

RE-CONNECT

Fall 2017



Making **Technology & Marketing** Work for You

Our brokers get the right message to the right people, at the right time.

This is the power of the Help-U-Sell® brand.

Timing is essential when it comes to marketing and we're always working to give our franchisees an additional advantage in an ever-changing competitive market. At Help-U-Sell Real Estate, we know that when a home goes on the market, the neighbors start talking. We've been developing new technology that utilizes automation to help to cut costs.

Full service. Save thousands. The *experts* next door.™





Our brand means business...

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Message from the Sales & Marketing Coach...

In conversations with Help-U-Sell brokers over the past few years, there has been one all-consuming topic: online marketing. Everyone wants to know how to harness the lead generating capabilities of the Internet, how to shift their marketing budgets from signs, cards and calls to this website and that online lead generating program. In short, many are looking for a magic marketing silver bullet; That one thing that will produce a steady stream of quality leads into the office. Many have decided that the answer must lie somewhere online.

It doesn't.

In fact, there is no magical marketing silver bullet – not online, not offline, not anywhere. Effective marketing is a symphony of dozens of things flooding the local target market, each one making an impression on the people who live there. You can't look at one thing (or even two or three) and expect them to effectively market your Help-U-Sell business to consumers in your area. You have to look at many things, *each pushing awareness and acceptance of your program a little further along*. The measure of an effective marketing program is regular calls from consumers in your target market, who say they can't remember where they heard about you. They can't remember a specific thing because all of your marketing is working on them every day. They may even say: "I see your signs everywhere."

Let's put online marketing in perspective. Because consumers mostly use the Internet to find things (information, directions, recommendations, vendors and so on) *the most important thing you can do for your business online is to become findable*. That means:

- Claiming your business on Google, Yelp and (maybe) NextDoor; and then filling your profile with compelling photos and testimonials.
- Updating and improving your business profile on Zillow, Realtor.com, and on your Help-U-Sell website via OMS. Biographies, photos and testimonials are essential. Don't skimp here, more is more.
- Creating and constantly feeding a FaceBook Business Page, boosting posts there so that they reach beyond your friends, garner likes, and expand your sphere of influence to engage strangers.
- Creating and posting to your company YouTube channel. Video is king. Take advantage of its power and host virtual tours, instructional and marketing clips.
- Using Google AdWords to target consumers in your target market so that they experience your involvement in online marketing first hand.

You see: it's all simple stuff that you can do yourself in a few hours. It produces results. Consumers will find you online, they will see your stellar reviews and will be that much closer to making contact with you. Before you rush to drop hundreds or thousands of dollars on the next great online lead generation thing, take a look at your own online presence. When consumers search for you, can they find you? Do they get a positive impression from your various online profiles? Are your testimonials relevant and encouraging? Start with these things and watch your calls go up, up, up.

Kind Regards,

James Dingman
Sales and Marketing Coach
Help-U-Sell Real Estate

Climb the Ladder 2017

In every issue of RE~Connect we present the latest statistics for the Help-U-Sell® Real Estate top producing offices. Celebrate your success and strive to achieve more with the effective power of the Help-U-Sell brand and our hardworking, successful broker/owners.



Office	Primary Broker	Reported Closings October YTD
Triad Realty	Steve & Krys Vincent	136
Honolulu Properties	Richard Cricchio	125
Metropolitan	Mario Ferrante & Chuck	124
Greensboro	Jack Bailey	111
Direct Savings Real Estate	Kim Zelena	101
Prestige Properties	Pat Wood	82
San Antonio Hill Country	Sergio Martinez	63
Detwiler Realty	Karen Detwiler	62
Federal City Realty	Marc Dosik	61
Heritage Real Estate of Steele County Inc.	Debra Schmidt	60
Full Service Realty	David Bartels	59
Legacy	Danny Kettle	54
Options Unlimited	Brenda Fisher	51
Select Real Estate	Lona Murphy	49
Central Properties	Cynthia Stevens	43
Real Estate Specialists	Michelle Morgan	40

Top Producers - Q3 2017

Triad Realty	52
Honolulu Properties	43
Metropolitan	43
Greensboro	38
Direct Savings Real Estate	33
Prestige Properties	25
San Antonio Hill Country	24
Detwiler Realty	24
Federal City Realty	22
Heritage Real Estate of Steele County Inc.	20
Full Service Realty	18
Legacy	17
Options Unlimited	15
Select Real Estate	14
Central Properties	14
Real Estate Specialists	14
Gulf Coast Properties	14
Keystone Realty	14
Hanford/Lemoore	13
Quad Cities Realty	12
East Valley	12
Edmond/OKC	11
Distinctive Homes	10
Bakersfield Equity Savers	10

Just Listed | Just Sold | Arounds
EDDM | Door Hangers

Office-Co Op Postcards 2017 Ordering Period

December 19-30, 2017

January 2-6, 2018

Meet Us at the 2017 Annual Success Summit in Las Vegas for A Chance to Win

Grand Prize Win 5,000 Printed Co-Op Postcards (a \$485 value)*

1 - Popup Banner (A \$175 Value)

Chance at 4 - \$25 worth of Brag or Around Cards

Discounts For January and February

*Mailing Service and Postage Additional



www.husmailnow.com

1-877-765-6245

What's New With The

A

After four decades, the Arounds Program is undergoing a dramatic revamping that is currently in beta testing in five of our franchise offices in the Help-U-Sell Real Estate family.

The good news is: while we are using this time to test the new way of executing this program, we will have it completely ready for roll out during the 2017 Annual Success Summit!

What is the concept? If you are in the market for a new car, and you decide you may be interested in a Jetta, suddenly you see Jettas everywhere you go: sitting in traffic, at the grocery store parking lot, dropping the kids off at school. Your mind set has opened up for messages about cars. Even after you have made a purchase, there is still a time frame when messages are effective. For example, you may notice a Jetta for sale as you drive past a different dealership and wonder if you got a good price on your car. You're still thinking about cars.

The Arounds Program works on the same premise. When someone places a home on the market, the window of opportunity for messaging the neighbors is about a week. We use new listings as an opportunity to put our name in front of people for the purposes of education and branding, *while their minds are open to the message*.

Why only a week? Because after a week of someone placing a "For Sale" sign on their property, your eye no longer notices it. The sign becomes a fixture and part of the landscape. But during that week that it *is* interesting? *Get the right message, to the right people, at the right time*. Or, as the old saying goes, strike while the iron is hot. The new listing starts the conversation, and our goal is to amplify it with educational branding.

The old way of doing this was cumbersome, expensive, and time consuming. You would work with a designer for four or five days on a postcard, work with the printer for a week or greater, and then add a few more days for the post office to get it to your audience. You're easily looking at two full work weeks or greater before you reach your audience and the window of opportunity is closed.

How would a busy office conducting normal business be able to get this completed on a daily basis? The printer isn't going to print you 100 cards every day. That alone makes it untenable. Even once a week places your efforts well outside the



A preview of the one of the new postcard designs in the OMS.

hot zone for contact. The changes we've instituted will make it simple to complete this every day.

How does it work? It's all pretty straightforward. Plus, you can set it and forget it!

- Once logged into the OMS, navigate to Marketing.
- Determine what works best for you: city, zip code, or multiple target areas. You can even draw a polygon!
- Set your budget for your target area.
- Set your number of postcards for each area.
- Choose one of the six fully customizable postcard designs and you can change or update them as often as you like.

We send the postcards to the printer. The printer sends the cost. Help-U-Sell adds it up to determine the monthly spend. Once you reach the your spend limit, we automatically stop sending you the trigger properties.

Best of all, to achieve maximum effectiveness, our postcards are sent first class mail. You are getting your message into the hands of the people most likely to have an interest within five to seven business days.

Normally, the biggest inhibitor on national level project like this is *cost*: upwards of \$1.14 per postcard. Our way works out to 58 cents for a regular sized card and 74 cents for a jumbo card.

If the program is well received in the corporate network and used by more franchise offices, Help-U-Sell Real Estate will negotiate costs down further, resulting in an even greater return on your investment.

- Lorrie Cozzens, Communications Manager

Arounds Program?

After you log into the OMS, click on Marketing & Content. Automated Arounds will be the second choice from the bottom. Click "Add New Around" and you will be guided through the process step by step.

