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COO/CMO MIAMI Association of REALTORS

Deborah@Miamire.com

Subject: CRB Presentation

Tips and Tricks - Resources



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Existing-Home Sales Surge Back in December

Led by the South and West, all four major regions of the U.S. saw large increases in December existing-home sales.

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7 Tips for Smart, Scalable Growth

JANUARY 20, 2016



The tale of the tortoise and the hare taught us that slow and steady wins the race. The same can go for real estate. Whether starting a new brokerage or growing your business, have a calculated plan helps you win.

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JANUARY 8, 2016



Adding agents to your team who speak multiple languages can help set your brokerage apart. But consider these points before you start to recruit.

Brokers Can Tap Exclusive Training Resources

DECEMBER 31, 2015



NAR's Library & Archives offers David Knox training DVDs to members. Find out how to reserve a copy.

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Part one of this three-part series on online lead generation includes six best practices for connecting with prospects on social networks.

Social Media

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DECEMBER 12, 2015



Prepare your company for the team business model by checking these three steps off your to-do list.

The Property Tax Factor



Tips for Brokers, From Brokers



[View the entire playlist on YouTube.](#)

Broker Events



View presentations and photos from the three REALTOR® Broker Summits that took place in 2015. Check back here later to see what's scheduled for 2016.

[NAR Broker Summit: Seattle, WA](#) (Aug. 17-18)

[NAR Broker Summit: Seattle, WA – Tech Edge](#) (Aug. 18-19)

[NAR Broker Summit: Charlotte, NC](#) (Sept. 24-25)

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Realtors Property Resource (RPR®)

- The nation's largest property database is exclusively available to REALTORS® as a benefit of membership. [Get a custom-branded RPR® site](#) that includes brokerage identification on reports created by sales associates (member login required).

Real Estate Services Newsletter

- NAR's Real Estate Services group provides advocacy and guidance for brokers with affiliated settlement service businesses and those who have marketing agreements with other settlement service providers. For updates, [subscribe to the RES monthly newsletter.](#)

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REALTOR® Magazine

Jan/Feb. 2016: Great Expectations

JANUARY 20, 2016



Meet 2016 NAR President Tom Salomone and his commitment to the next generation during his NAR presidency in the January/February issue.

[Read more](#)

REALTOR® Magazine is the official magazine of the NATIONAL ASSOCIATION OF REALTORS® and the business tool for real estate professionals. The magazine advances real estate best practices, brings expert insight to significant trends, and provides REALTORS® with timely decision-making tools on business purchases and strategies.



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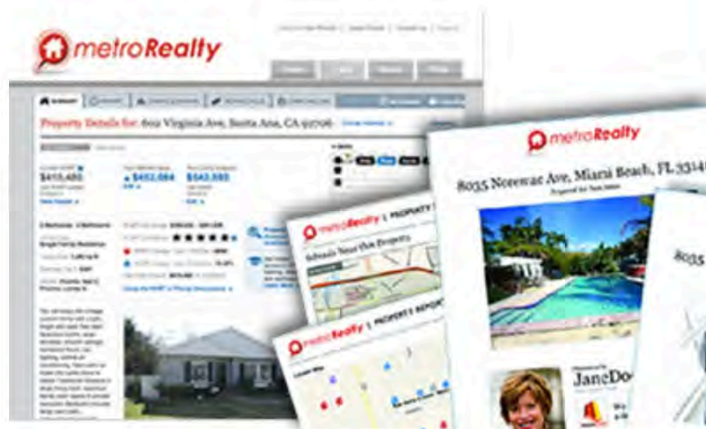
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Posted On January 27, 2016 By [Laurie Brown](#)  [Leave A Comment](#)

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There are many factors that come into play when working with buyers. From finding the right property at the right price to identifying schools and neighborhoods ... and doing it all in real time.

Posted On January 21, 2016 By [Laurie Brown](#)  [Leave A Comment](#)

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Florida Realtors® News Top Story:

74% of Fla. home sellers hire first agent they meet
According to the new "Profile of Home Buyers and Sellers Florida Report," 66% of buyers do the same, and 3 of 4 sellers later recommend their agent to friends.

