



Listing Lead Follow Up

west
A WILLISTON FINANCIAL GROUP COMPANY

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Marketing Technology Director
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OK.... You Posted
some Posts or....
Launched Some
Ads attached to
your Listing Lead
Landing Page and
You Generated
Some LEADS...

NOW WHAT?



Timeline ▾

About

Friends 2,132

Photos

Archive

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29 items for you to review



Intro

Marketing Technology Director, Social Media
Marketing Strategist 29 years experience!

Edit



Marketing Technology Director at WEST, a
Williston Financial Group Company



Marketing Consultant at DigitalYU



Client Success Coach at Elevated CRM /
Elevated Network



Former Sales Executive at Century Publishing
Company, Inc.



Former Market Representative at The Real

Let's
Set Our
Objective

Posts

List View

Grid View

Eric Eltzholtz updated his cover photo.

Just now

My Opinion of What Your Objective Should Be.

You Know What they Say about opinions.

1. Create an Opportunity to have a conversation with a prospect
2. Create an Opportunity for Direct Business with Prospect
3. Create an Opportunity for Referral Business with Prospect



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What Do They Want?

JMG Real Estate

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JMG Real Estate
(951) 395-3501

ria

Always Open



ABOUT JMG REAL ESTATE

**Well,
What did they
ask for?**

**They Asked for “Their”
Home’s Value!**

Did they Get What
they asked for?

If you used The
QuickCMA from
CloudCMA [remember what
it looked like when you tested it]
NO THEY DID NOT!

**You Gave them comparable
values for ALL the homes
around theirs...**

**Leaving You with
AN OPPORTUNITY!**



**What
Do You
Want?**

**FOR
SALE**

**What you Thought You
Wanted Was a Lead... You
Should have a Ton of Those!**

**What You REALLY Want is
an OPPORTUNITY!**



Let's Talk?

**You Know What they Want,
You Know What You Want,**

Let's Make it [happen]!

Conversation Cocktail Recipe

1. Data About the Prospects Address
2. Data About The Neighborhood
3. Data About Something Coming Soon or Something New in the Area.



The Information Package

Here is What I Would Include

1. A Professional Folder
2. A cover Letter to the Home Owner
3. A Customized CMA for the prospects Home Value
4. A Bio/Marketing Flyer about you and how you do business
5. A Thank You" Card with an Envelope and 3 Business Cards.





Let's Talk?

Sample Dialog

Hi I'm Eric with Coldwell Banker Kivett-Teeters & Associates, you had visited my website for a Quick CMA home value report, I hope you received it?

I know that system from our MLS really only gives you a comparable value, so I thought I would create a customized home value report and just deliver it while I was in the area.

May I ask have you done some upgrades to the home that made you curious about your home's current value? Or are you considering a move? If you have made upgrades that would not really be reflected in any reports.

Let Them Talk...

As Sales People we really want to sell ourselves within our market.

Give your prospect some room and let them fill in the information

Remember your objective is not really to sell them on you at the start it's to have the opportunity to have a conversation.

You can Always Bring Info to the Conversation!

**So What if they Say, “Yeah I
was just curious about my
homes current value”?**

Conversation Cocktail Recipe

1. Data About the Prospects Address
2. Data About The Neighborhood
3. Data About Something Coming Soon or Something New in the Area.

**[You] "That's Great, This is
such a nice neighborhood.
Would you like me to add
you to an automatic home
value update email on a 3 or
6 month basis"?**

[You] "If you ever have any
questions about the
neighborhood, community or
real estate give me a call"

A large, solid orange circle is centered on the page. Inside the circle, the text "Follow Up & Follow Through" is written in white, bold, sans-serif font, arranged in three lines.

**Follow Up
& Follow
Through**



Connect Via
Social Media



Tangible Marketing Postcards

eZonomics

ING

Newsletter 21 December 2016



BLOGS

Trading chances to screw up

Investors Chronicle economics writer Chris Dillow spotlights 10 classic investing errors. Research on some classic investing errors.



WHAT IS...

the focusing illusion

50

NUMBERS

billion Zimbabwean dollars was the price of one egg in Zimbabwe in 2008

ING



Risky when it



Will you sink or swim if the worst happens? In Europe 29% have no savings



ING



10

NUMBERS

percent is the average difference in take-home salaries between left and right handed people



ING



ar articles from

the eZonomics website



COOL

Where is your focus this Christmas?



WHAT IS...

e January effect



ou want this

feelings and finances behind the

49.6

BUSINESS

percent of Austrians with a net worth over \$10 million were born into wealth



WHAT IS...

ere is some expert advice - how to grow it

Tell Me How Your Doing?

Questions?

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