

MARKETING MEETING

JANUARY 28TH

AGENDA

- Trivia question
- Takeaways from recent mastermind
- Templates
- Action item options

**WHAT IS THE #1 DETERMINING
FACTOR PEOPLE USE WHEN
CHOOSING AN AGENT?**

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REPUTATION

SOURCE: NATIONAL ASSOCIATION OF REALTORS

BUILDING YOUR REPUTATION WITH REVIEWS

TAKEAWAYS FROM GOOGLE MASTERMIND

- 100 Google Reviews will skyrocket your visibility and ranking on searches
- Respond to **EVERY** single review
- Ask for a Google Review after **EVERY** closing
- Follow up with **EVERYONE** that didn't leave you a review
- Ask someone you're close with to look at your Google Page from a non-realtor point of view and ask them, would they contact you? Why or why not?

TEMPLATE FOR AFTER CLOSING

Hi, Name!

Congratulations once again on closing on your new home! If you had a 5-star experience with me, I'd be so grateful if you could share a review - or better yet copy and paste it to a couple of places! Reviews are a big deal because they help others choose me when they're looking for a Realtor.

Here's where you can leave reviews:

- Google - this one helps the most: [LINK]
- Zillow - if you have an account: [LINK]
- Facebook - yes, this is a thing: [LINK]
- Local Facebook groups/pages you are a part of - this would be amazing!

If you can only do one, no worries - it's still much appreciated!

And of course, if you know friends, family, or anyone else buying, selling, or renting, please consider sending them my way. I'd love to help!

Thank you so much!

FOLLOW UP TEMPLATE

Hi, Name!

I hope you are all settled in and loving your new home!

I know it was a busy time when I asked for a review after your closing, so I wanted to send a quick follow up note. If you have a few minutes now, it would mean the world to me if you could leave a review. The links are pasted below to make it as easy as possible. If you could copy and paste your review to a couple of places, that would be even better.

Thank you so much for your consideration in helping me build a great reputation for future clients!

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FINDING YOUR FACEBOOK REVIEW LINK

- Log into your Facebook account
- Navigate to your business page
- Click the Reviews tab
- Copy the URL from the address bar in your browser

REVIEW TEMPLATES FOR SOCIAL MEDIA

SOCIAL MEDIA TEMPLATES

STORIES

CLIENT TESTIMONIAL

“Insert your five-star client testimonial here because you are amazing and deserve to share these nice words that someone said about you on your social media!”

-Name



CLIENT TESTIMONIAL

“Insert your five-star client testimonial here because you are amazing and deserve to share these nice words that someone said about you on your social media!”

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SOCIAL MEDIA TEMPLATES

STORIES

Testimonial

★★★★★

“Insert your five-star
client testimonial here
because you are amazing
and deserve to share
these nice words that
someone said about you
on your social media!”

First Name Last Initial
Town, State

Testimonial

★★★★★

“Insert your five-star
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SOCIAL MEDIA TEMPLATES

