



Tools and Services Every Real Estate Professional Must Know

Module 2

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www.architerra.org



Do You Keep an Active List of All the Work You Do For Each Property Listing?



Always → 11%
Sometimes → 15%
Never → 74%

Study conducted by: merge and UCF Psychology Department

Challenge & Opportunity: In real estate it seems that communication, not providing content, just may be king

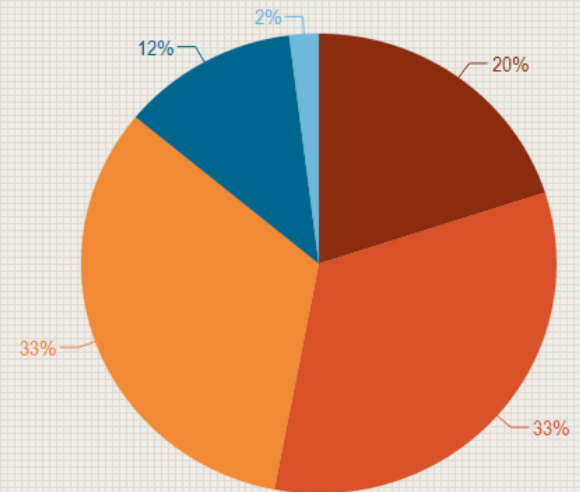
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74% OF AGENTS DON'T JUSTIFY THEIR COMMISSION - UNIVERSITY OF CENTRAL FLORIDA STUDY

Over 50% of real estate agents update their clients weekly or less frequently

Frequency of real estate agent updates to clients



Multiple time per month, monthly, never Weekly
Multiple times per week Daily Multiple times per day



50% of leads will not convert into clients for at least 12-24 months—

RisMedia.com*

Response rate to an online sales lead (corporates)**:

37% -- within 1 hr

16% -- 1 to 24 hrs.

24% -- over 24 hrs.

23% -- never respond

Challenge: Handle not only lead generation, but lead management and incubation. Most salespersons will give up after a few weeks.

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*<http://rismedia.com/2013-04-14/4-myths-of-online-real-estate-lead-generation/>

**"The Short Life of Online Sales Leads"--<http://hbr.org/2011/03/the-short-life-of-online-sales-leads>



Constant Contact at Key Sales Stages

Zoom: 61%

What does success look like?





Website “Goodies” for Site Visitors:

- Consumer-focused, not agent-focused listings
- Updated community/neighborhood information (you’re asking them to opt in)
- Value proposition lead capture tool – free content e.g. whitepapers or sites
- Mobile-friendly site
- Integrated with a Customer Relationship Management (CRM) tool



Virtual Office, Organizers & Collaboration Tools Suites

- Google Docs/Drive
- Polaris Office (on Mobile)
- Google Calendar
- Google Maps - schedule for yourself and a group; integrated with smartphones, with collaboration feature
- Adobe PDF Reader
- Docusign Ink
- Mortgage Calculators – from banks or dedicated sites (<http://www.hsbc.com.ph/1/2/personal/loans/mortgage-calculator>)



Google Drive: Listing Request Form

Condo In Manila Property Assistance Form

Welcome to Your Condo in Manila. For us to better assist you in listing and searching for properties, please fill up the form below.

Though CondoInManila.com is our brandsite for condos, hotel residences and townhomes our company, La Maisonette Manila Inc., provides brokerage and consulting services for all types of residential and office properties.

Note that we cover Bonifacio Global City, Makati City, Alabang and Ayala South districts.

We will assign a licensed broker to contact you after confirming your request.
* Required

First Name *

Last Name *

Email *

I am a: *

- Buyer
- Property owner
- Tenant
- Licensed Broker
- Licensed Sales Person
- Other

