **Embed** - Embed in your blog/website
- ☐ **CSV** - grab the raw data

Share

Close

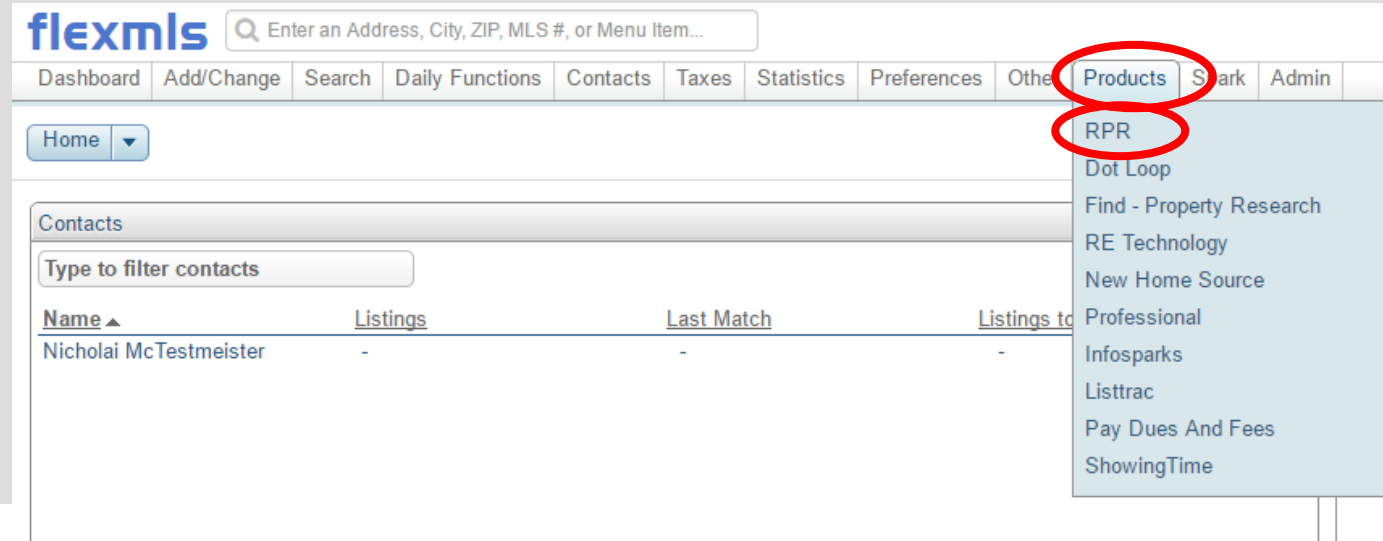
- **Search by City, Zip Code, Area, County, or Draw Your Own Area**
- **Compare up to 4 areas simultaneously**
- **Limit results by Price Range, Property Type, Construction Type, Square Footage or Bedrooms**
- **Stats include Sales Price, New Listings, Home for Sale, Pending Sales, Closed Sales, Days on Market, Months Supply, % List Price Received, \$/Sq Ft., Dollar Volume**

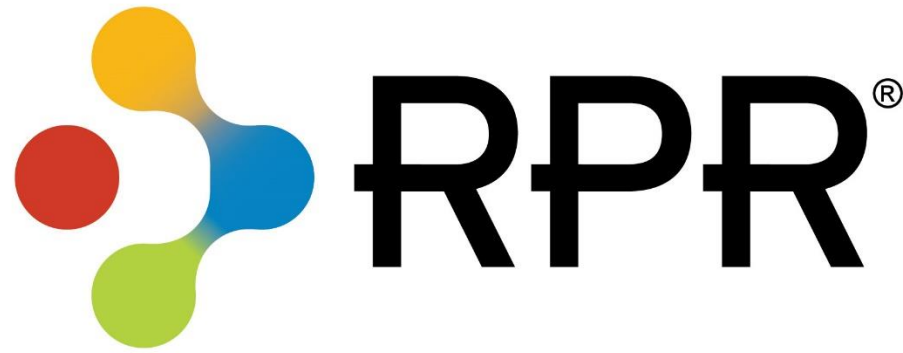
InfoSparks – statistical charts using live MLS data displayed on your website!



