



5 WAYS CORE PROPERTYBOOST  
WILL HELP YOUR BROKERAGE  
**INCREASE MARKET SHARE**



If your office uses kvCORE then you may have heard about Inside Real Estate's "CORE PropertyBoost" service...

CORE PropertyBoost helps you and your agents quickly run lead generating Facebook ads for their listings, and keeps your seller clients updated with daily reports about performance.

The leads that are generated come with an accurate name, email, and phone number 95+% of the time, because the contact's info is presubmitted into a form on Facebook with the info that Facebook has on file.

After the form is submitted, the lead goes into your agent's kvCORE database with a hashtag like "PB123MainStreet," so smart campaign follow up can automatically be triggered.

**Cost per lead usually lands in the \$4-\$9 per range** (depending on market and the appeal of the individual listing). Agents really love the fact that they get accurate cell numbers that lead to a high percentage of conversations about real estate with local homeowners and renters.

And of course, they also really like the fact that their seller is automatically updated about the exposure their home is getting on Facebook from the campaign.

Starting at just \$60 for a one-week boost, CORE PropertyBoost offers agents a "push button" way to keep their sellers happy and their database flush with fresh local renters and homeowners who might work with them some day.

It gets even more interesting when CORE PropertyBoost is leveraged across an entire brokerage.

## 1 Put More “Virtual Signs In The Ground”

One good way to explain the power of CORE PropertyBoost when applied to an entire brokerage is to compare it to what happens when a person drives through a neighborhood and sees that 9 out of 10 signs on houses for sale belong to one company.

They think to themselves, “Wow this company has all the listings, we should probably work with them.”

Since CORE PropertyBoost shows each of your listings to 10’s of thousands of people on Facebook you can make it seem like you have lots of “virtual signs in the ground.”

If you start running a PropertyBoost for every listing your company gets, local residents start to see your brand and logo everywhere they turn, which is good in both the short and the long term.

Short term, just like with yard signs, a lot of people seeing your listing ads will interact with the ad and become leads through the form, and also a small percentage will just pick up the phone and talk directly with your floor agents.

Long term, your company will build “top of mind” status with a lot of people who might call your office when they’re ready to buy and sell, because in their mind you’re the biggest game in town. (even though you might not be... yet :)



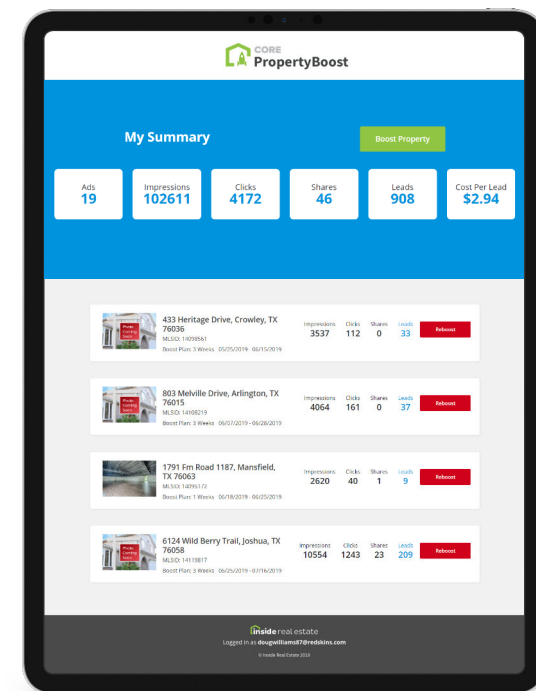


## 2 Help Your Listing Agents **Close More Listing Appointments**

Facebook ads are a very efficient way to expose a property to the market, but a surprisingly low percentage of agents actually run paid Facebook ads for their listings.

If your office becomes a “CORE PropertyBoost Market Domination” partner, all of your listing agents will be able to go into their listing appointments and say... “We will run an effective paid, Facebook advertising campaign for your property, and update you daily about the progress for the life of the campaign. “

This is something very few (if any) competitors will be able to say, and will give your listing agents an advantage when they go head to head in listing presentations.



