

HSA HOME WARRANTY PROTECTION



Win Listings and Convert Buyers

The **right** people.
The **right** service.
The **right** home warranty.





Technology will Never replace agents,
but agents using technology will!™



Burke Smith

Founder of YourNetCoach
Chief Communications Officer, HSA Home Warranty

“Like No Other Home Warranty Company on the Planet!”



Burke Smith – Career Highlights



- Chief Communications Officer at HSA Home Warranty
- Founder of YourNetCoach, Founder of ipayOne, Executive Team at Prudential California Realty
- Licensed California Broker & Real Estate Coach/Consultant/Trainer
- Personally responsible for over 1000 closed real estate transactions
- Featured on CNN & in the New York Times
- Nominated 2 years in a row Inman Innovator of the Year

Clients have closed over **\$25 billion** in residential real estate!

***TODAY you will commit to
doing something you
normally would not have
done!!!!***

What is this class all about?





You help people
BUY and SELL the
American Dream

Dream

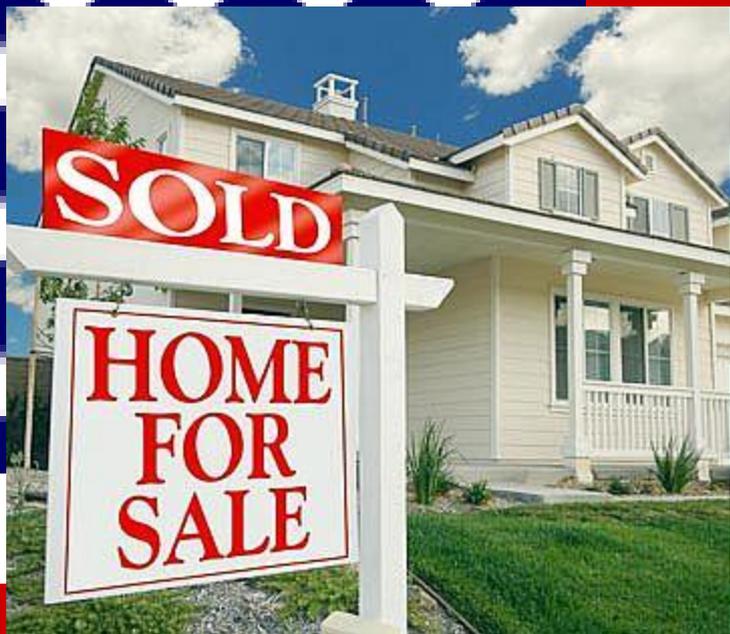




First time Home Buyers



Soldier Coming Home from War



Empty Nesters Retiring to
Travel the World

What is this class all about?



This class is About YOU!



The names of all trademarks, service marks, slogans, and logos are the sole property of WWE. ©2010 World Wrestling Entertainment, Inc. All Rights Reserved.

Social Media is your FREE platform:

- To share your stories
- To show your knowledge of a market
- To network
- Build your S.O.I.
- Do PR for you and your business
- Recruit and retain

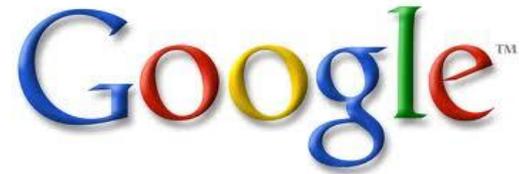
Social Media does NOT replace what you do,
it complements what you do!



All That Noise



Focus



What social media platforms are available and what are the differences



Compare the Top Social Media Platforms

Social Media Site Comparison - Business / Brand Marketing

						
Main Industry Impact	B2C	B2B / B2C	B2B	B2C	B2C	B2C
Social Media Site Focus	Sharing of news, content, stories	Sharing of news, content, stories	Sharing of company and industry news/discussions	Sharing of news, content, stories	Sharing of informative and entertaining videos	Sharing of interesting products / websites
Company Brand Presence	Facebook Business Pages	Profile Page / Enhanced Profile Page	Company Pages Products and Recommendations Industry or Networking Groups	Google+ Page	Brand Channel and Custom Brand Channel	Boards
Viral Brand Exposure Opportunities	"Likes" or Comments on Content	Re-tweets of Follows	"Likes" or Comments on News, Group Discussions or Company Follows	Shares, Comments, +1's and Add to Circle Activity	Subscribe and Share Activity	Likes, Comments, Repins
Impact on Website Traffic	Direct links from content posted; eCommerce Store Apps	Direct links from content posted	Direct links from content posted	Direct links from content posted - Google+ Activity Influences Google Search Results	Direct links from content posted	Direct links from content posted
Advertising Opportunities	Facebook Ads Premium Ads Sponsored Stories	Promoted tweets Promoted Trends Promoted Accounts Enhanced Profile	LinkedIn Ads	n/a	Video Ads Reach Ads Display Ads	n/a

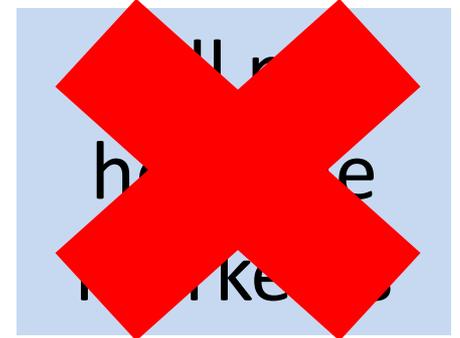
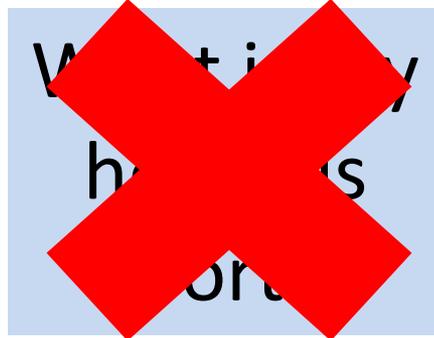
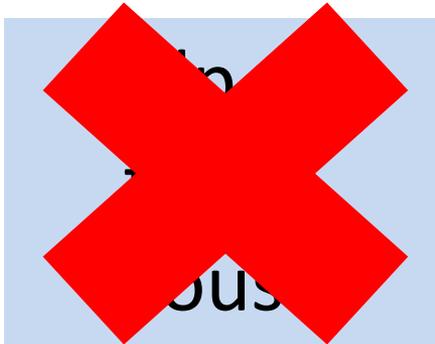
- Facebook (I like beer)
- Twitter (I'm drinking a beer)
- 4square (this is where I drink beer)
- Youtube (watch me drink beer)
- LinkedIn (I have experience in Drinking Beer)
- Pinterest (my favorite beers)

3 Rules of Social Media

1. Social Media is all about enabling conversations among your audience or market.
2. You cannot control conversations with social media, but you can influence them.
3. Influence is the cornerstone on which all real estate relationships are built



Real Estate 101 vs. Social Media 101



PROVE TO ME THAT I CAN TRUST YOU



How you CLOSE the Sale with Social Media

Your #1 Goal is **NOT** to schedule an appointment to show them the perfect property!!

Your #1 Goal is that by the time they call, the prospect believes you are the **perfect person** to show them any property because you understand their needs



Building a Brand Identity



Canon

MOVADO

the art of time

**WARING
PRO**

Callaway

NINE WEST



Prudential

**Georgia
Realty**

The Right Choice[®]
prudentialga.com

KitchenAid[®]
FOR THE WAY IT'S MADE.[®]



TaylorMade[®]

SONY[®]



DOONEY & BOURKE



BLACK&DECKER[®]

b[™] Boston
acoustics[®]



GARMIN[®]

Cuisinart



JOHN DEERE



**You're not just an agent, you're a brand.
What does your brand stand for?**

Hint: "Don't say Loyalty, Integrity and experience"

- **3 Step Branding Exercise:**
- Write down 3 – 5 things that you think your brand represents in the market.
- Ask your family, friends, co-workers and most importantly your past clients what is the first thing that comes to mind when they think about you and your brand.
- Compare their responses to yours.

What is your BIG, BOLD, BRANDING statement?



