

Fourth Quarter Branding Audit - Go Beyond Updating your Year's End Business Plan



As the Fourth Quarter Approaches Real Estate Agents have learned that they have to dust up last year's **Business Plan** and update it for the year to come. But an area that is overlooked is their **Branding**. Spring and Summer are very heavy months of production; not very conducive to a lot of re-tooling; the 4th Quarter is the most appropriate at updating **one's Presence Online and Branding**. Let's prepare our Mindset for what a **Branding Audit** is all about, and then Put a **Checklist** together to get it accomplished before a brand-new Production Year comes upon us. **#8WeekSuccess**

► Handouts - Please Silence your Phone - Be Here Now

- Please make sure you are in **possession** of **today's Handout** with a **Pen/Pencil** to take **Good Notes**.
- There are **blanks** you'll need to fill in - the text on the screen "**Red and Bold**" is what you are supposed to fill in.
- Please **be engaged, interact, ask questions** - and trust yourself and your ability to learn. The Notes you take during the Workshop are more important than any Handout I give you. **Consider getting a 2-inch Binder + Tabs.**

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► Big Picture Thinking - Ponder these ideas on Branding:

- "If people **like you**, they will **listen to you**; but if they _____, they'll **do business with you.**" - Zig Ziglar
- "Your **Personal Brand** serves as your best _____ against business factors you **cannot control.**" - Dan Schawbel

► Big Idea

- As an Industry we have focused our Brokers and Agents to start working on their Year-To-Come _____ around the **Fourth Quarter**.
- And that's **fantastic** – except we tend to overlook and important and **Major Activity**:
- _____ our **Current** _____ and Getting our **Marketing** Ready for the Year to Come.

► Branding Audit

- A **Branding Audit** is a 'Once-a-Year' intensive activity that brings into focus the **Look, Feel, Marketing**, and _____ of a Real Estate Broker, Agent, and/or Brokerage.
- It is a **Set of Activities** and **Checklist** that if applied properly will help the _____ of said agent or broker to be Searchable, Validate-able, and **Googleable**.

► Vision

- Each Agent should operate from **core principles**; we call that: Having a **Clear** _____.

"As your **Local Realtor** It is my job to produce **Results** that match my Clients' Vision and Desired Outcome; You can **count on me** to put your family first!"

"I Pride myself on Producing **Consistent** and **Dependable Results** that serve my clients' Housing Needs; and always **exceed** their Expectations!"

- Your **Vision Statement** does not have to necessarily impress; but it must _____ in your heart.
- It is a Statement of _____ and **Drive** that gives you a clear reason for **waking up** in the morning and going about making things **happen!**

"I Match **Exceptional Marketing**, The **Latest Technology**, and **Proven Systems** with Great **Communication** to **Produce Results** for all my Real Estate Clients!"

--- *Let's write your own:* _____

► Google Yourself

- Your **Next Step** is to grab a Notebook and to **Google** _____ to see what comes up.
- Open a **Private Window** in your Browser (Incognito) and Google the following and write comes up:

1. Google your **Full Name**.
2. Google Your **Name** and **Profession**: As in your Name and Realtor; Your Name and Real Estate Agent; Your Name and Broker; include other titles etc.
3. Google Your **Name** and your **Brokerage**.
4. Google Your **Name** and Your **National Brand**.

And **Ask** yourself these **Questions**:

Are there are **Errors** or Problems?

Does my Internet Presence _____ my business?

Does My **Website**/Brokerage Website Come up?

Do Consumers get great insights on _____ and **Where I do it**?

What can I do to **increase** my internet visibility?

