



Local Presence • Nationwide Coverage

# Agent Lead Generation



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*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!

For Property Information  
**Text: info10578**  
**To: 411669** 

\*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.

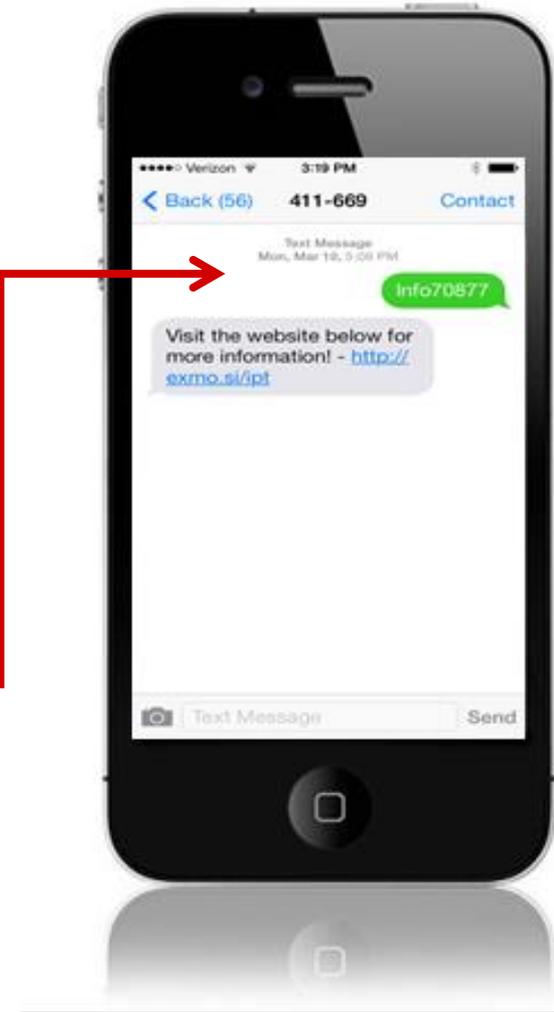
# How It Works

- 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

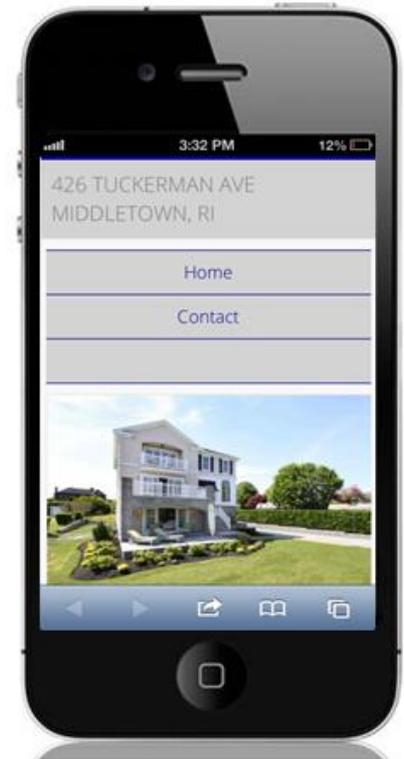


The Liberty Title & Escrow Co. logo features a stylized green flame or leaf icon to the left of the company name, which is written in a serif font. Below the name, 'Title & Escrow Co.' is written in a smaller, sans-serif font.

