

MODULE 2

WHY YOU ARE MORE COMFORTABLE WITH SOCIAL MEDIA THAN YOU'D THINK



SAME OLD BUSINESS STRATEGY, BUT WAY MORE EFFICIENT (AND ON STEROIDS)

Follow the step-by-step guide in the following pages to learn how social media allows you to create and maintain top of mind awareness more effectively than ever before.

What's ahead:

- *Old method vs. new method*
- *Marketing your daily business*
- *Increase repeat business & referrals*

STARTING YOUR REAL ESTATE BUSINESS: OLD METHOD

Dear Mrs. Allan,

How are you? I wanted to let you know that I am now in real estate.

Are you, or anyone you know looking to buy or sell real estate?

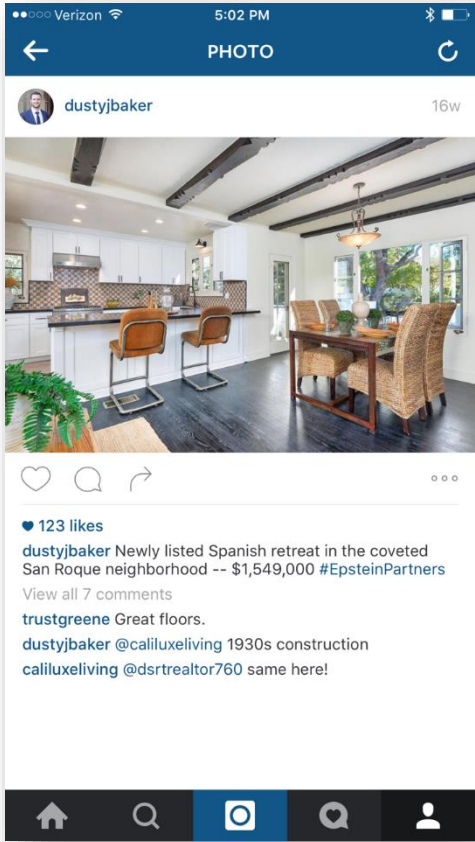
-John Smith

STARTING YOUR REAL ESTATE BUSINESS: NEW METHOD

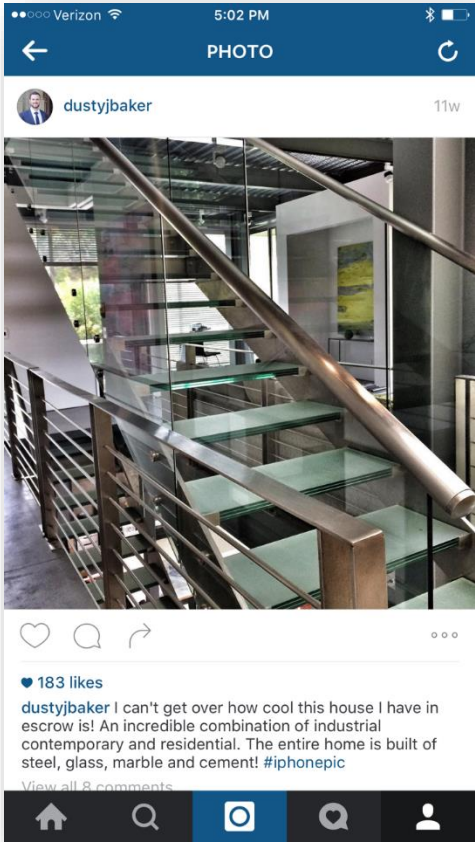
Examples of posts:

- 1) Studying for your exam
"Studying for my real estate exam. I'm loving this content!"
- 2) Driving to take the exam
"Just checked into my hotel and getting ready to take my real estate exam tomorrow morning – wish me luck!"
- 3) Passing the exam
"I PASSED! So excited!"
- 4) Joining a company
"I'm pleased to announce that I have joined Keller Williams Realty, the largest real estate brokerage in the world!"