Arounds Setup

Add New Around

Just Listed



Map showing a polygon drawn over a downtown area in Sarasota, Florida. The polygon is black and covers a grid of streets including Main St, Ringling Blvd, and various side streets. Landmarks like Ed Smith Stadium and Regal Cinemas are visible.

Clear Polygon

You can set up as many areas or regions as you like for Arounds, with separate budgets for each. The total budget you set per month will automatically prevent you from going over the amount you choose.

Arounds Setup

add new around

Active	Around Type	PostCard	Arounds Location	Arounds Name	Date Created	Last Smt Date	Last Trigger Listing	Max Postcards	Around Count	Total Budget	Spent This Month	Spent This Year			
<input checked="" type="checkbox"/>	Just Listed	May 2017	Sarasota, FL 34239, United States	1300 TANGIER WAY	06/20/2017	10/19/2017	1300 TANGIER WAY	20	55	\$250.00	\$0.58	\$276.08	View	Edit	Delete
<input checked="" type="checkbox"/>	Just Listed	May 2017	polygon	Fruitville - Bahia Vista - Tuttle-honore	06/20/2017	10/18/2017	2869 BAY STREET	15	24	\$250.00		\$60.90	View	Edit	Delete

Next choose your postcard design and customize. We will be unveiling all the new designs at the 2017 Success Summit!

Postcard Setup

Add New Postcard

Thinking

Thinking of Selling (Standard)

Welcome New Help-U-Sell Family Members!



Sydney Sowy
Help-U-Sell® Hill County
Denver, CO

Sydney Sowy is already personally familiar with Help-U-Sell Real Estate and has been for a very long time. He has spent the last several years helping his family build up the Help-U-Sell San Antonio Hill Country office in Texas. Sydney found the experience to be so positive that he wanted to branch out in 2018 to the Denver area after making Colorado his home.

While Sydney is also a civil engineer, the pull of real estate was something he found himself missing. "You are helping people navigate a fairly major event in their lives, and it can be stressful for them. You get to help them with the transition, and also save home sellers a lot of money. I have always liked the Help-U-Sell concept and I am excited to grow another business with my wife, Stephanie."

Speaking of growing, Sydney and Stephanie are expecting their first child soon, so double congratulations are in order!



John & Cerita Metcalf
Help-U-Sell® Inland Valley
Lake Elsinore, CA

John and Cerita Metcalf join the robust Inland Valley region of California with a new franchise office.

When asked why they were opening a Help-U-Sell office, John shared, "We've been watching the market for several years, and decided now was the best time to change business models. We make a very smart and strong offer to consumers who desire clear savings and value. There are a sea of competitors. We offer something different and Help-U-Sell is the best known brokerage for flat fee real estate services."

While John and Cerita's combined real estate experience spans over an impressive 45 years, John also pursued other business interests while Cerita pursued real estate on her own. John eventually decided to join her in her business in 2002. Together their combined efforts made them a top producing team in the Inland Valley area for over 15 years, a trend they will continue as they move into this new venture.



Jason Stutz
Help-U-Sell® Central Coast
Paicines, CA

After dabbling in real estate for the past five years, Jason Stutz was ready to turn a part-time interest into a full time business to call his own and opened a new Help-U-Sell franchise office in Paicines, California this fall.

Formerly a CFO in the agriculture and vineyard industries, Jason shared his reason for wanting to make a dramatic change in his career: "Ever since I got involved with it, I've always loved real estate. I've spent a lot of time working for other people's companies, but it was time for me to take my energy and vision and put it into building a business of my own. Real estate was an obvious choice because I'm naturally drawn to it."

As Jason prepares for this solo venture, he will serve both sellers and buyers alike in his local neighborhoods. He also supports local causes for special needs children, as well as known national charities such as the Make-A-Wish Foundation and Relay for Life.