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Florida Realtor magazine: Jan./Feb. 2016



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By wegenerlabs



🍏 This app is designed for both iPhone and iPad

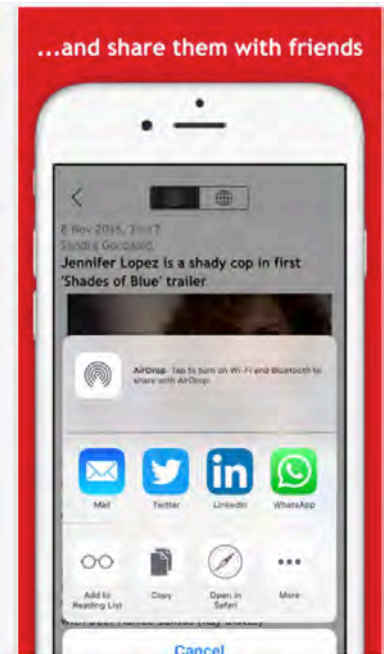
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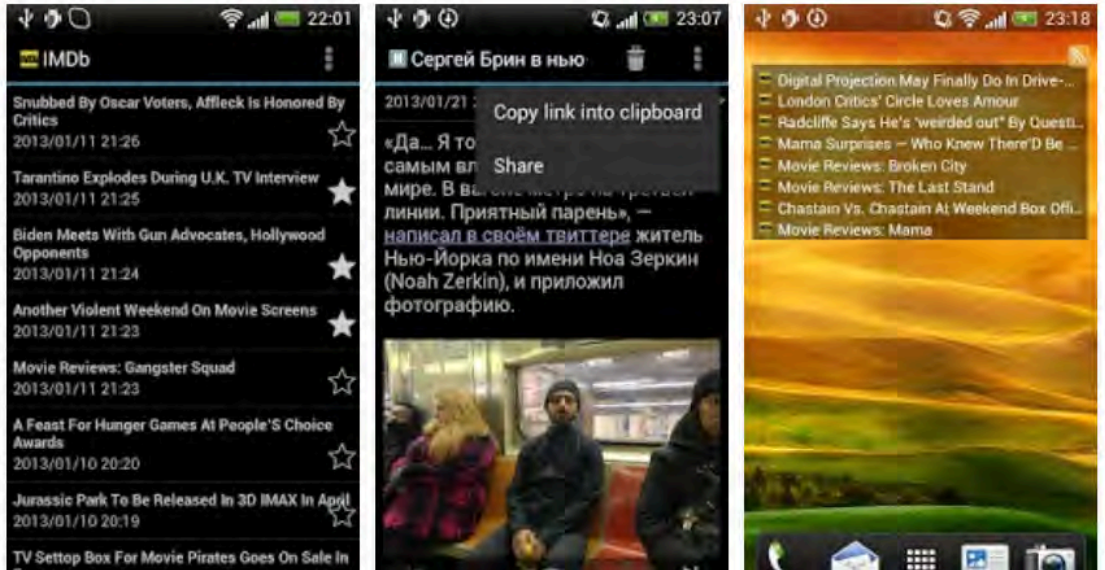
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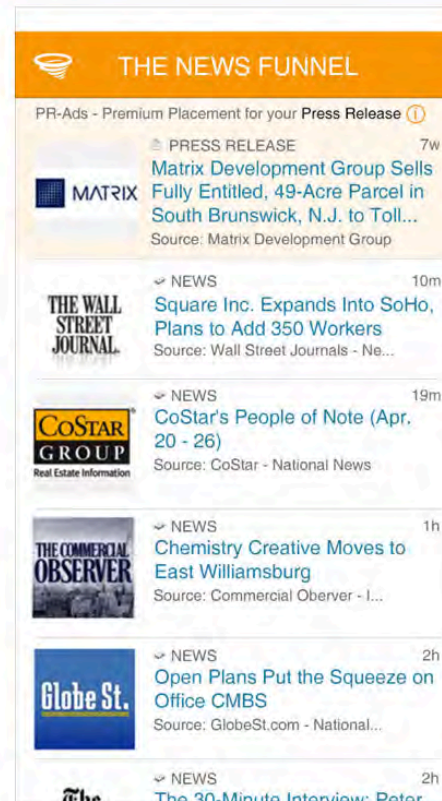
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NEWS 9h



Real World Commercial Real Estate Conversations In The Frozen North.

Source: Duke Long Blog



NEWS 11h

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Source: REtipster



NEWS 16h

Commercial real estate Interest rates have dropped to a historical low in Alaska

Source: Graham Commercial Re...



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Source: Pittsburgh Trib Live



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Gas Leak in Los Angeles Has Residents Looking Warily Toward Flint

Source: New York Times - U.S. B...



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Trend

Marketing Automation

- 1) Know your agents are staying in touch with past clients
- 2) Know every listing is being fully marketed
- 3) Know which marketing efforts work and which do not

Marketing Automation: Why 56% of Brokers Plan to Implement in 2016 Broker Webinar 2/2



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Trend...ongoing

Paperless Office

5 SIGNS YOU'RE READY FOR A PAPERLESS OFFICE



2

Your administrators are **wasting time** filing and chasing paperwork

Too much time is being spent going back and forth when working through a transaction to ensure all information is there and correct.



4

You want to help your agents **close more deals**, more often

You understand that the success of your brokerage is dependent on the success of your agents. Streamlining processes is crucial to ensuring your agents can focus their attention where it's needed – closing more deals.



1

You're running out of **storage space** in your office

Mounds of listing agreements seem to quickly pile up, staying organized is nearly impossible and your bill for your storage facility is continuing to climb.



3

Your staff spends too much time **searching** for documents

Your administrators are busy and your agents don't have to time to come into the office on a daily basis. Keeping track of paperwork is becoming a hassle for all.



**You want your brokerage to
be the **best****

You are constantly looking for ways to improve business operations, increase profitability, streamline processes and help your agents and staff be more efficient.

Improved Efficiency

Improved Accuracy

Enhanced Client Experience

Increased Security

Reduced Costs



Paperless Agent™

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[The Importance of Knowing Your Audience](#)

Submitted by Deborah Boza-Va... on 20 January 2016 - 6:48am

Broker

Content is king, and while much of our success here is owed to our content, we'd be remiss to overlook the driving force behind a successful email. It's not always *what* you're sending, as much as it is *who* you're sending it to. Identifying your audience and messaging them appropriately is the real reason behind a high open rate...and we'll tell you how to do it.

[Deborah Boza-Valladolid's blog](#) [Add new comment](#) [Read more](#)



[Get More Business with Smart Client Retention Strategies](#)

Submitted by Deborah Boza-Va... on 13 January 2016 - 4:25am

Broker



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2 February 2016 - 1:00pm

[Marketing Automation: Why 56% of Brokers Plan to Implement in 2016 - Broker Webinar 2/2](#)



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Trend



Florida's Housing Market - 2016 Forecast

The Retiree Effect – In 2010, 27 percent (5 million) of Florida's population was in the pre-retirement age group of 45 to 65 (more than any other age group), according to the state's Office of Economic and Demographic Research. By 2020, the state's 65-and-up population is expected to have grown by more than 1.2 million. Because of the anticipated spike in retirees this year, John Burns is predicting two things: moderating job growth and a "strengthen(ed) sales velocity in age-restricted and age-targeted communities." **The consulting group went on to specifically predict a possible spike in large land parcels around the state being used for new "retirement destinations."**

Source: Miami Agent Magazine

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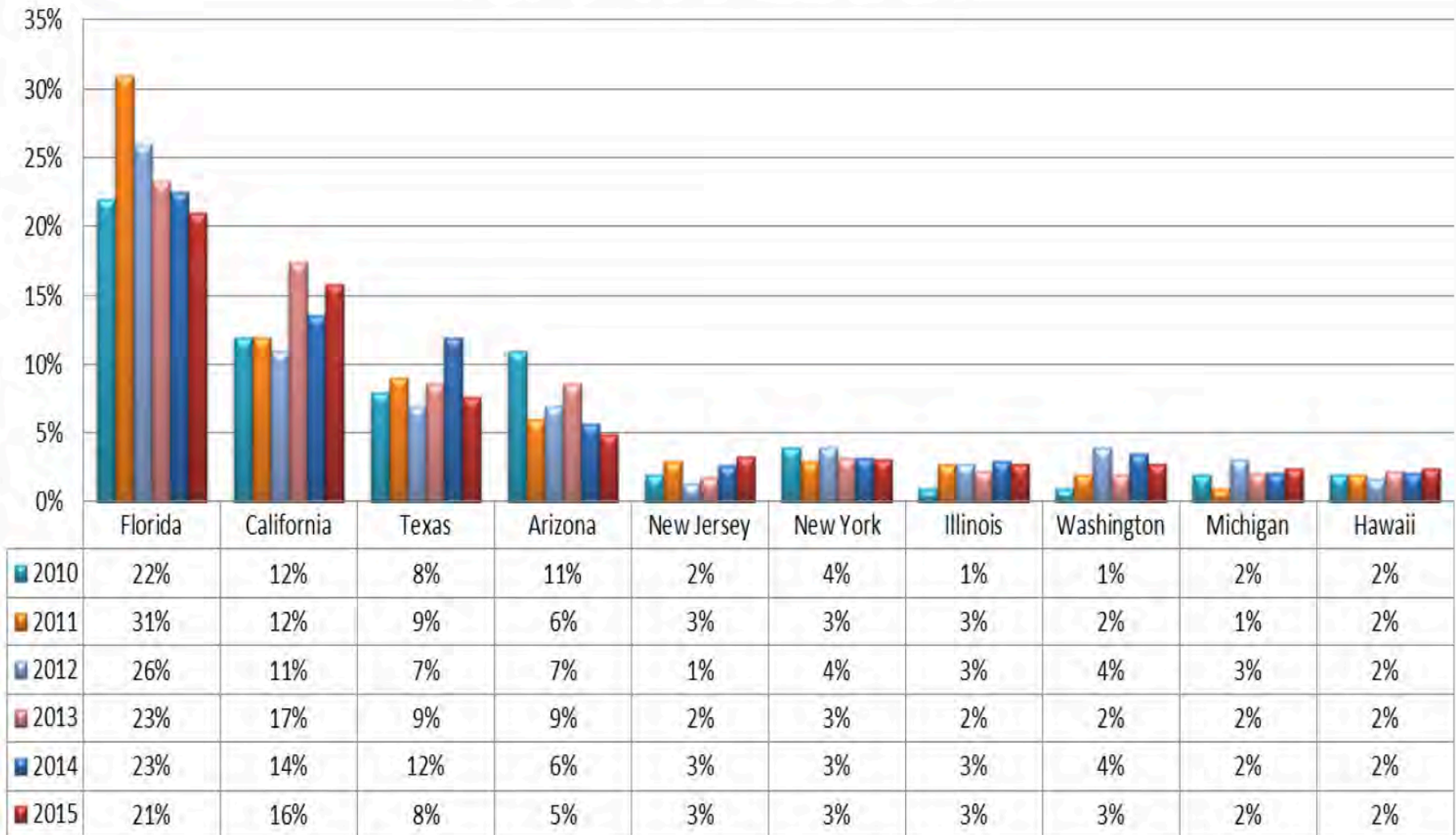
News You Might Have Missed

\$104 Billion

**Value of U.S.
real estate
purchased by
international
buyers
4/14 – 3/15**

***8% of total Existing Home Sales \$1.3T**

Major Destination of International Clients (State's Share of all International Unit Sales)



\$23.7



Billion

**Value of FL
real estate
purchased by
international
buyers
7/14 – 6/15**

***24% of Total Residential Sales
1 out of every 4 buyers was International**

FIVE
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MUST KNOW



Where are the
buyers coming
from?



Where are
they buying?



What are
they buying?



How much
are they
paying?



How are they
paying for it?



Florida International Business Activity Report


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Market Watch

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Get the facts from the Florida Realtors Industry Data & Analysis department! Access current and historical Florida housing market data. These reports can be shared with consumers.

» **Interactive Graphics**
With the click of a button, you can visualize what is happening in your housing market today. Compare housing market data among all 67 counties in Florida, or look at historical data in each county. Graphics can be downloaded and shared.

» **Blog / Video**
Watch the monthly "Market Watch" video and learn how to use the newest housing data in your business.

» **Price Index Reports:**
These reports chart the ups and downs of the state's housing market. Here, you will find insights into price trends over time.

» **Other Research Reports:**
Look here for residential, commercial and international market research, as well as the latest presentations from Florida Realtors economists.



Winning Words

“ You don't have to be a statistician or an economist, but

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2015 Profile of International Home Buyer:

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Profile of International Home Buyers in Florida

2015 Report

National Association of REALTORS®
Research Department

Lawrence Yun, Senior Vice President
and Chief Economist



Ask yourself these questions:

Does our brokerage website speak the language of real estate?

Is our listings information translated into the language of the buyers coming to our market?

Check Out:

- Proxio and Proxio Developer Showcase Sites
- immobel websites

Does our website have community/
neighborhood info, cultural & entertainment
info, real estate and economic news that
International Buyers want and need – in their
language?

Do we have information about the home buying
or property purchase process – in their
language?

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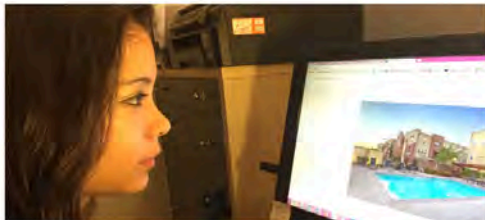
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Midtown Manhattan Trophy Buildings Post Rock Star Rental Growth Rates

According to global real estate consultant JLL, Midtown Manhattan office leasing activity outperformed the rest of the New York office market this year. [Read More »](#)



Once They Start Buying, Millennials to Shape Housing Preferences in U.S.

The millennial generation is poised to make a significant impact on home design. [Read More »](#)



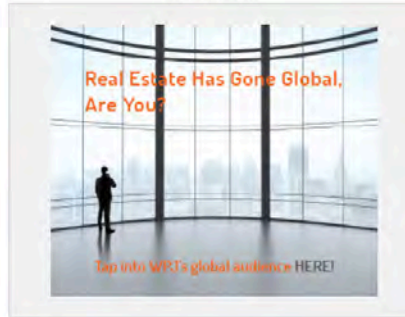
Lack of Large Block Space Constraining Some U.S. Office Markets in 2016

The improving U.S. economy and corresponding increase in office demand has resulted in a diminishing number of

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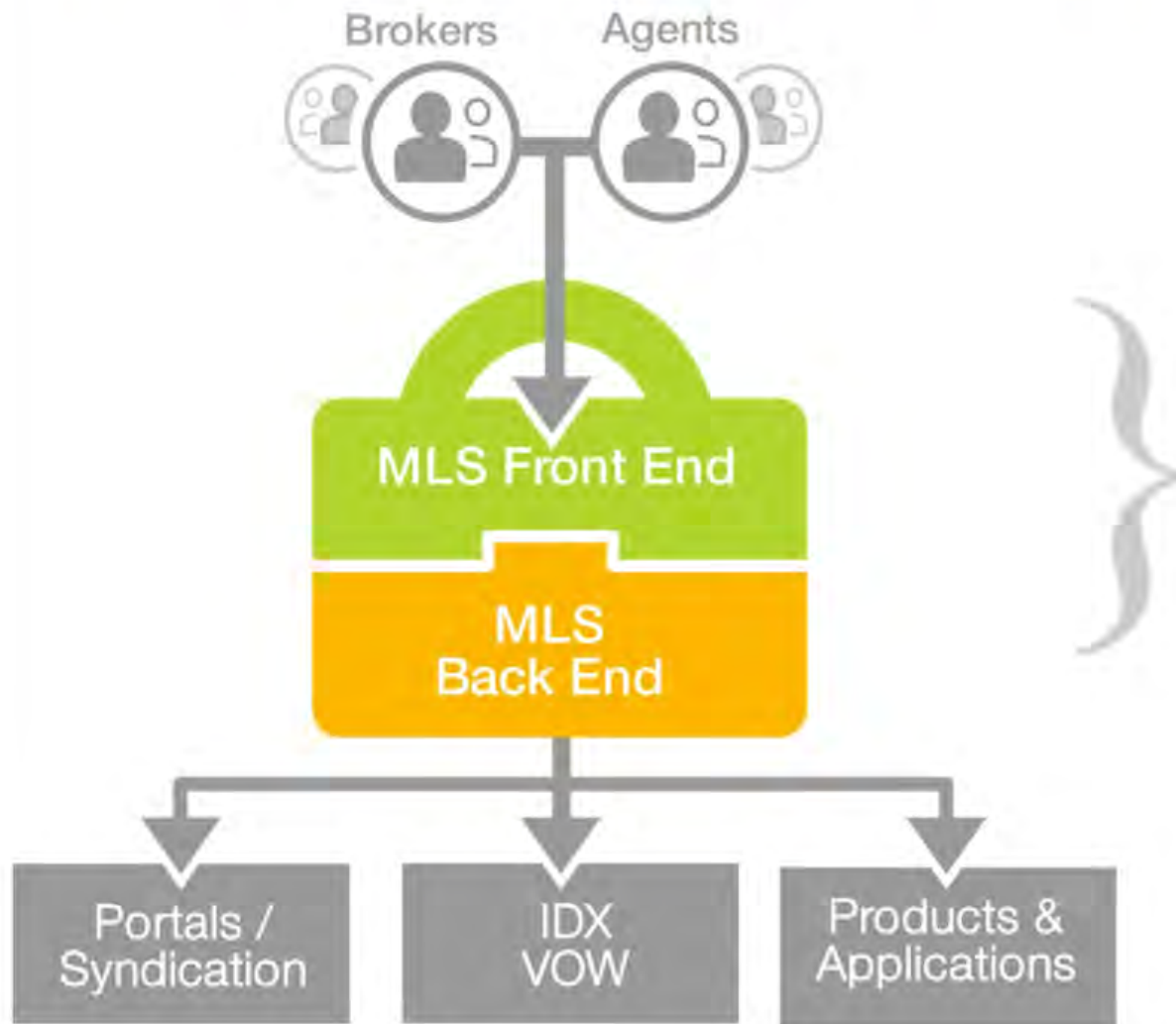
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Upstream: The project for gaining control of brokers listing data.

