



Local Presence • Nationwide Coverage

Agent Lead Generation



Agent Lead Generation

A simple and effective mobile marketing tool, using text messaging to harvest leads

With our service, real estate professionals will complement their sign marketing with a text for info lead capture system that provides prospects **instant information** about a home listed for sale.

Agent Lead Generation

The top two things the most successful agents in America have asked for are Leads and the ability to do a better listing presentation. This platform delivers both.

When an agent using our service makes a listing presentation, they come with a pipeline of active buyers looking for homes in that area. That is an advantage the competitor doesn't have, in addition to the ongoing harvesting of leads from the signs. This gives them a much greater chance of getting that listing.

- We are taking the traditional 'For Sale' signs and making them more *interesting* and *interactive*, but in a way that allows us to retain the future buyers' information



The Agent Lead Generation Process

- Agent Lead Generation captures information on home buyers through use of rider or topper real estate signs and mobile websites
- The rider and topper signs contain
 - an info code and
 - a text address number



There is no way to track interaction with these signs



Requiring a text enables us to capture a phone number



Agent Lead Generation

- When a listing agent has an Agent Lead Generation sign in addition to their own sign in front of a property, 5 unique buyer leads should be generated* from each sign on average. If they have 5 listings, that's 25 new buyers to work with a month!
- If the agent is only a listing agent, then this is the perfect time to bring on a junior buyer agent to their team to work with all the buyers and make more money!



*After filtering leads for tests, demos and etc, the average is currently 10 potential (when we start telemarketing to the numbers sometimes we find out some are still not actual leads) leads a week total for 500+ signs. That is less than 0.08 leads per month per sign.

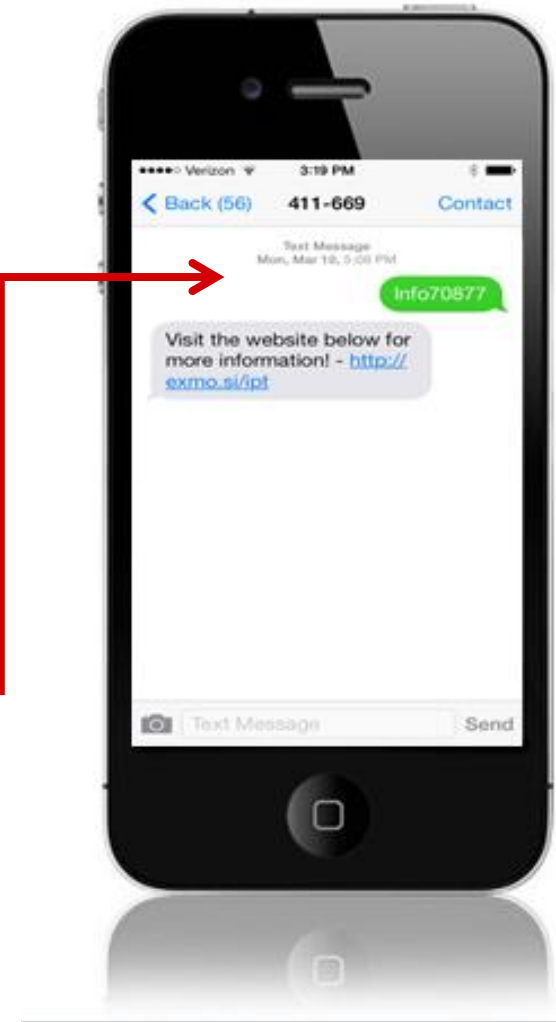
How It Works

- The home buyer types the info code (example: **info70877**) as a text message and sends it to the text address indicated sign (example: **411669**)
- The buyer then receives an instant reply with a link to the property's mobile website

For Property Information
Text: info10578
To: 411669



Liberty
Title & Escrow Co.