40/40/20 RULE



40% is knowing your audience



Some Quick Facts About Your Next First Time Home Buyer

- Equal to or Bigger than Baby Boomer Generation , Roughly 26% of the population
- 3 times the size of Generation X
- Weak on interpersonal skills ...why? Technology
- Spending power exceeds \$200 billion
- Close to family , so stay in touch with those past clients



40% is the value of what you are offering

Just Listed!




Victor Platt, CBR
 255-9366 Mobile
 407-6098 Office

5 Elhan Lane

Large 4 bedroom Colonial. If you know of anyone interested in buying or selling a home in your neighborhood, perhaps a friend, a family member, or even you, please give me a call today.



Thank You! Reminder:
 Mother's Day is Sunday May 13th!

Equal Housing Opportunity. Equal and Fair Housing. Equal Housing for the Elderly. Call 800-421-4242 to learn more. ©2011 Century 21 Real Estate LLC. All rights reserved. This advertisement is not intended to be construed as an offer of insurance or any other financial product.

Nobody sells more real estate like Karen Arbutine

KAREN ARBUTINE SOLD THE MOST EXPENSIVE HOME IN SEMINOLE COUNTY
247 COLLEGE BLVD. MIAMI, FL 33137



Sold

Even in a challenging market Karen Arbutine sells!



Thomas Sutton *Handy • Integrity • Experience*

www.GetOrlandoRealEstate.com **www.GetOrlandoRealEstate.com**

Equal Housing Opportunity. Equal and Fair Housing. Equal Housing for the Elderly. Call 800-421-4242 to learn more. ©2011 Century 21 Real Estate LLC. All rights reserved. This advertisement is not intended to be construed as an offer of insurance or any other financial product.



RECENT SALES
 in your area...

1225 Gainsborough Dr.	\$354,000
158 Peter St.	\$499,250
162 Charles Ave.	\$528,900
1888 Maple Ave.	\$424,900

Sales Representative
THOMAS SUTTON
 www.thomashomesales.com
 thomas@homesales.com
 Direct 416.338.9988



Live Your Dream

Search for it, learn about it, find it, live it.



Home Search

What Are You Looking For?

Use our interactive map search to find your new dream home. We have every listing available online in Las Vegas.

► [Learn More](#)



RealtyWatcher™

Receive New Listings Before Most Agents.

Get notified when what you're looking for hits the market.

► [Learn More](#)

Home Selection Assistant.

Take & organize pictures of the properties you see, get

Visit *our* **YouTube** Channel!





Look
Know The Neighborhood

Learn
Understand The Process

Live
Make It Your Own

Video
Watch and Learn

Page Not Found

The page you requested is no longer available.

FAIL!

What is Social Branding?

CONSISTENCY OFFLINE & ONLINE
CONSISTENCY ACROSS ALL MEDIA



What Happens in Vegas...



■ ■ ■ ...stays on Facebook!



Check your security settings!

Bonus Tips to Thinking **BIG** and Thinking **Different**

Take People Offline and Give them a Reason to Join You
Online – Top 10 Lists!

10 *Most Important things you need to know when
thinking of selling your home in Atlanta*



Bonus Tip for Open Houses

FRONT OF THE BROCHURE



BACK OF THE BROCHURE

If you are a First Time Home Seller, here are 5 things you need to know:

5.

4.

3.

2.

1. To find out the #1 thing you need to know as a first time home seller, please visit our facebook page Or please email me at...

Drive People to your Facebook Page

**NORMAL
FLYER**



1132 Polaris Dr, Corona, CA 92882



Beautiful home in the quiet Mountain Gate neighborhood of Crescent Grove. 2,872 square feet surround 5 good sized bedrooms and 2.5 baths, Nicely upgraded and beautifully kept. Chefs kitchen has upgraded appliances, center island, abundant counter tops, large walk-in pantry. Formal living room and dining room currently configured as home theater. Large family room featured a stone fireplace with full width mantle and ceiling fan. Beautifully landscaped and maintained by original owners relocating out-of-state. See this beautiful home today.



- Tropical back yard with a large covered patio
- Fenced-in crystal clear pool and spa cascading water feature
- Spacious Master Suite with large walk-in closet
- Four Car Tandem Garage
- Chef's kitchen with upgraded appliances & walk-in pantry
- Large family room with a stone fireplace
- Beautifully landscaped and maintained by original owners



Yvette Clark REALTOR®

(714) 742-7876

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REALTORS®

315 Magnolia Ave
Corona, CA 92879

Information, including square footage, appears to be reliable, but should be independently verified.

www.yvetteclark.com

Drive People to Text You

INTERACTIVE FLYER
TO DRIVE PEOPLE
OFFLINE...ONLINE

Beautiful Pool Home

1132 Polaris Dr, Corona, CA 92882

Text me for Price: 555.123.4567

5 things you need to know about this house or neighborhood go to [facebook.com/AtlantaLuxuryHome](https://www.facebook.com/AtlantaLuxuryHome)

See this beautiful home today.

Bonus Tip



- Tropical back yard with a large covered patio
- Fenced-in crystal clear pool and spa cascading water feature
- Spacious Master Suite with large walk-in closet
- Four Car Tandem Garage
- Chef's kitchen with upgraded appliances & walk-in pantry
- Large family room with a stone fireplace
- Beautifully landscaped and maintained by original owners



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www.yvetteclark.com



Over 1 billion users
Avg. user has 130 Friends

Facebook Update



- Location Targeted Posts
- Language Targeted Posts



FISH WHERE THE FISH ARE



A Few Facts About Facebook

The #1 Site in the world over Google

- More than 1 billion active users
- 50% of active users log on to Facebook in any given day
- Average user spends more than 55 minutes per day on Facebook
- More than 5 billion pieces of content (web links, news stories, blog posts, notes, photo albums, etc.) shared each week
- More than 3 million active Pages on Facebook
- More than 20 million people become fans of Pages each day
- There are more than 100 million active users currently accessing Facebook through their mobile devices

The fastest growing demographic on Facebook is Women 55-65

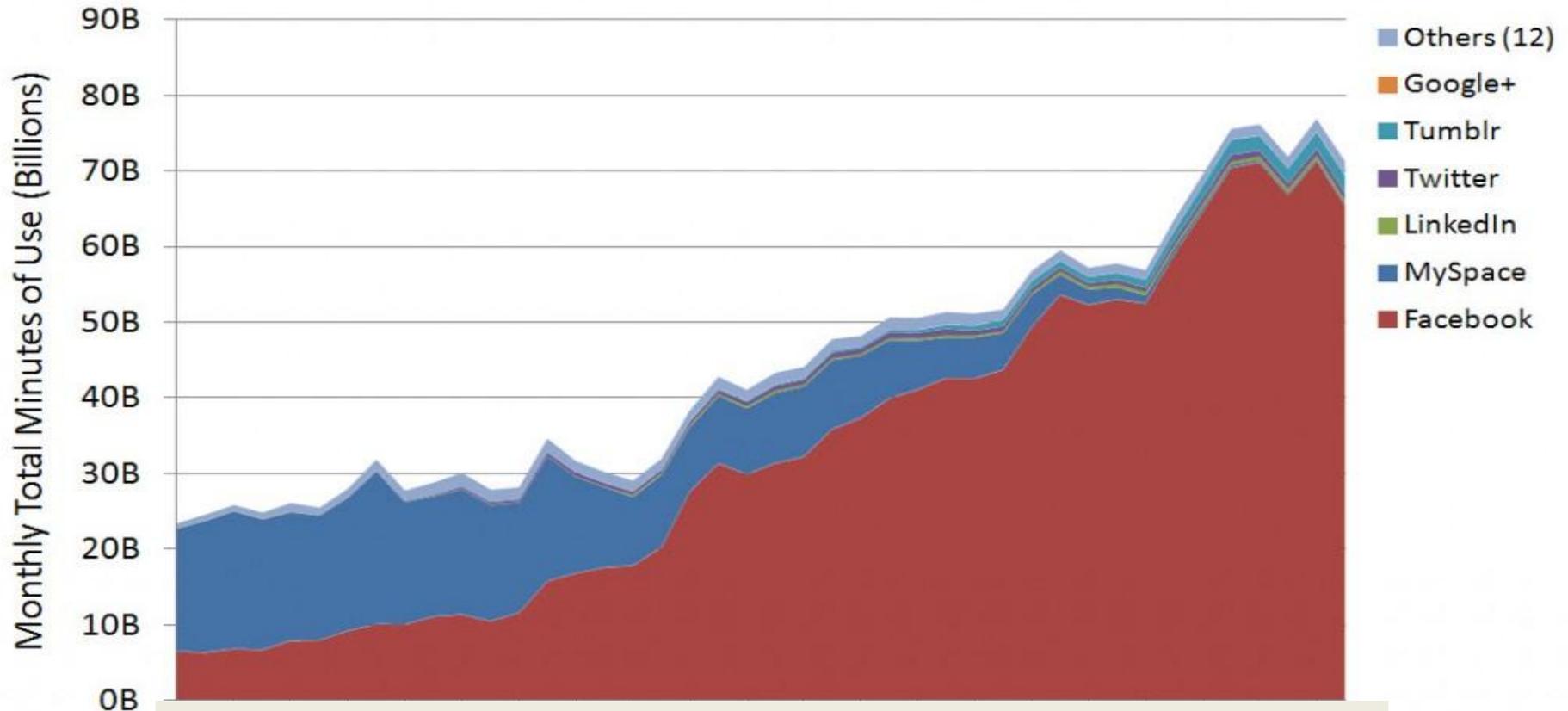
Facebook US Audience Growth, Last 120 Days

Age	Female	Male
55-65	175.3%	137.8%
45-54	165.3%	165.8%
35-44	154.0%	138.7%
26-34	70.7%	60.5%
18-25	14.0%	12.7%
13-17	9.2%	9.1%
Overall	42.5%	36.4%

InsideFacebook.com

Social Networking = Time on Facebook

Facebook Has 95% Share: Minutes of Use of Social Networking Sites



June 2008 – June 2012

FB Facts & Figures

Posts less than 80 characters = 27% higher engagement rate

Agents who posted outside of business hours had engagement rates approximately 20% higher than average.

Posts that end with a question have a 15% higher engagement rate.

Thursday and Friday best times of week to post. Facebook says "Happiness Index" spikes by 10% on Friday.

"Where," "when," "would" and "should" drive the highest engagement rates

Avoid asking "why" questions. "Why" has both the lowest 'like' and comment rates, and may be perceived as intrusive and/or challenging

FAN Pages/ Business Pages

facebook



Separate Your Personal From Professional

New York City Open Houses **Get Started** [Edit Page](#)

Local Business · [Edit Info](#)

Welcome [?]

- 1 Invite your friends**
Start building your fan base by suggesting this Page to friends who might like it.
[Invite Friends](#)
- 2 Tell your fans**
Let your current customers and subscribers know about your new Page.
[Import Contacts](#)
- 3 Post status updates**
Share your latest news.
[Post Update](#)
- 4 Promote this Page on your website**
Add a Facebook Like Box to your site and give people an easy way to discover and follow this Page.
[Add Like Box](#)
- 5 Set up your mobile phone**
[Send Mobile Email](#)
To upload photos or post status updates

Admins (1) [?] [See All](#)

- [Use Facebook as New York City Open Houses](#)
- [Notifications](#) ▾
- [Promote with an Ad](#)
- [View old Insights](#)
- [Invite Friends](#)

Sponsored Story [See All](#)

Hamptons Risk Mgmt and Philip A. Raices like Trade Diva.

Trade Diva
[Like](#)

Sponsored [Create an Ad](#)

Real Estate Agents - Military...
Real Estate Agents, Click Like to show your support for military families!
 [Like](#) · Lynette Valetutti likes this.

Fall Boots at Zappos.com
zappos.com [Chat \(Offline\)](#)

Get Started

- [Wall](#)
- [Info](#)
- [Friend Activity](#)
- [Photos](#)
- [Links](#)
- [Events](#)

[EDIT](#)

4 like this

[Add to My Page's Favorites](#)
[Get Updates via SMS](#)
[Get Updates via RSS](#)
[Unlike](#)
[Share](#)

Windows taskbar: NFL Ga..., indianap..., USB20FD..., Microsof..., Home p..., New Yor..., 6:47 PM

Create a Page

facebook

Email

Password

Log In

Keep me logged in

[Forgot your password?](#)



Heading out? Stay connected
Visit facebook.com on your mobile phone.

Get Facebook Mobile

Sign Up

It's free and always will be.

First Name:

Last Name:

Your Email:

Re-enter Email:

New Password:

I am:

Select Sex:

Birthday:

Month:

Day:

Year:

[Why do I need to provide my birthday?](#)

Sign Up

Create a Page for a celebrity, band or business.

[English \(US\)](#) [Español](#) [Português \(Brasil\)](#) [Français \(France\)](#) [Deutsch](#) [Italiano](#) [العربية](#) [हिन्दी](#) [中文\(简体\)](#) [日本語](#) »

Facebook © 2011 · [English \(US\)](#)

[Mobile](#) · [Find Friends](#) · [Badges](#) · [People](#) · [Pages](#) · [About](#) · [Advertising](#) · [Create a Page](#) · [Developers](#) · [Careers](#) · [Privacy](#) · [Terms](#) · [Help](#)

Email

Password

Log In

Keep me logged in

[Forgot your password?](#)

Create a Page

Connect with your fans on Facebook.



Local Business or Place



Company, Organization, or Institution



Brand or Product

Brand or Product



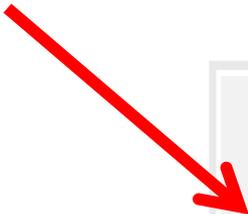
Artist, Band or Public Figure



Entertainment



Cause or Community



Create a Page

Connect with your fans on Facebook.

Local Business or Place

Join your fans on Facebook.

Local Business or Place

Choose a category

Business or Place

Street Address

City/State

Zip Code

Phone

Get Started

I agree to [Facebook Pages Terms](#)



Company, Organizati

 Chat (13)

General

Security

Notifications

Apps

Mobile

Payments

Facebook Ads

You can also visit your privacy preferences or edit your profile to control who sees the info there.

Account Settings

Name Burke Smith

Use Facebook as Page

Email 365 Things to Do in Broad Ripple, Indiana Switch [Edit](#)

Password [Edit](#)

Networks 365 Things to Do in Encinitas Switch [Edit](#)

Linked Accounts 365 Things to Do in Manhattan, NYC Switch [Edit](#)

Language [Edit](#)

Download Beekman Regent Switch

The Facebook Business Page or Fan Page

Give your Facebook Fan Page a user-friendly name

- One more handy tip on how to create an effective page on Facebook. When your Page has gotten at least 25 fans, you'll be able to create a user-friendly URL for it.
- Go to the facebook.com/username
- Edit Page > Update Info > Username

**YOU NO LONGER
NEED 25 FOR YOUR
FIRST PAGE!**



Facebook URL Guidelines

- Your username should be straightforward and easy to remember
- As close as possible to the name of your business
- Choose carefully usernames are permanent and non-transferable
- If you enter your username incorrectly you may change it **ONCE**
- Use only alphanumeric characters (a-z, 0-9)
- You may include periods and capital letters to make your username easier to read, but these won't affect how people find your Page

For example, www.facebook.com/HSAHomeWarranty and www.facebook.com/HSA.Home.Warranty go to the same Page.