### 3 Recruit and Retain More Top Listing Agents

If you want, you can use CORE PropertyBoost to add extra value to the overall value proposition that you present to listing agents.

You can do something like:

“We run a 1 week property boost for all your listings”

Or, "we'll pay for ½ of all your CORE PropertyBoosts."

Or, "if you join we'll give you a \$1,000 signing bonus in CORE PropertyBoosts."

As you present CORE PropertyBoost you'll also be planting the seed in the mind of your agent prospect that your company is doing progressive things, which may help sway them to joining you vs another company.

There's potentially a little bit of defense at play here too, because if you decide to offer CORE PropertyBoost at scale for your whole office, many of your listing agents may think twice about leaving your company.. Especially if CORE PropertyBoost is helping them close more listings, sell them faster, and generate a lot of extra leads in the process!





## 4 Sell Listings Faster (with less expireds)

It's simple logic right?

If each of your company's listings is exposed to thousands or even tens of thousands more people in the local market, it stands to reason that some of them will sell faster, just from the exposure.

Also, by helping your listing agents gather and report real data back to their seller clients, you're giving them "ammo" to be able to justify more price reductions, which of course will help a higher percentage of your listings sell without expiring and ending up with another brokerage.

Your listing agents will be able to say something like: "We've been running ads heavily on Facebook, and tens of thousands of people have seen your property, but we're still not getting too many showings. This indicates to me that we might need to bring pricing more in line with what the market expects it to be."

So, instead of just saying "we need to lower the price," your agents will be able to back their advice up with real data.

The extra exposure that CORE PropertyBoosts generate will naturally generate more interest and faster sales, and if your agents are able to "sell" price reductions easier, this should also contribute to faster sell times, and a lower percentage of expired or unsold listings.

## 5

## Give Your Company A Steady Injection of Fresh Leads

Up to this point we've been talking a lot about how CORE PropertyBoost contributes to marketing your listings and helping you recruit and retain your listing agents.