► **Grab Your Bio**

- Now **Grab your Bio**, print a copy of it, so you can work on it methodically.
- Before you make any changes _____ the Bios of **other agents** in the various platforms.
- It may even behoove you to study **your local** _____ and their visibility on the internet. What could you **emulate**? What should you **avoid** duplicating? Take your competition **Seriously!**

► **Bio Ingredients Recap**

1. Market/Location: **Tell me What you do and** _____ **you do it!**
2. Experience and Expertise: **Tell me about your Real Estate** _____ **!**
3. Testimonials: **Tell me what others have** _____ **about you!**

4. Brokerage Vision: **Tell me Who you work for and your company** _____!

5. Personal Vision and Commitments: **Tell me a little bit about** _____!

► Bio Questions

- Do I have new **Testimonials** to update my Bio?
- Did I get any new **Designations** to incorporate?
- Have I won any _____ or received any _____ worth adding to my Bio?
- Should I add a small paragraph about my _____ **involvement**?
- What other updates or **corrections** should I make?

► Marketing Bio Video

- This is a Step by Step How-To Video focused on **The Elements of a Real Estate Marketing Bio** and how to write one properly;
- URL: http://bit.ly/_____ *Note: All bit.ly URLs are Case Sensitive.*
- Some of you may benefit from watching it while putting together your Bio.

► On Testimonials

- I recommend that all of you have a **Special Web Page** in which you _____ your **testimonials** and Maintain it as you go along the way.
- In your **Bio** make sure you select **3 snippets of testimonials** and then _____ in your Bio to go view additional Testimonials.
- Don't** rely on Aggregators to maintain your Testimonials for you – Here today, Gone tomorrow... *Write URL in your website for testimonials:* _____

► Gather Your Peeps

- Before you get too deep into this **Audit** you want to select 2 or 3 Real Estate Colleagues and **ask them to help** you _____ and complete the work:
- Ask them to **Google You** and _____ your presence.
- Ask them to _____ your Website, **Social Media**, and related industry Websites.
- Ask them to _____ your current **Bio** and **Vision Statement** and share insights or recommendations. *Write Name of your Peeps:* _____

► Intro Video

- Consider a **short video** that shares your **Vision Statement**. Don't forget to share your **Name**, Brokerage, Experience, Phone Number, and **Local areas** that your Service.
- Example: "My name is **Susan, Susan Smith**. I have been a Realtor for over 5 years **helping** our neighbors Sell their Homes for the highest price in Irmo, Columbia, and Lexington. I am with **EXIT Real Estate Consultants** and I love the joy my job brings to my clients. My **Vision Statement** is: 'I Pride myself on Producing **Consistent** and **Dependable Results** that serve my clients' Housing Needs; and always **exceed** their Expectations!' I hope I get to help you with all your Real Estate Needs. Call me at..."

Write URL of your Intro Video: _____

► Pictures

- Ask yourself: Do the **Pictures** you currently have serve or hinder your **Branding** / _____?
- If so keep using them... If not time to schedule a _____.
- Make sure you have **different outfits** and take as many poses as possible. It is always **good** to have a _____ with you during this process.

► Personal Branding Hashtag

- Consider creating _____ **Hashtags** for yourself; ones that you will use in your **Real Estate Posts**.
 - Do _____ use these hashtags in your general family, personal, or in replies to posts - you will end up **diluting** their efficacy. Use them only when you are talking about Real Estate.
 - Say your name Paula Wynn you may want to select a few from: #PaulaYourRealtor or #PaulaWynnRealtor or #WynnRealtor or #SellWithPaula or #RealEstatePaula or #PaulaWynnHomes or #BuyWithPaula or #PaulaWynnListings or #ExitWithPaula #PaulaWynnProperties etc. – or create your own.
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► Local Branding Hashtags