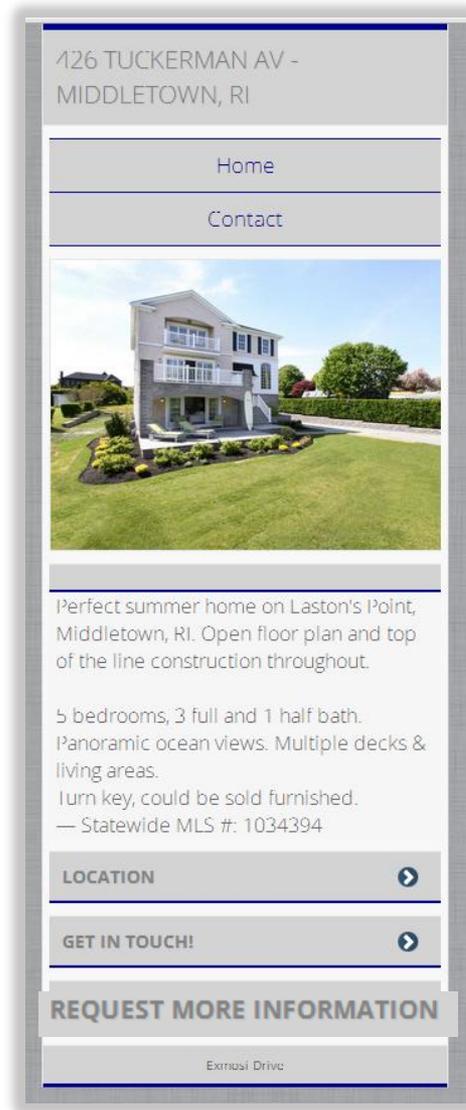


# How It Works

- 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

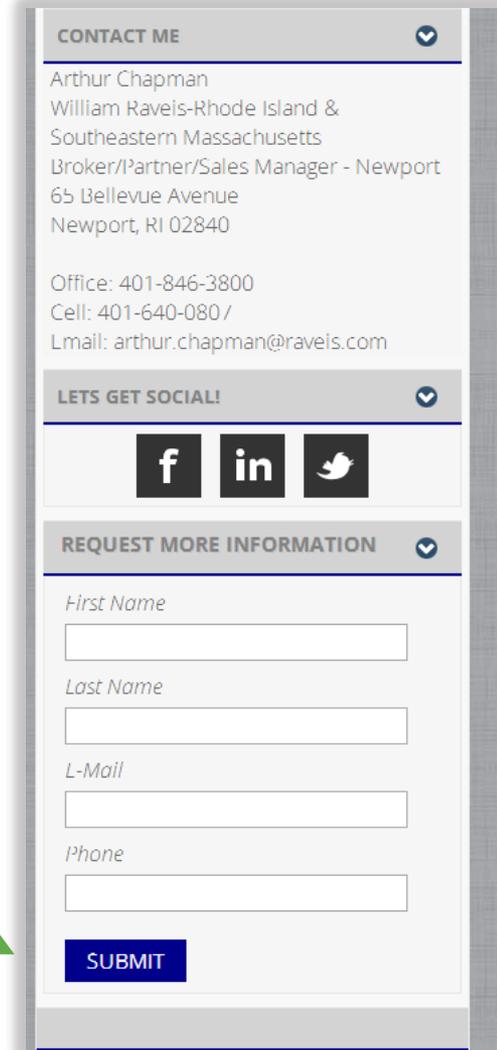
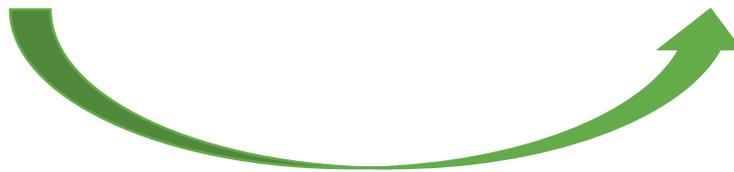


The Contact Page will **highlight the realtor**, by including:

- Photo
- Short bio

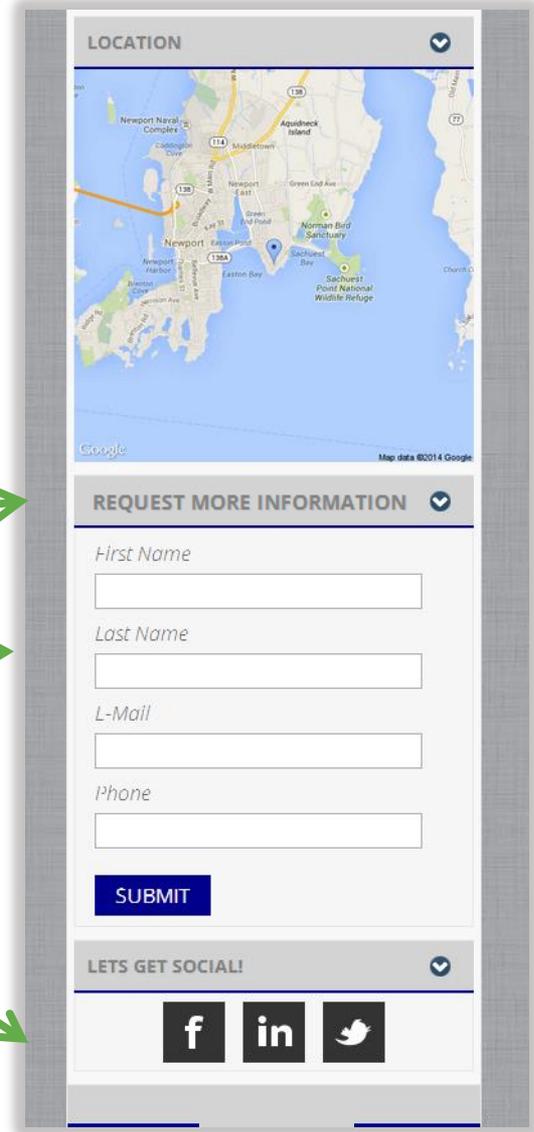
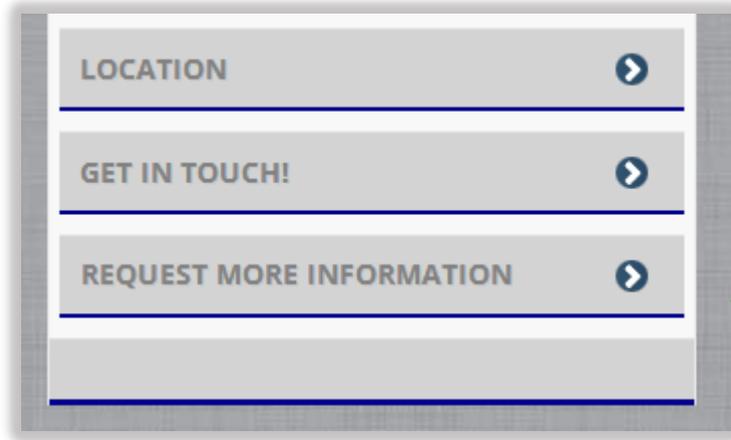
And sections that expand to reveal:

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



# Features

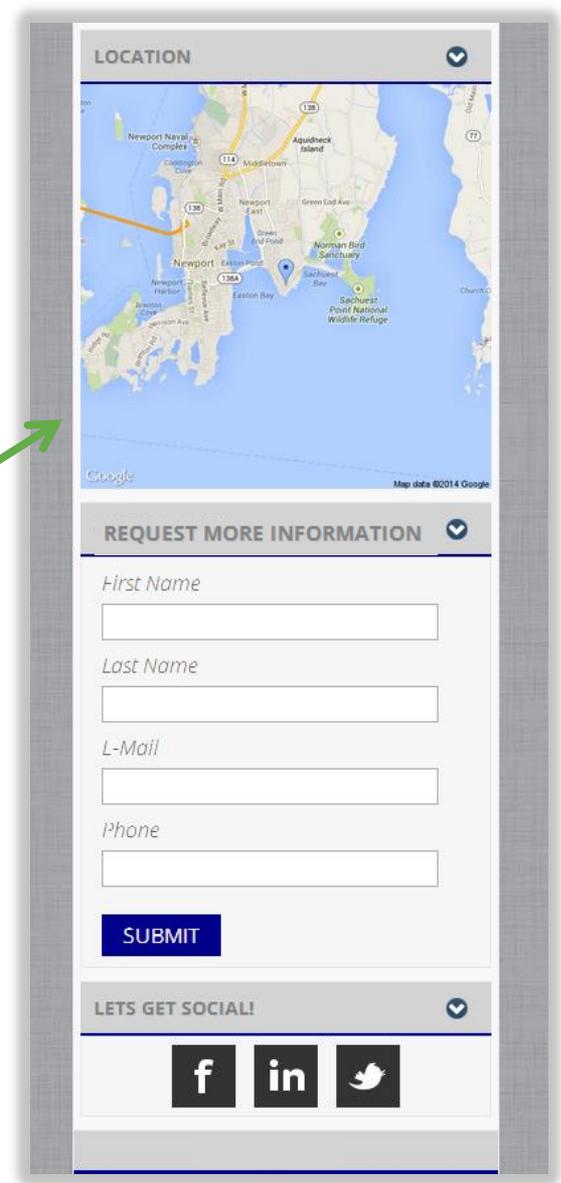
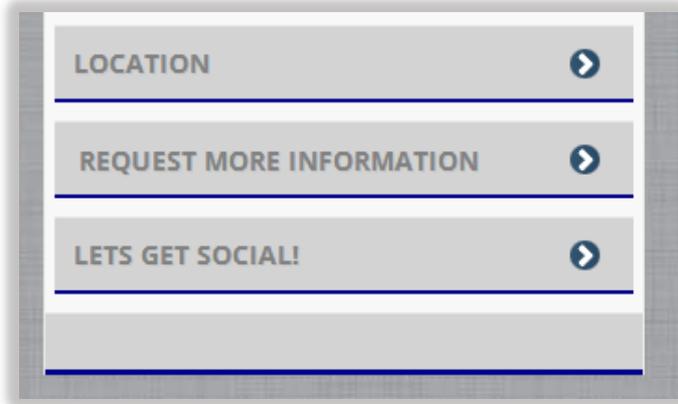
These sections expand to show more information when the arrow is clicked



# Features

- Location

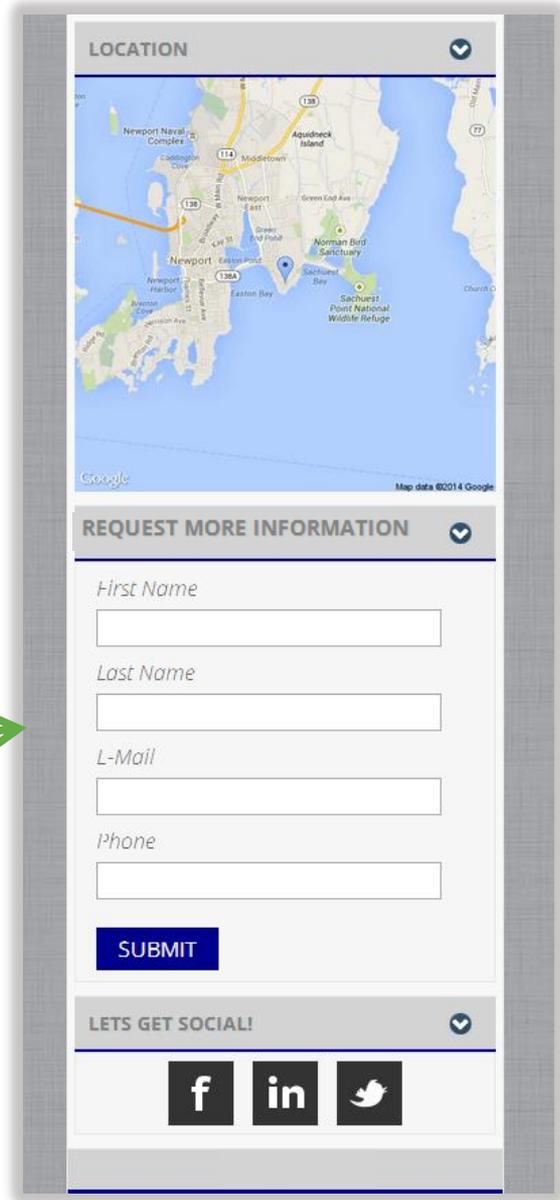
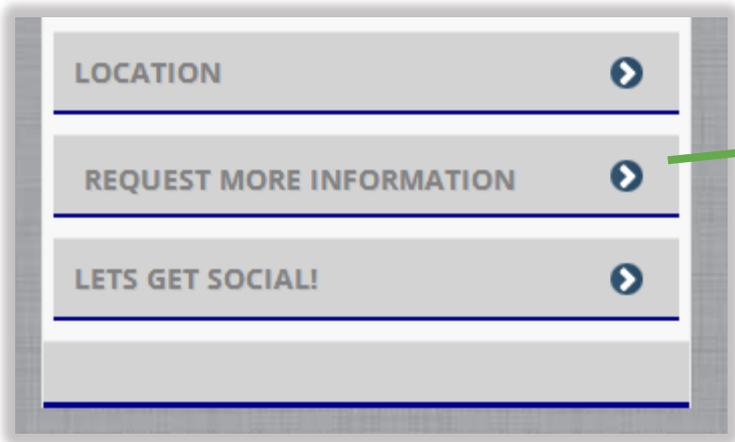
A Google Map of the property is included and gives the prospective home buyer a visual representation of the area and what's in the vicinity