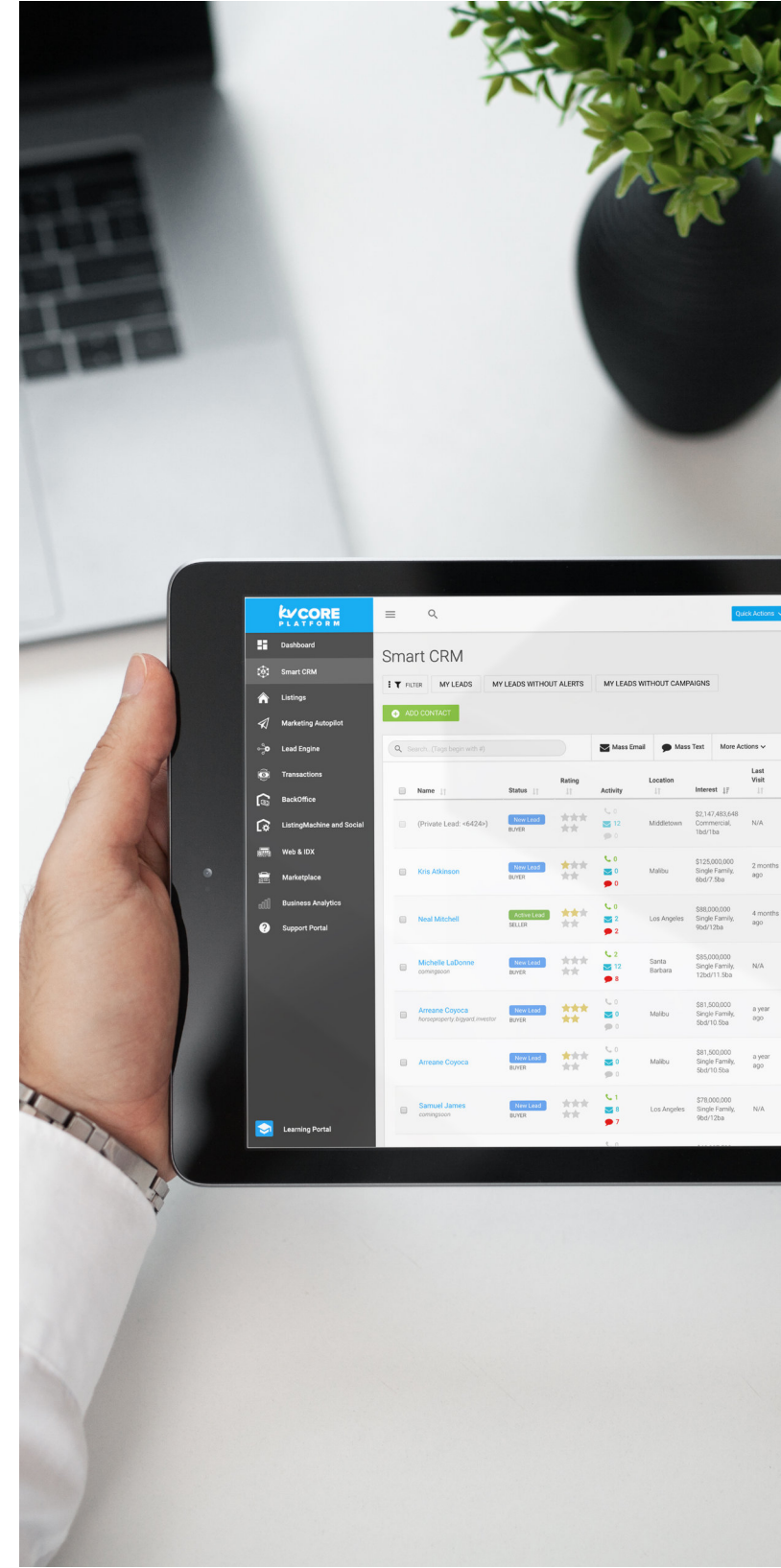
But maybe the biggest thing that CORE PropertyBoost will do for your brokerage is give it a very efficiently priced stream of fresh contacts being added to your kvCORE system.

As leads inquire about properties, they'll be added to the kvCORE Smart CRM's of your agents, where things like smart campaigns, automatic property alerts, and behavioral alerts can take over. Every time your agents get a new lead, this will help engage them further with the tech you're helping to provide for them.

And even if they're not great at follow up, kvCORE's automation features will help ensure that your agents start getting inbound buyer and listing appointment requests from the leads that are coming in from your company provided property boosts. You can even charge your agents a referral fee and create an "e-leads" program around CORE PropertyBoost if you want!

This is totally up to you. We actually recommend that brokerages provide some level of "Boosting" for free for their agents, as a way to entice agents to spend their own \$\$\$ to promote their listings (and your brokerage) with further boosting.

Bottom line, CORE PropertyBoost can help your brokerage generate a lot of nicely priced leads that can be incubated by your powerful kvCORE system.





## **SOUND INTERESTING? CLICK HERE TO LEARN MORE**

As you've just read, CORE PropertyBoost can contribute to the growth of your Brokerage's Market share in a number of interesting ways. The program provides a smart combination of listing marketing and lead generation that helps your marketing dollars go a very long way all around. You'll be able to use CORE PropertyBoost to attract and retain quality listing agents. Your listing agents will be able to close more listing appointments and justify price reductions that sell more of your company's listings faster. And along the way lots of fresh prospects (with 95%+ accurate names, emails, and cell numbers) will be flowing into the kvCORE, where automation will take over and help generate your agents "conversations that lead to closings."

**FIND**  **CORE  
PropertyBoost**  
**IN THE KVCORE MARKETPLACE**

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