Listing Request Form

File Edit View Insert Format Data Tools Form (5) Help Last edit was on May 10

fx	Timestamp	A	B	C	D	E	F	G
1	Timestamp	First Name	Last Name	Email	I am a:	Vicinity	Exact Address	
2	1/15/2012 9:50:52	Maita	Siquijor	msiquijor_mhs@yal	Buyer	Taguig City	Fairways Tower Bonifacio Global City	
3	1/20/2012 1:09:40	Margarita	Reyes	msiquijor_mhs@yal	Property owner	Taguig City	Fairways Tower Bonifacio Global City	
4	9/21/2012 8:22:54	Maita	Siquijor	msiquijor@residenc	Licensed Broker	Taguig	Bellagio 3	
5	3/6/2013 7:37:33	Marg	Here	msiquijor@residenc	Buyer	Makati	15/F, Petron MegaPlaza 39 Sen. Gil Puyat Avenue	
6	5/10/2013 12:57:32	Maita	Siquijor	msiquijor@residenc	Tenant	Makati	Palisades	

Google Maps: Viewing & Navigation Guide

My Places

- OFFLINE
- STARRE
- + New offline map
- Dayap for Rent, Muntinlupa City (06/01/2013 - 0,2MB)
- 132 kanlaon, Muntinlupa City (06/01/2013 - 0,2MB)
- 609 Lemery Muntinlupa City (06/01/2013 - 0,1MB)
- Muntinlupa City (06/01/2013 - 0,2MB)

Directions

To Dama de Noche St, Muntinlupa City

Via Madrigal Ave and Country Club Dr

4.7 km 10 min

- Head south on Madrigal Ave toward Commerce Ave (2.2 km)
- Turn left onto Country Club Dr (2.2 km)
- Turn left onto Dama de Noche St (260 m)
- Dama de Noche St, Muntinlupa City

Map View

To Dama de Noche St, Muntinlupa City

10 min - 4.7 km - Via Madrigal Ave...

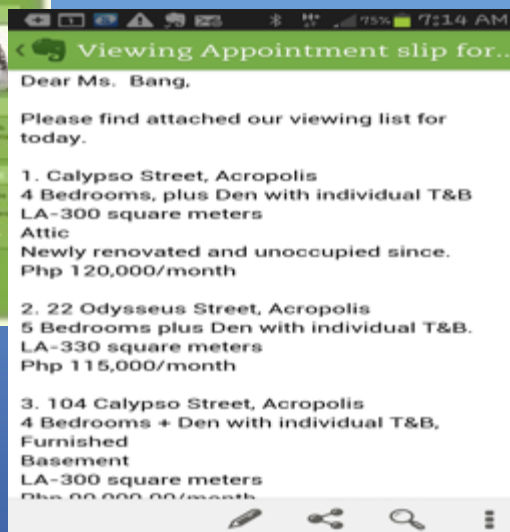
Head south on Madrigal Ave toward Commerce Ave