FREE TOOLS TO EXPRESS YOUR EXPERTISE

- Courthouse Retrieval System (CRS)
- InfoSparks / FastStats
- REALTORS® Property Resource (RPR)





- [HTTP://BLOG.NARRPR.COM/AGENT/WHAT-IS-RPR/](http://blog.narrpr.com/agent/what-is-rpr/)
- [HTTPS://YOUTU.BE/DTDWPCWF5Q](https://youtu.be/DTDWPCWF5Q)

FREE TOOLS TO EXPRESS YOUR EXPERTISE

- **Courthouse Retrieval System (CRS)**
 - **InfoSparks/FastStats**
- **REALTORS® Property Resource (RPR)**
 - **Social Media**
 - **Personal Blogs**
- **Free IDX Website from NAR / Placester**



NATIONAL
ASSOCIATION *of*
REALTORS®



PLACESTER

- <http://placester.com/NAR>
- <http://vrg.myrealestateplatform.com/>

BE OMNIPRESENT

- Zillow / Trulia
 - Realtor.com
 - Facebook
 - Yelp
 - Linked In
 - Google Business
 - Homes.com
 - NMHS / Flex
 - Brokerage Website
 - Personal / Individual Website





(your name) realtor Albuquerque




- Where can people find you online?
- How does your “brand” appear online?
- Is your “brand” an accurate representation of you and your business?





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Liz Matthews Agent • Any Town, US

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About Liz Matthews 

Liz Matthews hasn't provided a Bio yet.

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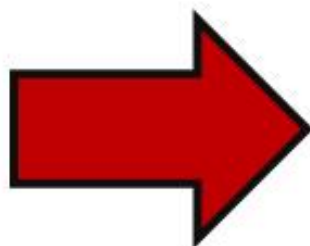
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About 74,300 results (0.78 seconds)



Andrew Martinez - Real Estate Agent in Chino, CA Find a ...

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★★★★★ Rating: 5 - 3 reviews

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Andrew W. Martinez Real Estate Agent in Chino, CA ...

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About: My name is **Andrew William Martinez**, and I am the Owner of **Vantage Realty**. I have been helping homeowners navigate the **Real Estate** market for the ...

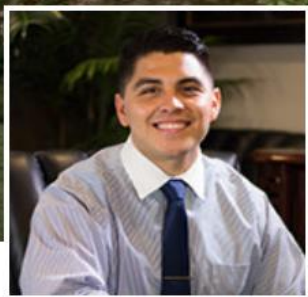
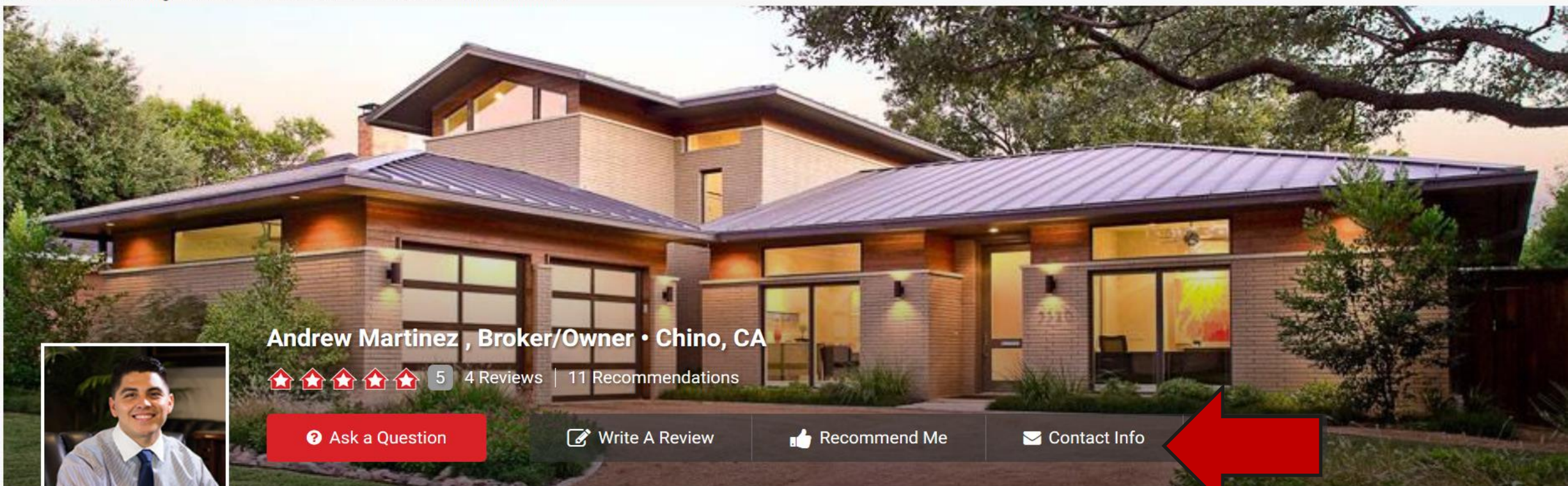
Andrew William Martinez - Vantage Realty - Real Estate ...