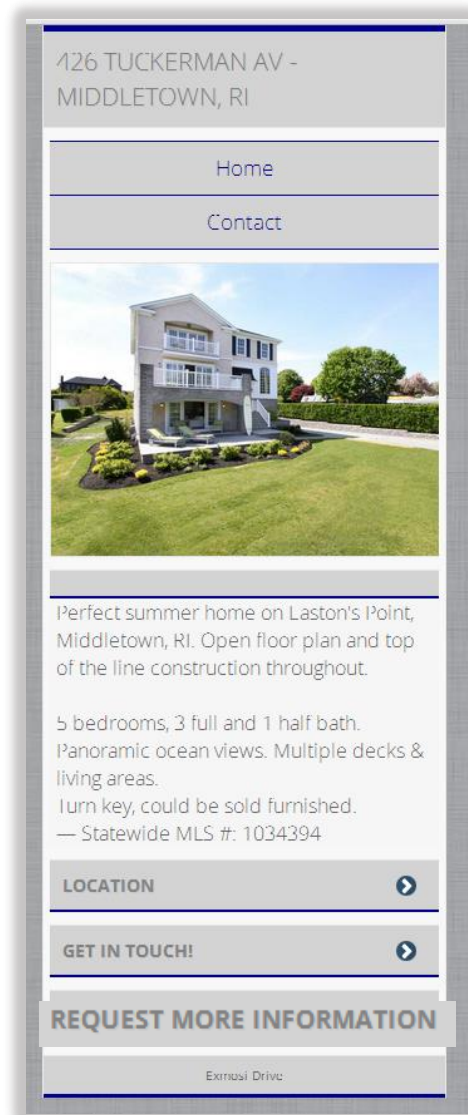


How It Works

- The link they receive then takes them to a unique mobile website we have created for each realtor and their property
- We have now captured the phone number of someone who we know already has an interest in purchasing a home
- We can use that information to approach them via text, phone call or email at a later date
- The phone numbers and emails acquired through this process are stored in the Leads section of the Agent Lead Generation website and are sent to the Realtor and our Account Executive/ Attorney instantly



Features



Every mobile site has a Menu with the Home page and Contact page buttons.

The Home Page includes:

- Property address
- Slideshow of property pictures
- Property description
- Expanding sections for
 - Location
 - Requesting property information
 - Links to social media profiles
- Contact for Realtor

426 TUCKERMAN AV -
MIDDLETOWN, RI

Home

Contact



I have been in the real estate industry since 1989.
I offer Real Estate services for all of Rhode Island and southeastern Massachusetts

CONTACT ME

LETS GET SOCIAL!

REQUEST MORE INFORMATION

Extrus Drive

The Contact Page will **highlight the realtor**, by including:

- Photo
- Short bio

And sections that expand to reveal:

- Complete realtor contact information
- Social media profile links
- Contact form



CONTACT ME

Arthur Chapman
William Raveis-Rhode Island &
Southeastern Massachusetts
Broker/Partner/Sales Manager - Newport
65 Bellevue Avenue
Newport, RI 02840

Office: 401-846-3800
Cell: 401-640-080 /
Email: arthur.chapman@raveis.com

LETS GET SOCIAL!

