

# **How To Build Yourself A kvCORE Based “Real Estate Growth System”**

***That Keeps Your Database Filled With New Leads &  
“Conversations That Lead To Closings”***

**[Click HERE To Watch The Webinar That Goes  
Along With This Info](#)**

*This document also contains links to specific supplemental tutorials within  
the “CORE NEXT LEVEL” Member’s area. To start a FREE 7 Day CORE Next Level Trial,  
Click <http://insiderealestate.com/nextlevel>*

## Premise:

You might never be able to fully automate the “belly to belly” stuff that gets commission checks flowing into your bank account, but...

You can definitely create a system that automagically gets a consistent flow of people  talking to you  about real estate.

And if you're any good at what you do, these conversations will lead to closings :)

**Real Estate Growth System** = A set of components that work together to *get people talking to you about buying and selling real estate.*



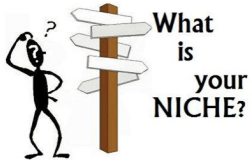
# There Are 2 Main Activity Types With Sub-Activities That Go Into Executing Your Growth System

## “Generating Leads”

- Choose Customer / Property Type
- Create A Lead Generation Offer
- Create A Lead Capture Point
- Get Traffic To Your Capture Point

## “Causing Conversations”

- Configure Automatic Property Alerts
- Conversation Starting Smart Campaign
- Retargeting
- Send “Something Cool” Every Week



## Generating Leads

***The first step toward generating leads is choosing a niche based on a customer or property type.***

- “Niche-ing Down” gives you some instant advantages:
  - Differentiates you from the 1000’s of other agents in your market.
  - Helps you focus your lead generation and conversion.

**Note:** Just because you choose a focus, doesn’t mean you’re excluding other business.



- [Click here to watch a webinar about Niche Selection](#)
- [Click here for a spreadsheet with Niche ideas.](#)

# Generating Leads

## ***Example Niche Customer & Property Types***

- Customer Types
    - First Time Buyer
    - Move Up Buyer
    - Investor - First Time
    - Investor - Seasoned
    - Relocating Buyers
    - Downsizing Buyers / Sellers
    - Seller - FSBO
    - Seller - Expired
    - Seller - Farm
    - Recruiting - New/Seasoned Real Estate Agent)
  - Property Types
    - Starter Homes
    - New Construction
    - Condos / Townhomes
    - Multi-Unit / Income
    - Single Family Rentals
    - Land
    - Fixer Uppers
    - Pre-Foreclosures / Bank Owned REOs
    - Motivated Sellers
    - Homes w/ Acreage
    - Waterfront
    - Golf Course
    - Properties w/ Views
    - Homes in School Districts
    - Luxury
    - Garages, Basements, Man Caves
- [Click here to watch a webinar about Niche Selection](#)
  - [Click here for a spreadsheet with more Niche ideas.](#)

# Generating Leads

## ***Next: Create A Lead Generation Offer For Your Niche...***

*Here are 4 Types...*

- Free List Of Properties
  - Homes In York County PA w/ 3+ Acres Of Land
- Listing Info
  - Show 1 Picture + Address, with call to action... “Click to See Price & Pics” (i.e. Property Boost Ads)
- Free Report or Video
  - Free Report Shows: How To Buy Your First Fixer Upper AND Finance Your Repair Costs (with as little money down as possible.)
- Webinar or Event
  - Step By Step: How To Acquire Your First Cash Flowing Income Property In Pinellas County (and manage it with as little stress as possible)
  - 123 Main Street - Open House This Friday

# Generating Leads

## ***Create A Lead Capture Point***

- Landing Page Offering A Free Weekly List
  - Example: [Fixers & Foreclosures](#)
  - Example: [Open Houses](#)
  - Example: [3+ Acres](#)
  - [CLICK HERE To Watch A Webinar All About kvCORE Landing Page Creation.](#)
- Text Code or Landing Page Offering A Home Value Report
  - <https://kvcore.com/leadengine/callcapture>
  - [CLICK HERE For Tutorial About Building A Home Value Capture Page](#)
- [Landing Page Offering A Free PDF Report](#)
- [Webinar Registration Page](#) (integrated w your crm)
- Facebook Lead Generation Form Ad
  - [Click here for step by step tutorial about how to create these kinds of lead capture ads.](#)
    - Note, this lead capture type is currently the most efficient way to generate leads. [as of early 2021].

# Generating Leads

***Use 1 or many sources to get traffic to your capture point.***

- PPC Ad - [Google](#), [Facebook](#), Instagram, [Youtube](#), Twitter, LinkedIn, Bing
- [Direct Mail](#)
- [Organic Social Posting](#)
- Newspaper/Print
- Craigslist / FB Marketplace
- Billboards
- TV Ads
- Bobblehead Dolls

***NOTE: We recommend starting with either Google Pay Per Click or Facebook "Lead Form Ads"***

- [Click here for FB Lead Form Ads Tutorial](#)
- [Click here for Google PPC Tutorial](#)