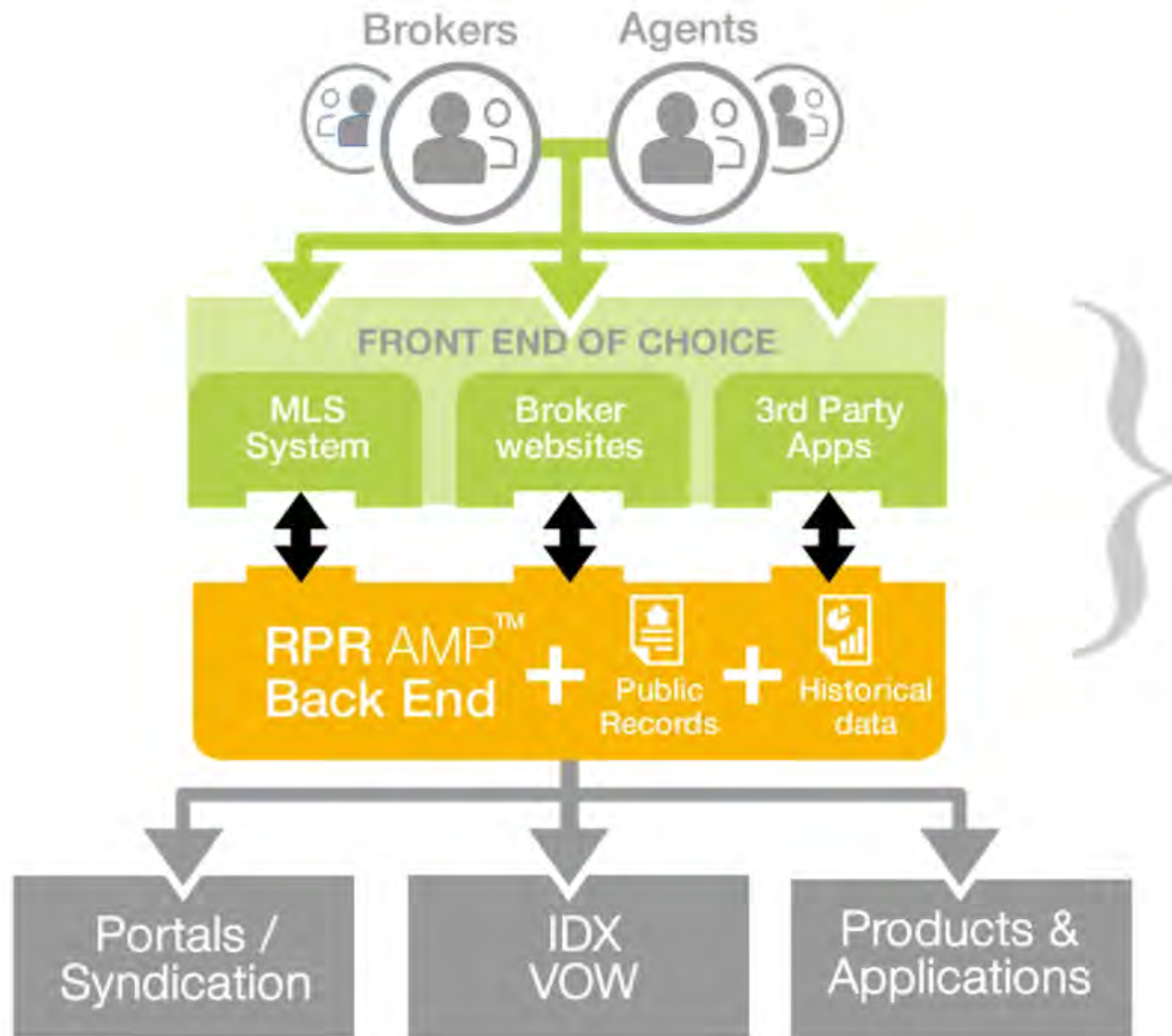
AMP: Advanced Multi-List Platform – Data Entry System that will give brokerages a single place to input their listings and then those listings can be distributed to websites, MLSs and straight to the brokerage website

Being funded by NAR and being built by RPR

The MLS System Today



- **Front and back ends are tightly coupled**
- **The process is highly dependent on third parties**



- Any front end system can work with the RPR AMP™ back end
- Support for many possible applications

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Why Should Brokers and MLSs Collaborate On A National Property Search Experience

Provide Consumers With A National Resource for Listings Without Compromising Ads

Deliver A National Site With The Benefits of Regional MLS Consumer Search

Create A Search Experience That Adheres To The Broker Bill of Rights For Display

National Site That Only Displays Listing Agents On Company Listings

Build An Industry Led Hedge Against The Failure of Third Party Sites

The goal, in creating the Broker Public Portal is to provide brokers nationwide with a consumer-facing website that could provide an alternative to the current three dominant national real estate websites.