Facebook URL

Don't Forget to Take it Offline

- Fliers
- Brochures
- Business cards
- And all other marketing material



Facebook Pages – Cover Banners

facebook

Search



Burke Smith

Home

LUXURYLONGISLAND.COM

YOUR EYES ON THE LUXURY REAL ESTATE MARKET

Create a Page

Now

March

2010s

Joined Facebook



LuxuryLongIsland.com - Long Island Real Estate with Maria Babaev

Liked

Message



361 likes · 5 talking about this · 1 was here

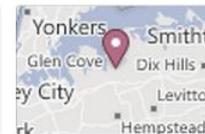
Real Estate Agent

55 Northern Boulevard, Greenvale, NY.

1 516.277.2517



361



4

About

Photos

Likes

Map

Our Website

Sponsored

Official St. Louis Rams



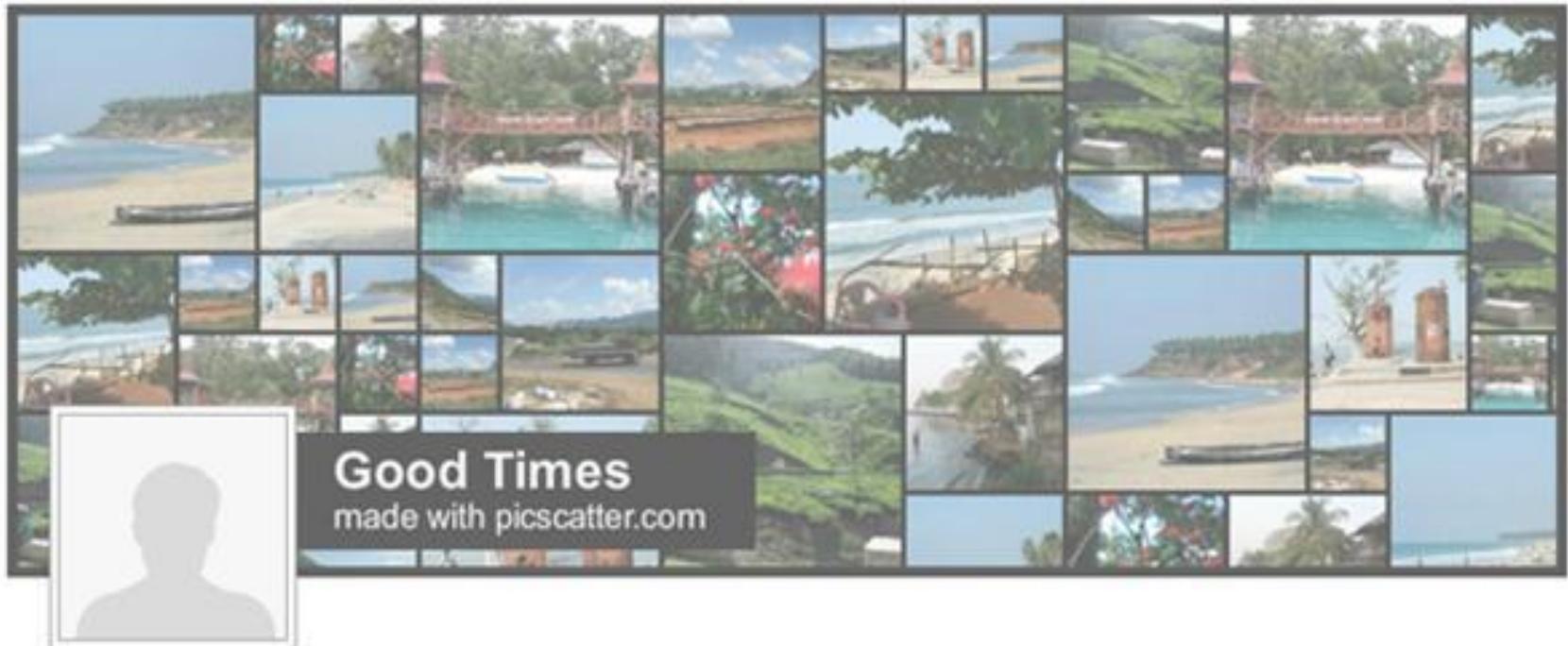
Like Marshall Faulk? Support his legacy as a Ram like a true fan! 'LIKE' our page for exclusive info and chances to win great prizes.

Like · Kim Schrameyer Simonds likes this.

Chat (24)

[Pic Scatter](#) is by far the easiest. You'll need to give access to your likes, photos, and photos shared with you. Then you can create a montage cover showing a group of your friends or some of your likes. You can also use a specific photo album. But no matter what you [choose, make sure you have enough there for Pic Scatter to choose from, to prevent repeating of images.](#)

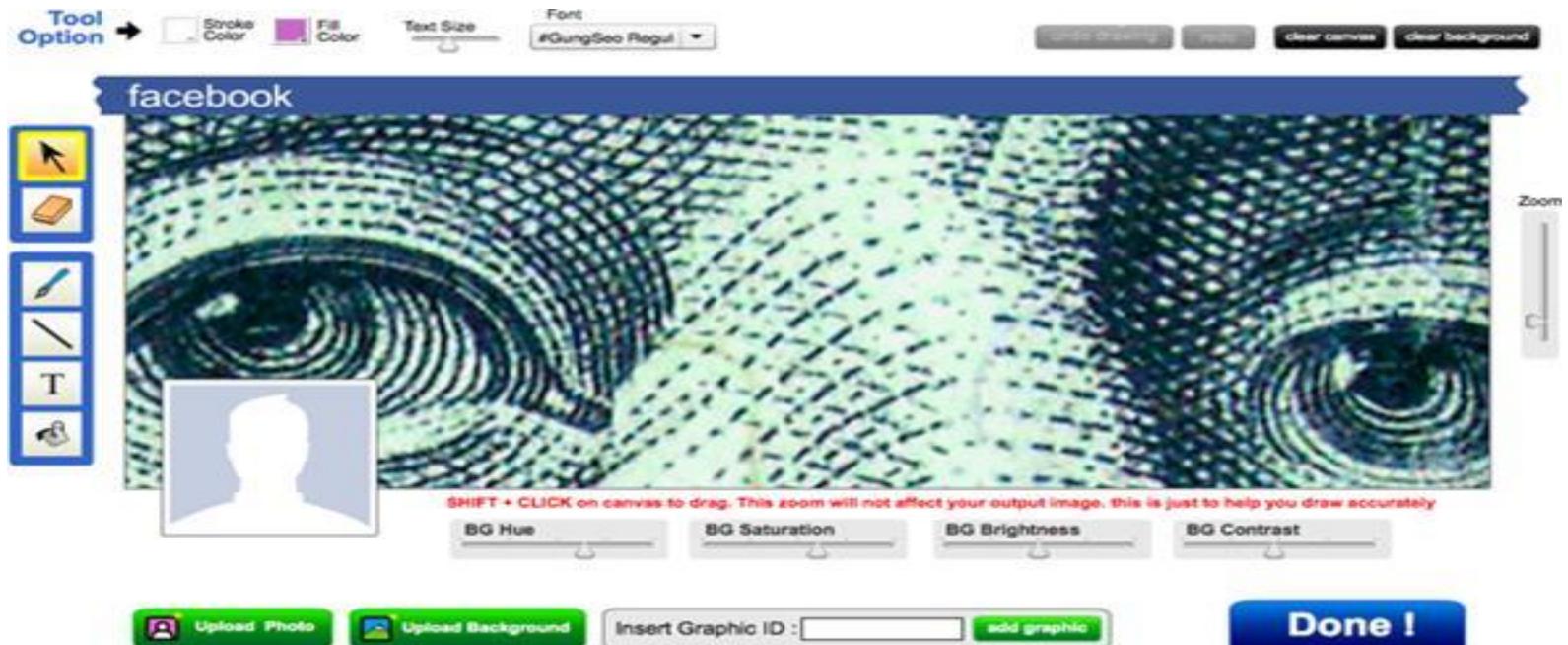
Pic Scatter is free, but contains branding in the image. It's a super low lifetime fee of \$1.50 to remove the branding, and it also gives you access to filters, instant uploads, and downloading images to your desktop.



Timeline Cover Banner

Unlike Pic Scatter, [Timeline Cover Banner](#) is totally free and does not contain any branding. It's not as simple, but if you want total control over your Facebook Timeline's cover image, this will do the trick. Their tool lets you upload any image (or images) of your choice, which you can then edit or add text to. You can also select from one of many free background images in [their gallery](#).

Once you've perfected your cover image, it will download right to your desktop. The big plus here? There's no need to connect via Facebook!