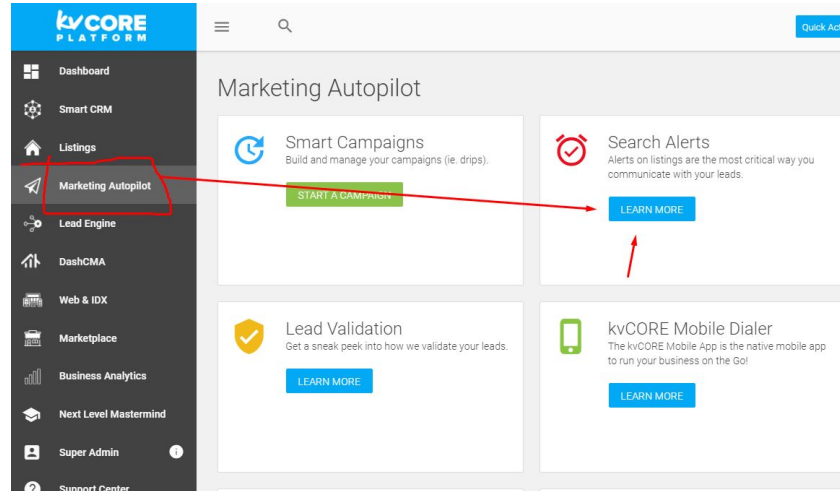




# Causing Conversations

***Once you've got leads flowing into kvCORE, the first step in "Causing Conversations" is to Configure Automated Property Alerts in kvCORE***

- The direct link to create alerts is <https://kvcore.com/autopilot/searchalerts>
  - [Click here for a tutorial about how to do this.](#)



# Causing Conversations

**Next, Create a “Conversation Starting” Smart Campaign.**

- [Click Here For A Recent webinar about how to create these campaigns.](#)
  - [Click here for some example campaign templates.](#)

Time	Name	Method	From	To	
MIN 3	Initial Bigger House Text	Text	agent	→ contact	Preview Edit +
MIN 4	Initial Email	Email	agent	→ contact	Preview Edit +
MIN 15	Call Bigger House Lead	Call	system	→ agent	Edit +
DAY 2	BIGGER HOUSE - 2nd Email	Email	agent	→ contact	Preview Edit +
DAY 4	BIGGER HOUSE	Text	agent	→ contact	Preview Edit +
DAY 5	BIGGER HOUSE - 10 day email	Email	agent	→ contact	Preview Edit +
DAY 9	BIGGER HOUSE - Do You Still Want Info?	Text	agent	→ contact	Preview Edit +
DAY 10	add A Tag to transfer to general campaign	Tag	system	→ contact	Edit +

# Causing Conversations

## ***Conversation Starting Smart Campaigns***

The first text message and email are the most critical components of these campaigns. Always try to keep things short and conversational...

Example:

BIGGERHOUSE- 3 Minute Initial Text

Content

Hi {lead\_first\_name}, thanks for checking out the "bigger houses" on my website. Just curious, are you thinking about selling your current house, or holding it as a rental? - Kylie

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## Causing Conversations

***Next, you can start to layer in “Retargeting” ads that Call your traffic and leads back into your fold.***

- [Click Here For A Video About How To Run Retargeting Ads On Facebook](#)
- [Click Here To Learn About Creating Google Display and Youtube Retargeting Ads](#)

Simple Video Thank You Example



Google Display Banner Example

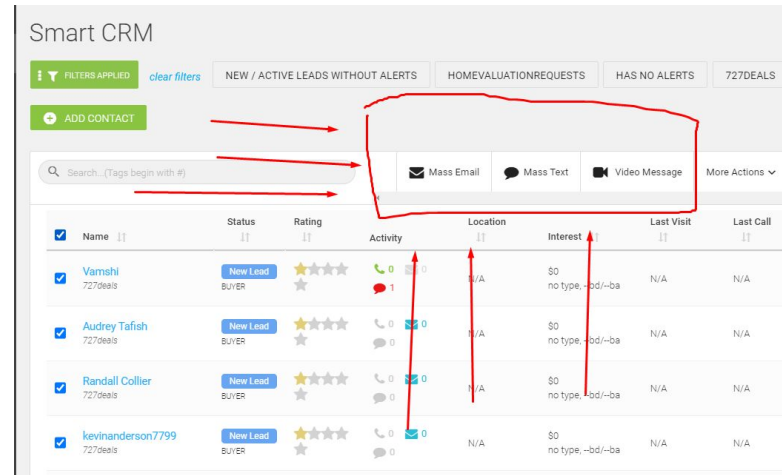


# Causing Conversations

***If you really want to compound your results, create & send “Something Cool” to your database at least once a week.***

- **EXAMPLES**

- Deal Of The Week
- Video Tour Of A Property
- Webinar Invite and/or Replay
- Property Search Of The Week
- Featured Neighborhood
- Featured Business
- Interview w/ A Local Resident
- PDF Report or Video Training
  - (about process, contract clauses, etc)
- Financing Tip
- Open House / Event Invite



[Click here for trainings about how to execute these specific examples.](#)

# “How To Build Yourself A Real Estate Growth System”

## *TIPS & Extras*

- Just start with 1 niche, 1 offer, 1 traffic source.
- Buyer side offers will get you seller leads.
- Schedule time daily to work on and optimize these components.
- Schedule time to become more expert at your niche focus. (tour properties, read books, attend webinars, etc)
- The numbers work! Check out <http://i.insiderealestate.com/calculator>
- If you're a broker/owner or team leader, consider what could happen to your business if you helped each of your agents build and execute one of these systems...

# Wanna Learn How To Do All This Stuff?



- 7 Day FREE Trial - Next Level Mastermind
- \$19
- <http://InsideRealEstate.Com/NextLevel>