Tips and Tricks - Resources



Quick Presentations

**Great to use in an office
meeting!**



Real Estate Statistics for 2016

1. 80% of all home buyers are searching online
2. Gen Y/Millennials account for 68% of all first time home buyers
3. 83% of all home buyers want to see pictures of the property online
4. 52% of all home buyers used an iPhone in their home search

5. Agents expect 49% of their leads will come from referrals in 2016

6. 91% of Realtors use social media to some extent

7. 73% of all buyers say they would use their agent again or recommend them to a friend

8. Only 9% of Realtors use social media to market their listings

9. 42% of buyers' first step was looking online for a home

10. 88% of first time buyers are buying homes through an agent

- 11. 33% of first time buyers are first researching online
- 12. 31% of millennials looking to buy a home want to buy within two years
- 13. It will be 35% cheaper to buy than rent in 2016 in America

Decoding it all

So what does this mean for you and your agents?



- building up your online and social media presence will be key in the coming year to successfully reach the up-and-coming millennial market
- building up your online and social media presence will also be key to keep up with the growing number of people looking online
- with the market shifting towards more affordability in buying rather than renting, there will be more people out there looking to buy with a big boost in first time home buyers who had been long time renters

Tips and Tricks - Resources



Another Quick Presentation

**You can use in an office
meeting!**

TOP 10 WEBSITE FEATURES FOR SELLING REAL ESTATE



VIDEO

10

Why it's important:

With the current generation of YouTube viewers now entering the buying market, a great way to engage is through the use of video. An overwhelming number of millennials now use a streaming video platform. With the proliferation of online video and ease of incorporating into your website, they are no longer a nice to have - but a must. Videos are consistently better at engaging buyers, as well as a more efficient way to highlight the features and benefits of each property. Additionally, posting to your personal YouTube channel can increase SEO value, helping customers find your site easier!



PRO TIP:

- ✓ *Make sure to incorporate video tours of your listings throughout your site*
- ✓ *Produce informative "how-to" videos for the entire home buying process to connect with first-time buyers*
- ✓ *Record customer testimonials to build instant credibility. This is great home page material!*

Why it's important:

It is important to connect with customers in the early stages of their home buying process and using open house listings is a great way to do so! Make sure open house information is front and center on each one of your property listing pages. A large percentage of consumers using property search on your website are six to nine months out from a purchase. Promoting open houses creates a great way to draw potential customers in, allowing you to establish an early connection.

PRO TIP:



Create a specific page on your site that updates new open house information dynamically




8

AGENT CONTACT INFO

Why it's important:

Think of your website as your online business card. Contact information should be placed in the header and footer on each page. Having this information easily accessible allows prospective clients to easily reach out to you and start a relationship.

PRO TIP:  *Just having a contact page is not enough - make your contact information readily available on every page of your site!*



7

RECENTLY SOLD PROPERTY INFO

Why it's important:

Customers want to make sure they're making an informed decision before signing on the dotted line. Sold property details can help you provide your customers with the information they need to feel comfortable in their purchase. Your sellers can also benefit from this information as well, knowing how competitively they should price their properties before entering the market.



PRO TIPS:

- ✓ *Create quarterly emails to clients highlighting sold searches. This helps keep them informed but also keeps you on their radar for referrals or their next real estate endeavor.*
- ✓ *Work with an IDX provider who receives information directly from the MLS, versus public records data. This data will be much more accurate and timely.*

6 CONTRACT STATUS

Why it's important:

Who wants to get involved in a property with a pending offer? Make sure your clients can easily view the contract status of your properties, keeping their focus on realistic purchases

PRO TIPS:

- ✓ *Make sure your listings include contract status of every property*
- ✓ *Update contract status data multiple times a day with the help of a dependable IDX provider*




5 NEIGHBORHOOD INFORMATION

Why it's important:

Neighborhood and lifestyle data help home buyers, especially buyers relocating to a new city or state, find areas that fit their family needs. Once the neighborhood is identified via lifestyle and/or neighborhood criteria the search begins via price, beds, baths etc.

Quality neighborhood and lifestyle info doesn't simply focus on average home value and crime data. There's a wealth of information you can provide to you clients to help them make decision that fits their needs, such as:

- School ratings
- Median home values & trends
- Age of homes
- Owned, rented or vacated home percentages
- Commute time
- Cost of living index
- Altitude, rainfall, snowfall, avg. monthly temp

PRO TIP:  *Help differentiate yourself from competitors by providing as much neighborhood and lifestyle data for each of your listings*



4 VIRTUAL TOURS

Why it's important:

Virtual tours are quickly becoming an important tool for Realtors. Make sure to provide access to your tours on the details page of each listing. Companies, such as Matterport, can assist agents in creating engaging 3D tours to help visualize each property. An investment in quality virtual tours can save buyers and agents precious time in showing each property live.

