



kvCORE Recorded Classes - eXp Realty

**->Keep Scrolling for Class Recordings Below...*

[Link to SMART Number FAQ](#)

[Link to adding a Lender to kvCORE](#)

10/29/20 Update*eXp Branding on Social Media*

Using Name or Letters eXp in Social Media or Other Online Venues - See Policies and Procedures Manual

- ***Use of the letters eXp in a domain name, YouTube channel name, Facebook page, Twitter handle or other social media is prohibited and must be approved by the Company in advance or risk being required to be removed from the respective places online and or turned over to the Company for additional consideration.***
- ***If you made changes to your web/idx settings and are not seeing the changes yet, try flushing your cache:
https://yourwebsite.com/?FLUSH_CACHE=1***

- **To share Millions Mapped (for the consumer) app with your clients:**
<https://yourwebsite.com/app.php> [Link to Article](#)

Ex: <https://brettkaysc.kvcoresuccess.com/app.php>

- **[Sizing up your images - link to article](#)**

Landing page recommended dimensions: 1000 px wide by 758 px high

- **Custom Idx Squeeze (Pages) Links: [Link to Article](#)**

Ex: <https://www.yourdomain.com/index.php?mlsids=mls1,ml2,etc.&ppc=SOURCE&addht=HASHTAG>

Ex:

<https://brettkay.officialiredemoaccount.com/index.php?mlsids=H6069156,H6068647,H6069158,H6069201&ppc=facebook&addht=testcustomhashtag>

- **For custom keyword search property results:**

Remove the #rslt at the end and add the following: &ppc=&addht=

- **[What are Similar Properties?:](#)**

Within 10 miles of the listing.

Same state (province) as the listing.

Between 75% and 125% of the value of the listing.

[Similar visual style.](#)

Built within the same time frame. The timeframes are: Before 1950, 1950-1970, 1970-1990, After 1992

for similar listings on kvcore website

On Text Codes:

- **Enter the code. Your custom text code can pretty much be any word or alphanumeric phrase you want. You should keep it simple.**
- **Try to avoid numbers as codes. This can get very confusing with some of the automated functions of custom text codes.**
- **Avoid addresses as codes. Not only are addresses way too long to type in, but they can also cause some confusion.**
- **Keep it short! The shorter your code is, the more likely someone is to text it in.**
- **Keep in mind the auto correct for your phone. E.g is the phone going to auto correct your text**

- *Think of generic codes for sign riders. If you use a generic code like 'house1' for example, you can update the code later. This means that if you are buying a \$50 sign, you only have to buy it once. You can re-use it on another home later by editing your code.*
- *** the current logic in the system is to send the listing details only if an MLS ID is added. In the event the listing ID is removed or the listing goes off market, then the fallback is to send the message. Simple: Use either the mls id to send the listing or use the reply message with a link.*
- *You can only either use the mlsid or the reply message. You cannot use both.*

Please click on the description below to view the recorded class:

[3/28/19 - kvCORE - 4 types of IDX Squeeze Pages and Most Popular Property Landing Page](#)

[3/29/19 kvCORE Q/A](#)

[4/4/19 - Adding Images to email templates in kvCORE](#)

[4/11/19 Welcome Video + Custom Page + customizing your New Lead Buyer Smart Campaign](#)

[4/18/19 Quick Links For Blog Posts Funnel for Lead Generation](#)

[4/19/19 kvCORE Q/A Lead Welcome Video on your website + adding Custom Message to Smart Campaign](#)

[4/25/19 - kvCORE Advanced Class - Millions Mapped - Seller Leads - Text Code + Landing Page](#)

[4/26/19 - kvCORE eXp Q/A - Most Popular Property Landing Page + Search All Props Custom Text Code + 'Year Built' search alerts including popular options](#)

[5/2/19 kvCORE - Custom Page + Town vs. County stats. Add a video to your blog](#)

[5/3/19 Q/A - \(eXp\) kvCORE - Custom Pages, areas we cover and listing carousels](#)

[5/9/19 kvCORE Q/A eXp Change lead status in mass; signature in texts; require phone on website\(for lead capture\) & show personal cell# on website](#)

[5/10/19 eXp Q/A: Lead Imports; Teams; website background;videos in emails?=Yes and No](#)

[5/15/19 - kvCORE Introduction/Overview - eXp Canada -](#)

[5/16/19 - kvCORE eXp Advanced Training - Deep Dive Smart Campaigns](#)

[5/17/19 kvCORE Q/A- Importing leads; craigslist autoposter/Chrome Extension](#)

[5/22/19 eXp Canada Intro to kvCORE](#)

[5/23/19 - kvCORE - Custom Text Code Workshop - get more phone #'s!](#)

[5/24/19 kvCORE Q/A - Smart Campaigns;lead status](#)

[5/30/19 kvCORE - Adding/Deleting Lead; Smart Campaigns](#)
[5/31/19 - kvCORE Q/A -Posting IDX Squeeze pages to FB & uploading your own images for an ad](#)
[6/6/19 kvCORE Training Class- Business Analytics/Top 10 Saved Properties - Lead Gen. tactics](#)
[6/13/19 Advanced kvCORE Class - Daily Best Practices and holiday scheduled mass email!!](#)
[6/20/19 6/20/19 kvCORE Everything you ever wanted to know about Smart Campaigns](#)
[6/28/19 kvCORE Q/A - Once again by popular demand - adding images to emails!](#)
[7/5/19 kvCORE Q/A - Facebook Debugger & IDX Squeeze page links](#)
[7/12/19 Canned email/text/smart campaigns/similar properties](#)
[7/18/19 Landing vs. Squeeze Pages!](#)
[7/19/19 - Website Custom Pages and Videos and Website navigation options](#)
[7/25/19 - New Email Editor \(Kinda\) & Smart Campaign for text leads \(tracked calls\)](#)
[7/26/19 Landing Page/Squeeze page/Custom text code for your listing!](#)

[8/1/19 kvCORE Best Practices - leads with no smart campaigns, market reports and search alerts](#)
[8/2/19 kvCORE and smart campaigns, text codes, site editor\(web/idx\)](#)
[8/8/19 - Avoid emails going to spam; Lead CPR and instant results](#)
[8/9/19 8/9/19 kvCORE, Seller Squeeze and landing pages, custom text codes](#)
[8/16/19 Custom pages - New Categories and adding Images.](#)
[8/22/19 kvCORE: Custom Images to Landing pages. Craigslist Autoposter + Default Text Code](#)
[8/29/19 kvCORE - Auto search alerts w/ hashtag trigger + Landing Page](#)
[8/30/19 - kvCORE - Q/A - Smart Campaigns - From Scratch vs. Cloning](#)
[9/5/19 9/5/19 kvCORE - 5 ways to advertise your new listing!](#)
[9/12/19 kvCORE Q/A - lead status, smart campaigns and behavior automation](#)
[9/13/19 kvCORE Q/A - Share prop. on FB groups - Squeeze/Landing Page and Custom Text Code Setup](#)
[9/19/19 - kvCORE and Delayed Registration on your website](#)
[9/20/19 kvCORE - Default Text Code + 2 more custom text codes](#)
[9/27/19 - kvCORE - Q/A - Zillow Testimonials and Web/IDX Settings](#)
[10/3/19 kvCORE - Attach auto search alerts to leads from Squeeze and/or Landing pages](#)
[10/4/19 kvCORE Q/A = Best practices for lead follow up and ensuring automation is set up](#)
[10/10/19 Mass Emailing/Texting your Leads in Smart CRM](#)
[10/17/19 kvCORE Advanced Class - 2 Month Smart Campaign from Scratch!](#)
[10/18/19 kvCORE Q/A - Basic IDX Squeeze pages and the endless possibilities of hashtags...](#)

[10/25/19 kvCORE Class - Increase lead capture with Landing Pages and Custom Text Codes](#)

