

Set-it & Forget-it System to Top-of-Mind Awareness

- TOMA is a long-term commitment
 - Buying cycle in real estate is long
 - Stay fresh in their minds or you'll create a lead that someone else closes
- They have to be able to find you
 - Website, social media, strong content
- Content-rich marketing
 - Information
 - Explain your point of difference
 - Don't criticize your competition; build up your advantage.

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TOMA is a simple concept
and it's completely
measurable.

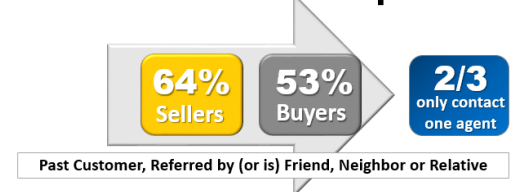
- Be memorable
- Keep your brand in front of potential customers
- Build relationships
- Sell without selling.

Top Of Mind Awareness

- Do they know you?
- Do they think of you when they think of real estate?
- Would they call you if they had a real estate question?
- Would they call you to ask about a home for sale?
- Would they list their home with you?
- Would they buy a home from you?
- Would they refer their friends to you?

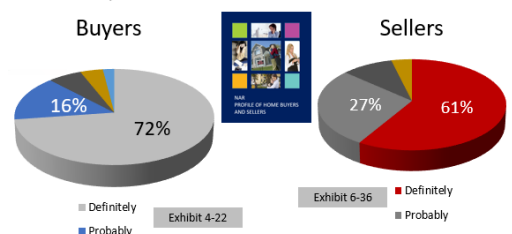


Agents Selected by Relationship



Source: Profile of Home Buyers and Sellers 2016 Survey

Repeat & Referral Business



[illegible]

Plug this into your calculator

	# of years in real estate
X	Average deals per year
=	Total Past Customers
X	.88
=	Potential Repeat & Referrals
÷	10
=	Annual Repeat & Referrals
X	.85
=	Annual Lost Sales

Database is a work in progress...

Daily

Adding Names

Updating Information

The purpose of a database is to facilitate communications



An informed decision begins with information.

"Better Homeowners" begin with homeowner information.

You need to be the source of the information

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Customer Value Proposition

"I help people be better homeowners not only when they buy and sell but all of the years in between."

"My goal is to be your "go-to" person in real estate on marketing, maintenance, service providers or whatever. I'm here to help you and your friends."



Reasons for a Digital Footprint

- People want to check you out
- Public credibility
- Determine whether you're compatible
- Resource for people you know/past customers
- Help search engines find you
- Top of mind awareness

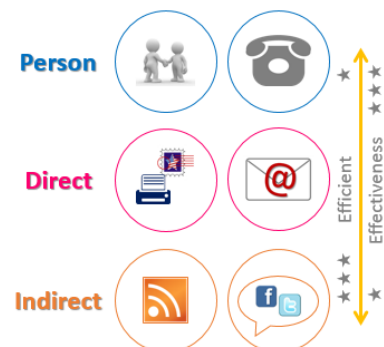


You need to be where your would-be customers are!!!

Is your Facebook page a good place to be?

Consistency Is Essential

- Commit and plan a year in advance
- Staying fresh and interesting is important



Set-it & Forget-it System to Top-of-Mind Awareness

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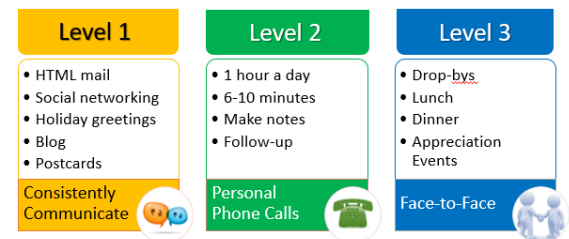
Ideas for Content Marketing