DAY-TO-DAY BUSINESS: NEW METHOD



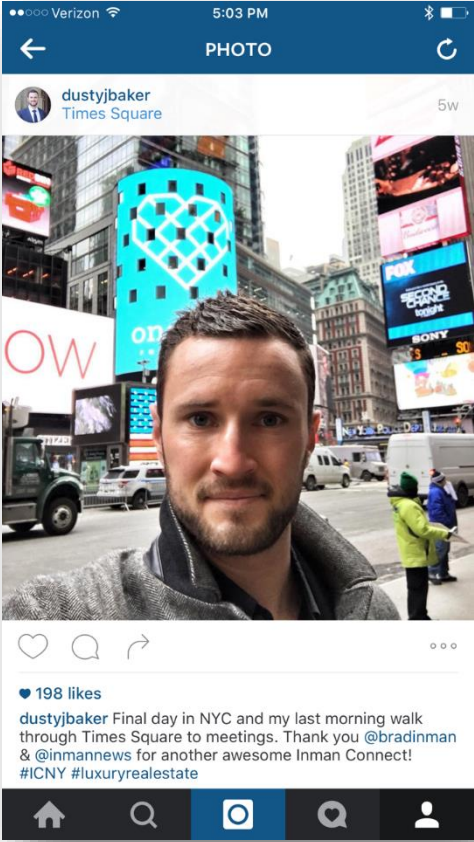
New listing



New escrow



Previewing property



Attending real estate conference

KEEPING IN TOUCH WITH PAST CLIENTS: NEW METHOD

Notes: Name your 10 most important clients

1) _____

6) _____

2) _____

7) _____

3) _____

8) _____

4) _____

9) _____

5) _____

10) _____

POPULAR TOPICS TO POST ABOUT



Family



Trips



Hobbies

THE POWER TO REPLACE NETWORKING ALTOGETHER

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What's ahead:

- *Business is about efficiency*
- *Dispelling the myth of "I don't have time for social media"*
- *A powerful supplement to networking*

BUSINESS INNOVATION IS ALL ABOUT EFFICIENCY

Examples of other innovation in real estate:

- 1) Digital signatures
DocuSign and Digital Ink allow for immediate signatures from your computer or mobile device.
- 2) Online MLS
Immediate updates on new listings and price adjustments (who remembers weekly MLS books??)
- 3) Home search apps
Clients can search for properties online or from their mobile devices.

*All of these items that we each use on a daily basis took an existing real estate practice and made it quicker and cheaper to accomplish.

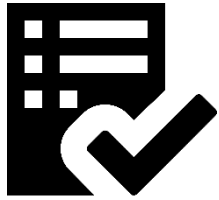
THINK ABOUT YOUR LAST NETWORKING EVENT

What was your last networking event?

- Receive invitation and assess time/date (3 minutes)
- Check your schedule (3 minutes)
- Check with your spouse (5 minutes)
- Find and schedule baby-sitter (30 minutes)
- Go home, get ready (45 minutes)
- Mingle at event (3 hours)
- Drive home (15 minutes)

A BETTER SPENT 5 HOURS

Connect with specifically chosen people on social media:



Connection Checklist

- Attorneys
- Accountants
- Local politicians
- Architects
- Contractors
- Landscapers
- Interior designers

A POWERFUL SUPPLEMENT TO NETWORKING

Old Method

- Give out business cards
- Take business cards
- Put business card in desk drawer
- Try and remember to keep in touch

VS.

New Method

“3 Step Guide to
Converting More Contacts to Clients”

The image shows a thumbnail of a PDF document. The title is "3-STEP GUIDE TO CONVERTING MORE CONTACTS TO CLIENTS". The document is labeled "PDF 2.2" in the top left corner. It features three columns of text under the heading "Engage". The first column includes icons for Facebook, Twitter, and Instagram, and discusses finding contacts on these platforms. The second column discusses the timing of engagement, advising against posts older than 1 week. The third column includes a "KEEP ON SCHEDULING ON" logo and discusses the importance of daily posts to keep contacts engaged.

**See PDF action step download*

AGENT CONNECTIONS

Who are agents in neighboring/connected cities that would be good referral partners?