Using Email Contacts to Build Your Audience



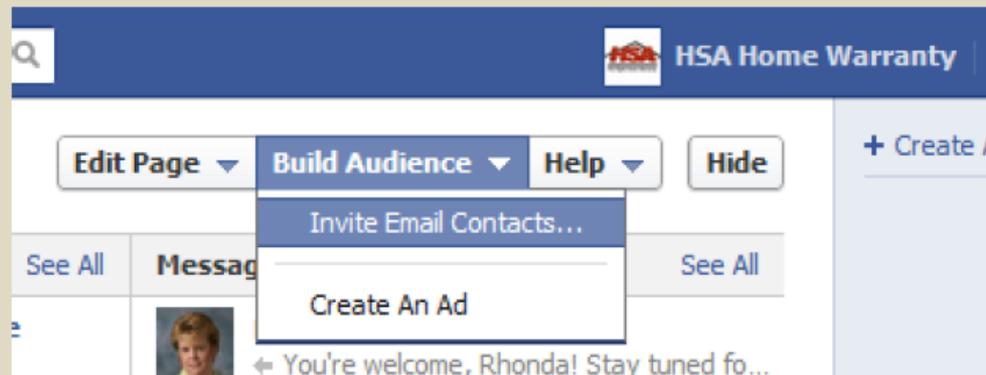
Build Your Audience

Export Your Contacts to Upload to
Facebook

Create a CSV file

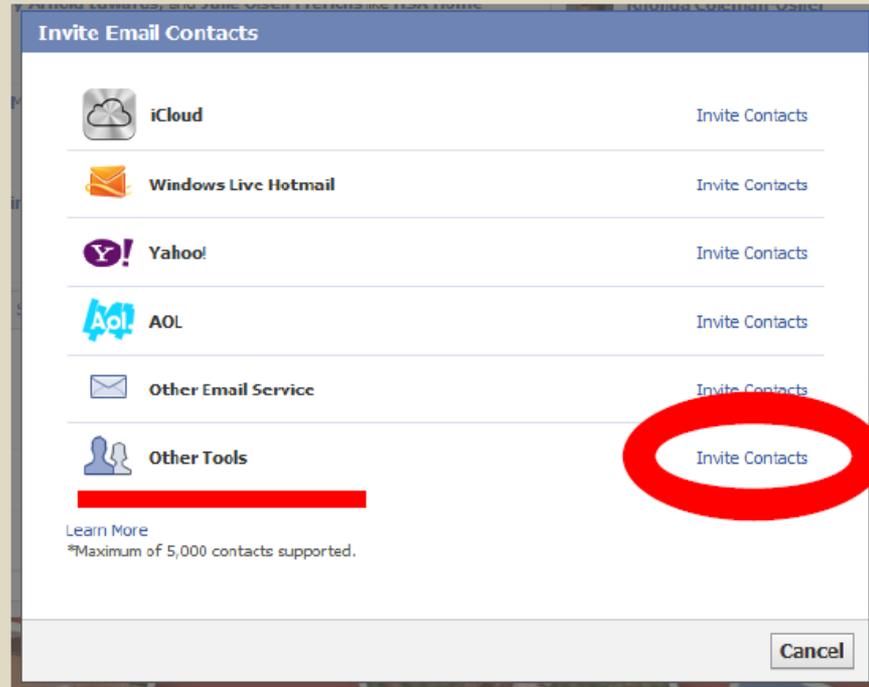
Uploading Contacts to Facebook

1. From the Admin Panel on your Facebook Page select **Build Audience** then **Invite Email Contacts**

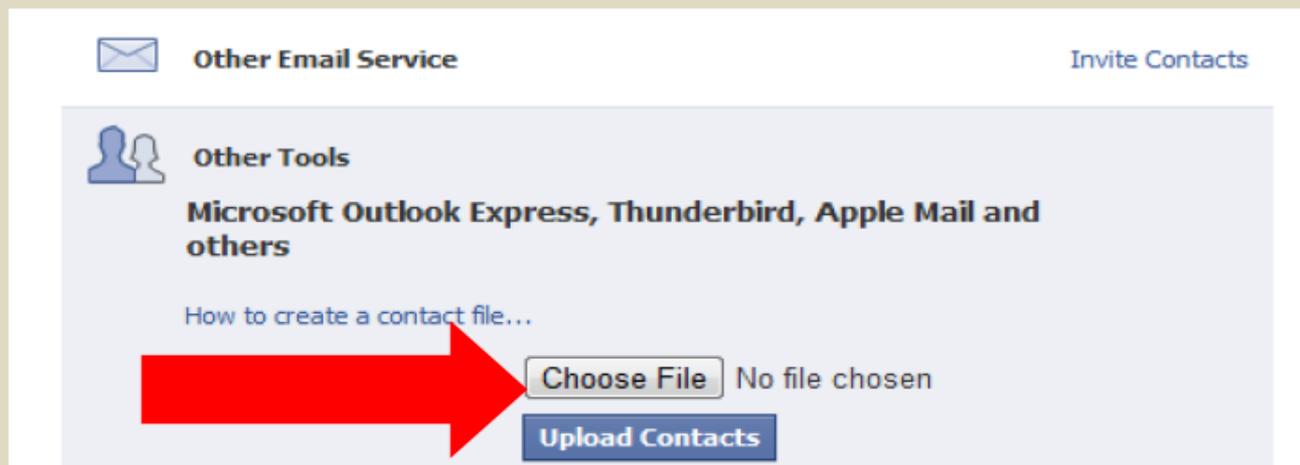


2. From the Admin Panel on your Facebook Page select **Build Audience** then **Invite Email Contacts**

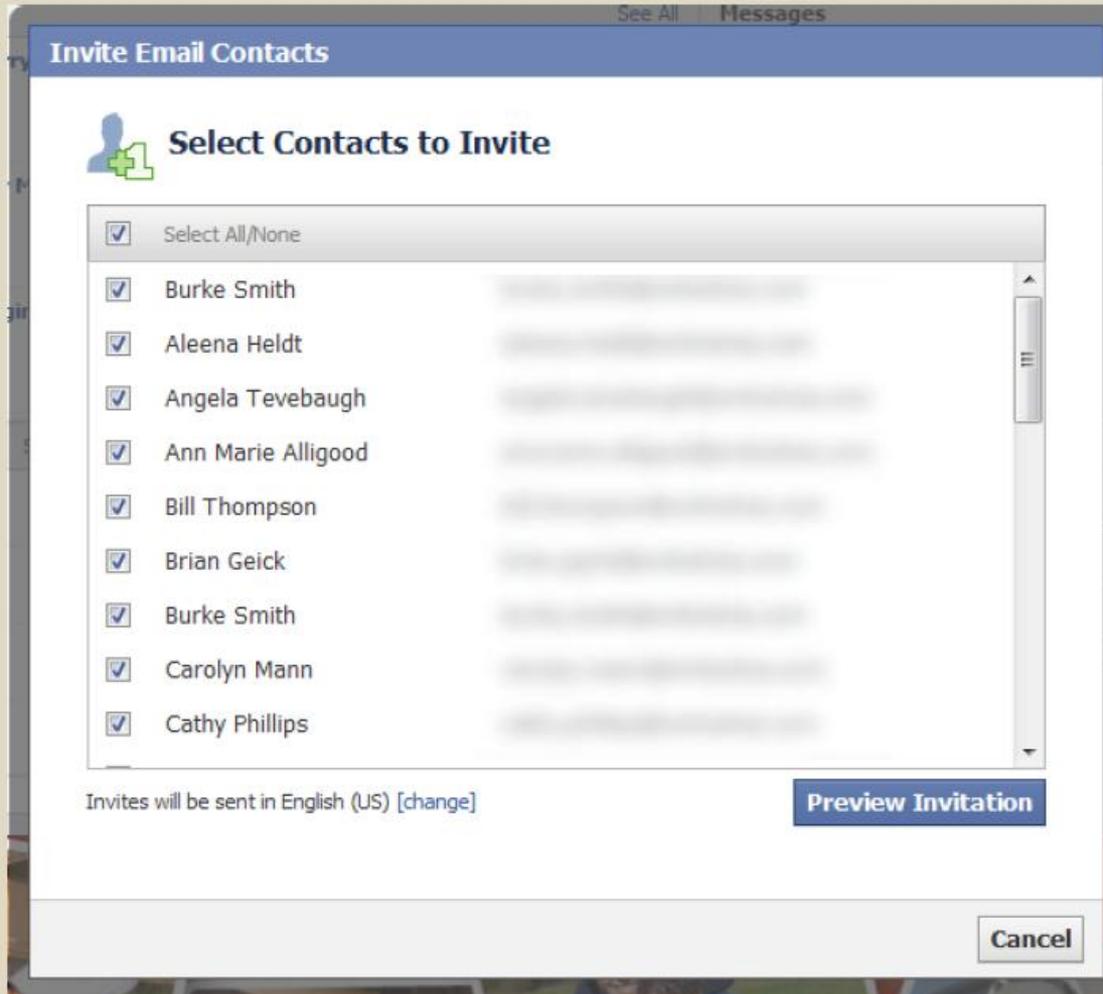
3. Click **Invite Contacts** across from **Other Tools**