PRO TIPS:

- ✓ *Virtual tours should be located directly within your IDX search*
- ✓ *Make sure to include virtual tours in property specific blog posts*



3

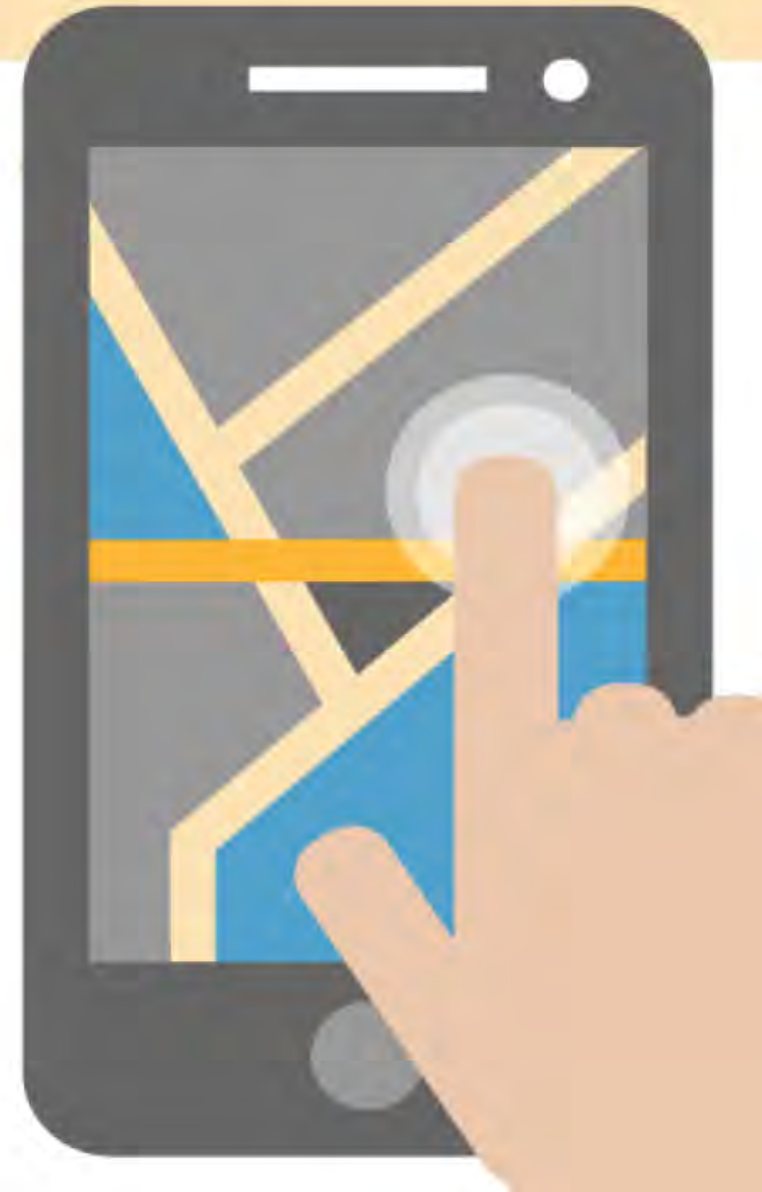
INTERACTIVE MAP

Why it's important:

Not all property search maps are created equal. Make sure your property search includes intuitive and interactive features located directly within the map view. Zooming and panning to find a certain location can get to be a hassle for customers. Utilize a search box to locate a city, neighborhood, school district, etc. and then allow customers to move and pan, leading to a much more productive property search.

PRO TIPS

- ✓ *Find an interactive map solution that lists all of your properties and includes lead capture tools directly within the map view*



2

DETAILED PROPERTY INFO

Why it's important:

The devil is in the details, and customers want to see every last one for a property. *In what school district is a property located? How long will my morning commute be? Are there any cool restaurants nearby?* All of these are questions home buyers want to know about a new home. Provide this information on your property search, or customers will go elsewhere to find it.

PRO TIP: ✓ *Showcase detailed product information on each detail page such as: estimated annual taxes, exterior and interior features, appliances and more.*





1 PHOTOS

Why it's important:

We process pictures 60,000 times faster than text, so it's no wonder this is the most important tool in selling a property. Photographs are much more convincing than property descriptions and word of mouth. Make sure photos are as large and of as high quality as possible. Small, grainy photos only do your properties a disservice to customers. Any quality property search should retain the highest fidelity levels for images.

PRO TIPS:

- ✓ *Hire a professional photographer
- no mobile photos allowed!*
- ✓ *Make sure your photographs are presented on
your site at the highest quality level and span
as much of the page as possible.*



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Subject: CRB Presentation