f in

REQUEST MORE INFORMATION

First Name

Last Name

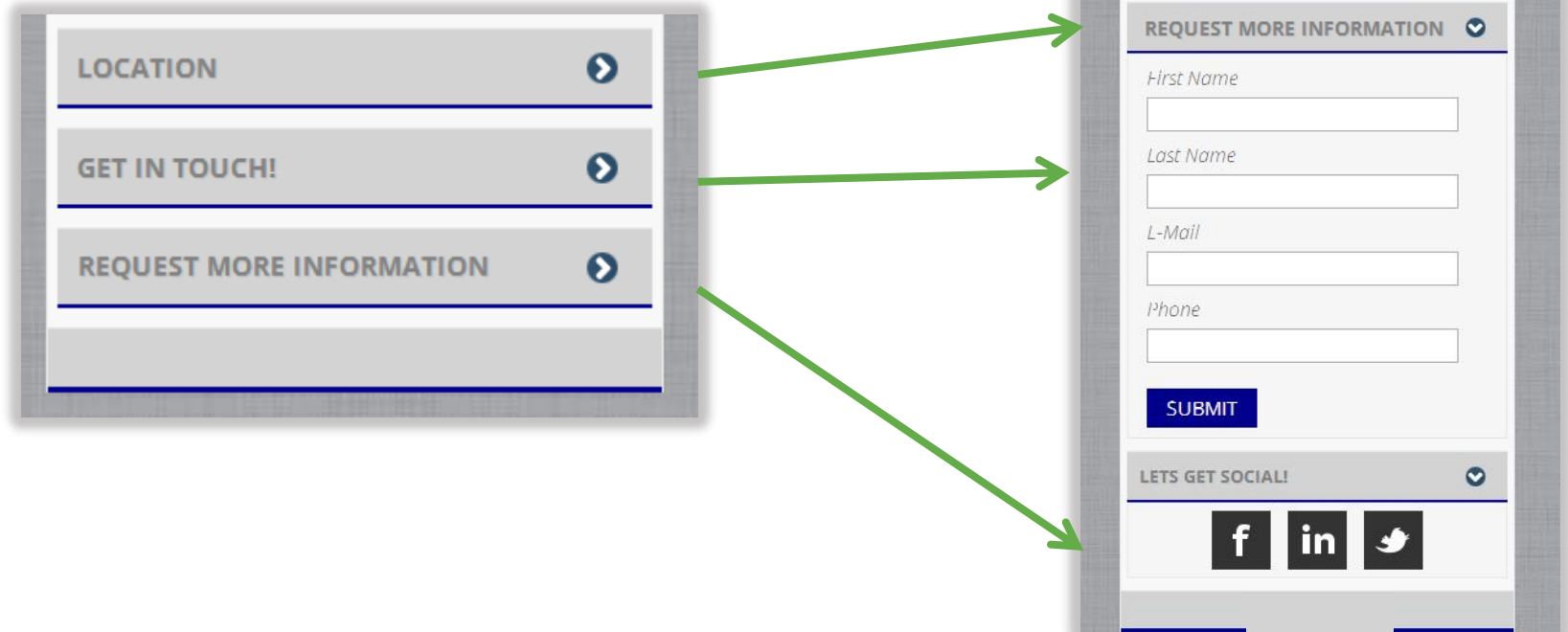
L-Mail

Phone

SUBMIT

Features

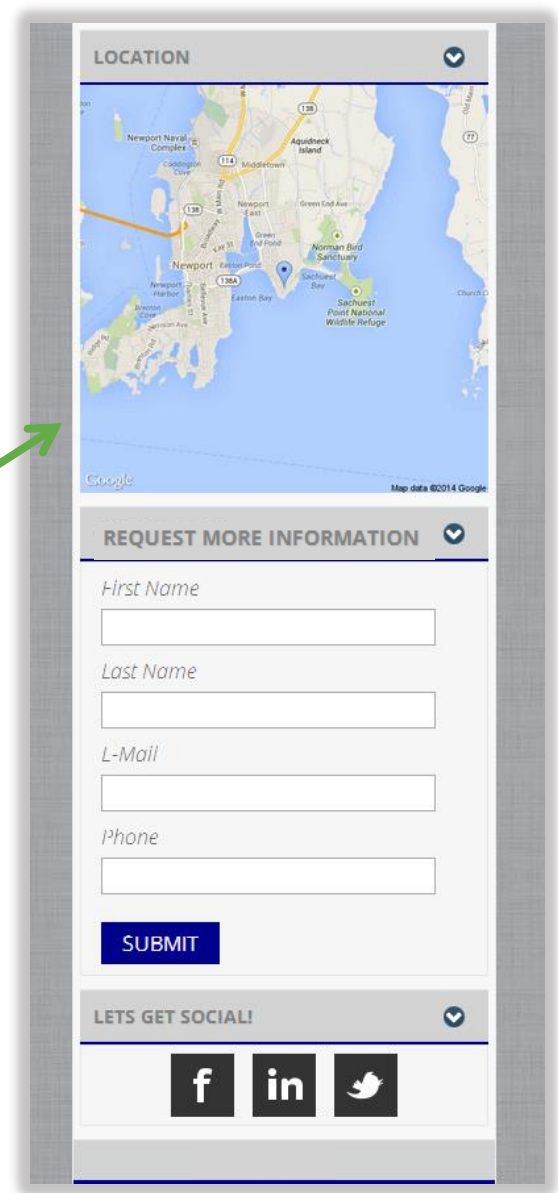
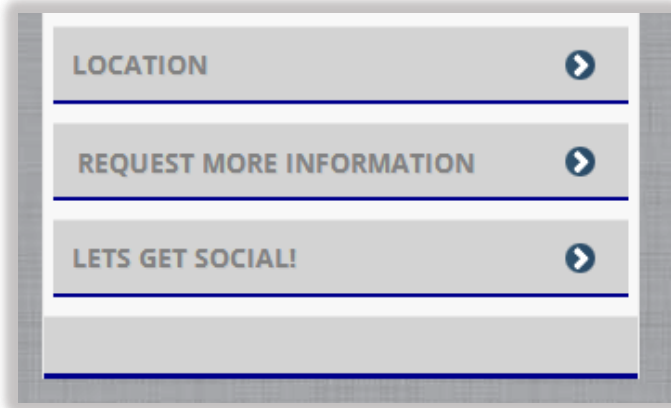
These sections expand to show more information when the arrow is clicked



Features

- Location

A Google Map of the property is included and gives the prospective home buyer a visual representation of the area and what's in the vicinity



Features

- Request More Information

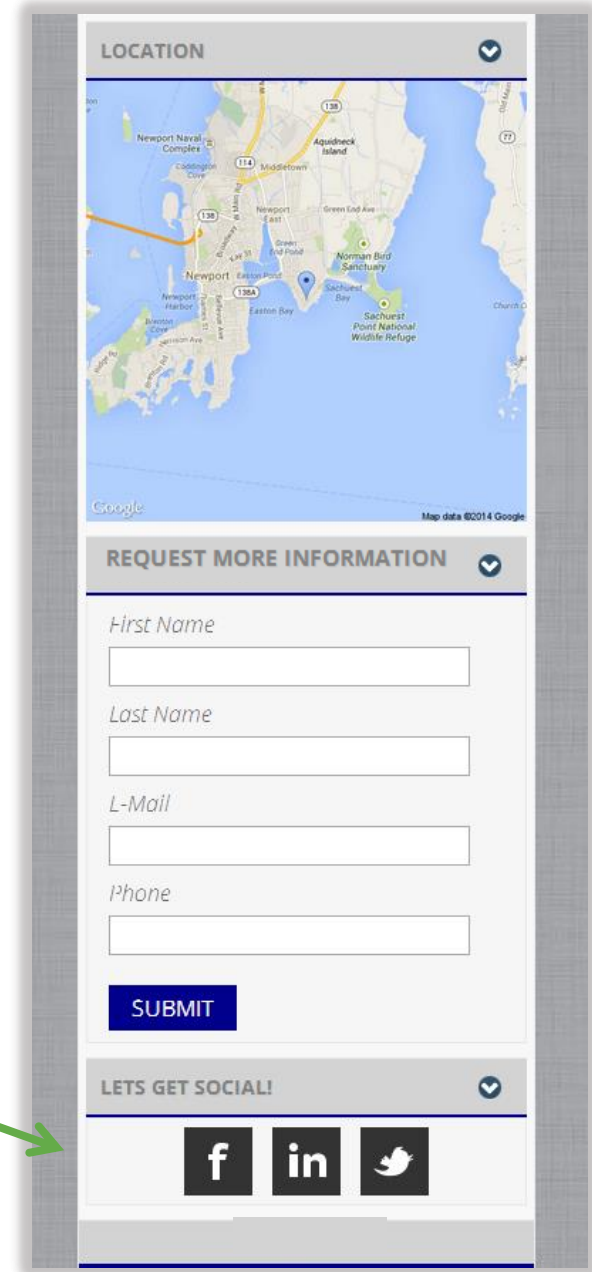
This section expands to reveal fields a prospective home buyer can fill out to receive more information on a property.

The expanded form for 'REQUEST MORE INFORMATION' is shown. It features a map of Newport, Rhode Island, at the top. Below the map are four input fields labeled 'First Name', 'Last Name', 'L-Mail', and 'Phone'. A blue 'SUBMIT' button is located below the input fields. At the bottom, there is a section titled 'LETS GET SOCIAL!' with three social media icons: Facebook, LinkedIn, and Twitter.

Features

- Let's Get Social!

Here your social media profiles can all be linked to give the potential home buyer different, more informal ways to connect with you.



Social Media Syndicate

the infinite power of the web

Your Real Estate Listing

200% MORE
exposure

Your Post

500 Friends

If you post your properties for sale on facebook and you have 500 friends, then potentially 500 sets of eyes see your listing. BUT if you can get a friend with 1,000 friends to share your listing...

1,000 Friends

Your friends post

Friends & contacts

Use your friendly resources

**Loan
Officer**

You average loan officer has 400+ connections

**Title
Co**

The average title marketing rep has over 1,000 connections

inspector

The average inspector has 20 realtors connected to them online

Not just facebook

The complete POWER

g+

over 100 million active accounts

in

over 175 million active users

t

over 500 million daily users

**You
Tube**

55 hours of video uploaded every minute

Take Action

Utilize the law of reciprocity

Piktochart

Expand your networks, Improve your visibility

- The mobile site has the option of including links to all major social media networks such as




*Make sure you are using
Liberty Social to manage
all your networks in one
place! For more info, visit
www.libtitle.com*

- Grow your online audience to include local potential homebuyers you can follow up with or *market to* at a later date – send them property updates, new listing alerts, reduced prices, and open house notifications


Features






- Include a link to your YouTube channel or to a video of the property so potential home buyers can view the inside!