- Hiring a contractor tips
- Staging and decorating tips
- Local market statistics
- Types of mortgages
- Common seller mistakes
- Common buyer mistakes
- Basics of home inspections
- Title insurance tips
- What to expect at closing
- Improvements with ROI
- Historical facts about the city
- New business openings
- Home maintenance tips
- Upcoming events in the community
- Landscape tips
- Mistakes new owners make in first year
- What not to do before closing
- Mistakes to avoid when making an offer
- Home security tips
- Pack like a pro tips

CONSISTENCY To Maximize Strategy



33+ Touch Contact Management



Direct	36
Indirect	312
Personal	4-8
Total Touches	350+



Set-it & Forget-it System to Top-of-Mind Awareness

Email Template

1. Ask a favor
2. Be specific
3. "Won't take long"
4. Hyperlink
5. Gratitude

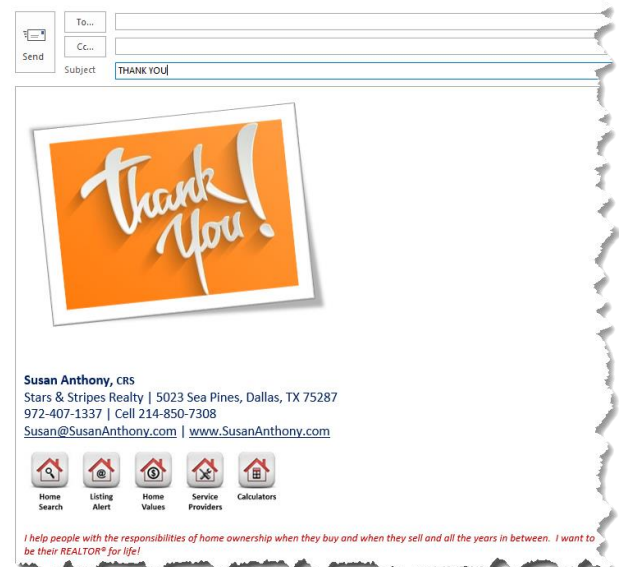
Outlook Keystrokes

1. Create message
2. No signature
3. File, Save As
4. Type – Outlook template
5. Save

Plan for More Reviews



- After a good experience, ask for a five-star review
- Not too early...not too late
- Be appreciative
 - "would love for you to share your experience..."
 - "...will also help other make informed decisions."
- Make it simple
 - Link directly to the review form
- Do not offer an incentive
- Be clear what you want – five-star review



Set-it & Forget-it System to Top-of-Mind Awareness

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

Level 1

Newsletters

26

Annually

Easy-to-Read | Short sentences
Short Paragraphs | Good graphics

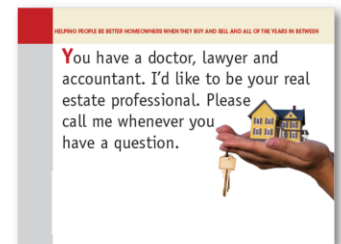


Level 1

Postcards

6-12

Annually



Print vs. Digital Media

Reach customers with a mix of print and digital that provides the greatest visibility in the right places



Opportunity cost — the value of the other thing you could be doing.

Level 1

Door Hangers



Every Door Direct Mail - EDDM

Choose zip code, carrier route
Age, income or household size



Type	Price
4-up postcards	\$0.34
2-up postcards	\$0.49
FDDM	\$0.18



Set-it & Forget-it System to Top-of-Mind Awareness

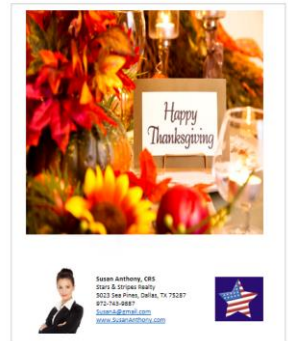
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Level 1

