

*market leader* power hour

# Twelve Months of Market Leader



**Jenn Tervo**

*Senior Trainer, Customer Success*

## The Plan for Today...



Contact detail updates to help you convert more leads



Engagement tools and automation to save you time



Property marketing enhancements to impress sellers



Today's call will be recorded

*market leader*

# Better Contact Management

- New and improved contact details
- New contact referral functionality
- Groups & marketing enhancements



## New Look and Feel!



Enhanced contact dashboard & timeline



Simplified contact details & new fields



New 'Refer Contact' functionality

**JT** Jane Turner  
Steve Turner (Husband) Buyer Website

Dashboard Details Properties Transactions

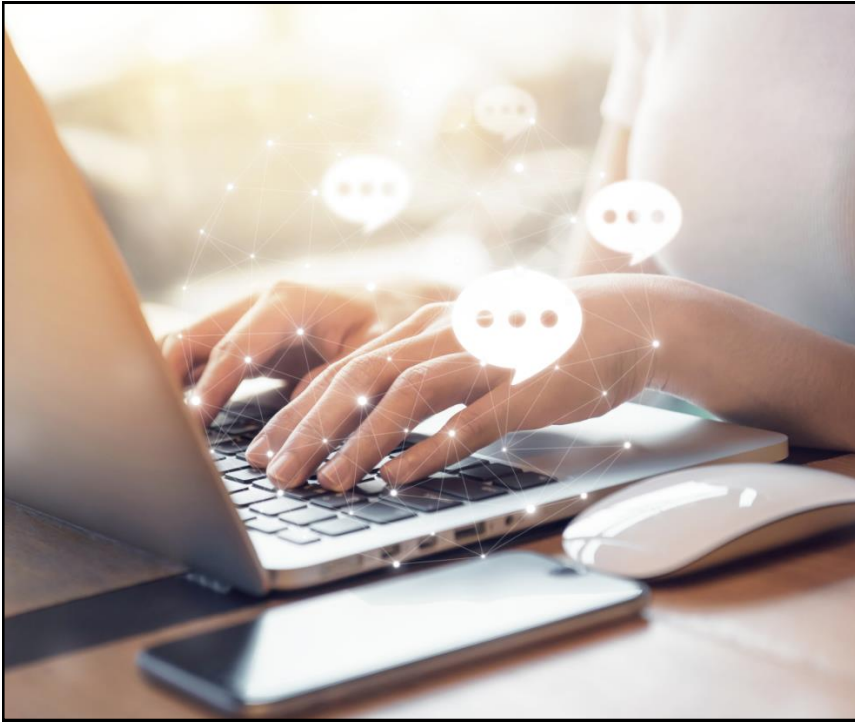
5 Favs 25 Views 3 days ago Contact updated subscription settings

Kirkland \$602K 3bd 2ba

Groups Searches Mktg Trans

Timeline Show: Reminders & Notes

- Contact Update Thu, 11/15/2018  
Jane Turner subscribed to campaign emails
- Contact Update Mon, 11/12/2018  
Jane Turner unsubscribed from campaign emails
- Campaign Assigned Wed, 10/10/2018  
You added the contact to campaign Long Term Buyer - Cold Leads



# Easy & Effective Engagement

- Follow Up Wizard enhancement
- Updated CMA and listing alerts
- Email and inbox enhancements

## Send Just the Right Message

Follow up with mike king ×

Get Started
Take Action
Wrap Up

Are you:  Calling / Meeting in Person  Sending an Email

We've got a script for that!

Type of Follow Up:  ?

**New Website Lead**

**New Seller Lead (HouseValues.com)**

**New Zillow Lead**

**New Realtor.com Lead**

**SPEED MATT**  
Following up ↑

74% of leads choose the first agent to add value and insight.

Stay connected with mike. It's a breeze — just click and go!

+ Add Action Plan

New & improved Follow Up Wizard

Engage with various lead types

Create an action plan with one click

1. Follow up tomorrow. Set reminder to add or edit this contact's listing alert.
2. Follow up in 2 days. Check on this contact's activity in 2 days.
3. Follow up in 5 days. Send relevant listings to this contact in 5 days
4. Follow up in a week. Set reminder to check in with this contact in 7 days

# Property Marketing Tools

- MLS sold data on website and CMA
- Listing marketing automation
- Listing integrated Just Sold marketing



## Like Having an Assistant for Property Marketing!

Congratulations on your new listing!

814 E HIGHLAND DR



Everything you need to get your listing noticed has been automatically created and is ready to go!

- Check out your beautiful [Single Property Website](#)
- [Email](#) your listing using our tool to find the contacts who are most likely to be interested
- Mail this [Postcard](#) to your sphere or a mailing list
- Print these [Flyers](#) to showcase the listing to potential buyers
- Share your listing on [Facebook](#) and [LinkedIn](#)

Go to [Market My Listings](#) to review your new materials and get started!



Listing marketing automation saves you time



Integrate sold listings into marketing designs



market leader



# 2018

- Groups Enhancements
- Sold MLS Data
- Campaign Cloning
- CMA Redesign & Updates
- Automated Listing Marketing
- Email & Inbox Updates
- Additional Website Security
- New Lead Stream Partners
- Updated contact details
- Follow Up Wizard
- Refer a Contact