CONTACT ME 

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Newport, RI 02840

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Cell: 401-640-0807
Email: arthur.chapman@raveis.com

LET'S GET SOCIAL! 



Last Name

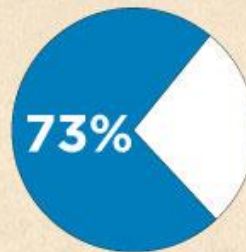
L-Mail

Phone

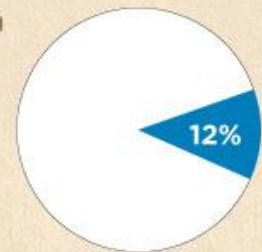
SUBMIT

Extrusi Drive

Video (and YouTube) are More Important Than Ever

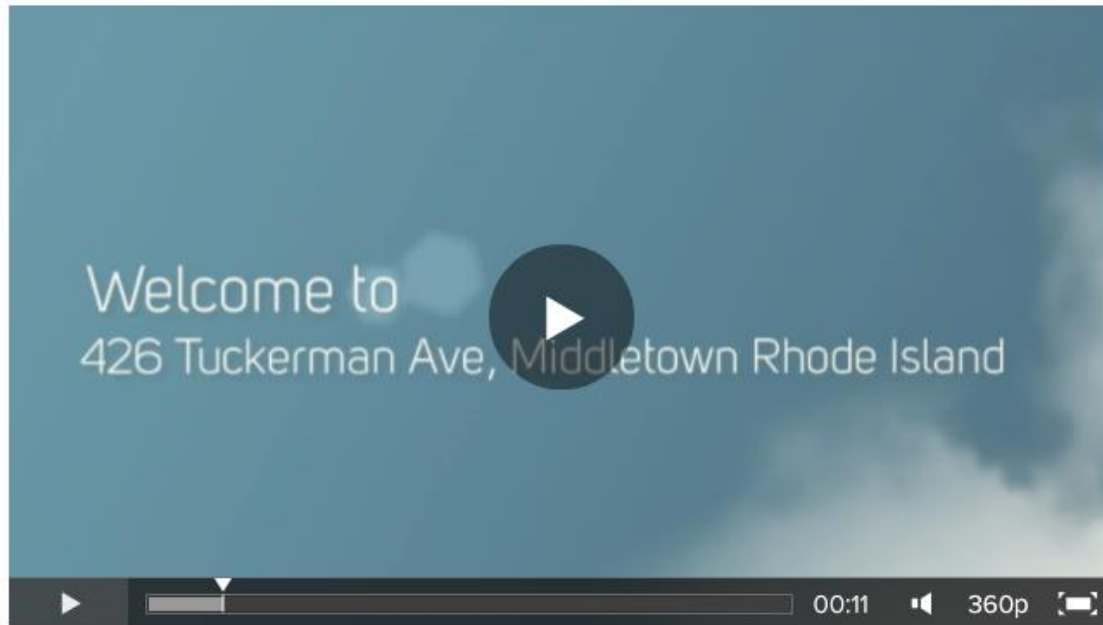


73% of homeowners say they're more likely to list with a realtor offering to do video, yet only 12% of the real estate industry currently have YouTube accounts. Real estate professionals may not see the immediate benefit to offering video just yet... but it's there!



Videos

- We will create a customized video for your property
- <http://video214.com/play/ljmpDugcWWux5KqZGDBifQ/s/dark>



Gain Insight From Leads Generated

- Leads from our service will forward to
 - Account Executive or Attorney
 - Realtor
- By studying the information in the leads database, agents can learn things that can be very beneficial to their marketing efforts. For example, upon seeing what time of day the most inquiries arrive, it may become apparent that that's when the most people have free time, and it may be a better time to hold open houses than when they're being held now.

Gain Insight From Leads Generated

- Now that the buyer's information has been captured, a lot of options have suddenly become available. Entire groups of contacts can be sent property updates, new listing alerts, reduced prices, and open house notifications.
- Future messages can be tailored to the particular desires of certain leads. Knowing a lead's approximate price range and desired location through the property they texted means you can approach them with similar properties around the same area and price at a later time.

Questions?

marketing@libtitle.com



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