4. Click **Choose File**



5. Select the CSV file you created when you exported your contacts and press OPEN



6. Uncheck the contacts you don't want to invite to Like your page and press **Preview Invitation**

Send this Invitation to 31 Contacts

Invitation Preview

A suggestion for your Page will be sent to your subscribers who are already on Facebook.

Recommended Pages

 **HSA Home Warranty** ✕
HSA Home Warranty suggested you check out their page.
[Like](#)

An email will also be sent to your subscribers who are not on Facebook.

facebook

 **Check out HSA Home Warranty**

Hi,

HSA Home Warranty is inviting you to join Facebook.

Once you join, you'll be able to connect with the HSA Home Warranty Page, along with people you care about and other things that interest you.

2136 people like this

Thanks,
HSA Home Warranty

[Join Facebook](#) [View This Page](#)

You are receiving this email from HSA Home Warranty. HSA Home Warranty has sent you this message through Facebook. If you no longer want to receive messages through Facebook, [click here](#).
Facebook, Inc. Attention: Department 415 P.O. Box 10005 Palo Alto CA 94303

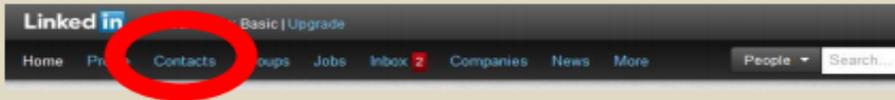
I am authorized to send invitations to the email addresses I've imported.
[Learn more about email dos and don'ts](#)

[Send](#) [Cancel](#)

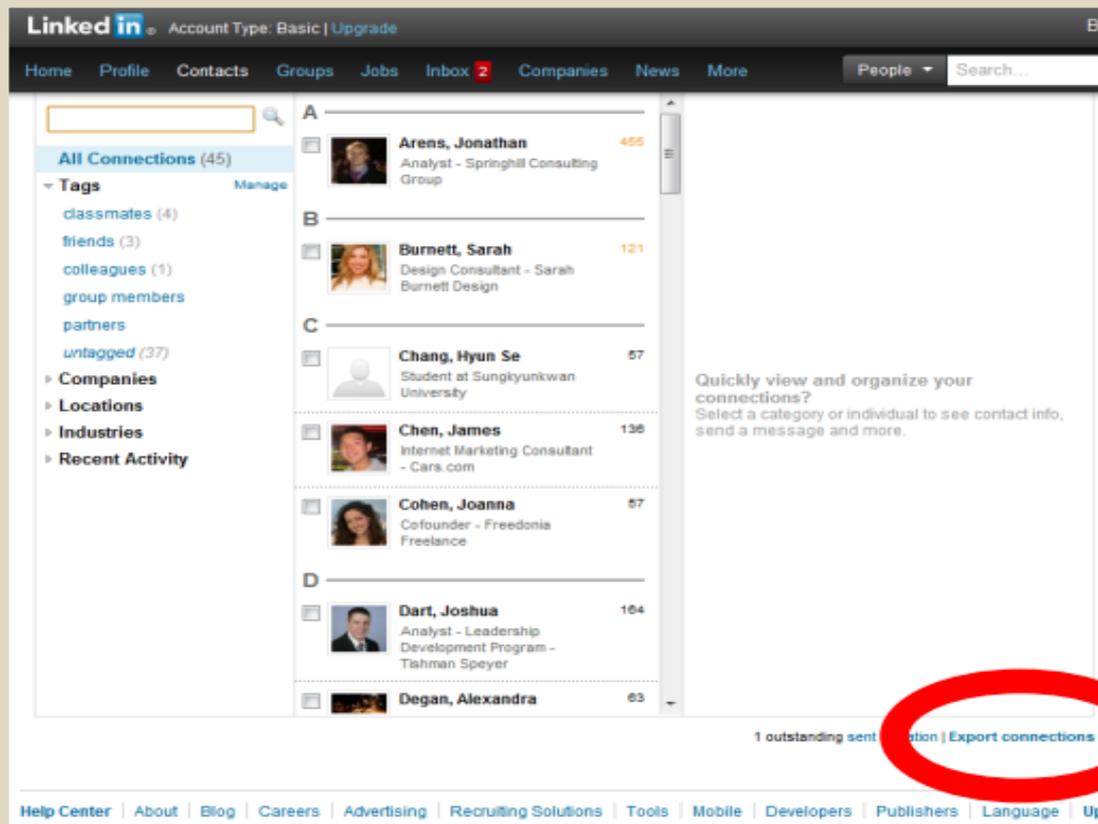
7. Make sure to check the box at the bottom before you press **Send**

LinkedIn

1. Log into LinkedIn
2. On the navigation bar at the top click on **Contacts**



3. Towards the bottom right corner click on **Export Connections**



4. Make sure the file type is a .CSV and click export
5. Save the Excel file that is opened

Adding Your Website



The image shows the top portion of a Facebook profile for 'HSA Home Warranty'. The profile picture is a collage of five photos: a woman in a chef's hat, a man working on a ceiling, a family of four outdoors, a large house, and a woman on a headset. The cover photo is a solid red color with the text 'The right people. The right service. The right home warranty.' in white. Below the cover photo is the profile name 'HSA Home Warranty' and the text '2,139 likes · 37 talking about this'. At the bottom of the profile header are several tabs: 'About', 'Photos', 'Why HSA?', 'HSA Online', and 'Social Media Resources'. The 'HSA Online' tab is highlighted with a blue box and a blue arrow pointing towards the right.



This is a screenshot of the HSA Home Warranty website, viewed through a browser window. The website has a blue header with the HSA logo and navigation links for 'Home', 'Contact', 'About Us', and 'Resource Center'. Below the header are three buttons: 'Homeowners' (red), 'Real Estate Agents' (blue), and 'Service' (green). The main content area features a large image of a family and the text 'The Right People. The Right Service. The Right Home Warranty.' Below this is a section titled 'Quality Service For Over 26 Years' with a paragraph of text. On the right side, there are two columns of links: 'Homeowner' with links for 'View My Warranty', 'Place a Claim', and 'Renew My Coverage'; and 'Real Estate' with links for 'Enroll a New Client', 'Update Closing', and 'Enroll Renewal'.

