

ONE COOL

EXP



CALIFORNIA ASSOCIATION  
OF REALTORS®

ANAHEIM, CA  
OCT. 7-9, 2014

# Which CRM Is For You?



With Brad Korn

- Rolodex
  - Access Phone Number



- Database
  - Computerized Rolodex



- Contact Management Systems
  - Manages workflow, reminders, and more

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Which Do You Have?

http://www.act.com/products/

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act!™ Why choose Products Marketplace Support Partners Community About us 866-873-2006

Act! Home > Products

## Act! Editions & Pricing

Act! is the #1 best-selling Contact & Customer Manager, trusted by individuals, small businesses, and sales teams to get organized and take the guesswork out of marketing to drive sales results.

**act! pro** v16

**\$269.99** per user

[Try it free](#) [Buy now](#)

**act! premium** v16

**\$549.99** per user

[Try it free](#) [Buy now](#)

**Deployment:** Windows®  
**Recommended For:** Individuals

- Contacts, groups, and companies
- Calendar and activity management
- Seamless integration with Office, Outlook®, Google®, Facebook®, and LinkedIn®
- Best-practice process automation
- Opportunity management

**+ All the Act! Pro features**

**Deployment:** Windows®, Web, Hosted, and Mobile  
**Recommended For:** Workgroups and Sales Teams

- Extended accessibility and team-based functionality
- Real-time, shared access to a central database from Windows®, web, and mobile

Products

- ▾ Editions & Pricing
  - Act! Pro
  - Act! Premium
  - Act! Premium Hosted
  - Mobility
  - Act! emarketing
  - What's New in Act! v16
  - Marketplace
  - White Papers



# Contact Management Systems

AgentOffice  
Powered by Emphasys Software

HOME PRODUCT PRICING FAQs BLOG SUPPORT CONTACT

## AgentOffice Real Estate CRM Software

Ever wished you had a personal assistant? AgentOffice is a customer relationship manager (CRM) for agents and teams that simplifies the way you manage your real estate business, automating tasks so that you have time to concentrate on your clients. It transforms Outlook to make it real-estate specific, giving you all the features you need in one place. Prefer a robust, standalone solution for your desktop? We have that, too. Sign up for a free, no-obligation trial today.

[Sign Up!](#) [Learn More](#)

#### Affordable Pricing

AgentOffice pricing fits into any agent's budget, even a modest one, and includes options for teams. Get the real estate CRM features you want at a price you can afford.

#### Timely Support

Technical support is just a phone call away, and it's included with your purchase. Plus, the knowledge

#### Easy Backups

Never worry about your valuable contact info again. AgentOffice will back up your data in our secure cloud or on removable media, automatically or on demand.

#### Metrics Dashboard

Team Edition's metrics dashboard gives you an expansive, real-time view of your business: properties

#### Automated Email

Put your marketing campaigns on autopilot using our built-in email templates, or customize your own. Keep in touch with prospective buyers and never miss another sale opportunity.

#### Stay Social

Save time on your social media investment. AgentOffice's integration with Facebook and

Version 10	Personal Edition <small>Hot!</small>	Team Edition
\$395 one-time purchase	\$30 per month	\$75 per month



# Contact Management Systems

**eEdge**  
THE POWER TO PRODUCE

“...very cutting edge, and that’s what we need now. Thanks for thinking outside the box and giving us this great tool for our businesses.”  
Ben Sherman, KW associate

**No more hunting for passwords on post-its and logging onto seven different systems a day to run your business.**

Exclusively built for Keller Williams Realty associates, **eEdge** is the real estate industry’s first and only complete lead-to-close agent business solution – including lead management, contact management, a marketing library and a paperless transaction system. All your contacts and data feed straight through the system – no double entry, no multiple log-ons.

**myLeads**  
(5) [New Leads](#)

- Leads feeding from more than 40 KW and agent sources, along with 350+ listing syndicates
- Immediate lead notification when new leads come into your business
- Automated lead response to capture hot leads

**myContacts**  
[View Contacts](#)  
[Add New Contacts](#)

- Robust contact management system
- Ability to group contacts for targeted marketing campaigns

**myMarketing**  
(3) [New Listings](#)  
[\[show options\]](#)

- SEO-optimized lead generating Website options
- Customizable and automated marketing campaigns for farms, buyers, sellers and past clients
- Pre-listing Presentations, Listing Presentations and Buyer Consultations
- Listing syndication to 340+ real estate search engines

**myTransactions**  
(3) [New Listings](#)  
[\[show options\]](#)

- Faster, seamless, practically paperless transactions
- Ability to invite all parties into a transaction loop to exchange documents
- Unlimited document storage capacity
- Electronic signature capability (*where allowed by law*)

**Industry Buzz on eEdge**

*Winner of Inman Innovator Award*



# Contact Management Systems



[login]

## Get 10X The RESULTS with 10X LESS Effort using FUEL Lead System

This All in One Lead Generation System was Designed To Put Your Business on Auto-Pilot

FUEL seamlessly **AUTOMATES** and **INTEGRATES** all the critical aspects of running a business

- ✓ Dialer, Call Tracking, SMS, Direct Mail & Email follow up
- ✓ Automatic Direct Mail Campaigns that will get your phone ringing
- ✓ Pre-Made Campaigns that CONVERT your Leads into Clients
- ✓ Follow up INSTANTLY with FUEL's SMS Conversations (*and blow your sellers mind*)



Step 1: Is FUEL available for your market?

Cross Your Fingers »



# Contact Management Systems

http://www.infusionsoft.com/

File Edit View Favorites Tools Help

Infusionsoft.

About Us Product Resources Partners Login See how it works

Contacts

13 new contacts in the last 30 days

5,201 TOTAL CONTACTS

All Sales

Your sales this month have increased 8%

\$12,491 ALL SALES

## Small business sales and marketing software

GET ORGANIZED • GROW SALES • SAVE TIME

See how it works

**Essentials**

**\$199** /mo.

Best for: Companies with basic marketing automation needs.

**Deluxe Sales**

**\$299** /mo.

Best for: Companies with sales teams that need advanced CRM tools.

**Deluxe E-Commerce**

**\$299** /mo.

Best for: Companies with an online store.

**Complete**

**\$379** /mo.

Best for: Companies with both an online store and a sales team.

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# Contact Management Systems

1-800-NO-SOFTWARE | 1-800-667-6389 | Contact

Products Community Industries Services Customers Events About Us

salesforce | Service Cloud

Support every customer. Anytime. Anywhere.

Learn more >

Get the world's #1 CRM sales application.

Watch demos >

Editions & pricing >

Small business solutions >

Contact

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Most popular			
<p><b>GROUP</b></p> <p>Basic sales &amp; marketing for up to 5 users</p> <p><b>\$25</b></p> <p>/user/month* (billed annually)</p> <p>Try for FREE &gt;</p>	<p><b>PROFESSIONAL</b></p> <p>Complete CRM for any size team</p> <p><b>\$65</b></p> <p>/user/month* (billed annually)</p> <p>Try for FREE &gt;</p>	<p><b>ENTERPRISE</b></p> <p>Deeply customizable CRM for your business</p> <p><b>\$125</b></p> <p>/user/month* (billed annually)</p> <p>Try for FREE &gt;</p>	<p><b>UNLIMITED</b></p> <p>Unlimited CRM power and support</p> <p><b>\$250</b></p> <p>/user/month* (billed annually)</p> <p>Try for FREE &gt;</p>

# Contact Management Systems



The dashboard features a navigation bar with icons for Dashboard, Relationships, Marketing, My Business, and Calendar. Below this, there are three main sections:

- Win the Day Status:**
  - Calls Made (1) / Goal 4
  - Notes Written (1) / Goal 2
  - Pop-Bys Delivered (1) / Goal 1
- Win the Week Status:**
  - Calls Made (18) / Goal 23
  - Notes Written (5) / Goal 10
  - Pop-Bys Delivered (4) / Goal 6
- To Do:**
  - Prepare Your Monthly Mailing (Due 4/1)
  - Work on Business Mixer Guest List (Due 4/7)
  - Send eReport (Due 4/15)

Find  
chee

30-Day

Referral Maker™ CRM

Try it **FREE**  
for 30-days

get started today!

1st  
Month Free

Referral Maker™ CRM

**\$49** *Your First  
month's free!\**  
per month

get started today!

\* First month is free if you have not used a free trial.

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# Contact Management Systems

http://www.realtyjuggler.com/

File Edit View Favorites Tools Help

RealtyJuggler™

RealtyJuggler About Us Contact Us News Sign-In

Features Flyers Letters Mobile Manuals Pricing Sharing



# Real Estate Software

for only **\$99/year**

As a successful Realtor or real estate professional, it's your job to handle hundreds of details. With RealtyJuggler, you can be more organized, and less stressed. It's like having a personal virtual assistant!

There are lots of other real estate software CRM products out there, but they can be awkward, and require special training to use. Not so for RealtyJuggler.

If you don't have the time or patience for complicated software...

...then RealtyJuggler is for you!

---

## Easy to Use



Most successful agents are not technical. They just want something that gets the job done quickly and without drama.

RealtyJuggler is the perfect tool for a

## 90-Day Free Trial

Test-Drive RealtyJuggler for 90 days FREE!



Are you ready to get organized? If YES, click here for an instant, FREE trial. [Learn More >](#)

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# Contact Management Systems

**Top Producer CRM™**  
**74% OF CLIENTS WILL GIVE YOU A REFERRAL IF YOU STAY IN TOUCH.\***  
 Build referrals and build your business with real estate's most intuitive real estate customer contact management (CRM) software for agents and brokers.  
\*NAR 2010 Profile of Home Buyers and Sellers


Referrals are the lifeblood of real estate, and satisfied clients are your best source of new business. And because 90% of leads are closed between the 2nd and 12th contact, staying in touch is critical to your success – and that's what Top Producer does better than anyone else. Top Producer keeps your sales pipeline running smoothly with automated, PERSONALIZED follow-up on a regular schedule, and you don't need a PhD to use it.

\$39.95 /month	<p><b>Top Producer® Bundle</b></p> <p><b>\$84.95</b> per month</p> <p>Includes Top Producer® CRM Market Snapshot®</p> <p><b>Choose Starter bundle</b></p>	<p><b>Recommended</b></p> <p><b>Success Suite with FiveStreet*</b></p> <p><b>\$99.95</b> per month</p> <p>Includes Top Producer® CRM Market Snapshot® FiveStreet</p> <p><b>Choose Success Suite</b></p> <p><small>*US Customers only.</small></p>	<p><b>Success Suite with Website</b></p> <p><b>\$99.95</b> per month</p> <p>Includes Top Producer® CRM Market Snapshot® Top Producer® Website</p> <p><b>Choose Success Suite</b></p>
\$64.95 /month			
\$34.95 /month <small>(+\$99 setup fee)</small>			
\$24.95 /month <small>(+\$49 setup fee)</small>			
\$19.95 /month			
\$25 /month			
Call for pricing			



# Contact Management Systems

- Can you access CRM?
- Can you capture leads?
- Can you complete tasks?



**Features**

- Contacts
- Calendar
- Opportunities
- Activities
- Notes
- History
- Global Search
- Groups and Companies
- Attachments

**Supported devices**

- iPhone® and iPad®
- Android™

Included with purchase of Act! Premium

[Learn more](#)



- Funnel Leads to your CRM
- Capture from 3<sup>rd</sup> Party companies
- Sync with mobile devices
- Pull in info from online (like pipl)



Lead Capture

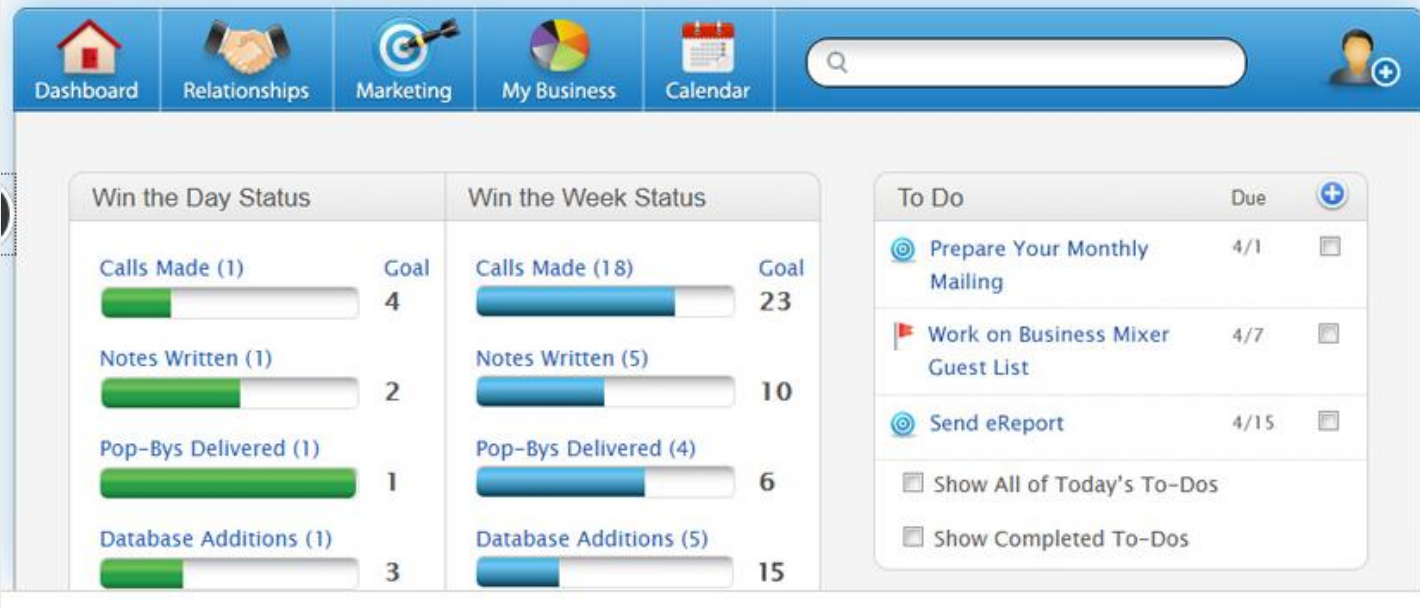
- Number of contacts in sphere of influence
- Leads
- Current listings
- Current buyers
- Under deposit
- Under contract
- Closed properties
- Volume and potential commission for all categories



I envision it much like the cockpit of a fighter jet plane. All the controls you need are at your fingertips so you can 'pilot' your business from this one application." –*Gail Robinson, e-PRO, GRI, William Raveis Real Estate, Black Rock, Conn*

# Dashboard – Pipeline at Glance

- Tracks your activity



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# Dashboards



Only tasks that are due up to two weeks from now are displayed, please click on the Activated Plans tab for more information.

All (19)   @ Email (8)   Call (3)   To-do (3)   Appointment (2)   Mail (3)   Team (0)

Show 10 entries

<input type="checkbox"/>	Task Name	Assigned By	Due Date	Status	Add Calendar
<input type="checkbox"/>	<b>Start the next Plan</b> Brad Korn 8x8 Generic for Brad Korn	Brad Korn	08/12/2014	149 days Overdue	N
<input type="checkbox"/>	<b>8x8 Call #2</b> Brad Korn 8x8 Generic for Brad Korn	Brad Korn	08/12/2014	149 days Overdue	N
<input type="checkbox"/>	<b>Call #2</b> database call plan 4x 1399652360634	Brad Korn	08/07/2014	62 days Overdue	N
<input type="checkbox"/>	<b>8x8 Touch 3</b> Brad Korn 8x8 Generic for Brad Korn	Brad Korn	12/31/2013	In Progress	N
<input type="checkbox"/>	<b>8x8 Touch 6</b> Brad Korn 8x8 Generic for Brad Korn	Brad Korn	01/21/2014	In Progress	N
<input type="checkbox"/>	<b>reconnect letter</b> Brad Korn Reconnect Plan for Brad Korn	Brad Korn	Today	Not Started	Y
<input type="checkbox"/>	<b>8x8 Touch 1</b> Sonya Korn 8x8 Generic for Sonya Korn	Brad Korn	Tomorrow	Not Started	N
<input type="checkbox"/>	<b>Start a New Plan</b> Brad Korn Reconnect Plan for Brad Korn	Brad Korn	10/11/2014	Not Started	N
<input type="checkbox"/>	<b>8x8 Touch 2</b> Sonya Korn 8x8 Generic for Sonya Korn	Brad Korn	10/16/2014	Not Started	N