- For National Branding: #ExitRealty #ExitRealEstate #ExitHomes #ExitRealtyHomes #ExitHomesForSale #ExitRealtors #ExitBrokers
- For Location: #LexingtonRealty #LexingtonScRealty #LexingtonRealEstate #LexingtonScRealEstate #LexingtonHomes #LexingtonScHomes #LexingtonHomesForSale #LexingtonScHomesForSale #LexingtonRealtors #LexingtonScRealtors #LexingtonSc
- For Qualifiers: #LuxuryHome #VacationRental #CondosForSale #UpscaleProperty #BeachProperty #DreamHome #Renovated
- Generic Hashtags: #RealEstate #Realtor #RealEstateAgent #JustListed #LocalRealtors #HomeSales #NewHomes #HomeListings #Housing #HomeBuyers #HouseHunting #Properties #Mortgage #HomesForSale #OpenHouse #Foreclosures #REO #HomeValuation

► Broker

- You now have a **Good Bio, Vision Statement, Pictures, Hashtags, Intro Video**.
- Run them all by your _____ before you start making Changes to your Website; Signage; Website; Social Media; etc.
- And depending on the office and expertise, it does not hurt to get the insights of your _____ - some of them are really good!

► Make the Updates

Start with your _____; Brokerage Website; and Brand Website and make all the **updates** and Changes.

Your Website URL: _____

Your personal Brokerage page URL: _____

Your personal Corporate page URL: _____

Affiliation or other page URL: _____

Affiliation or other page URL: _____

Then work on your _____: Should you update and/or create new **banners**? Don't forget your Groups and Additional Pages.

Facebook Account: _____

Facebook Bus. Page: _____

YouTube Account: _____

LinkedIn Account: _____

Instagram Account: _____

Twitter Account: _____

Pinterest Account: _____

Other Social Media: _____

Other Social Media: _____

Now go to _____ and **industry**: Your MLS; Realtor.com; Trulia.com; Homes.com; Zillow.com; etc.

Your MLS URL if any: _____

Your Realtor-com URL: _____

Your Zillow-com URL: _____

Your Trulia-com URL: _____

Your Homes-com URL: _____

Other Aggregator URL: _____

Other Aggregator URL: _____

► Signage

- How about your _____; Mobile Bus. Card; **Yard Signs**; Smart Signs; Directional Signs; Open House Signs; Car Magnets; Car Signage; Billboards?
- Grab your _____, Mailers, and **Newsletters** do they need to be enhanced and updated?
- Check your _____ and your default Reply Emails; **Email Signatures**; Built-in images; Videos; Voicemail; Auto-Responders; and your Smartphone Text Messaging.

► Listing Presentation

- Go **slide by slide** over your **Listing Presentation**.
- Should you Add or Update your Contact Info; _____; **Tag Line**; **Testimonials**; Designations; Short Bio; **Vision Statement**; Social Media; Hashtags; etc.?
- Should you Update or Alter your Local Real Estate _____; Prices; Values; etc.?
- Should you talk about **New Marketing Tools**, _____, or Solutions for Sellers?

► Share your Changes

- Consider writing a _____ sharing a snippet of your new Bio; Vision Statement; Hashtags; **Embed your Video**; and How people can **contact you**.
- Go to all your **Social Media** Platforms and share your Blog; _____; Video; and **excitement** about your Real Estate Career.
- _____ others in taking a similar **Branding Audit** so they can get ready for the New Year's Business.

► Big Picture Being - Ponder these ideas on Preparation:

- "The Best **Preparation** for your Tomorrows start by giving _____ **Today!**"
- "**Luck is NOT** something you **pursue. Preparation** and _____ with your Planning create **Opportunity**; and ironically, **Luck favors the Prepared!**"

*As a Real Estate Professional, you are a Brand within a Brand -
Take your Presence Online seriously and aspire to be Highly Googleable.*



Key Yessaad is a Real Estate **Mind-Set Trainer**, Mentor, Internet Strategist, and creator of **the #8WeekSuccess Boot-Camp Program**. Key has been a Trainer and Business Coach for the past 15 years focusing especially on empowering Agents develop **the Skills and Habits of Prospecting**, Web Services, SEO Strategies, Time Blocking, Blogging, Internet Marketing, Lead Generation, and **Listing Success. (910) 538-6610 - <http://bit.ly/KeyYessaad>**