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Andrew William Martinez - Vantage Realty - Chino, CA, United States. Andrew W ...

My name is **Andrew W. Martinez** and I am the founder of **Vantage Realty**.

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Andrew Martinez , Broker/Owner • Chino, CA



5

4 Reviews

11 Recommendations

Ask a Question

Write A Review

Recommend Me

Contact Info



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About Andrew Martinez



Agents: [Edit this profile](#)

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Contact Info



Andrew Martinez, Broker/Owner
Chino, CA

Mobile: (714) 742-6588

15338 Central Ave. #106,
Chino, CA, 91710

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Andrew Martinez , Broker/Owner • Chino, CA



5

4 Reviews

11 Recommendations

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About Andrew Martinez



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SOUTHERN CALIFORNIA real estate professionals

With the ever-changing landscape in Real Estate, Vantage Realty remains committed to providing guidance at every stage of property ownership and property management.

ABOUT US

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Home For Sale **NEW**

1529 Fairway Lane

Any Town, CA 00000

Get Prequalified

\$475,000

Estimate Payment | View Rates

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Tell Me More About This Property

Full Name

Listing Provider

Listing Agent

This listing is represented by REALTOR® **Kelly Smith**

Listed By

Quest Realty | (888) 555-1234 | [view website](#)

Listing Source

Any Town MLS

Listing's Property ID

0123456789

Data Source Copyright

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3 beds

2 baths

2,573 sqft

1 of 25

15 days on realtor.com

Video | Tour

Presented by

Kelly Smith

Brokered by

Quest Realty

View Your 3 Credit Bureau Scores for FREE

Open Houses

Sorting by Open House Date

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Overview

Photos (25)

Schools & Neighborhood

Property History

Payment Options

Property Details

Beautiful 3 bedroom 2 bath home located along the 5th fairway of the prestigious Any Town Heights Country Club. This versatile floorplan is perfect for families and entertaining. Fabulous mountain and golf course views from the back yards and patio make the outdoor space a haven of relaxation. Updated modern kitchen with large center island and breakfast bar are an entertainers delight. Master suite has large his and hers closets, a separate shower and soaker tub and a large sitting area...[Read More](#)

General Information

Beds	3 Bed	Baths	2 Full
House Size	2,573 Sq Ft	Lot Size	7,000 Sq Ft Lot
Price	\$475,000	Price/sqft	\$185
Property Type	Single Family Home	Year Built	1997 - Request Renovation Report
Neighborhood	Any Town	Garage	2 Car Garage
Stories	2		

Nearby Homes for Sale

777 Lucky Lane, Any Town, US 00000

\$439,800

3 bed | 2 bath | 2,250 sqft

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Free on all listings!