# Dashboard



- A Great Dashboard will show you the 20% activities that generate 80% Results



Home > Calendar > Activities Summary

Calendar

Home Calendar Contacts Listings & Closings Marketing Email Applications Share ProManage

Google Sync Korn Team Help Center Top

ACTIVITIES

Type: All Activities  
 Date range: 2014-10-07 to 2014-10-10  
 Status: Incomplete  
 Assigned to: Korn Team  
 Show Activities

	!	DESCRIPTION	DATE	TIME	NAME	CONTACT METHOD	TYPE	ASSIGNED TO
<input type="checkbox"/>	!	Call for Referrals (on 12 ideas plan)	2014-10-10		Schamp, Brian	402-660-6209 (Home)	Call	Korn Team
<input type="checkbox"/>	!	Touch 24 email	2014-10-10		Thomas, Ed and Paula	816.200.3886 (Mobile)	Email	Korn Team
<input type="checkbox"/>	!	Start on New Plan - Agent Referral Drip	2014-10-10		Paulson, John	425-522-2416 (Home)	To-do	Korn Team
<input type="checkbox"/>	!	Week 20 email	2014-10-10		Wilson, Barbara	816-226-8092 (Home)	Email	Korn Team
<input type="checkbox"/>	!	Week 25 email	2014-10-10		Ku, Marcus	marcus@marcus.com (Email)	Email	Korn Team
<input type="checkbox"/>	!	Week 16 email	2014-10-10		Goldberg, Seth	512-249-7770 (Home)	Email	Korn Team
<input type="checkbox"/>	!	Touch 6	2014-10-10		Korn, Brad and Sonya	816-226-8090 (Home)	Email	Korn Team
<input type="checkbox"/>	!	Week 20 email	2014-10-10		Davis, Bryan	(479) 756-2131 (Home)	Email	Korn Team
<input type="checkbox"/>	!	Annual Phone Call	2014-10-10		Langley, Henry and Glenda	816-916-9966 (Home)	Call	Korn Team
<input type="checkbox"/>	!	Week 20 email	2014-10-10		Tungol, Amy	816-721-2919 (Home)	Email	Korn Team
<input type="checkbox"/>	!	Week 25 email	2014-10-10		Fry, Kelly	kfryhpi@gmail.com (Email)	Email	Korn Team

Add Activity Mass Open Activities Mass Open Contacts Create Report Mass Mark Done

Dashboard

# • Dashboard Keeps You Focused



Go to Activities | Add Activity

FOLLOW-UP COACH ? Refresh List

Follow-up is a simple step to help grow your business.

We suggest you get in touch with these 5 today.

[Why these contacts?](#)

Last action for Alana Gorman  
Never contacted

Contact now to increase your chances of converting this lead!

Last action for Calvin & Kelly Kauffman  
was 12 months ago

The market is shifting. Let your past client know what this means for their home.

Last action for Gary & Franke Henthorn  
was 10 months ago

Put your sphere to work! Over 40% of buyers were referred by a friend or relative!

Last action for Kathy Swanda  
was 4 years ago

Reach out to your past closing client. Repeats & referrals represent over 50% for some.

Last action for Steve & Heather Maly  
was 3 years ago

Re-connect with your past listing client. Let them know how the market changes affect them.

LISTINGS (ACTIVE) ?

ADDRESS	EXPIRY DATE	MLS#	SELLERS	LIST PRICE	AGENTS
317 NE Woods Chapel Road, Lee's Summit,	2010-01-16 !		Dahl, Bryan	\$169,000.00	Team, Korn
6613 Oxford, Raytown, MO	2010-01-30 !		Dahl, Bryan	\$129,900.00	Team, Korn
11431 E 11th Street, Independence, MO	2010-05-03 !	1641823	Wells, David	\$69,900.00	Team, Korn
4732 N 71 Street, Lincoln, NE	2010-05-10 !	10077186	Maly, Steve	\$99,900.00	Team, Korn
532 W Jennifer Drive, Lincoln, NE	2010-10-31 !	10081323	Eschenbrenner	\$184,900.00	Team, Korn
1103 SE Eastridge Drive, Blue Springs, MO	2012-10-17 !		Forth, Janet		Team, Korn

Go to Listings

SALES PIPELINE ?

New 1829
Engage 3527
Future 7280
Active 0
Closed 0

Show: Team Pipeline | All

NAME	CREATED	SOURCE	TYPE	CONTACT METHOD	ASSIGNED TO
Sheppard, Kim	2014-10-08 11:14pm	Realtor.com - Showcase	Buyer	816-738-4968 (H)	Team, Korn

# Dashboard

# • Lead Capture and Funnel Leads

- Trulia
- Zillow
- IVR Services
- Homes.com
- BoomTown
- Company Sites
- HomeFinder
- HouseHunt
- Postlets
- MLS

## Qualified Lead Providers

We currently support over 80 lead providers. Depending on the provider you use, the setup process varies.

**Note:** If you want to set up realtor.com, the setup must be done in the realtor.com Control Panel.

To set up any of the lead providers in this list, you'll need your lead notification address, which can be found in Settings > Contacts > My Leads tab in Top Producer CRM.

- Trulia
- Trulia Rentals
- Zillow
- 1ParkPlace
- AgentAchieve
- AWeber
- BoomTown
- Buyer Acquire
- Diverse Solutions
- Estately
- FindWell
- GuaranteedSale.com
- Gravity Forms
- HomeFinder
- Homes Database
- Homes.com
- HomeSnap
- HotPads
- HouseHunt
- HUDSeeker
- IDX Broker
- LeadRouter
- ListHub
- Lone Wolf
- Long and Foster
- LoopNet
- MLS Finder
- Movoto
- MRISHomes
- Phone
- Point2
- Postlets
- PrimeSellerLeads.com
- RealEstate.com
- RealtyJuggler
- Realty Store
- RealtyTrac
- Reliance Network
- Remax
- ShortSaleSeeker
- Simple Foreclosures
- Smart Targeting
- Spatial Match
- Street Easy
- Superlative
- VFlyer
- WolfNet
- USHUD
- Zurple



# 3<sup>rd</sup> Party Integration

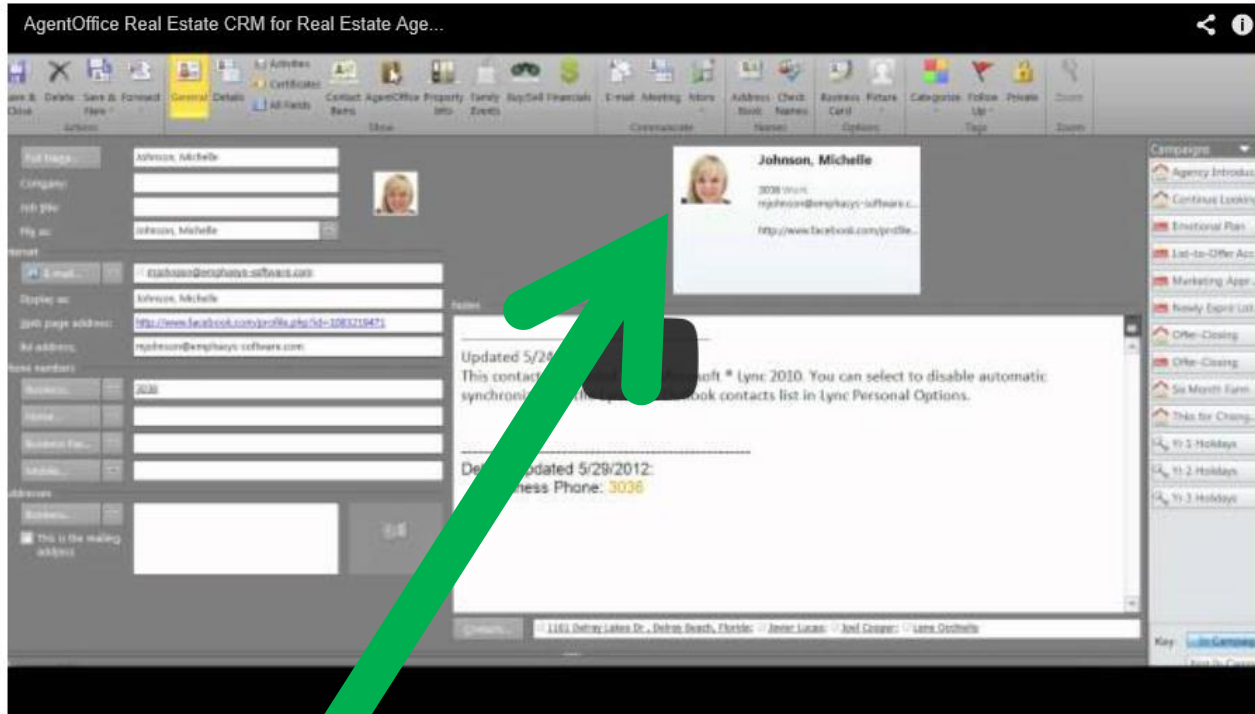
- Integration with Email and Social Media
- Email captures to notes
- Social media threads attach to notes
- Synchronize calendars, email, etc
- Synchronize multiple accounts – team members



Integration



- Be able to Add Photos



Add Photo to Each Record

# “Mind Share”

What agent name will be remembered?

---

One that has made an emotional connection.

Your name is planted here in the 8 by 8 touch. BUT the 33 touch *keeps you in that spot!*



# Make the Phone Ring Again

**IT'S ABOUT ACHIEVING  
MINDSHARE POSITION**

Doctor      Soft Drink

Dentist      Fast Food

**Realtor**      Soap

KELLER  
WILLIAMS  
YouTube

⏸ 🔊 3:55 / 6:00 360p 🏠 🗑

# Let's Play the Branding Game





# Let's Play the Branding Game

## Tennis Shoes

# Let's Play the Branding Game

Tennis Shoes

Potato Chips

# Let's Play the Branding Game

Tennis Shoes

Potato Chips

Toothpaste

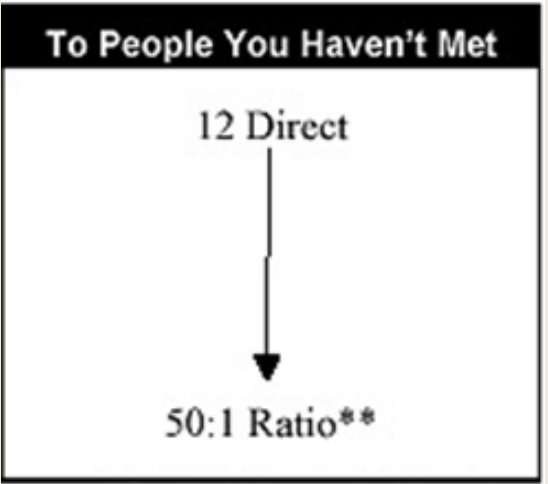
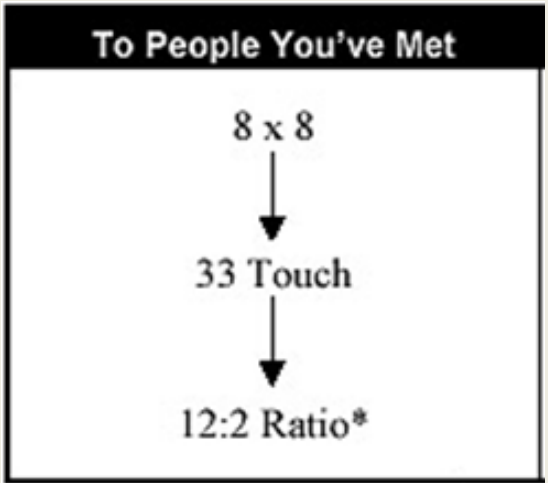
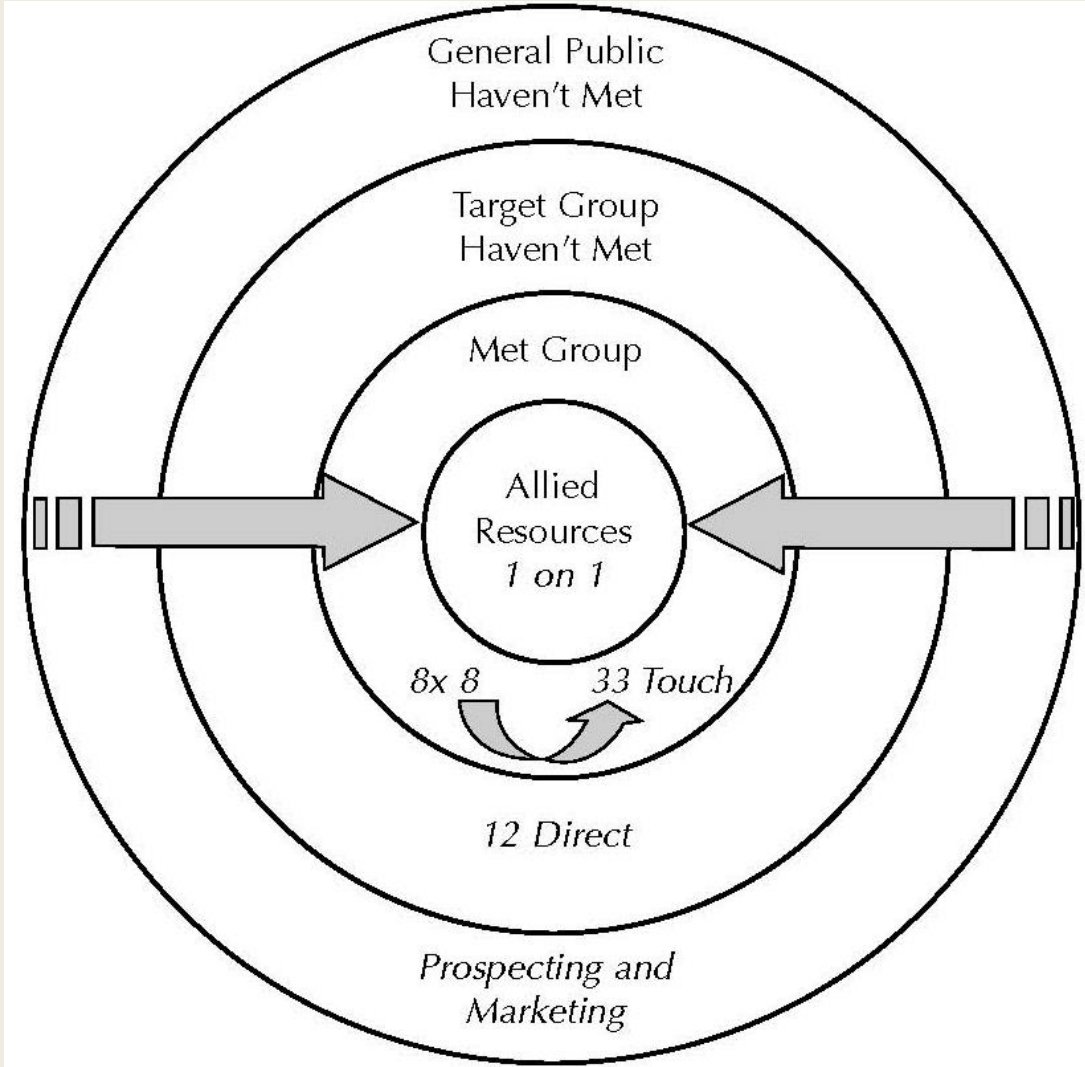
# Let's Play the Branding Game



*YOU:*



# Let's Play the Branding Game



- Multiple Mediums of Marketing



Campaigns / Action Plans



- Multiple Mediums of Marketing



Campaigns / Action Plan

# Customize Your Action Plans

## **Edit/Remove Campaign Elements: 33 Touch: Real Campaign**

This Month in Real Estate is Ready for Your Edits (Activity)

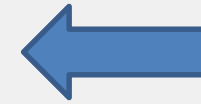


This Month in Real Estate - December Edition (Email)

Real Support: I'm On Your Side (Email)

Real Resolutions: Happy New Year (Email)

This Month in Real Estate is Ready for Your Edits (Activity)



This Month in Real Estate - January Edition (Email)

Activity: Real Estate Values Phone Call (Activity)



This Month in Real Estate is Ready for Your Edits (Activity)

This Month in Real Estate - February Edition (Email)

Real Tips/Real Value: Spring Cleaning Tips (Email)

This Month in Real Estate is Ready for Your Edits (Activity)

This Month in Real Estate - March Edition (Email)

Activity: Home Values / Recent Sales Phone Call (Activity)

Real Ease: Powered By Technology (Email)

Alert: Your 33 Touch Campaign has come to a conclusion (Activity)

- Series of Events
- Custom Days for event to happen
- Medium can be variety of mediums'
  - Letter
  - Email
  - Call
  - To Do
  - Text Messages
- Put as many touches as you want
- Customize who assigned to



# Custom Campaigns

Campaign Name:

Campaign Type:  Interval Campaign  Date Campaign

Total Price: \$0.00 - \$0.00/Contact

Update Delivery Order

Change All to Direct Mail

Change All to Email

1 Send Reconnect Letter

Activity Type: To-Do

Subject:

Schedule:  Day(s) after contact added



2 Reconnect Phone Call

Activity Type: Call

Subject:

Schedule:  Day(s) after previous element



3 TO DO: Did You Send Handwritten Note?

Activity Type: Call

Subject:

Schedule:  Day(s) after previous element



4 Real Ease: Powered By Technology

Delivery Format:

Email



Get Great Return from Your Database with Automated Personal Touches

# Example 8 x 8

- 0 days – write handwritten note
- 1 day after – send letter – Resume
- 8 days after – send letter
- 15 days after – send letter
- 22 days after – phone call
- 28 days after – letter
- 35 days after – letter
- 42 days after – send an item of value
- 49 days after – phone call
- 49 days after – set up 33 touch (or next plan)

- Print to Local Printer
- Send to Mail House without specific quantity
- Can put pictures, video, merge fields, etc in each piece
- Emails go out as individual email
- Build letterhead into document
- Plans can be copied and adjusted
- Built-in Auto-Dialer



# Custom Campaigns





**The Korn Team**



September 17, 2009

Week 1

Dear Brad and Sonya,

It is a pleasure to know you and we want to remind you that we are available for all your real estate needs. All of our partners at The Korn Team realize you have a choice to work with whomever you want. We have over 15 years experience to ensure you and your referrals have a smooth transaction. We continue to ask you, our clients, how we can serve you better. Our business continues to improve and grow, but we are never too busy to help you or your friends, family member and co-workers. The Korn Team is definitely the best group of agents to insure fair representation, and look out for your best interest.

We have enclosed a resume of The Korn Team. This will help you understand how our team works. Hopefully you will see the benefit of having several people on your side, rather than one person trying to do everything. Our past clients will be happy to tell you how our team was a benefit in their last move. You can read some feedback we received from our past clients and [www.kornteam.com](http://www.kornteam.com). If you have any questions about how our team can benefit you, don't hesitate to call us. We appreciate the opportunity you have given us.

Also, if you know of anyone thinking of buying or selling, please be sure to tell them about the Korn Team. Our Instant Notification Program continues to provide daily updates of new listings for sale. Our aggressive marketing plan continues to get maximum exposure to our listings. We look forward to your continued support. Thank you!

Sincerely,  
Korn Team

**The Korn Team**

Your Personal Real Estate Consultants...for Life!  
[www.kornteam.com](http://www.kornteam.com)

We look forward to helping all of the Korn Family referrals.



### TEAMWORK

A single real estate transaction requires the completion of numerous tasks: marketing, negotiation, sale tracking, communication...just to name a few! As a buyer or seller you will need a trusted advisor, an experienced negotiator, and someone who can facilitate your transaction with expertise. The Korn Team recognizes this need and has assembled a group of individuals to meet it. Each member of the Korn Team has different strengths and talents allowing us to handle your transaction with the care of a specialist...every step of the way!

### Sales Team.

Korn Team agents know the Greater Kansas City neighborhoods and properties inside and out. They

answer questions and communicate proactively by phone, e-mail, fax and in person. Whether you're selling or buying our sales agents provide perspective and advice when you need it and listen to your needs to ensure the best possible result for your unique situation.

### The Korn Team



Brad & Sonya Korn

[www.kornteam.com](http://www.kornteam.com)

[brad@kornteam.com](mailto:brad@kornteam.com)

[sonya@kornteam.com](mailto:sonya@kornteam.com)

816-224-KORN (5676)

Brad and Sonya have lived in the Kansas City area most of their lives selling real estate for a combined total of over 26 years (11 of those years at robbin, and the last 15 yrs at Keller Williams). They advise clients on the market value of properties, area real estate trends, and strategies for each

transaction. Family is also very important to Brad & Sonya. Their four daughters, Lindsay, Allison, Elizabeth and Savannah, are the center of their lives.

September 17, 2009

Dear Brad and Sonya,



My children recently got a new puppy. They picked out the one that was a little different from the rest. Of course, he is the cutest little thing and you can tell he is happy they picked him! I thought you might enjoy this story.

## Puppies for sale

A store owner was tacking a sign above his door that read Puppies For Sale. Signs like that have a way of attracting small children, and sure enough, a little boy appeared under the store owners sign. How much are you going to sell the puppies for? he asked.

The store owner replied, Anywhere from \$30 to \$50.

The little boy reached in his pocket and pulled out some change. I have \$2.37, he said. Can I please look at them?

The store owner smiled and whistled and out of the kennel came Lady, who ran down the aisle of his store followed by five teeny, tiny balls of fur. One puppy was lagging considerably behind. Immediately the little boy singled out the lagging, limping puppy and said, Whats wrong with that little dog?

The store owner explained that the veterinarian had examined the little puppy and had discovered it didn't have a hip socket. It would always have a limp. It would always be lame. The little boy became excited. That is the little puppy that I want to buy.

The store owner said, No, you don't want to buy that little dog. If you really want him, I'll just give him to you.

The little boy was quite upset. He looked straight into the store owners eyes, pointed his finger, and said, I dont want you to give him to me. That little dog is worth every bit as much as all the other dogs and I'll pay full price. In fact, I'll give you \$2.37 now, and .50 cents a month until I have him paid for.

The store owner countered, You really don't want to buy this little dog. He is never going to be able to run and jump and play with you like the other puppies.

To this, the little boy reached down and rolled up his pant leg to reveal a badly twisted, crippled left leg supported by a big metal brace. He looked up at the store owner and softly replied, Well, I don't run so well myself, and the little puppy will need someone who understands!

source: [Chicken Soup For The Soul](#) (Carfield & Hansen)

Sincerely,  
Korn Team



Navigation bar with back, forward, and search buttons. Address bar shows <http://www.kornteam.com/conventionwebsite/Sample8x8.pdf>. Search bar contains "Live Search".

Toolbar with icons for Save a Copy, Print, Mail, and other functions. A search box with "Search Web" and a Yahoo! logo is also present.

<<TODAYSDATE>>

<<CONTADDBLK>>

<<CONTSALUT>>

Who says you cant have your dessert and eat it too? Contacting the Real Estate Professionals of The Korn Team when buying or selling a home allows you a hassle free move. This delicious recipe reminds you that when you call us you can have your dessert and eat it too!

**Fruit Medley Pizza**

- 1- 18oz roll refrigerated sugar cookie dough
- 1- 8 oz package cream cheese, softened
- 1- 7 oz jar marshmallow cream
- 1- pint fresh strawberries, sliced
- 1- Granny Smith apple, cored, thinly sliced
- 1- Peach, pitted, thinly sliced
- 1- kiwi, peeled, thinly sliced
- ½- cup blueberries
- ½- cup red raspberries
- 1- 10oz jar apricot preserves, heated

Heat oven to 350degrees. Roll cookie dough to cover 14 inch round pizza pan; crimp edge. Bake 20 minutes, cool. Combine cream cheese and marshmallow cream; spread on cooled crust. Top with fresh fruit. Glaze entire fruit and crust with apricot preserves.

This is sure to be a hit at your group gatherings. While you are sharing your new dessert treat, please share our name as well.

Sincerely,

<<AGENTNAME>>

## Week 4

### Phone Call:

hey, this is \_\_\_\_\_ from The Korn Team. Did I catch you at a bad time? Just wanted to make sure you received the chance to win your Mortgage Payments for a Year? How was the registration process? The reason for my call is to find out if you have notice anyone else who might be thinking of buying or selling?....