Adding Your Website



- 1 Application & 1 Line of Code

https://apps.facebook.com/static_html_plus/?fb_source=search&ref=ts



STATIC HTML

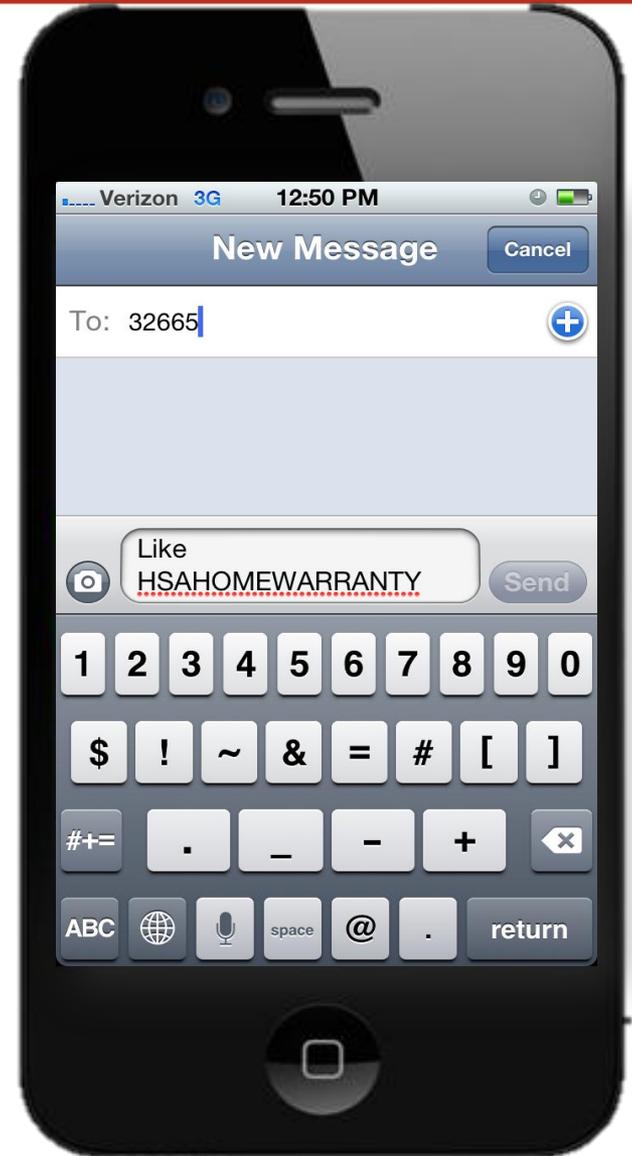
Copy and Paste the following code:

```
<script>  
  location.href =  
  "http://www.YOURWEBSITE.com"  
</script>
```

Text to Like



A blue speech bubble graphic with a white border. Inside the bubble, on the left, is the Facebook logo (a white 'f' on a blue square). To the right of the logo is a white thumbs-up icon. Further right, the text "like" us on" is written in a light blue font. Below this, the word "Facebook" is written in a large, bold, blue font. Underneath "Facebook", the text "text like HSAHomeWarranty to 32665" is written in a smaller blue font. At the bottom of the bubble, there is a white rounded rectangle containing the URL "facebook.com/HSAHomeWarranty" in blue text.



Text to Like



Text to Like



Text to Like



"like" us on

Facebook

text **like HSAHomeWarranty** to 32665

facebook.com/HSAHomeWarranty

Monitoring Your Presence



socialmention*

socialmention*

Real-time social media search and analysis:

in

All

Search

[or select social media sources](#)

Trends: [Airline Baby Ban](#), [Talk Like a Pirate Day](#), [Vitamin D Study](#), [Bank of America](#), [Blood Sugar](#), [iOS 6](#), [JFK Turtles](#)

Social Media Alerts

Like Google Alerts but for social media.

Receive free daily email alerts of your brand, company, CEO, marketing campaign, or on a developing news story, a competitor, or the latest on a celebrity.

Create an alert

Realtime Buzz Widget



Display realtime buzz on your site or blog.

Get the widget

[About](#) - [Alerts](#) - [API](#) - [Trends](#) - [Tools](#) - [Install Search Plugin](#) - [Follow us](#) - [FAQ](#) - [Advertise](#)

social mention is a real time search platform

Monitoring Your Presence



Can anyone in this area recommend a **realtor**?

12 minutes ago near Mansfield, MA · 🌐



Going house hunting with the kids and the **realtor** this weekend. Nervous, what if I find something I love, then I am buying a new house? What if I don't find something I love, then I am not buying a new house? Yeah, that's how bad this is stressing me out, lol.

12 minutes ago · 🌐



Thinking I wanna get a **realtor** license.

5 minutes ago near Savannah, GA · 🌐



Need a cool **realtor** in Vancouver!

30 minutes ago near Portland, OR · 🌐



Heather Johnston McCuen Our friend Steve Buell is a realtor...

27 minutes ago



Dustin Waddle Can you give me his info? Or give mine to him?

20 minutes ago via mobile



Julie Christie Our realtor alyssa starlee she is on my friends list

10 minutes ago via mobile



Just met with an incredible young **Realtor**, Sara Kl... Thanks Sara for stopping by to share ideas and tell us more about your business. Keep up the good work!

11 minutes ago · 🌐

Becca McNeal likes this.

🐦 [Ended shooting early to go meet with a realtor. Excited :\)](#)

twitter.com/RikkiSnyder/statuses/241257455437348865

4 minutes ago - by  @RikkiSnyder on [twitter](#)



Who's into real estate or knows a **realtor**?

7 minutes ago via mobile · 🌐

OVERVIEW



FACTS & FIGURES



Facts & Figures

- The domain name www.youtube.com was registered on February 14, 2005
- Over 3 billion videos are viewed a day
- More video is uploaded to YouTube in one month than the 3 major US networks created in 60 years
- 70% of YouTube traffic comes from outside the US
- YouTube is localized in 25 countries across 43 languages
- 800M unique users visit YouTube each month
- YouTube is the 3rd largest search engine - #1 for video (358,000 real estate videos)
- Through Google, YouTube can automatically translate your video into 43 different languages



REAL ESTATE INDUSTRY AND SOCIAL MEDIA USAGE

**73% of homeowners say they're
more likely to list with a
REALTOR who offers to do video**

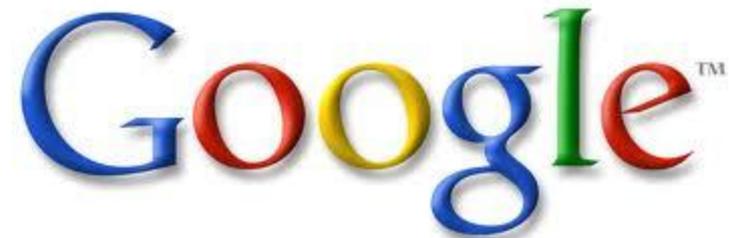
REAL ESTATE INDUSTRY AND SOCIAL MEDIA USAGE

**Yet only 12 % of the total # of
REALTORS currently have YouTube
accounts**

Google Places

Google places





**92% of Real Estate Consumers
start their Search on the Web**

75% start on Google



Question:

Who is the #1 Real Estate Agent
in Perimeter, GA?

YOUR
NetCOACH.com



Search

About 2,370,000 results (0.57 seconds)

Web

Images

Maps

Videos

News

Shopping

More

Vinings, GA

Change location

Show search tools

Ads related to perimeter georgia real estate agent ⓘ

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[Atlanta Real Estate Offices - Metro Brokers at Perimeter](#)

metrobrokers.com/office/Perimeter

Metro **Brokers Real Estate** Offices. **Perimeter** Office in Atlanta, **Georgia**. 5775-D Glenridge Drive, 2nd Floor Atlanta, **GA** 30328 404.243.2500. Directions ...

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perimeternorth.prudentialgeorgia.com/

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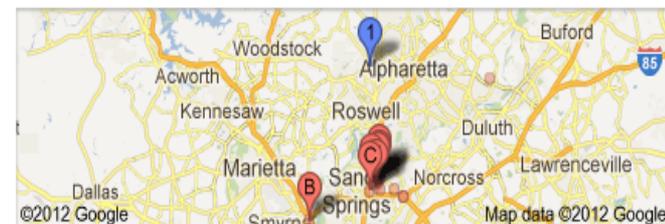
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Map for perimeter georgia real estate agent



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▼ **Basic Information**

Please note that changing your address or business name will require additional verification via mail or phone.

* *Required Fields*

Country: *

Company/Organization: *

Street Address: *

City/Town: *

State: *

ZIP: *

Main phone: *

Email address:

Website:

Example: <http://www.example.com>

I don't have a website.

Description:

200 characters max, 200 characters left.

Category: *

Which categories (up to 5) best describe your business?

Ex: Dentist, Wedding Photographer, Thai Restaurant

[Add another category](#)

▼ **Service Areas and Location Settings**

Does your business provide services, such as delivery or home repair, to locations in a certain area?