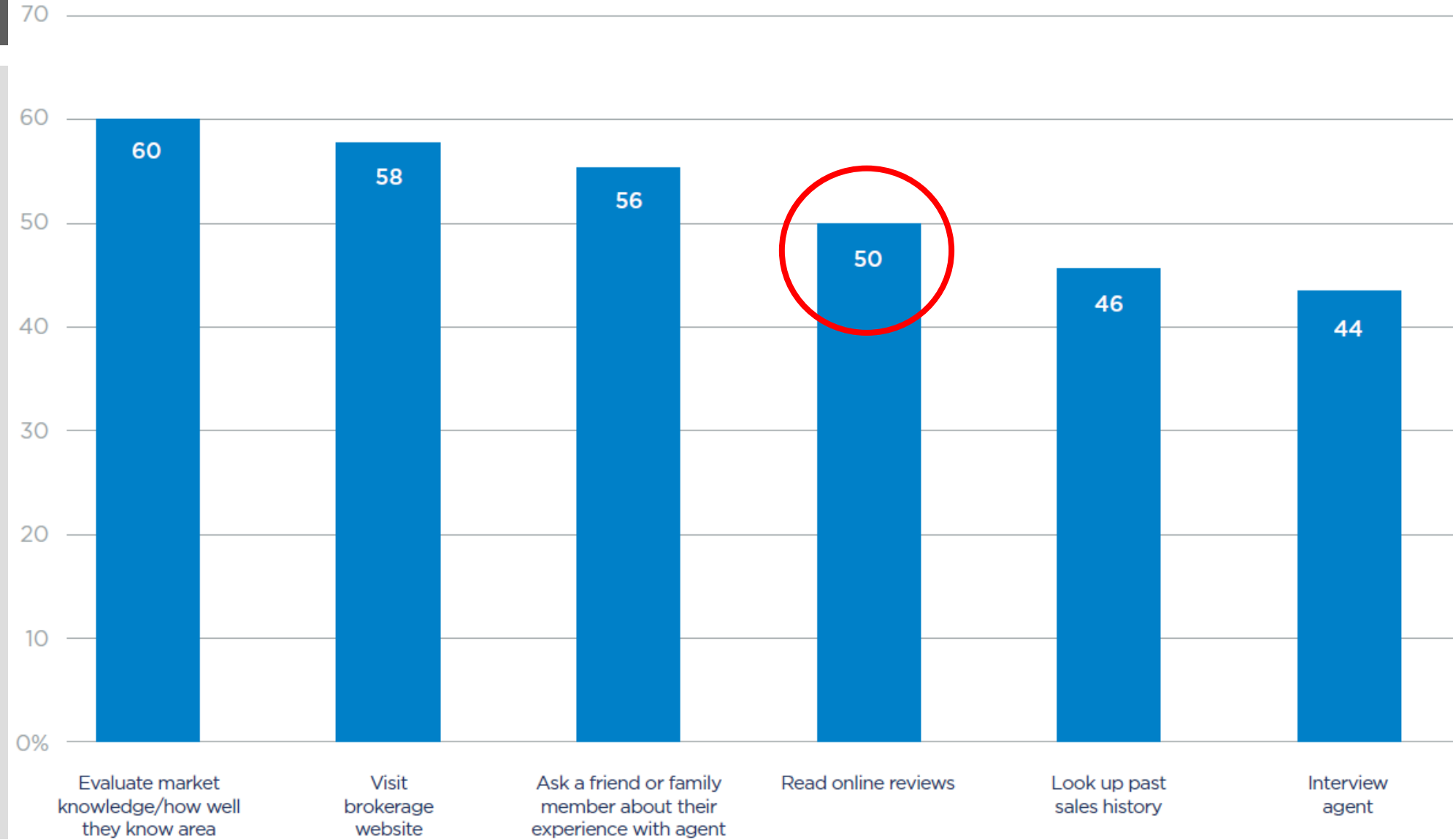
PROFILE PRIORITIES

- **Be Consistent**
 - **Phone Number, E-mail, Headshot, Bio, Links**
 - **Consider quality of images and content**
- **Be Professional**
- **Expertise, Specialties, Niché, Certifications, Designations**
- **Production**
- **Reviews and Recommendations**

B-14: HOW BUYERS EVALUATE AN AGENT

Most buyers combine online research with market expertise from an agent.