STORIES



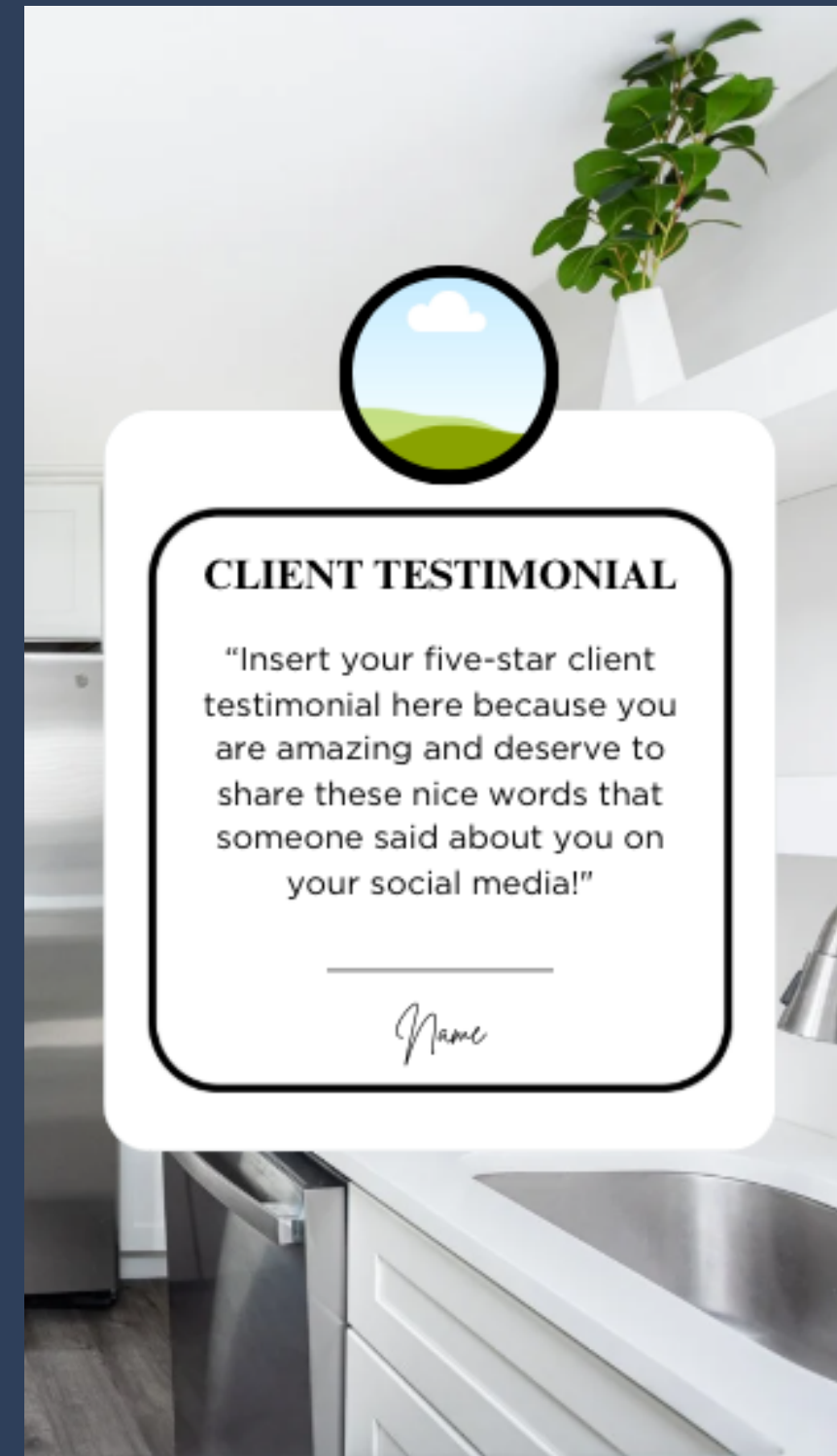
SOCIAL MEDIA TEMPLATES

STORIES



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SOCIAL MEDIA TEMPLATES

POSTS - ALL STORIES ARE RESIZED FOR POSTS

CLIENT TESTIMONIAL

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-Name



Testimonial



"Insert your five-star client testimonial here because you are amazing and deserve to share these nice words that someone said about you on your social media!"

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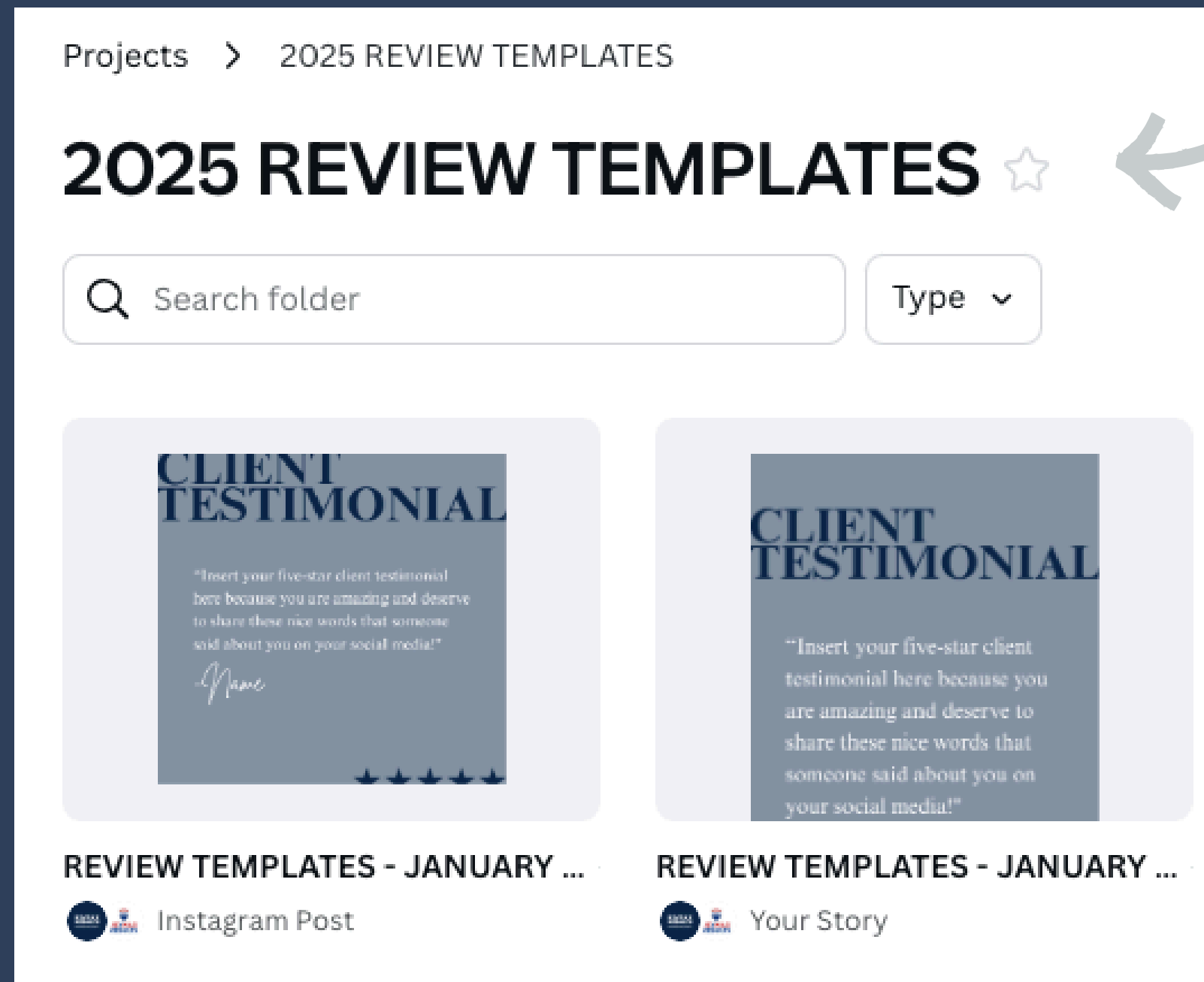
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Name

WHERE TO FIND THE TEMPLATES

RE/MAX MARKETING FOR AGENTS CANVA



ACTION ITEM OPTIONS

CHOOSE AT LEAST ONE TO DO **TODAY**

- Reply to a review you haven't acknowledged yet
- Ask for a review from a recent client
- Follow up with a client that you asked for a review from and didn't receive one
- Use our new templates to share out an existing review on social media

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