# Features

- Request More Information

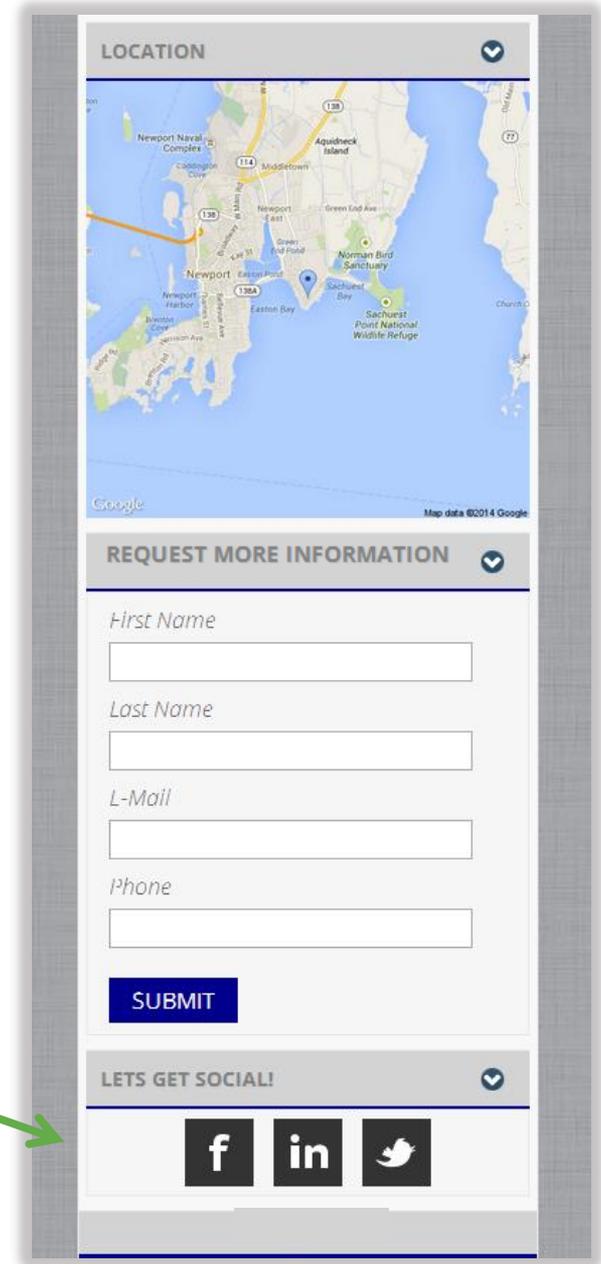
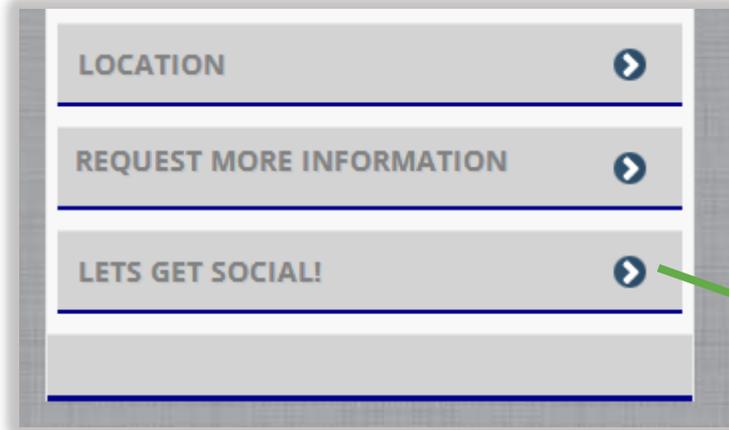
This section expands to reveal fields a prospective home buyer can fill out to receive more information on a property.