TOTAL BUYERS



GOOGLE TRENDS

● **realtor reviews**
Search term



● **real estate agent reviews**
Search term



+ Add comparison

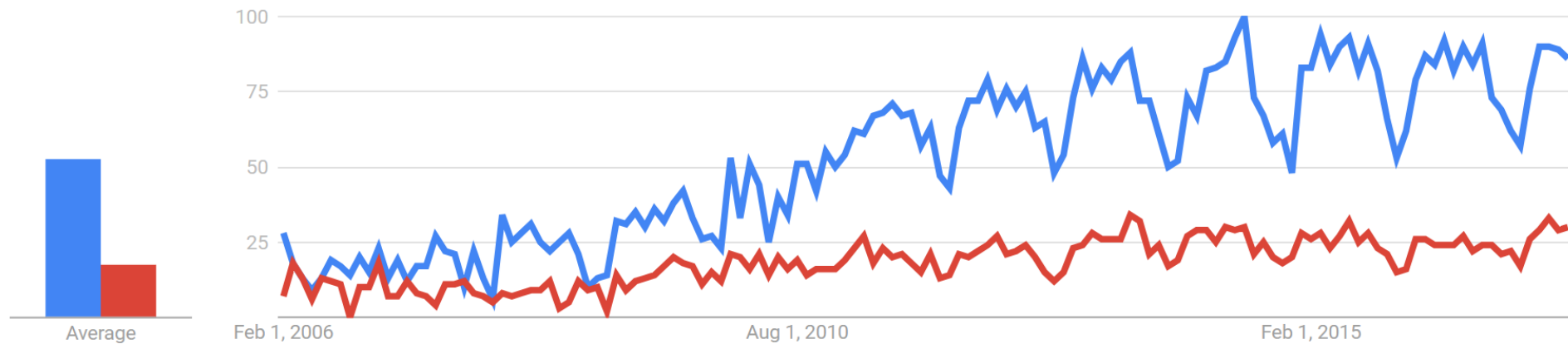
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Interest over time ?



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- ☐ Google Business Page?
- ☐ Yelp?

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www.albuquerque realestate place.com/ ▼

Albuquerque Homes for Sale and Real Estate across the metro area including all MLS Listings from the Southwest MLS. Call **Rich Cederberg** (505) 803-5012.

Rich Cederberg ABQ Real Estate Agent - Home | Facebook

<https://www.facebook.com> > Places > Albuquerque, New Mexico > Real Estate Agent ▼

★★★★★ Rating: 4.7 - 13 votes

Rich Cederberg ABQ Real Estate Agent, Albuquerque, NM. 647 likes · 66 talking about this · 2 were here.

This is my Albuquerque real estate page here on...

Rich Cederberg - Real Estate Agent in Albuquerque, NM - Reviews ...

<https://www.zillow.com> > New Mexico > Albuquerque ▼

★★★★★ Rating: 5 - 21 reviews

Visit **Rich Cederberg's** profile on Zillow to find ratings and reviews. Find great Albuquerque, NM real estate professionals on Zillow like **Rich Cederberg** of Rich ...

Albuquerque Real Estate Buzz - Rich Cederberg eXp Realty

albuquerque realestate buzz.com/ ▼

Albuquerque homes for sale, real estate stats and New Mexico Realtor **Rich Cederberg's** real estate blog.

Rich Cederberg's Real Estate Agent Profile - eXp Realty ...

<https://www.agentpreview.com/agents/profiles/4519.html> ▼

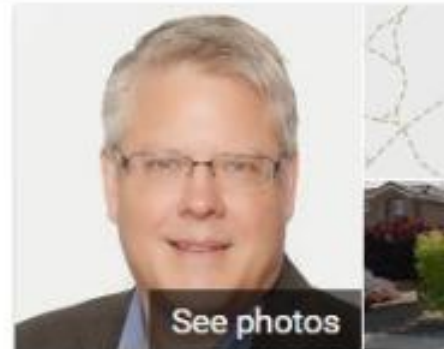
Albuquerque and Bernalillo County New Mexico Real Estate Agent **Rich Cederberg's** Profile at the AgentPreview Directory of Real Estate Agents.

