Here is the Zoom Recording.

Housekeeping:

1) Email Matching Domain:

Must update this if your email doesn't match your website!

2) Jimmy's Updates:

(1) Improved Landing Pages
(2) AI emails now include all your listing photos (huge timesaver)
(3) Facebook Ad Tool Allows for Image Selection
(4) Automatically adding Landing Pages + Listing Pages to "Don't Fire Me Report"

Objective:

We want to showcase our listings as a "personal success resume" other than Zillow or another site.

Highlighting on your website gives you freedom to control everything. Tracking, Story, Images and more.

***How to Steps:

1) Create Sold Gallery (Use steps below)

2) Update Navigation, Header and Footer Link ***Must update or it will not appear on your site.

3) Update your Welcome Email to Include Sold Gallery Link

4) Update your GMB Page to Include these Slowly but Surely

5) Email Blast:

** Email blast to your Database. (If your Homeowners/Sellers are tagged, please make an audience in your database that matches that. If not, Chunky Middle for active users. Magic Million for less active users.)

6) Check Convert Tool for Opens and Clicks:

7) Text Template to Sellers:

8) Instagram Story: (1-2x per week. Timing is doable)

** Highlight the homes from your Sold Gallery

9) Facebook Long Form Post: (1-2 per week: Story of the sale. See below)

10 Adding to your GMB page as a "Product"

*******Sold Gallery Tips:**

***For Each Sold Property Given please provide the following: (Recommended 5-10 total)

a) complete address or general location (required)

*Example of location: *North End Boston, Mass 02113*

b) Sold Price (Highly Recommend)

c) List Price (recommended if all homes went above asking)

**NOTE: We want consistency in the Sold Gallery. Therefore, if all homes went "above asking" then we recommend adding this. If not, no need to include the List Price for the Sold Homes)

d) Number of Offers (recommended if the number is above 4. However, if the number is at least 2 let us know and we can use "multiple offers")

e) Story of the Sale, Listing Description or Testimonial:

"Story of the sale" would include:

*** What were the client's goals & challenges?** (My client was looking to sell his home and buy a new one within 2 months.)
*** What action did you take to accomplish this goal? (**We recommend he makes (SPECIFIC UPDATES) to match what buyers are looking for. We then staged the home, took professional photos and promoted it locally to 10,000 people.
*** What was the outcome?** (We were able to hit our goals and our clients were thrilled!)

f) Curb Shot Photo:

g) Optional but recommended: Add 10 or more other photos

h) Optional but recommended: Add Google Map embed:

Text Templates:

a) Follow up with active leads in your Convert Tool.

b) Also, follow up with seller or homeowner leads in your CRM.

** Go into CRM, find "**Home to Sell- Yes**" or **"Homeowner"** or similar tags.

Hi Tom, it's Joe from XYZ realty. You checked out homes on our website a while back but we hadn't connected on a call. Are you thinking about making a move?

Text 2:

**By the way, I just emailed you my 2024 Portland Sold Gallery. Feel free to check that out when you have a chance. (As for timing, if it's still a bit too early please let me and I can touch base down the road. Thanks!)