Holiday Greetings

6

Annually



Level 1

Change Your Clock

2

Annually



Level 1

Fly Your Flag

4-8

Annually

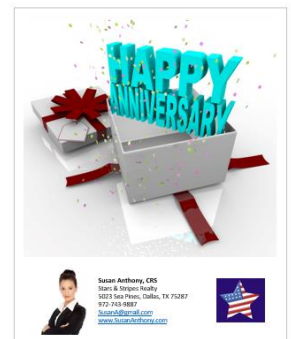


Level 1

Birthday & Anniversary

2

Annually





Set-it & Forget-it System to Top-of-Mind Awareness

Level 1

Social Media

260

Annually

Susan Anthony

LIGHT BULB INFORMATION

BULB TYPE	WATTAGE*	LIFE SPAN
Incandescent	100	750 hrs
Halogen	77	1,000 hrs
CFL	23	10,000 hrs
LED	20	20,000 hrs

* Approximate equivalent needed to produce 1600 lumens
www.betterhomeowners.com

Like Comment Share

Level 1

Blog Posts

52

Annually

WEDNESDAY, MAY 26, 2017 **WOULD-BE BUYERS WITH STUDENT DEBT**

52% of non-buyers are not comfortable taking on a mortgage with their student debt according to the AARP Home Buyers 2017 survey. It is estimated that the college graduates have an average of \$37,172 in student debt.

Fannie Mae, who has loan programs with as little as three to five percent down payments, has announced changes to how student loan debt is treated that could make the difference in qualifying for a mortgage.

For the 5 million borrowers who participate in the reduced payment plans, actual payments are considered for calculating debt-to-income ratio rather than maximum payment amount.

Non-mortgage debts paid by another party for at least 12 months won't be included in calculating debt-to-income ratio. For example, payments being made on a student loan by the parents would not be counted against the DTI ratio for the student.

These changes can make it possible for would-be buyers with student debt to get a home now instead of waiting for years. Being pre-approved by a trusted mortgage professional is the best way to confirm that these changes apply to your situation. Call today for a recommendation of a trusted mortgage professional.

Source: Fannie Mae's Student Debt First-Time Homebuyers

Level 2

Personal Phone Calls

2-4

Annually

6 per day

130 per month

Block Phone Time on Calendar

Level 2

Personal Phone Calls



What can you do
in 10-minutes?

Formula

1. Identify yourself
2. Talk about them first
3. Suggest something to improve their homeowner experience
4. Remind them you want their referrals
5. Follow-up with note.



Set-it & Forget-it System to Top-of-Mind Awareness

[illegible]

Level 3

Face-to-Face Visits

2-4

Annually



Level 3

Appreciation Events

2-4

Annually

- 
- Show your appreciation
 - Build trust and loyalty
 - Show a side that doesn't involve selling
 - Gather life information about your clients

Levels 1-2-3

Total Impressions

350+
Annually





expresscopy.com
Design, Print, Mail Postcards Online...Same Day, Nobody Else Can Do It!

"Web-based business powered by people"

- Same Day Turnaround
- Free protective lamination
- One-on-One support

New User

250 Postcards for \$10

Just pay postage

Promo – TOMA250

Both offers are one-time user and are set to expire on Aug. 31, 2017

Returning User

30% postcards on next order

Promo – TOMA30

Bullet Point Summary

- Increasing your brand exposure builds your brand awareness
- Target a specific group of contacts
- Develop a message that fits the buying cycle
 - develop a content marketing theme
 - continuing education for homeowners
- Market your message consistently over time
- Develop a system to make it happen

Set-it & Forget-it System to Top of Mind Awareness

TOMA develops over time through a series of consistent, relevant, informative and educational communications to build relationships.

TOMA is staying in front of potential customers until they're ready to make a decision.

InTouch content marketing builds brand awareness through personalized email and social media by providing valuable homeowner information to an agent's contacts not only when they buy and sell but all the years in between.

InTouch content marketing produces a digital footprint that improves SEO and helps the public find you.



**Demos, Videos and Samples
available at www.PatZaby.com**



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**Use Promo TOMA30
Receive 30-days FREE
Waive \$100 start-up fee**