1) _____

6) _____

2) _____

7) _____

3) _____

8) _____

4) _____

9) _____

5) _____

10) _____

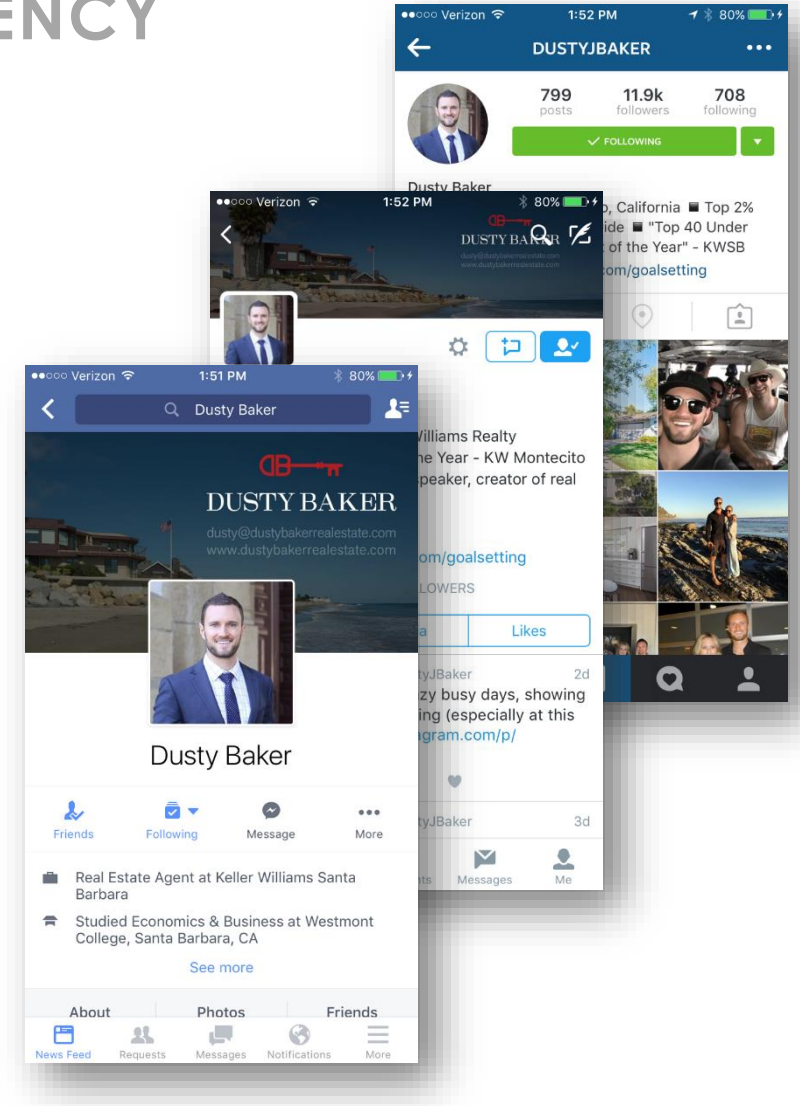
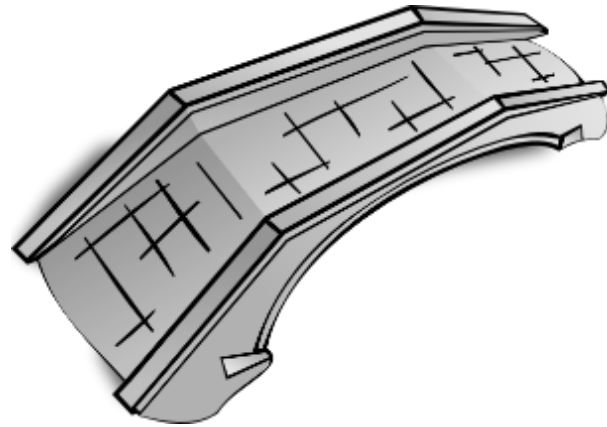
MODERN DAY E-MARKETING

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What's ahead:

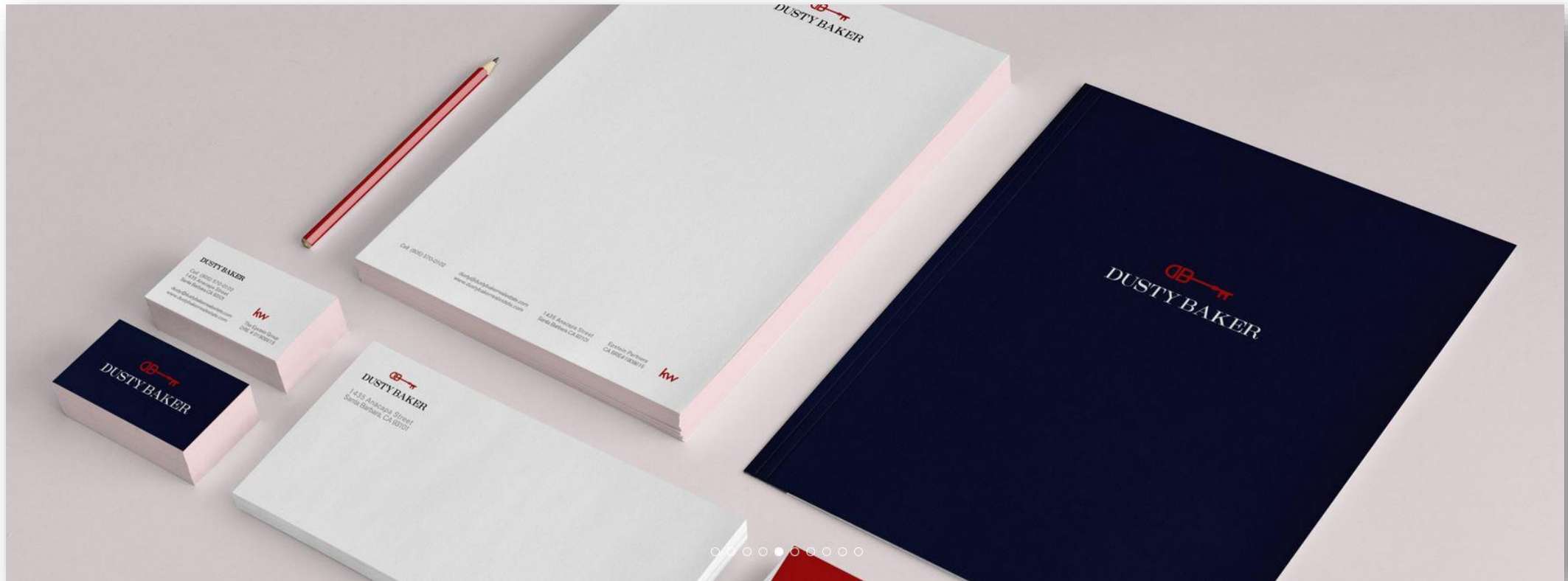
- *Why consistency is key*
- *How your brain works*
- *A look into selling yourself as a brand*

AN OPPORTUNITY FOR CONSISTENCY



OLD METHOD

Very expensive and limited opportunities for sharing.



AN OPPORTUNITY TO SECURE ANY BUSINESS YOU WANT

Which niche do you want to market to? You now have the ability to instantly adjust your marketing on a grand scale for free by the type of content you post.



Luxury



Cottage



Condo

PUTTING THE “U” IN BUSINESS MARKETING

Which picture is more welcoming and relatable?




VS.

4980 SANDYLAND RD. #213




Unit Location



Vacation rental beach studio!


\$429,000
1 bed 1 bath 362 sq ft

Only 149 steps from your front door to the sand! Located conveniently in Sunset Shares (allows vacation rentals and even has on-site management) across the street from the "World's Safest Beach." This updated 2nd floor studio boasts a skylight, dual-pane window, mountain vistas, plantation shutters and kitchenette with 4-burner stove and large refrigerator. Enjoy the Carpinteria lifestyle with close proximity to Sly's, The Spot, the beach, and more! The complex includes a heated pool, spa, gated parking, business center, laundry, and multiple BBQ/picnic areas. HOA includes water, electricity, cable TV, internet, trash, and common area maintenance.



Dusty Baker
CIPS, REALTOR®
(805) 570-0102 Cell
Dusty@TheEpsteinPartners.com
Lic # 1908615

All information deemed reliable but not guaranteed



My team at our new office grand opening

Open house flyer

THERE IS NO EXPECTATION OF PERFECTION

Notes:

FUNNY ALWAYS WINS

Examples of being yourself:

