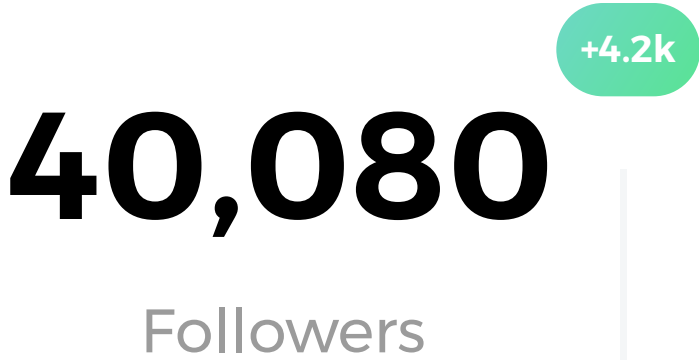
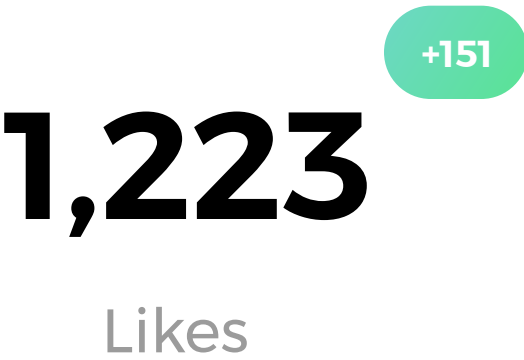
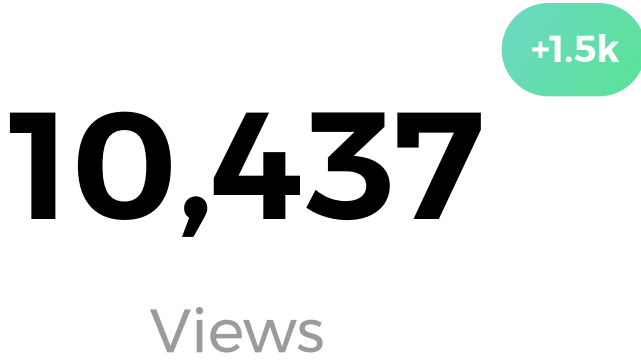


Getting Ready

We will begin the presentation shortly

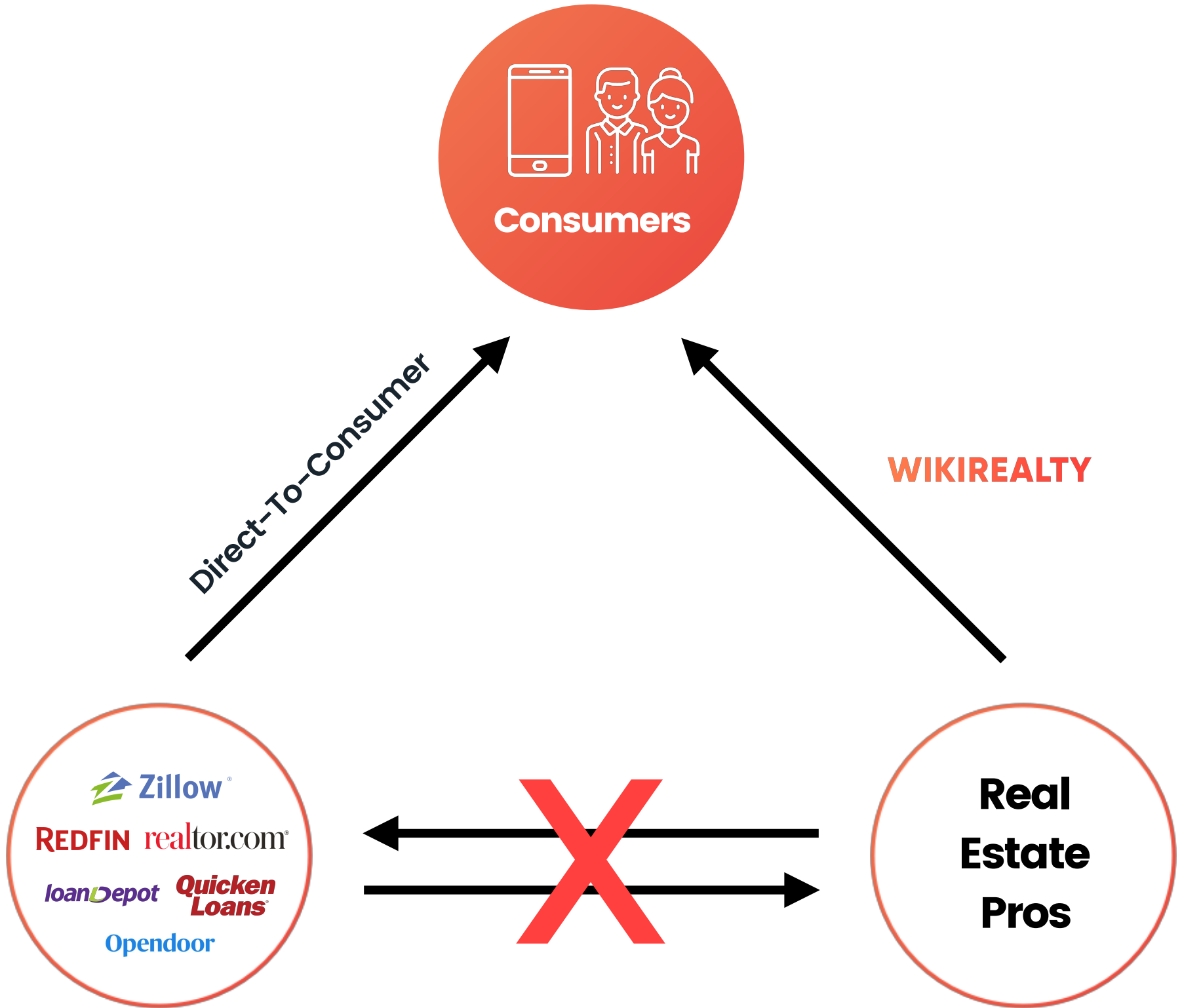
The Future Of Real Estate Is Digital

A modern approach to **connecting with consumers online**



We're At The Dawn Of A New Era

Listing portals and other tech companies are **moving to go direct-to-consumer**



The Opportunity Is To Connect Early and Often

Realtors that **win the customer early today** will dominate the marketplace for years

Thinking About A Move
1-3 months

Neighborhood Search
3-9 months

Property Search & Closing
60-120 days

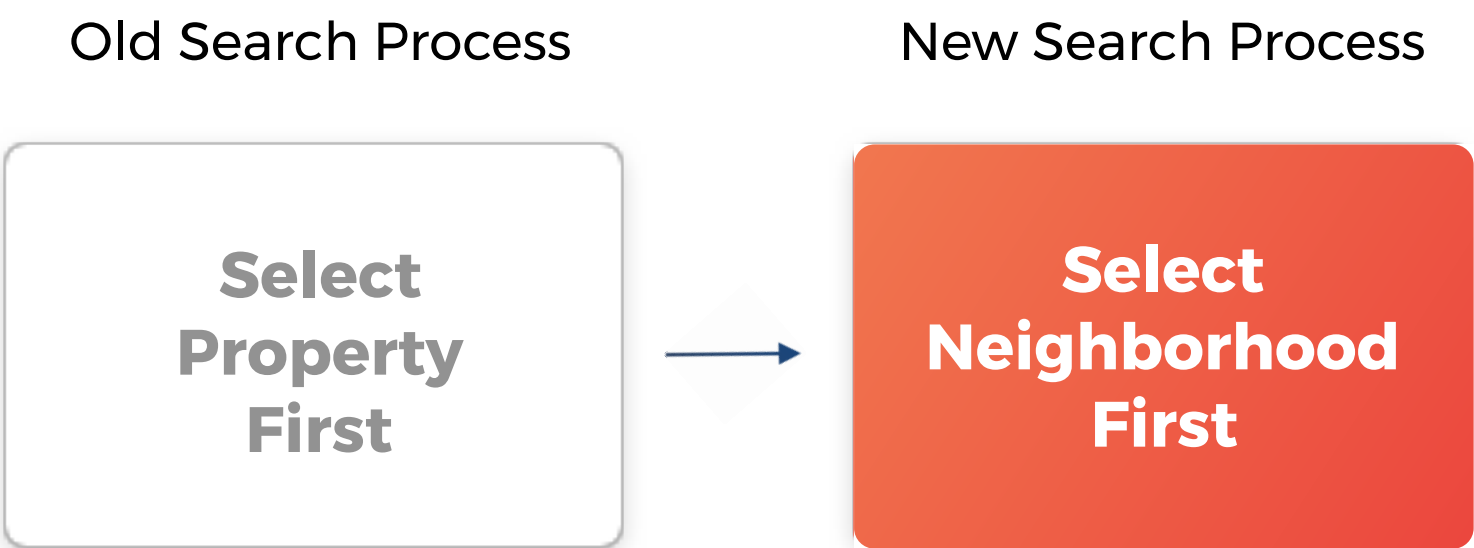
Realtors that focus here will **dominate the market**

Realtors that **ONLY** focus here will lose prospects over time

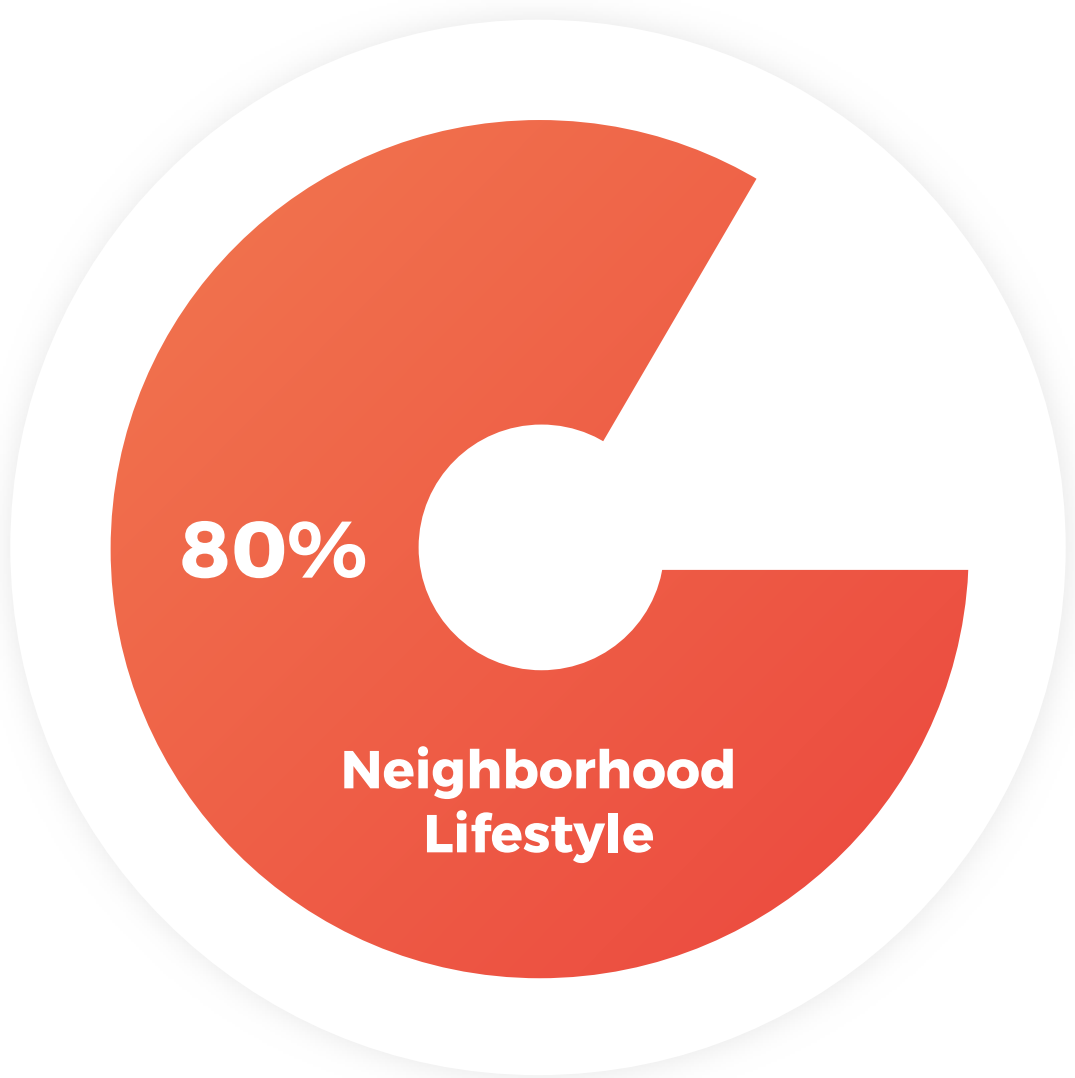
The Most Effective Way To Connect Is Hyper-Local Content

Consumers want to have transparent, authentic, personalized experiences

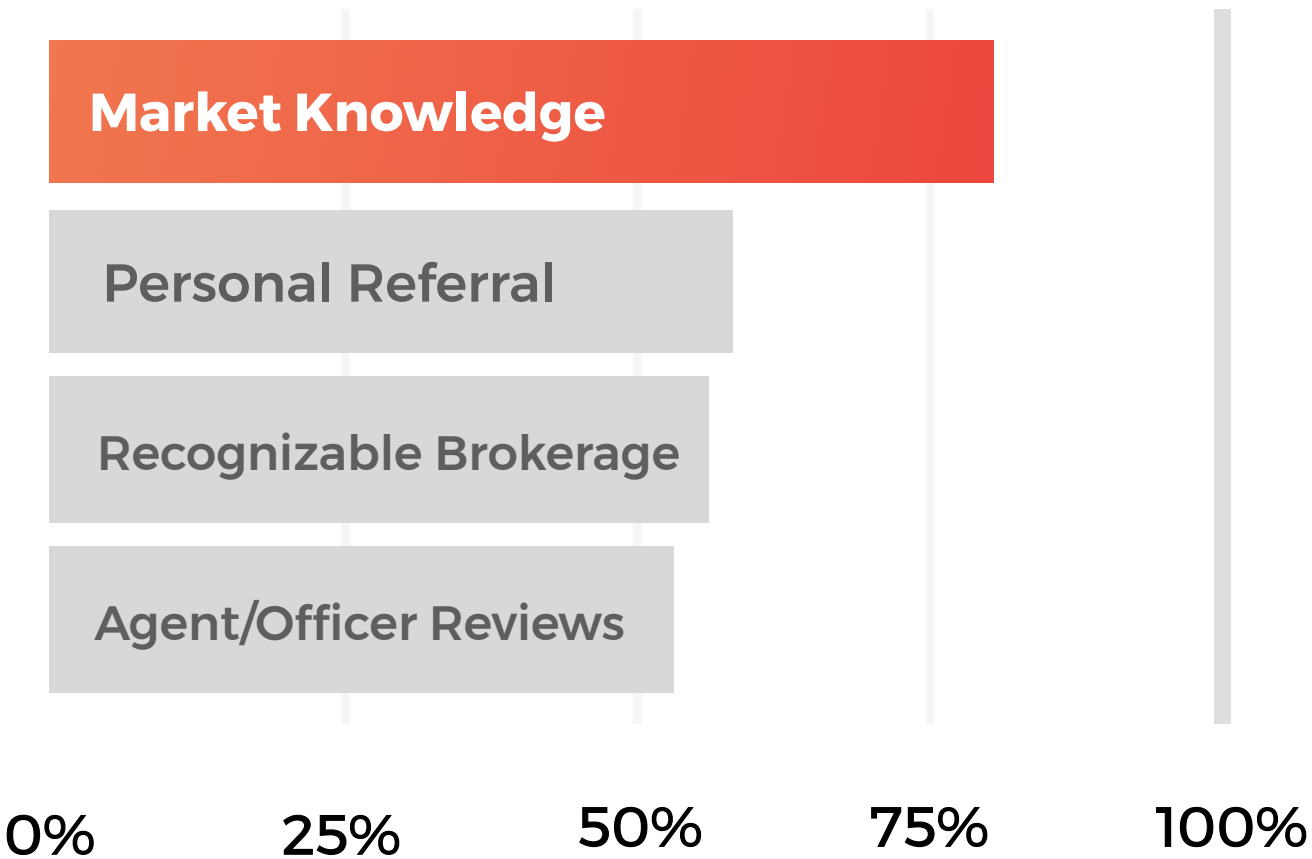
Source: Zillow Group



The search process has evolved to consumers now picking a neighborhood first and a property second



80% of property buyers say the neighborhood is the most important factor



In choosing a professional to work with market knowledge is the most important factor

Current Roadblocks For Realtors

“I don’t have time.” “I don’t know how.” “I don’t want to.”

Social
Media

Search Engine
Optimization

Hyper-Local
Content

Property
Listings

Retargeting
Ads

Referral
Network

twitter

facebook

Instagram

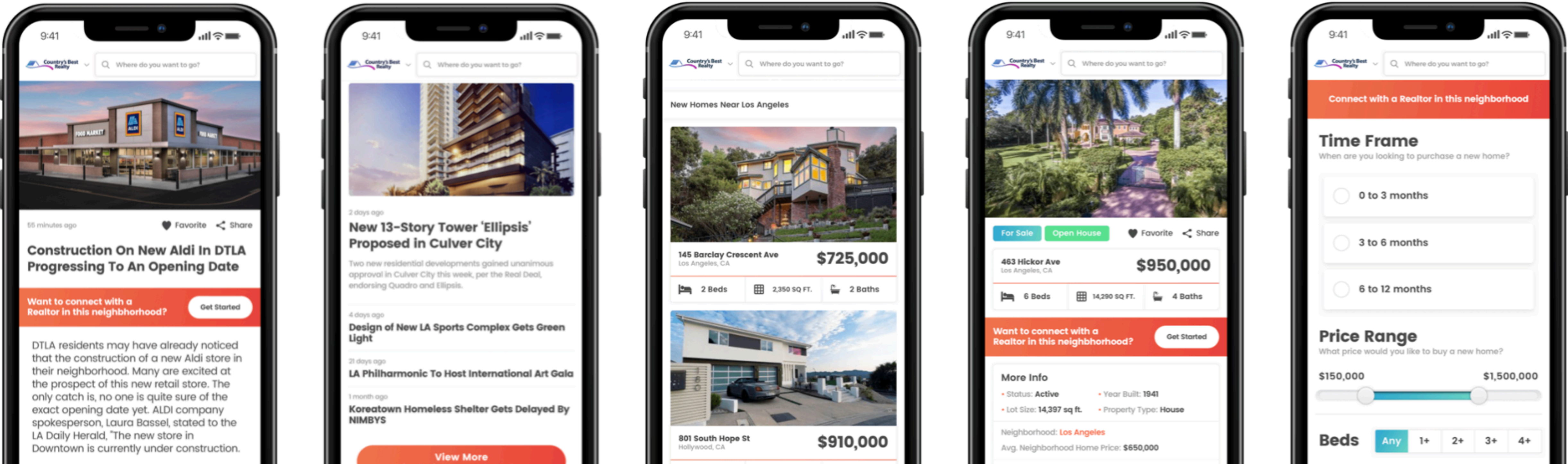
Linked in®

Google

Bing

What Is WikiRealty?

