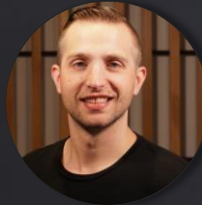


**MILLION DOLLAR  
PIPELINE PROGRAM**

# Convert More Leads in a Digital Age



Sheldon Rapoza  
*Sr. Sales Coach*



Jack Markham  
*Member, Forbes Real Estate Council*

## The Plan for Today...



How today's  
consumer has  
evolved



Leveraging  
technology to win  
more business



Using drip  
marketing VS. a  
personal touch



Today's call will be recorded

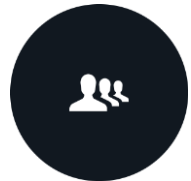
*market leader*

# Meet Our Featured Guest!



**Jack Markham**  
Member, Forbes Real Estate Council  
Sales & Industry Expert

*market leader*



Today's online consumer

**has evolved.**

*market leader*



The consumer has the  
**Control.**

*market leader*



Consumers know they're  
**being sold.**

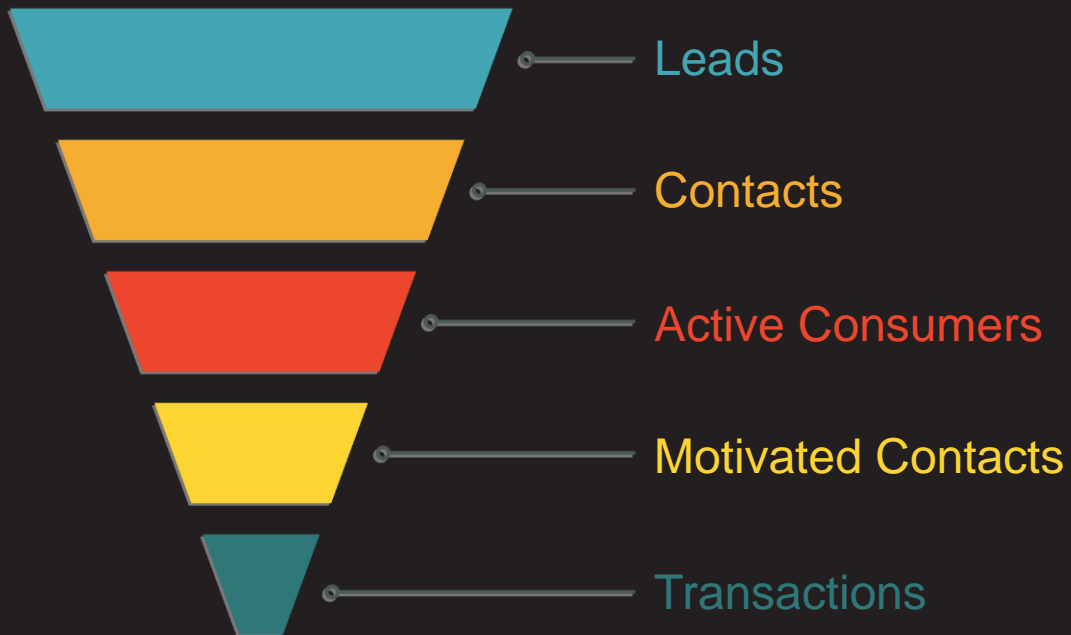
*market leader*



They are judging your

**Engagement.**

*market leader*



*market leader*



# Personalized

messaging is key.

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## How Can You Achieve This?

1

Hire people  
for around  
\$3 - \$4K  
per month

2

Completely  
give up on  
sleep and a  
social life

3

Do it all  
yourself and  
inevitably  
burn out

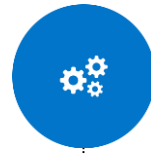
4

Partner with  
the right  
tools and  
technology

*market leader*

# Essential Tools

- ✓ Contact Insight
- ✓ Listing alerts
- ✓ Market Insider Newsletter
- ✓ Scheduled email
- ✓ Custom campaigns



Send the right,  
*personalized* content

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Take Action

market leader



Forge the right

**Relationships.**

*market leader*



Go from agent

**to expert.**

*market leader*



Understand today's

**buyers & sellers.**

*market leader*



Create and build

**trust.**

*market leader*





Manage your time

**Wisely.**

*market leader*

## Convert More Leads



Understand how  
technology & today's  
consumer have evolved



Leverage tools  
technology save time  
and win more business



Personalize your  
message to create  
better relationships



Today's call will be recorded

*market leader*