September 17, 2009

Dear Brad and Sonya,



### How's the Food??

In a way, your real estate transaction is like going out to dinner at a restaurant. When you go out to eat and receive great service you generally tip the waiter or waitress. Although that server receives a small paycheck from the restaurant, the bulk of his or her income is derived through tips.



Likewise, we are providing a service and will be compensated through the standard fees in a real estate transaction. However, it's your referrals, or "tips", that tell us how you feel about our services and your experience that help us succeed.

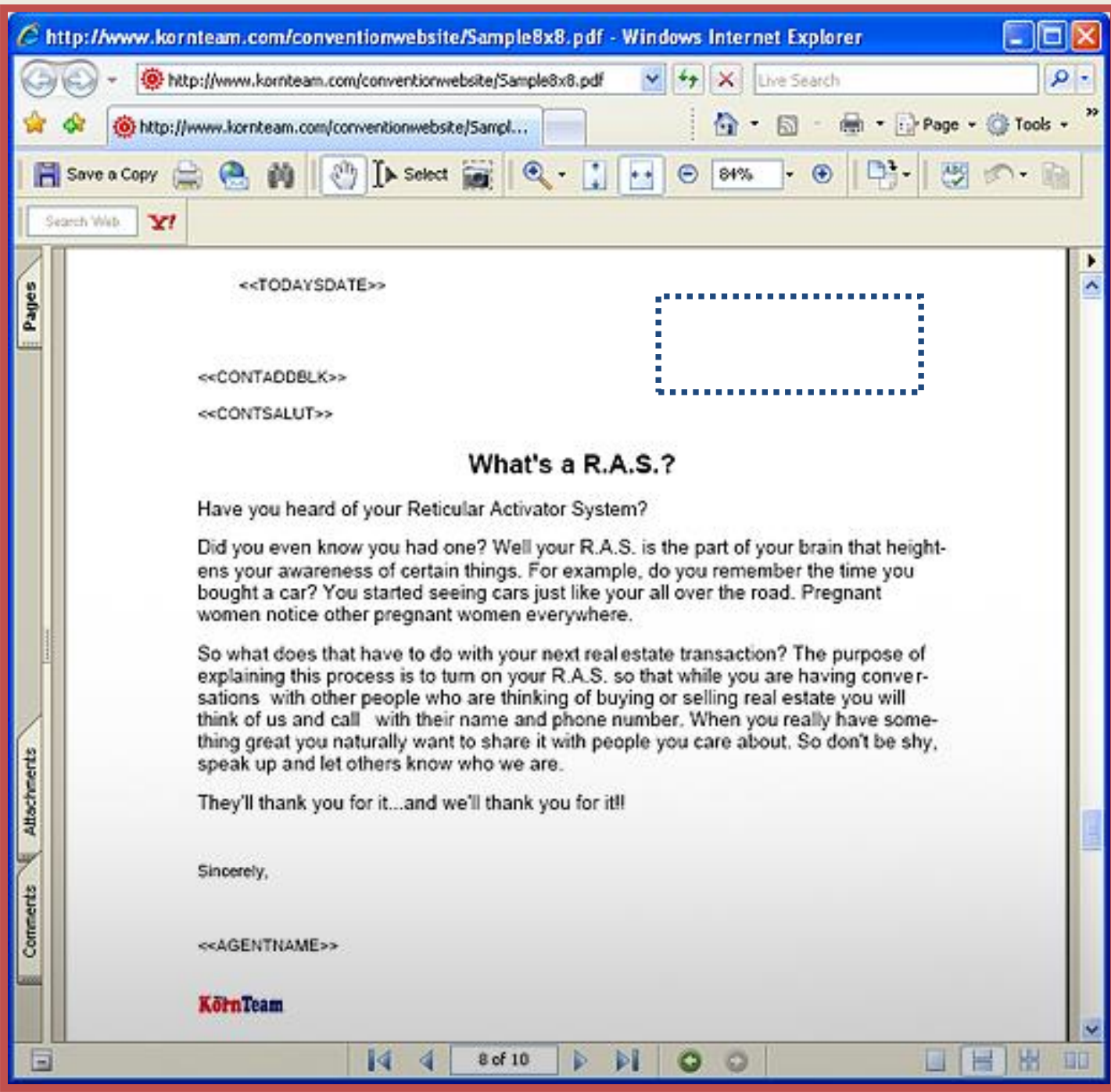
Sincerely,  
Korn Team

[www.kornteam.com](http://www.kornteam.com)  
224-KORN

*Your Real Estate Consultants...for Life!*

ps. The best compliment we can ever receive, is when you tell others about us.





Pages

Attachments

Comments

<<TODAYSDATE>>



<<CONTADDBLK>>

<<CONTSALUT>>

### What's a R.A.S.?

Have you heard of your Reticular Activator System?

Did you even know you had one? Well your R.A.S. is the part of your brain that heightens your awareness of certain things. For example, do you remember the time you bought a car? You started seeing cars just like your all over the road. Pregnant women notice other pregnant women everywhere.

So what does that have to do with your next real estate transaction? The purpose of explaining this process is to turn on your R.A.S. so that while you are having conversations with other people who are thinking of buying or selling real estate you will think of us and call with their name and phone number. When you really have something great you naturally want to share it with people you care about. So don't be shy, speak up and let others know who we are.

They'll thank you for it...and we'll thank you for it!!

Sincerely,

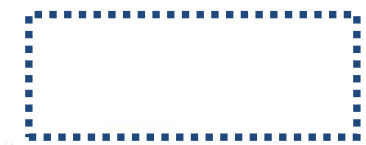
<<AGENTNAME>>

**KörnTeam**

Send Something of Value  
Something they will keep



Calendar



Coaster



Sports Schedule



Letter Opener

Navigation and toolbar area of the PDF viewer, including back, forward, search, and zoom controls.

## Week 8

### Phone Call:

Hey, this is \_\_\_\_ from The Korn Team. Is this a good time? I just wanted to make sure you received our letter opener/calendar/etc that we sent you? Do you have any real estate questions? As you can tell, I really hope you will allow me to be your real estate consultant for life. And also, let me just give you a quick reminder that if you happen to know of anyone else thinking of buying or selling, could you please share their name with me or my name with them?....

Main content area of the PDF viewer, including a sidebar with 'Pages', 'Attachments', and 'Comments' tabs.

# 33 touch:

Communicating  
every 11 to 12  
days with  
something.

*Branding yourself*

- Email
- Newsletter
- Letter
- Podcast
- Video email
- Blog/Facebook/Twitter
- Webinar
- Photos (on Flickr)

\*\*\*FREE Moving Boxes compliments of The Korn Team\*\*\*

Dear Brad and Sonya,

Did you know that we offer FREE moving boxes to help you prepare for your move? Whether you are preparing to move or just need to pack to stage your home just give us a call and we can make arrangements for you to have boxes. Our current and past clients can also use this service to help a friend who needs to clean out their basement. You can offer boxes to your church or charities if they need them to pack up clothes or food. Feel free to email a link to our site or tell your friends, relatives and co-workers that this service is available. This is just another opportunity to say "Thank You" for your continued business and support by referring The Korn Team. We enjoy being your real estate consultants...for life!



Sincerely,  
*Brad Korn*  
REALTOR®

If your property is currently listed with a real estate broker, please disregard our proactive marketing. It is not our intention to solicit the offerings of other real estate brokers. We are happy to work with them and cooperate fully.



## Week 2, 33 Touch

<<TODAYSDATE>>

### We have some Free gifts for you

<<CONTADDBLK>>

<<CONTSALUT>>

We sincerely appreciate the opportunity to keep in touch with you. We have a series of true life real estate stories and situations we have helped people through. Many of our friends, family and clients really enjoy reading about real world situations. The real estate transaction is extremely complex. There are many people involved and everyone needs to have their part of the transaction completed by the closing (we call it a celebration) date. Fortunately for you and your referrals, we have the experience to make sure everyone is completing their part of the transaction. We are going to send you some of the real estate experiences our clients have been through. If you know anyone who might have a similar situation, please contact us and give us their name and contact information. We would like to assess their situation and determine if and how we can best assist them.

Also, We will be sending you some other life stories (Chicken Soup for the Soul type stories). These stories either caught our attention or a client or friend shared it with us. We thought it would be great to share some of these with you (and if you have a favorite story you have read, please send it to us-we just might use it as one of our letters). Feel free to share these at work, with friends and family.

It is our experience that our clients' friends, family and coworkers really enjoy being on this list. If you know someone you think would enjoy these stories and experiences, drop us a note, email or call. We will be glad to add them to our list. We look forward to helping you and your referrals and becoming your real estate consultants for life.

Sincerely,

<<AGENTNAME>>

REALTOR®

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# Examples of content for email

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- ① Free Moving Truck & Free moving boxes with Team Logo on them
- ① 101 Ways to Tell a Child You Love Them
- ① Search FREE Properties on kornteam.com
- ① The Right Advice Can Save Time and Money
- ① Chicken Soup for the Soul story
- ① One of your successful real estate stories
- ① 50 Things You can Do with Alberto V-05

# Set Up Plans in Advance

- Design your plan on paper
  - What does it look like?
    - Tip: no more than 7 emails
    - Tip: more personal touch the better
  - Phone calls and drop by's will amplify your mailings TEN FOLD

# Statistical Proof

- For every **12 people** on the 8 x 8 and 33 Touch you will get **2 pieces of business.**
- **Mass Marketing 1 person in every 50**
- For every **50 people** on an 8 x 8, you're getting **6 pieces of business.**



# Better return on investment...

.....  
*...if you touch somebody Directly and Personally  
versus Mass Marketing*



# Set Up Plans for All Checklists

- Follow up Plans
  - Prospective Buyers
  - Prospective Sellers
  - FSBOs
  - Expireds
  - Generic plan for anyone not in these groups
- New List to Offer
- Contract to Close

- Caution: Be careful who has access



Team Access

# FREE Resources

# www.kornnteam.com/CAR

**SPEAKER OVERVIEW**

**EXPO**  
2014 ANAHEIM Convention Center

**TERRI LUGIN**  
Terri Lugin is a real estate professional with over 20 years of experience in the industry. She is currently a Senior Vice President at the National Real Estate Association (NREA) and is also a past president of the National Association of Realtors (NAR). She is a frequent speaker at industry events and is a member of the National Association of Women Business Owners (NAWBO).

**CAPTAIN CHESLEY "BULLY" SULLENBERGER**  
Captain Chesley "Bully" Sullenberger is a retired pilot and a member of the National Transportation Safety Board (NTSB). He is also a frequent speaker at industry events and is a member of the National Association of Public Administrators (NAPA).

**LESLIE APPLETON-YOUNG**  
Leslie Appleton-Young is a real estate professional with over 20 years of experience in the industry. She is currently a Senior Vice President at the National Real Estate Association (NREA) and is also a past president of the National Association of Realtors (NAR). She is a frequent speaker at industry events and is a member of the National Association of Women Business Owners (NAWBO).

**BRAD KORN**  
Brad Korn is a real estate professional with over 20 years of experience in the industry. He is currently a Senior Vice President at the National Real Estate Association (NREA) and is also a past president of the National Association of Realtors (NAR). He is a frequent speaker at industry events and is a member of the National Association of Women Business Owners (NAWBO).

**RON RAVER**  
Ron Raver is a real estate professional with over 20 years of experience in the industry. He is currently a Senior Vice President at the National Real Estate Association (NREA) and is also a past president of the National Association of Realtors (NAR). He is a frequent speaker at industry events and is a member of the National Association of Women Business Owners (NAWBO).

**STEVE MURRAY**  
Steve Murray is a real estate professional with over 20 years of experience in the industry. He is currently a Senior Vice President at the National Real Estate Association (NREA) and is also a past president of the National Association of Realtors (NAR). He is a frequent speaker at industry events and is a member of the National Association of Women Business Owners (NAWBO).

**STEPHEN FACIRELLI**



You are **1 Step** away from  
The Korn Team's  
**FREE STUFF!!!**

ions for investing in your business this year by attending that One Cool Expo in Anaheim.. Click on the link below so we can get your contact info and send you the information information you heard about at the Wednesday and Thursday Sessions and stuff like our 8x8, 33 Touch systems, scripts, forms, and much more.

This is our FREE gift to you for keeping us in mind for your Midwest Referrals to Greater Kansas City & Lincoln NE.

[CLICK HERE for FREE Registration](#)

8x8, 33 Touch and Team Accountability Materials

You should redirected to a special webpage we have put together for you.

**Thanks, in advance for sending us all your Greater Kansas City and Lincoln, NE referrals.**

We hope to send you some referral mailbox \$\$\$\$ soon!



# COACH Korn

◆ Speaker ◆ Trainer ◆ Coach ◆



California Association of Realtors Expo Attendees



CALIFORNIA ASSOCIATION OF REALTORS®  
ANHEIM, CA | OCT. 7-9, 2014

FREE Resource Site



2 Perspectives in Marketing  
Session & MORE Free Stuff

**FOLLOW  
COACH KORN**



## Make The Phone Ring Again

*as seen at MegaTech in Austin*



### STARTING OCTOBER 20th

Register NOW

4 Installments of \$97

**Subscribe**



Call information will be sent out one week prior to call Start Date



# BONUS TIP

eEdge

Technology Set Up

# Reconnect 4-Step Plan

 **Edit/Remove Campaign Elements: 33 Touch: Real Campaign** 

Reconnect Call (Activity)

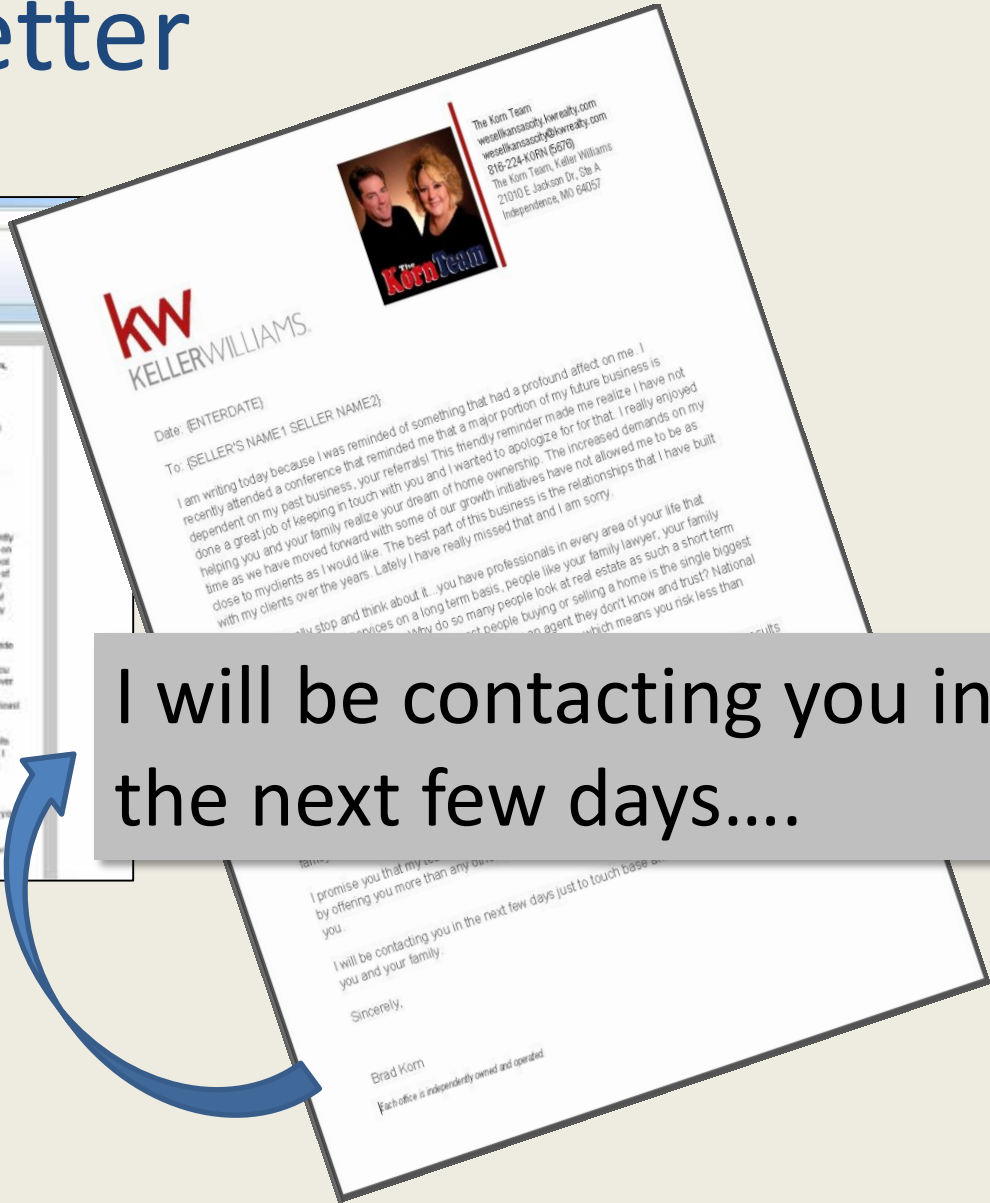
TO DO: Did You Send Handwritten Note? (Activity)