Automated marketing and advertising to help you connect and form real relationships with homebuyers and sellers online



How Do You Connect Me With Consumers Online?



Building Your Audience

Neighborhood Insight Ads

Similar to a blog post, Neighborhood Insight Ads are **200-250 word articles related to a neighborhood, city, local event, lifestyle topic** or anything else that may be of interest to people in your market interested in real estate.



Social Media Automated Re-Targeting

SMART Ads

SMART Ads focus on getting **your business message in front of consumers who have engaged with your Neighborhood Insight Ads**, as well as your own lead databases which can be uploaded and used for SMART Ads

How Does Local Content Lead To New Business For Me?

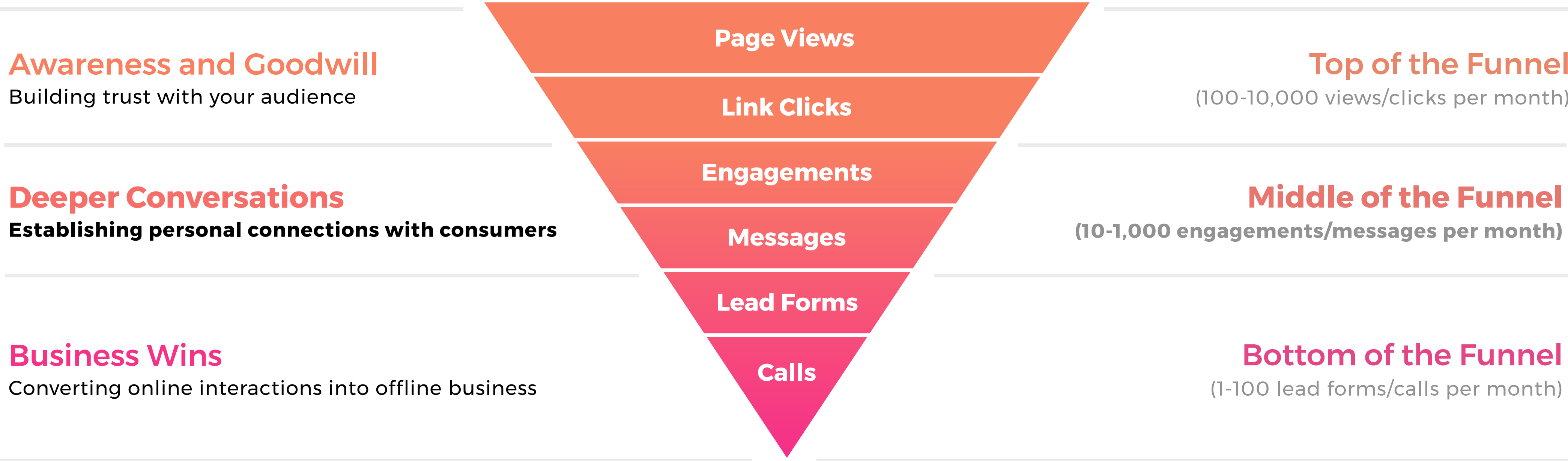
Your Effort Level	No or Little Effort (10 minutes per week)	Consistent Effort (10 minutes per day)
Your ROI	Long Term Business Branding + Prospect Building	Short Term + Long Term Business Leads/New Business AND Branding + Prospect Building

“WikiRealty posts on local happenings **has generated me 2 potential buyers** and the template they sent to me on how to connect with people sharing my post and out of that **I have got 3 people to respond – 2 of which want to know what it takes to buy a house and one that referred a co-worker looking to buy in St. Cloud.**”

- Loan Officer in Minnesota, March 2019

How Do I Think About And Evaluate ROI?

Awareness and goodwill leads to deeper conversations that lead to closed sales



New business is won even before a consumer fills out a lead form or picks up a phone to call