Rich Cederberg - Real Estate Agents - 6565 Americas Pkwy NE, Ste ...

<https://www.yelp.com> > Home Services > Real Estate > Real Estate Agents ▼

★★★★★ Rating: 5 - 3 reviews

(505) 750-1846 ... 3 reviews of **Rich Cederberg** "Best thing I did was hire Albuquerque Real Estate Agent **Rich Cederberg** when it was time to sell 2 rental properties in ...



Rich Cederber

5.0 ★★★★★ 41 Google review
Real estate agents in Albuquerque

Address: 9304 Drolet Dr NW, Alb

Phone: (505) 750-1846

Hours: Closing soon · 8AM-8PM

[Suggest an edit](#)

Reviews from the web

5/5 Zillow · 21 reviews

Reviews



"He gently guided me to



"My husband and I reloc



"LOL He paid wonderful



See photos



Rich Cederberg eXp Realty ★

5.0 ★★★★★ 45 Google reviews

Real estate agents in Albuquerque, New Mexico

Website

Directions

Address: 9304 Drolet Dr NW, Albuquerque, NM 87114

Phone: (505) 750-1846

Hours: **Closed now** ▼

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Reviews from the web

Facebook

4.7/5

14 votes

Zillow

5/5

21 reviews

Reviews

Write a review

Add a photo



"He gently guided me to the perfect **home** in my **price range**."



"My **husband** and I relocated from North Carolina last **year**."

Rich Cederberg eXp Realty

9304 Drolet Dr NW, Albuquerque, NM

 Write a review

5.0 ★★★★★ 45 reviews

Sort by: Most helpful ▾



Julia Erdmann

in the last week

★★★★★ Rich made us feel like his only clients! He patiently showed us homes and addressed all our questions. We felt so much personal attention and care from Rich. My husband and I bought our first home together with confidence thanks to Rich's help. We will and have recommended him to everyone looking for a home.

 Helpful?

Response from the owner in the last week

Thank you Julia, the pleasure was all mine. I'm so happy you felt like you were my only clients, I'm proud that I made you feel that way!



Mark Hyams

in the last week

★★★★★ Rich is hands-down the best realtor. He has been my realtor three times now, buy and selling a house, and now buying another house. Even though this was my third time working with him, he always went over and above all expectations. Rich is professional, detail-oriented, punctual, courteous, and extremely knowledgeable. He cannot be recommended too highly. If you choose him to sell your home or buy a new home, you will be getting the best.

 Helpful?

Response from the owner in the last week

Thank you Mark, I love my job, it was my pleasure helping you!



Samantha Navarro

in the last week

★★★★★ Rich has been absolutely phenomenal in guiding me on the purchase of my first home. I feel very honored that Rich was there in this whole process, when I felt overwhelmed, he helped



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Rich Cederberg ✓ Claimed

★★★★★ 4 reviews

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Ste 200

eXp Realty

Albuquerque, NM 87110

Uptown

(505) 750-1846

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Contact agent

Send to your Phone New



Ad Christine Turpen - First Mortgage Company



Contact Agent

Dixie C.
Albuquerque, NM
👤 0 friends
★ 1 review

★★★★★ 7/5/2015

Rich is amazing. We had been looking for a house for a few years and had dealt with a few agents that treated us like small potatoes and not worth their time. From the first time we met with Rich we knew he was different and we were in good hands. He is very knowledgeable and professional and genuinely cared about helping us find the right place for our family. He walked us through every step of the process making sure we fully understood everything and he really had our best interest at heart. He was fully accessible to us any time day or night. Not just a top notch agent and customer service but a top notch person as well. We will never use anyone else.



Victoria S.
Albuquerque, NM
👤 0 friends
★ 2 reviews

★★★★★ 5/4/2015

While working with Rich over the past 10 months it became abundantly clear how much he loves his career in real estate. As his client, you will be provided with excellent customer service, responsiveness, and knowledge of the local housing market, as well as honest feedback on properties. Rich is not the type of realtor that attempts to force a sale of a home so that he can collect on his commission. He genuinely cares for his clients, and works with them from the first meeting to help them navigate the buying/selling process through closing to make sure things run smoothly.