DIRECTIONS LIST

©2013 Google - Map data ©2013 Google



Evernote: Client Viewing List, Tagged



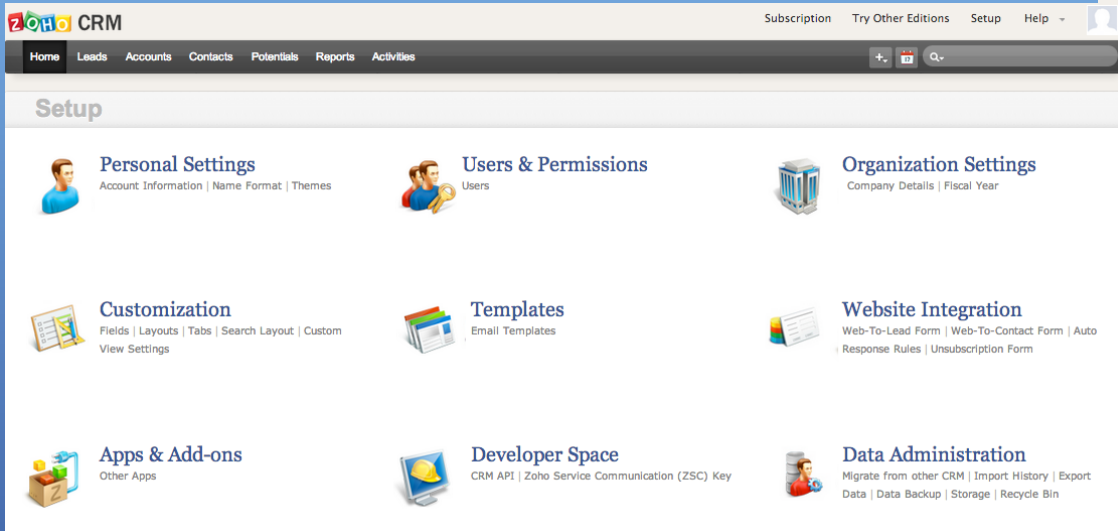


Prospects & Contacts Management

- Calendar Tools
 - Google Calendar
 - Smartphone Calendar integrated with Web-based ones
- Customer Relationship Management Tools
 - Zoho—CRM online

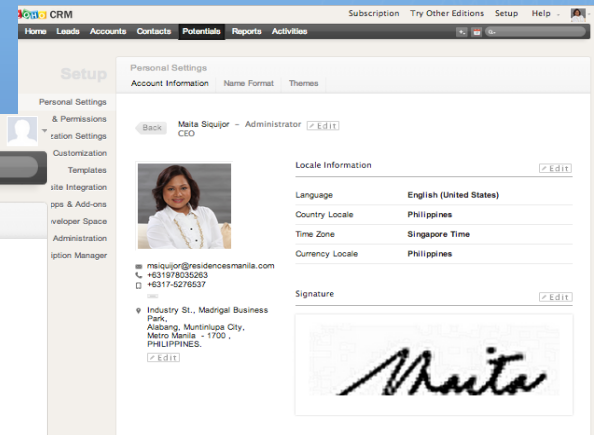


Zoho CRM for Contacts & Lead Incubation



The screenshot shows the Zoho CRM Setup page. The navigation bar includes Home, Leads, Accounts, Contacts, Potentials, Reports, and Activities. The main content area is titled 'Setup' and contains several categories of settings:

- Personal Settings:** Account Information | Name Format | Themes
- Users & Permissions:** Users
- Organization Settings:** Company Details | Fiscal Year
- Customization:** Fields | Layouts | Tabs | Search Layout | Custom View Settings
- Templates:** Email Templates
- Website Integration:** Web-To-Lead Form | Web-To-Contact Form | Auto Response Rules | Unsubscription Form
- Apps & Add-ons:** Other Apps
- Developer Space:** CRM API | Zoho Service Communication (ZSC) Key
- Data Administration:** Migrate from other CRM | Import History | Export Data | Data Backup | Storage | Recycle Bin



The screenshot shows the Zoho CRM Personal Settings page for 'Mata Siquijor - Administrator'. The page includes a profile picture, contact information, and locale settings.

Personal Settings
Account Information | Name Format | Themes

Back Mata Siquijor - Administrator [\[Edit\]](#)
CEO

Locale Information [\[Edit\]](#)

Language	English (United States)
Country Locale	Philippines
Time Zone	Singapore Time
Currency Locale	Philippines

Signature [\[Edit\]](#)

Mata

Contact Information:
✉ msiquijor@residencesmanila.com
☎ +631978035263
☎ +6317-0276637

Address:
Industry St., Medrigal Business Park, Alabang, Muntinlupa City, Metro Manila - 1700, PHILIPPINES. [\[Edit\]](#)

www.zoho.com

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File Storage & Sharing Sites

- Offsite/ Cloud Storage
 - Dropbox
 - Google Drive
 - Photo sharing and storage—Flickr, Picasa
- Document Sharing Sites
 - Slideshare.com
 - Scribd.com
 - Prezi.com

Slideshare: PPT Presentations Uploads

The screenshot shows a web browser displaying a Slideshare presentation. The address bar shows the URL: www.slideshare.net/Miata/digital-marketing-to-millions-a-real-estate-agents-story-9711175. The Slideshare logo and navigation buttons (Search, Upload, Browse) are visible at the top. The main content area features a presentation slide with a red background and white text: "Digital Marketing To Millions: A Real Estate Agent's Story". Below the title is a circular graphic showing a globe with arrows pointing to several computer monitors. The text at the bottom of the slide reads: "Internet Marketing for Real Estate Agents, Developers & Investors (IM-READI) Conference October 14, 2011, Dusit Hotel, Makati City". To the right of the slide are social media sharing icons for Facebook, Twitter, LinkedIn, and Google+. A sidebar on the right lists related presentations:

- Blogging Basics for Realtors** (660 views)
- Module parts of the blog and blog planning exercise** (243 views)
- Technology Presentation** (907 views)
- Your Hometown Experts** (937 views)

At the bottom of the page, there is a blue banner with the text: "INTERNET MARKETING FOR REAL ESTATE AGENTS, DEVELOPERS & INVESTORS (IM-READI) CONFERENCE FOR PHILIPPINE REAL ESTATE PROFESSIONALS". In the bottom right corner, there is a logo for "ARCHITERRA INC. Licensed Real Estate Brokers" and the website address www.architerra.org.



Real-time Communications Tools (synchronous)

- Viber
- Skype
- Facebook PM
- Facetime



Video Sharing Sites

- YouTube.com
- Vimeo.com

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Lead Capture & Engagement

- Email marketing services
- Drip email scheduled
- Advantages are personalization, statistics on conversions, clicks on links, personalization, scheduled messages
<http://email-marketing-services.findthebest.com/compare/8-11/Mad-Mimi-vs-MailChimp>



Comparison of Email Marketing Apps

HOME » BUSINESS & FINANCE » EMAIL MARKETING SERVICES » SIDE-BY-SIDE

See all Email Marketing Services > Add another Email Marketing Service to your comparison: Search Email Marketing Help me decide >

Compare

- Save
- Add related
- Constant Contact
- GetResponse
- Benchmark Email

	iContact	Mad Mimi	MailChimp	AWeber Communications
Marketing Focus	<ul style="list-style-type: none"> ✓ Business to Business ✓ Business to Consumer ✓ Large Scale Marketing Campaigns 	<ul style="list-style-type: none"> ✓ Business to Business ✓ Business to Consumer ✓ Large Scale Marketing Campaigns 	<ul style="list-style-type: none"> ✓ Business to Business ✓ Business to Consumer ✓ Large Scale Marketing Campaigns 	<ul style="list-style-type: none"> ✓ Business to Business ✓ Business to Consumer ✓ Large Scale Marketing Campaigns
Delivery Methods	<ul style="list-style-type: none"> ✓ Email ✓ Monthly Newsletters ✗ SMS Delivery ✓ Social Network Delivery Options ✗ Triggered Campaigns ✗ Video Email Marketing 	<ul style="list-style-type: none"> ✓ Email ✓ Monthly Newsletters ✗ SMS Delivery ✓ Social Network Delivery Options ✓ Triggered Campaigns ✓ Video Email Marketing 	<ul style="list-style-type: none"> ✓ Email ✓ Monthly Newsletters ✓ SMS Delivery ✓ Social Network Delivery Options ✓ Triggered Campaigns ✗ Video Email Marketing 	<ul style="list-style-type: none"> ✓ Email ✓ Monthly Newsletters ✗ SMS Delivery ✓ Social Network Delivery Options ✓ Triggered Campaigns ✗ Video Email Marketing



MLS: Multiple Listing Systems

- PAREB--<http://www.parebmls.com>
- CREBA-NAR-- <http://mls.com.ph/>
- REBAP - - <http://www.rebap.com.ph/listings/>



References:

- “Study: 74 percent of Realtors do not justify their commission” - See more at: <http://www.inman.com/next/study-74-percent-of-realtors-do-not-justify-their-commission/#sthash.q4OEeYQ6.dpuf>
- “Real estate CRMs: using drip marketing, newsletters to capture and convert leads” at <http://www.inman.com/next/real-estate-crms-using-drip-marketing-newsletters-to-capture-and-convert-leads/>
- “WORKING HARD WITHOUT SWEATING: 3 REAL ESTATE PRODUCTIVITY TOOLS” --”<http://freeagent.adwerx.com/blog/2013/6/5/working-hard-without-sweating-3-real-estate-productivity-tools>
- “Email Marketing Services <http://email-marketing-services.findthebest.com/compare/8-11/Mad-Mimi-vs-MailChimp>)