

# CENTURY 21

Business Builder®

## BOOTCAMP

### Class 3: Master Listing Marketing



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*market leader*

### The Plan for Today...



Send listings to  
contacts in your  
system



Business Builder  
listing marketing  
tools



Listing integrated  
designs to market  
listings



Today's call will be recorded

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No listings? No  
problem!

- You don't have to be a listing agent
- Market office listings
- Attract potential buyers
- Establish yourself as an expert

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Send Listings to Contacts

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- Send just the right listings
- Provide relevant content
- Promote specific listings
- Send multiple listings at once



Send relevant  
listings in seconds

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Market Listings

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## Powerful tools at your fingertips

- Feature listings on website
- Showcase in email footer
- Listing sharing options
- Property blast emails

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- Agent MLS ID: Your listings
- Office MLS ID: Your office's listings
- Sold Listings: Your sold properties
- Custom Properties: Not from MLS



## Choose which listings to promote

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# Listing Integrated Designs

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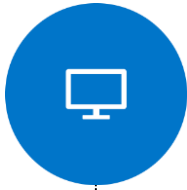
- Listing details pull from MLS
- Swap out images
- Review listing description
- Add a call to action



Create marketing  
in minutes

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# Master Listing Marketing



Feature listings on the home page of your website



Send relevant listings to your contacts



Create listing integrated designs to market listings



You'll receive a link to today's recording shortly!

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QUESTIONS?

**Want more?**

Visit [Learn.MarketLeader.com](http://Learn.MarketLeader.com)

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