Words cannot even begin to describe what an excellent job Rich does and what a pleasure he is to work with! When I am in the market to buy/sell again, I will absolutely use Rich.



Elisha M.
Corrales, NM
👤 0 friends
★ 1 review

★★★★★ 9/1/2013

Tom and Elisha Montano

Thank you for being a great Real Estate Agent. You have brought happiness to our family and made sure that we achieved better than what we had. Your professionalism and patience really helped. When we needed time to step back and re-examine our situation you provided the space we needed. We know you help many people day after day fulfill their dreams of home ownership, but we wanted to let you know how grateful we are of all the hard work you put into helping us.



HOW TO GET GREAT REVIEWS

- **Before the transaction**

- Have you seen my client reviews?
- If not, send them a welcome email with a link to your reviews and tell them “this is the kind of service you can expect”

- **During the transaction**

- Tell them “I’m working hard to get the great client review from you!”
- When they thank you for something you’ve done, tell them “I’m happy to do my best for you, you can return the favor by giving me a great review once we’re done!”

HOW TO GET GREAT REVIEWS

- **During the transaction**
 - Look for opportunities to get Face to Face with your client
 - Don't take the human element out of the real estate transaction.
 - At the final walkthrough
 - At the closing table
- **After the transaction**
 - 7 day check up
 - 30 day check up



Eric



Thank you for everything you've done for us! From helping purchase the land to selling the house, you've made each step easy for us and have made the entire process flow perfectly. We are forever grateful for you Rich.

You're welcome, but we're not done yet although we're getting pretty close. I believe I have the HOA documentation in my email to give to the buyer. Once they have that should be pedal to the metal to get the closing.

Sounds good!

Oh, and while we're talking about final steps, I want to ask you a favor - when this is all done, I'm going to ask you to write me a review on my Google business page. Reviews make new business come my way and I have two kids in college and one more will be there in two years!

No problem, we'd be glad to write a review for you!

Thank you.

Dear Scott,

Congratulations on the sale of your home, and thank you for the opportunity to serve you!

Every time I represent a client in the sale of a home I appreciate the fact that they are entrusting me with their valuable asset.

Now that we're almost all done, I need to ask you a quick favor. There's something you can do for me that's really important to my business success.

For a Realtor, having great client reviews on line is crucial. If you would be so kind, will you [go here](#) and write a three or four sentence review for me?

You may have trouble doing this on your mobile device; if you do, and you don't know what to do, please call me and I'll be happy to help!

P.S. I know you're busy, but if you wouldn't mind, if you're on Yelp can you review me there too?

Please and thank you!

Rich Cederberg

[\(505\) 803-5012](#)

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Agents: [Learn About eXp Realty](#)

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Contacts

Type to filter contacts

Name ▲	Listings	Last Match	Listings
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- RPR
- Dot Loop
- Instanet
- Find - Property Research
- RE Technology**
- New Home Source
- Professional
- Infosparks
- Listtrac
- Pay Dues And Fees
- ShowingTime

Agent Technology Topics

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How Visual Storytelling is Shaping Real Estate

Have you ever heard the phrase, "A picture is worth a thousand words?" This famous idiom is based on the idea that a complex idea can be conveyed with just a single still image – and marketers took note of this powerful idea. Visuals have long been a cornerstone to a successful marketing strategy, to the point where an estimated 84 percent of communications will be visual by 2018. The Power[...]

How I Talk About Automated CMAs in My Non-disclosure State

by Realtor Tom Riggins I work in Texas, which is a non-disclosure state. Because sellers are protected against having to disclose the final sales price of their home, the automated home valuations in my area can vary. While we've all had days when Zestimates set unrealistic client expectations, agents and brokers in non-disclosure states feel that heat more often than not. SmartZip works to use [...]



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3 Tips to Leverage Your Brokerage's Data and Build a Better Team

If you've been working in real estate for some time now, you've heard the term "data-driven" at some point. Arguably one of the most popular buzzwords in the industry for the past couple of years, taking the data-driven approach has also become a critical determining factor of success in the real estate industry. From managing clients and keeping track of leads to researching property and coming[...]