2017

ANNUAL SUCCESS SUMMIT

December 5-7 Golden Nugget Hotel, Las Vegas NV



Help-U-Sell
REAL ESTATE

AGENDA

Tuesday December 5th

Welcome Reception	Gold Diggers Night Club	6:00 pm - 8:00 pm
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Wednesday December 6th

Session 1	Welcome & Introductions	9:00 am - 9:40 am
Session 2	State of the Market	9:40 am - 10:00 am
Session 3	For Sale by Owner Program	10:00 am - 10:30 am
	Break	10:30 am - 10:45 am
Session 4	Help-U-Sell Smart Targeting	10:45 am - 11:40 am
	Lunch	11:50 am - 1:00 pm
Session 5	Help-U-Sell Automated Arouds	1:00 pm - 1:30 pm
Session 6	New Boulevard 4 Template	1:30 pm - 2:00 pm
Session 7	New Marketing Materials	2:00 pm - 2:30 pm
	Break	2:30 pm - 2:45 pm
Session 8	Lead Engagement Incl. Social Media	2:45 pm - 4:00 pm
Session 9	Questions and Answers	4:00 pm - 5:00 pm

Thursday December 7th

Session 10	Opening	9:00 am - 9:20 am
Session 11	Broker Focus (JB & WM)	9:20 am - 10:15 am
	Break	10:15 am - 10:30 am
Session 12	Vendor Presentation - Excel Print	10:30 am - 11:15 am
Session 13	Vendor Presentation - LPT	11:15 am - 11:45 am
Session 14	Questions & Answers	11:45 am - 12:00 pm

Integrating Live Networking with LinkedIn

Everyone knows that any successful real estate career is built on people. Your relationships are curated with trust that was earned with your time, good reputation, work ethic, and promises kept. That is no small feat!

While it is important to be consistently building up your network with new people, it's just as important to maintain the relationships you've built with people from the past, too, as well as clients who are currently on your roster.

While we still love and use the same reliable methods that we have always embraced as the hallmark of our industry standards, (check in calls, door to door introductions, handwritten thank you notes, etc.), we also know that we can't ignore the platforms technology has brought to us.

Engaging with Your Own

Attending real estate specific events are about way more than just sharing successes and commiserating on difficult situations. If you're listening and asking questions, chances are you will learn a bunch.

As new technology comes into the fray, you can find out what they like, what they hate, what is and isn't working for them. You can discover what your colleagues are up to and what is going on in the communities they serve as well as yours. Information is the new oil. If you are able to retain what you learned and convey it to the right person down the road, you will be remembered, valued, and

most importantly, called upon.

While it is tempting to gravitate and socialize with your regular crew at industry events, make an effort to branch out to two or three people each time you attend a function and facilitate a meaningful connection. Everyone has a different way or perspective, and that may inspire you to change how you conduct business for the better later on.

After you've met these new folks, get into the habit of connecting with them right away on LinkedIn. When you get home, pull the cards out while you are decompressing on the couch and knock out the requests real quick while they are still fresh on your mind: "Hi Bob! It was a pleasure meeting you tonight at the Expo. I'd like to stay in touch and hope to see you again at the next one." Keep it short and sweet, but with enough detail so they can place you in their mind.

Keep It Local

Your knowledge of your community is the key to success for your entire business.

The only way to be an expert on your area is to be a walking resource for everything your community has to offer. Being seen, being known, and being active in the area you live in and serve is an ideal way to cement your status with your friends, neighbors, clients, other service-oriented businesses from whom you may cultivate future referrals, and every single person who may one day sell or buy a home. That's an incredibly broad audience.

General networking groups are a great way to be visible in front of a diverse audience. While your local chambers of commerce are always a great place to start, also look into civic groups and meetup.com for alternative places to meet new people.

Utilize local media. Small radio stations can provide an inexpensive way to get your messaging out there through advertising and show sponsorships.

Lend a Hand

Find a local cause that speaks to you and would be easy for you to champion. Then start attending their fund raisers or volunteering yourself. Make an effort to tag that organization when you check in with your LinkedIn posts and pictures, so their professional audience becomes your audience, and your new cause also gets showcased to your existing connections. It's a great way to impact your community.

Consider sponsoring events in your town or sport teams. Your name would look really great on some Little League t-shirts!

Make the worthy effort to connect with your community and cement it with LinkedIn connections on top of it. The folks at LinkedIn took a cue from FaceBook by making it easy to keep up with the people you connect with by notifying you of birthdays, work anniversaries, and new job announcements. Tag often, praise often.