# 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

Partners & network

## Use your friendly resources

Loan Officer

Your 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

35 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](http://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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**LETS GET SOCIAL!** 

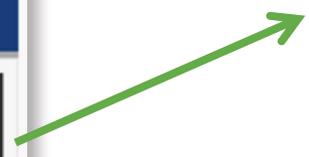
Last Name

L-Mail

Phone

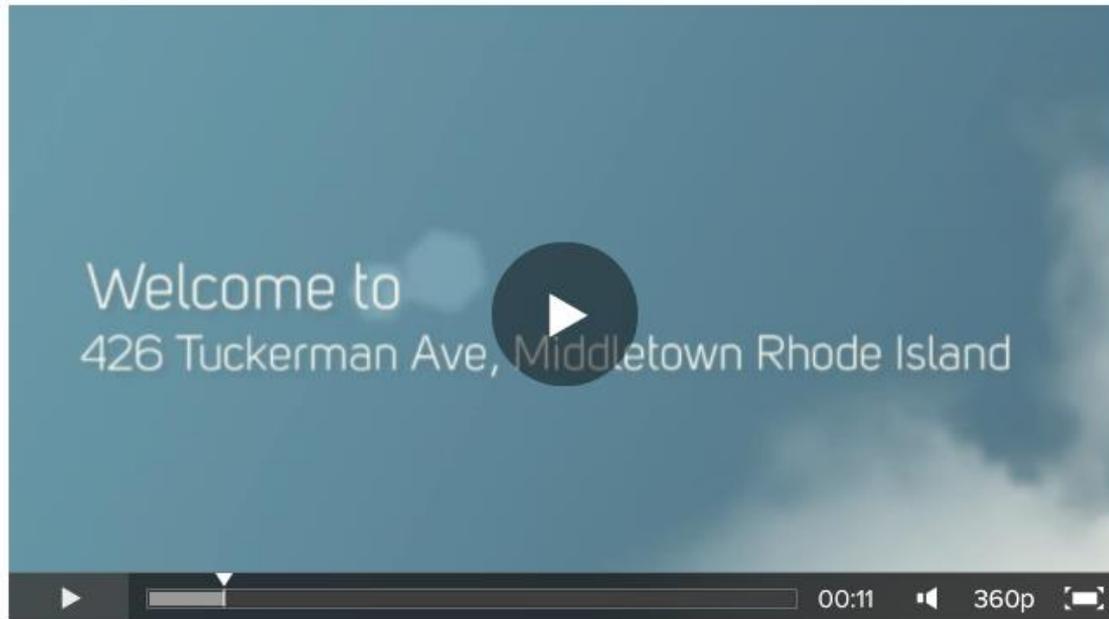
**SUBMIT**

Extrus Drive



# 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?

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