Top 10 Most Popular Articles of May


Notice anything... different about us? May marked the launch of RE Technology's brand new website! Our website got a major makeover and sports a modern new design that you can now read on your smartphone or tablet. It's just in time for selling season, too. In May, not only did big events like NAR Midyear take place, but the summer selling season officially kicked off. So what was on agents' mi[...]

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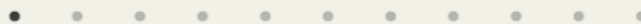
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Social Impact by Homes.com [Social Media](#) | [Agent Ratings](#)

Homes.com introduces Social Impact, an easy way to manage all aspects of your online presence from Facebook posts to online reviews. This suite offers several features to help market yourself through social platforms including: Social Broadcaster: Create posts for your social networks including listings and open houses all from a single login. Keep your friends and followers updated by posting directly to Facebook, Twitter, LinkedIn, and Homes Connect

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ActiveRain is a free networking and online marketing platform designed for real estate professionals to network, share resources and create blog personas. Agents on Active Rain share information and learn about technology, social media, and marketing to help real estate people evolve their businesses. ActiveRain offers targeted advertising opportunities for anyone looking to connect with

Agent Advertising by Zillow

[Agent Ratings](#) | [Advertising](#)

Zillow is a free property search portal where users can search for homes for sale, find home prices, see home values, view recently sold homes, and check mortgage rates. Zillow offers real estate agents the opportunity to advertise as part of the Zillow Premier Agent Program. The Zillow Premier Agent Program provides an agent with multiple advertising features including the Power

Agentopolis Agent Rating

[Agent Ratings](#) | [Advertising](#) | [Property Search Portal](#)

Agentopolis is an online large directory designed to help consumers to find, rate and compare real estate agents in America. Consumers can sSearch for a real estate agent by state, city, name, broker, and other criteria selected by the real estate agents themselves. When homebuyers search by state, or city, the results are sorted by the number of

RE TECHNOLOGY HAS OVER 25,000 ARTICLES TO REFERENCE



5 Creative Ways to Market your Listings to More Buyers Online Marketing

Marketing your listings is about so much more than "just doing enough." You know, putting a sign in the yard, putting it on the MLS, and praying that it sells. So let's take a look at five methods we use here at GoodLife Luxury here in Austin, TX, to market listings: Property landing page Facebook ads Social media posts Video Print Let's get into how to use those five methods in your own marketing strategy:

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The all-new cost-efficient way to get cutting-edge marketing while boosting ROI

Virtual Tour

Imagine if you could get all of your property marketing assets - 2D photos, interactive walkthrough, floor plans, and video - out of a single property shoot. Sounds too good to be true, right? Well, it's here and now. Many of us know Matterport as the industry leader in interactive 3D tour technology, offering a 3D scanning, content hosting, and

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How a Real Estate CRM Can Build Your Customer Advocacy Program

CRM

Companies became wise many years ago that putting their happy customers in front of prospective buyers was paying dividends, because advocates do exactly that, they advocate on behalf of you brand. Nowadays, with all of the marketing messages overloading one's system, consumers are skeptical to believe what an advertising campaign is telling them - but they'll listen to

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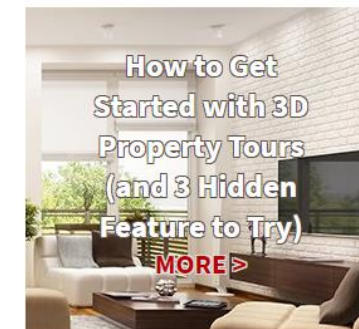


Introduction to RPR Commercial

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Tuesday, June 6, 2017 at 1:00 PM PDT Do you have clients looking for the ultimate location for a business? Join this online workshop to learn how RPR Commercial's demographic and psychographic data can identify the who, what, where, why and how of any community. You will learn to: Search for and view commercial property details Tap into psychographic, demographic, and spending information

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More Updates from Instagram!

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Last week, Instagram released new




3 Tips to Win Over Millennial Home Buyers


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Our Content (up to 4 articles)
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