619-534-9957

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[Fix incorrect marker location](#)

Four red arrows point from the map area to the form fields: the top arrow points to the Country dropdown, the middle-left arrow points to the Main phone field, the middle-right arrow points to the Website field, and the bottom arrow points to the Category field.

GET POSTCARD IN THE MAIL



Facts & Figures

150 million users

LinkedIn



69% of all users
make at least \$60 K.



39% make
over \$100 K



68% of users are
over the age of 35.



74% of all users have a college
degree or better, with 26%
having a graduate degree.



76% of LinkedIn have
no kids (between the
ages of 0 and 17)

100% Complete LinkedIn Profile

- 1) Add a profile photo
- 2) List current position + at least 2 prior jobs
- 3) 5 or more skills on your profile
- 4) Write a summary about yourself
- 5) Fill out your industry and zip code
- 6) Add where you went to school
- 7) Have 50 or more connections

Top 10 LinkedIn Profile Setup Tips



Top 10 LinkedIn Profile Setup Tips

- 1. Understand Your Keywords:** Understand what keywords you want to rank for first before completing your LinkedIn profile. Once you know the keywords you want people to find you from, you will be using these extensively throughout your LinkedIn profile. This is how people will find you in the search. Tip: LinkedIn is one of the only sites I know of that still ranks the density of keywords in your profile to where you appear in their search results, so the more you use your keywords throughout your LinkedIn profile, the higher you will rank for that term in the search results. If you want to get an example of what other people are searching for, just use the search bar on LinkedIn. If no one is searching for the keywords you think are good, find one they are search for and use that.
- 2. Complete Your LinkedIn Profile:** Make certain you complete your entire LinkedIn profile! LinkedIn will tell you what percentage you are complete and exactly what to do. Not completing your LinkedIn profile is a guarantee your LinkedIn profile will not rank high in LinkedIn search.
- 3. Use Your Main Keywords in your Headline:**Your headline, the line just below your name, is one of the most important factors in search. Make sure you use your keywords there!
- 4. Fill your profile with interesting facts about you:** Use real captivating words up front, not like “works at XYZ company”, but instead, like an advertisement for *you*, because that’s what LinkedIn is!
- 5. Add Multiple Current Jobs:**Current jobs is another way you will be found for your keywords on your LinkedIn profile. Don’t worry if you really only have one job since all of us wear multiple hats nowadays. If you have a blog (or multiple), use it. Then in each job description, use your keywords (I hope you are starting to get the point of keyword importance in your LinkedIn Profile about now)

Top 10 LinkedIn Profile Setup Tips...cont'd

7. **Add your email address to your current job listing:** For someone to connect to you without directly knowing you, they need to know your first and last name, as well a valid email address. Make it easier by adding your email to the most recent job description of your LinkedIn profile so it reads “Job description” and then your email address (example: Real Estate Agent + myname@myemail.com). This gives people an easier way to connect with you.
8. **Complete Your Summary:** Make your LinkedIn profile summary section complete and really easy to read. I suggest using your main keywords by section and breaking down each section using simple headers for each with a colon afterward (example: Internet Marketing Strategist:).
9. **Solicit colleagues and friends for recommendations:** People love to read reviews. And there is no better review than someone else talking about YOU. Make sure you’ve got some great recommendations for the work you have done. Don’t be afraid to solicit recommendations. I always recommend in return for every one written about me. The trick is: write what you truly feel about the person in the nicest possible terms, and never oversell someone you don’t recommend. That can come back to bite you.
10. **Add plenty of passion:** People who are going to bother to read your profile want to know who you are. If you merely put down that you’re an operations manager at XYZ company, that’s all they have in their minds about you. Add that you’re passionate about Cub scouts and that you play guitar and sing in the shower. Make sure people know about YOU, not just your job history.

Your Network and Degrees of Connection



Your Network and Degrees of Connection

What does "your network" and "out of network" mean?

- On LinkedIn, people in your network are called connections and your network is made up of your 1st-degree, 2nd-degree, and 3rd-degree connections and fellow members of your LinkedIn Groups.
- **1st-degree** - People you're directly connected to because you have accepted their invitation to connect, or they have accepted your invitation. You'll see a **1st** degree icon next to their name in search results and on their profile. You can contact them by sending a message on LinkedIn.
- **2nd-degree** - People who are connected to your 1st-degree connections. You'll see a **2nd** degree icon next to their name in search results and on their profile. You can send them an invitation by clicking **Connect** or contact them through an InMail or an introduction.
- **3rd-degree** - People who are connected to your 2nd-degree connections. You'll see a **3rd** degree icon next to their name in search results and on their profile. You can send them an invitation by clicking **Connect** or contact them through an InMail or an introduction.
- **Fellow members of your LinkedIn Groups** - These people are considered part of your network because you're members of the same group. You'll see a **Group** icon next to their name in search results and on their profile. You can contact them by sending a message on LinkedIn or using your group's discussion feature.
- **Out of Network** - LinkedIn members who fall outside of the categories listed above. You can contact them through an InMail.

Just a Thought...



Everybody is....

- Tweeting
- Facebooking
- Blogging
- Texting
- Pinging
- Posting
- Emailing

Nobody is...

- Doorknocking
- Farming
- Calling
- Talking
- Writing
- Mailing
- Living

Your opportunity is to combine these two columns!!!!

Basic Social Media Strategies for Real Estate

MONITOR TRENDS – DON'T MASTER THEM

CONCENTRATE ON BEING INTERESTED INSTEAD OF INTERESTING



What do you post
to Facebook?



TOOLS YOU CAN USE

TO MAKE SOCIAL NETWORKING EASIER

Facebook.com/hsahomewarranty



HSA Social Media Resources



A screenshot of the Facebook profile page for HSA Home Warranty. The profile picture is the HSA logo with the tagline 'The Right Home Warranty'. The cover photo features a collage of images: a woman and children in a kitchen, a man working on a car, a family outdoors, and a house. A large blue and yellow arrow points from the family photo in the collage down to a yellow-bordered box containing the text 'Social Media Resources' and the Facebook 'f' logo. Below the profile information, there are several navigation buttons: 'Product/Service', 'About', 'Photos', 'Resource Center', 'Social Media Resources' (highlighted in yellow), 'Online', 'Why HSA?', 'Pinterest', and 'Twitter'. A 'Change Cover' button is visible on the right side of the cover photo. The page shows 2,328 likes and 99 people talking about this page.

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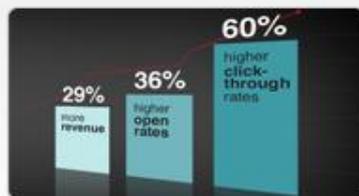
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PREVIEW



Get new customers through local deals with SaveLocal »

Tools You Can Use



Evernote (Free) = i A

Evernote is your one stop shop for remembering everything. You can make lists, goals, voice memos, and more with this easy-to-use app. Best of all, users can access it everywhere from any device that's synched to your Evernote account. It's an amazing app that will remember the store you loved or the great idea you came up with. Evernote is free to use, as well as the smartphone app. There are premium features that cost about \$5 per month, however I use the free smartphone app and the features are great!

Tools You Can Use

Dropbox is one of the most popular cloud computing service available currently. It was just recently valued at \$4 Billion. How many times have you created a Power Point or similar presentation for a client and they love it so much, they request a copy via email? The only problem is the file may be too large to e-mail. Enter Dropbox, set up a free account, upload your files, then share them with your desired e-mail address(es). Dropbox will notify the individuals(s) that you shared the file with and provide a link for them to set up their free account. Once they do this, your files can be downloaded for free. It's a beautiful thing if you want to send large files to your clients and business affiliates. Dropbox is the way to go. Your first 2 GB of storage is free before you are prompted to be a paid member, however users can remove files to maintain their storage capacity below the paid level.

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LinkedIn

Get employers, companies, and profile pictures. [Learn more](#)



Twitter - New

Get status updates and post replies, direct messages, and tweets. [Learn more](#)



Hoovers

View the company's description, address, sales figures, and more. [Learn more](#)



Salesforce - New

Generate Leads, create Salesforce

Win Prizes



Post on our page and be entered into our monthly fan drawing



Thank You!

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