[10/25/19 kvCORE Q/A - Save an IDX Squeeze link in a text code!](#)

[10/31/19 kvCORE Adv. Class - Holiday E-Cards - How to send a fancy looking email for Halloween!](#)

[11/1/19 kvCORE Friday Q/A Create a custom text code for the Millions Mapped app.](#)

[11/7/19 kvCORE - Hashtag Triggers and Smart Campaigns and Property Search Alerts](#)

[11/8/19 kvCORE Q/A - Behavior Automation and Smart Campaigns - What happens when a lead responds?](#)

[11/14/19 kvCORE-Email all your leads at once-Holiday Email templates-Landing pages+pdf download](#)

[11/15/19 kvCORE Q/A - Craigslist & Default Text Code](#)

[11/21/19 kvCORE and adding custom pages to your website](#)

[11/22/19 kvCORE Q/A More on Custom pages for your website \(part 2\)](#)

[12/5/19 kvCORE - Text Code + Hashtag +Smart Campaign Template + Search alert = more lead phone #'s!](#)

[12/6/19 kvCORE Q/A - Canned email response + video link and 4 use cases](#)

[12/12/19 - 4 Must have Smart Campaigns](#)

[12/13/19 kvCORE Q/A - What about lenders?](#)

[12/19/19 kvCORE - How to create or clone email templates - 4 use cases](#)

[12/20/19 kvCORE Q/A - FSBO Leads? Smart #'s and Custom Text Codes](#)

[1/2/2020 1/2/20 kvCORE - Daily Best Practices for New Leads, Leads w/No Campaigns and No Search Alerts](#)

[1/3/20 kvCORE Q/A - Editing an existing Smart Campaign. Editing Web tab tagline](#)

[1/9/20 kvCORE - Text Code Offer in Blog to get more Phone Numbers](#)

[1/10/20 kvCORE - Importing leads Instant Results and Ownership](#)

[1/16/20 kvCORE -How to Clone a Campaign with no communications for your Sphere.](#)

[1/17/20 kvCORE Q/A - How to tell where leads come from \(Lead Source\). Zapier and teams](#)

[1/23/20 kvCORE-New Smart Campaign+How to edit+'Call Me' Feature](#)

[1/24/20 kvCORE-'Call Me' Feature and Canned email templates \(part 2\) and a bit about Zapier](#)

[1/30/20 kvCORE Class - Lead Generation Challenge-Most Popular Property \(Landing Page\)](#)

[1/31/20 kvCORE Q/A ->Editing Smart Campaigns!](#)

[2/6/20 kvCORE -Behavioral Automation and which Smart Campaigns to use.](#)

[2/7/20 kvCORE - Lenders, importing leads and imports](#)

[2/13/20 kvCORE Class - 5 Essential Smart Campaigns and the new Birthday/Anniversary feature!](#)

[2/14/20 kvCORE Q/A Default and Custom Text Codes and the new CORE VM Drop\(paid add-on\)](#)

[2/20/20 kvCORE Advanced - Agent Text Code, millions mapped and the Craigslist Autoposter](#)

[2/21/20 kvCORE Q/A - A bit about Zapier/Apiation. Squeeze/landing page basics when posting to FB](#)

[2/27/20 kvCORE - Auto attach a search alert to leads with a landing page and hashtag! It's magic.](#)

[2/28/20 kvCORE Q/A - Lead/Contact & Type/Status. Importing leads and hashtag triggers.](#)

[3/5/20 kvCORE - Lead CPR, Daily Best Practices and importing your leads.](#)

[3/6/20 kvCORE - Emails going to Spam? What's the deal with the Smart Number?](#)

[3/12/20 kvCORE - The scoop on the Lead Star rating system and Lead Validation.](#)

[3/13/20 kvCORE - A discussion about Behavioral Automation and Smart Numbers](#)

[3/19/20 kvCORE - Adding Custom Page to your website with Video](#)

[3/20/20 kvCORE Part 1: Behavioral Automation and Smart Campaign - The Basics](#)

[3/20/20 Part 2 - kvCORE - Behavioral Automation and Smart Campaigns-The Basics](#)

[3/26/20 kvCORE - How to Mass Email & Text - Also, how to create your own!](#)

[3/27/20 kvCORE Q/A - Request Video Tour + Custom Pages and Navigation](#)

[4/2/20 kvCORE - Ideas on contributing value in your community during these challenging days - Pt. 1](#)

[4/2/20 kvCORE - Ideas on contributing value in your community during these challenging days - Pt. 2](#)

[4/3/20 kvCORE Q/A Lots of Cool features - Where do I start?](#)

[4/9/20 kvCORE - Email Templates: Basic and Advanced. Also how to add an image using the advanced email editor](#)

[4/10/20 - kvCORE Advanced email editor and adding social icons. Also the agent header.](#)

[4/16/20 kvCORE - Redesigned Market Reports and what to do with them!](#)

[4/17/20 kvCORE Q/A - Testing the Smart Number - Do I need my own?](#)

[4/23/20 kvCORE, Market Reports and those that don't have them?](#)

*4/24/20 - Smart Number Discussion - Technical Difficulties - no recording -

*4/30/20 - Technical difficulties with Loom- hashtag to trigger custom smart campaign from landing page. Not recorded.

[5/1/20 kvCORE Q/A - Blogs - what good are they? And Agent attraction](#)

[5/7/20 kvCORE and Agent Attraction Part 1](#)

[5/8/20 kvCORE Agent Attraction Part 2](#)

[5/21/20 kvCORE Smart Campaign Basics](#)

[5/22/20 kvCORE - How to edit a Smart Campaign Action \(Email/Text\)](#)

[5/28/20 kvCORE - New website features and 5 uses of squeeze page when you get a new listing](#)

[5/29/20 kvCORE - A discussion of customized website templates - what will cost you and what is free.](#)

[6/4/20 kvCORE and Importing leads and unique situations. New Feature - Polygon Neighborhood/Schools](#)

[6/5/20 kvCORE Q/A - Google rankings, custom pages and idx squeeze links](#)

[6/11/20 kvCORE, new geographical search areas and why you should care](#)

[6/12/20 kvCORE - CORE Video and a pretty lengthy discussion of the Smart Number](#)

[6/18/20 kvCORE - How to make sure that your leads have Smart Campaigns.](#)

[6/19/20 kvCORE Q/A - CORE Multi-Channel. And Default Geo Map Boundary Search vs. MLS Search Web/IDX](#)

[6/25/20 kvCORE, your leads and how to add property search alerts in mass](#)

[6/26/20 kvCORE - Importance of Daily calls and Blogging!](#)

[7/2/20 kvCORE - Default Agent Text Code Best Practices](#)

[7/9/20 kvCORE - Archived Contact/Lead Status and Text Codes](#)

[7/10/20 kvCORE Q/A - Check out the new Pitch Sheet for Manual Listings.](#)

[7/16/20 kvCORE - Lead/Contact import best practices and the importance of daily calls.](#)

[7/17/20 kvCORE - Discussion on lead capture - Landing Page and your website.](#)

[7/23/20 A Few Overlooked kvCORE Features](#)

[7/24/20 kvCORE - How to clone existing email templates and a discussion on CORE Video \(bombbomb\)](#)

[7/30/20 kvCORE - Part 1: Landing Page with Download offer that triggers a custom Smart Campaign!](#)

[7/31/20 kvCORE - Part 2- Add Download Landing Page offer to website with Custom Navigation](#)

[8/6/20 kvCORE Hashtags! How to create and how they relate to everything!](#)

[8/7/20 kvCORE Q/A Session - Deleting a lead and ownership. Adding a spouse?](#)

[8/13/20 kvCORE & Custom Squeeze Page Links](#)

[8/20/20 kvCORE -> How About A Lead Funnel for your Blog?](#)

[8/21/20 kvCORE Q/A - CORE Social. Sending A Mass Email W/ Video](#)

[8/27/20 kvCORE - An eXplanation of Behavior Alerts and how they relate to Smart Campaigns](#)

[8/28/20 kvCORE - What's the deal with Smart \(Drip\) Campaigns? \(How to edit an existing message and how to create your own\)](#)

[9/3/20 kvCORE->Testimonials, Blogs \(w/videos\) and flushing your cache](#)

[9/4/20 kvCORE = Lenders, Importing Leads Some Quick Lead Gen. Techniques](#)

[9/10/20 kvCORE - Squeeze Links for Specific Properties & Polygons for Neighborhoods & Schools](#)

[9/11/20 kvCORE Q/A Session - Open House App|Hashtag Triggers|Custom Smart Drip Campaigns](#)

[9/17/20 kvCORE - Your Website + Custom Category + Landing Page with Download \(.pdf\) offer](#)

[9/18/20 kvCORE Q/A How to set up default smart campaigns](#)

[kvCORE - 10/1/20 - 'Working the Dashboard' & Daily Best Practices](#)

[10/2/20 kvCORE Q/A - Brief Discussion on Meta Descriptions and your website Listing Carousels](#)

[10/8/20 kvCORE & Lenders - Also how to enable Signature on all outgoing emails](#)

[10/9/20 kvCORE Q/A - Hashtags, Manual Listings \(FSBO\) and Smart Campaign Basics!](#)

[10/15/20 kvCORE Advanced Class - Web/IDX Part 1](#)

[kvCORE Weekly Q/A - Part 2 Web/IDX 10/16/20](#)

[10/22/20 - Web/IDX - Add Custom Tab to your Website Navigation](#)

[10/23/20 How to import Leads and Assign Smart Campaigns - Which ones should I use and how do I see which leads have them already?](#)

[10/29/20 Deep Dive with Landing Pages - Esp. how to upload background photo](#)

[10/30/20 Custom Pages, IDX Squeeze Pages and Search Alerts](#)

[kvCORE 11/5/20 \(Advanced Class\) Lead CPR and Engagement](#)

[kvCORE Q/A - 11/6/20 - A Discussion of the Smart Number](#)

[eXpCon kvCORE 5 Top Tips \(11/12/20\)](#)

[eXpCon Open Session \(Thursday\) 11/12/20](#)

[eXpCon Open Session \(Friday\) 11/13/20](#)

[kvCORE Advanced Class 11/19/20 - Lead CPR Best Practices](#)

[12/3/20 Safe Web Surfing on your site' Email template](#)

[12/4/20 - kvCORE Weekly Q/A Market Reports, Sold data and Custom Text Codes](#)

[12/10/20 kvCORE Advanced Training Class - Website Customization Options - Paid Vs. Free](#)

[12/11/20 - kvCORE Q/A - What to do Next? Answers to background image on website; How to share a pdf document with Smart Campaigns and Landing Pages](#)

[12/17/20 kvCORE Advanced Class \(eXp\) Smart CRM Saved Filters & Scheduled Mass Emails \(e.g. Holiday E-Cards\)](#)

[12/18/20 kvCORE Weekly Q/A - Website Custom Pages and Navigation!](#)

[12/31/20 kvCORE Advanced Training - Website Customization Options](#)

[1/7/21 kvCORE Advanced Class -New Website Template HomePage Widgets & Color Picker \(Theme\)](#)

[1/8/21 kvCORE Weekly Q/A \(eXp\) - Agent Success Plan and Hashtags](#)

[1/21/21 - kvCORE - A Discussion of the Smart Number Part 1 - eXp -](#)

[1/22/21 - kvCORE - A Discussion of the Smart Number Part 2 -Agent Default Text Code](#)

[1/29/21 kvCORE/ eXp Advanced Training - Smart Campaign Best Practices and Daily Calls Part 1](#)

[1/29/21 kvCORE/eXp Weekly Q/A - Smart Campaigns and Daily Calls Part 2](#)