Real Ease: Powered By Technology (Email)

Alert: Start the Next Plan (Activity)

<input type="checkbox"/>	DESCRIPTION	TYPE	TO BE COMPLETED
<input type="checkbox"/>	Reconnect Letter	Letter	0 days from plan starting date
<input type="checkbox"/>	TODAY-mail "Just a Note Card" Pleasure talking with you	To-do	1 days from plan starting date
<input type="checkbox"/>	Call - Follow up Reconnect Letter	Call	5 days from plan starting date
<input type="checkbox"/>	Set up on Follow up Plan (33 touch, 10 yr past client, etc)	To-do	6 days from plan starting date
<input type="checkbox"/>	Last Follow up for Reconnect	Email	7 days from plan starting date

# Reconnect Letter



I will be contacting you in the next few days....

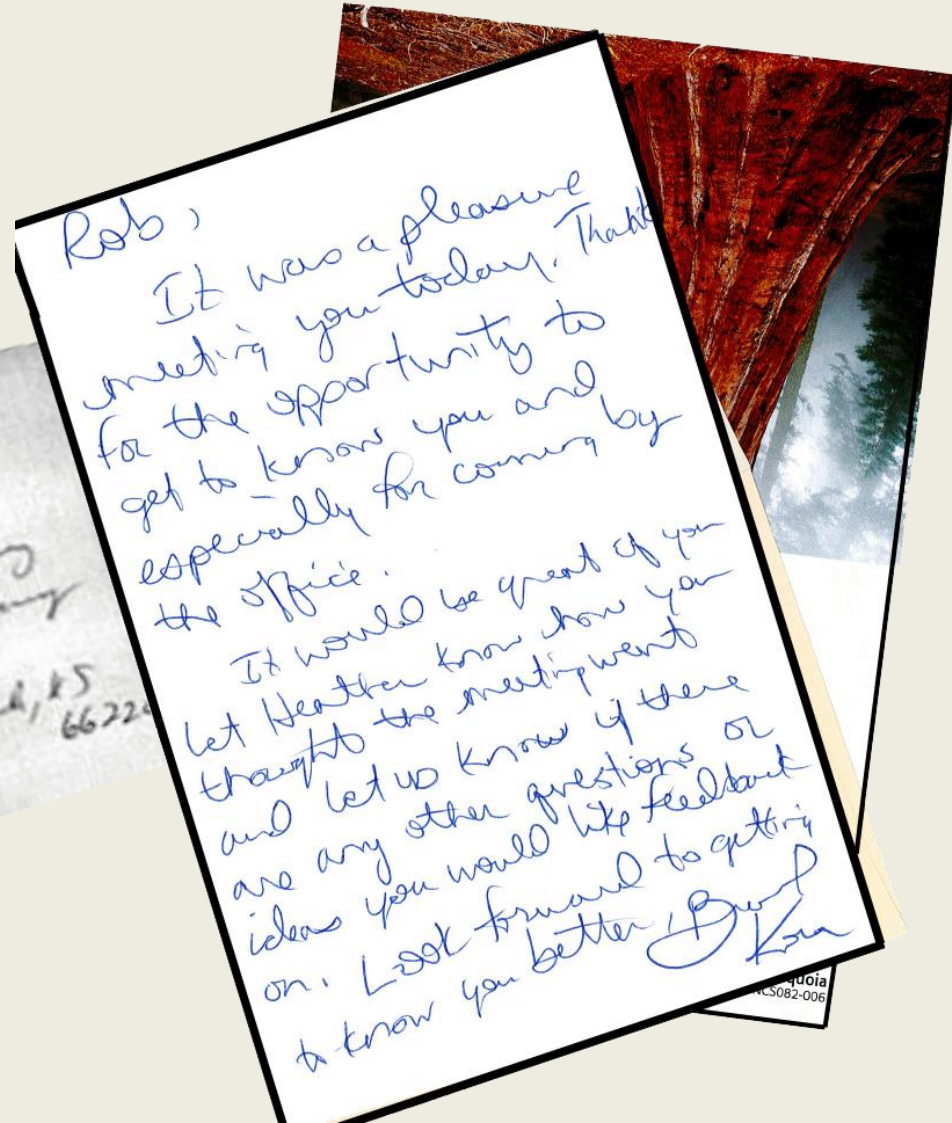
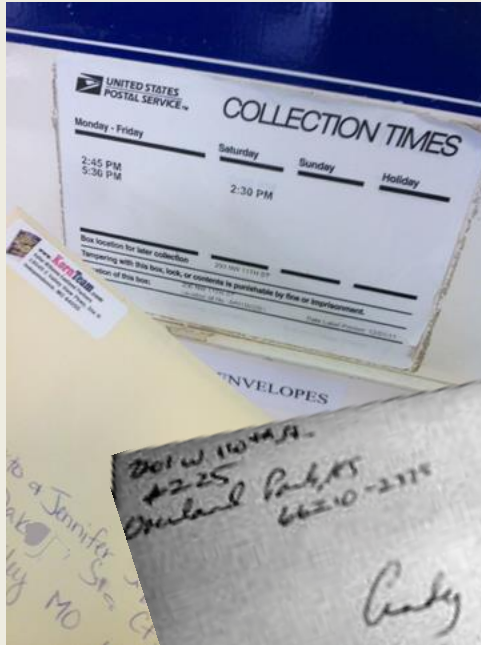
# The Phone Call

**PICK  
UP  
THE  
PHONE.**





# The Handwritten Note and System



# Design Your Plan

- Start with the A's, then the B's, then C's.
- Five People a Day.
- Verify their information.
- Start the Plan.





# FREE Resources

# www.kornnteam.com/CAR

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**CAPTAIN CHESLEY "BULLY" BALLESTEROS**  
Captain Chesley "Bully" Ballesteros is a former pilot and a current member of the United States Coast Guard. He is a well-known figure in the aviation industry and has been featured in numerous media outlets. He is currently a speaker at the 2014 Anaheim Convention Center Expo.

**LESLIE APPLETON-YOUNG**  
Leslie Appleton-Young is a real estate professional with over 15 years of experience in the industry. She is currently a Senior Vice President at the Korn Team, where she oversees the operations of the company's real estate division. She is also a frequent speaker at industry events and has been recognized for her leadership in the field.

**BRAD KORN**  
Brad Korn is a real estate professional with over 10 years of experience in the industry. He is currently a Senior Vice President at the Korn Team, where he oversees the operations of the company's real estate division. He is also a frequent speaker at industry events and has been recognized for his leadership in the field.

**RICH RAVER**  
Rich Raver is a real estate professional with over 10 years of experience in the industry. He is currently a Senior Vice President at the Korn Team, where he oversees the operations of the company's real estate division. He is also a frequent speaker at industry events and has been recognized for his leadership in the field.

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**STEPHEN FACIRELLI**

**2014 ANAHEIM CONVENTION CENTER**

**ONE COOL EXPO**  
CALIFORNIA ASSOCIATION OF REALTORS  
HOMES & TODAY'S LIFE

**Leslie is back... on Thursday.**  
**Don't miss the 2015 Housing Market Forecast**

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**FREE STUFF!!!**

ions for investing in your business this year by attending that One Cool Expo in Anaheim.. Click on the link below so we can get your contact info and send you the information information you heard about at the Wednesday and Thursday Sessions and stuff like our 8x8, 33 Touch systems, scripts, forms, and much more.

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