



AUDIENCE POLL

Do you have a solid listing system and advertising campaign set up and running?

- Yes
- No



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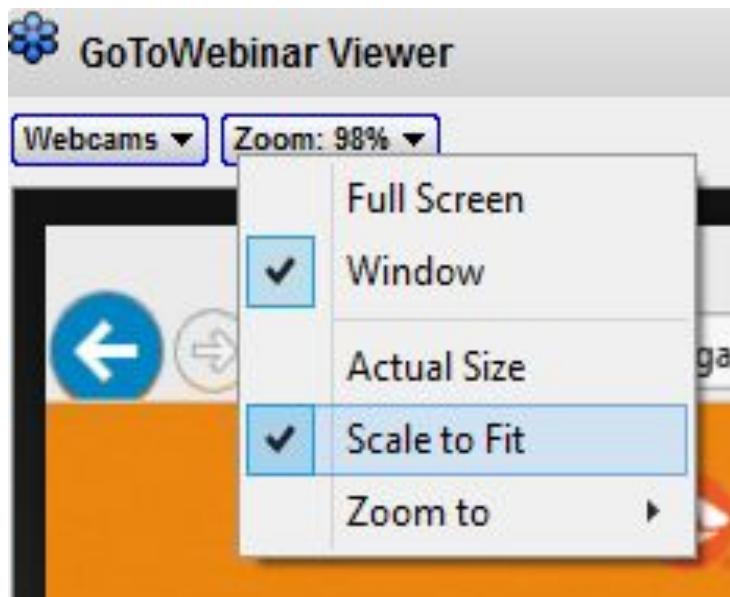
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What's Trending Now



WHAT'S TRENDING NOW



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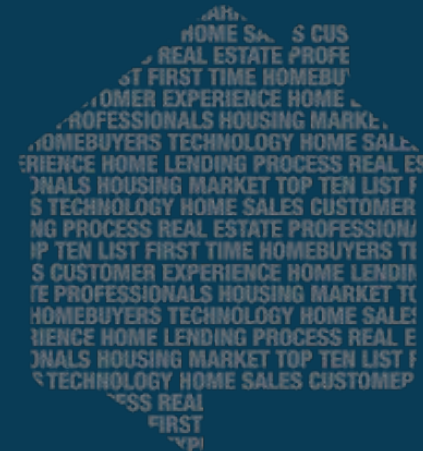


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JANUARY 2021



RING IN THE NEW YEAR WITH MORE LISTINGS

WHAT'S TRENDING NOW

Hosted by: Ryan Rockwood & Leah Marks

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1) **YOU ARE MUTED FOR THE DURATION OF THE WEBINAR**

to eliminate noise interference and minimize presentation interruptions. As much as we would love to open the webinar up to discussion, there are too many people to do so effectively.



2) **THIS WEBINAR WILL LAST 45 MINUTES**

Our goal is to complete our presentation within 45 minutes and open up the last 5-10 minutes for questions



3) **THIS WEBINAR IS BEING RECORDED**

PNC Bank will post the recording on their website (custom link to be given at the end of the webinar)

IMPORTANT HOUSEKEEPING



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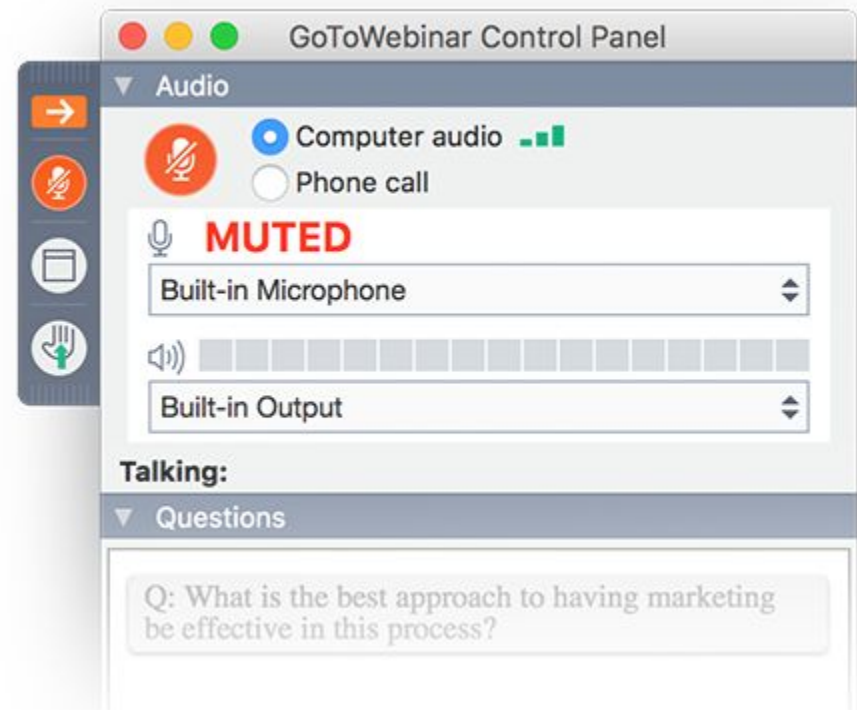
WHAT'S TRENDING NOW

HAVE QUESTIONS? Not A Problem!

Locate the Questions
Panel.

You CAN type a question in
your control panel.

We will do our best to
answer it.



NOTE: Some questions are answered in the webinar, during Q&A. If you would like your name to be anonymous, simply request it when asking your question.



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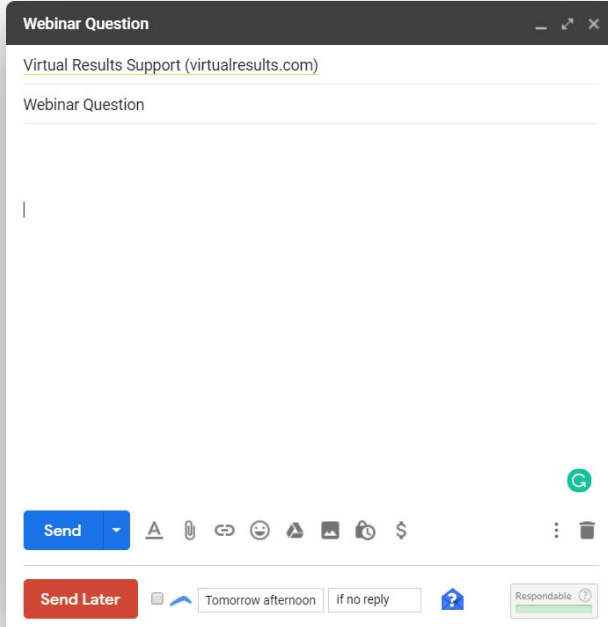
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HAVE QUESTIONS AFTER THE WEBINAR? STILL Not A Problem!

Email our Support Team!

support@virtualresults.com



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If we teach it on this webinar series, it's been



Tried



Tested



Approved



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PNC BANK

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SERIES BY



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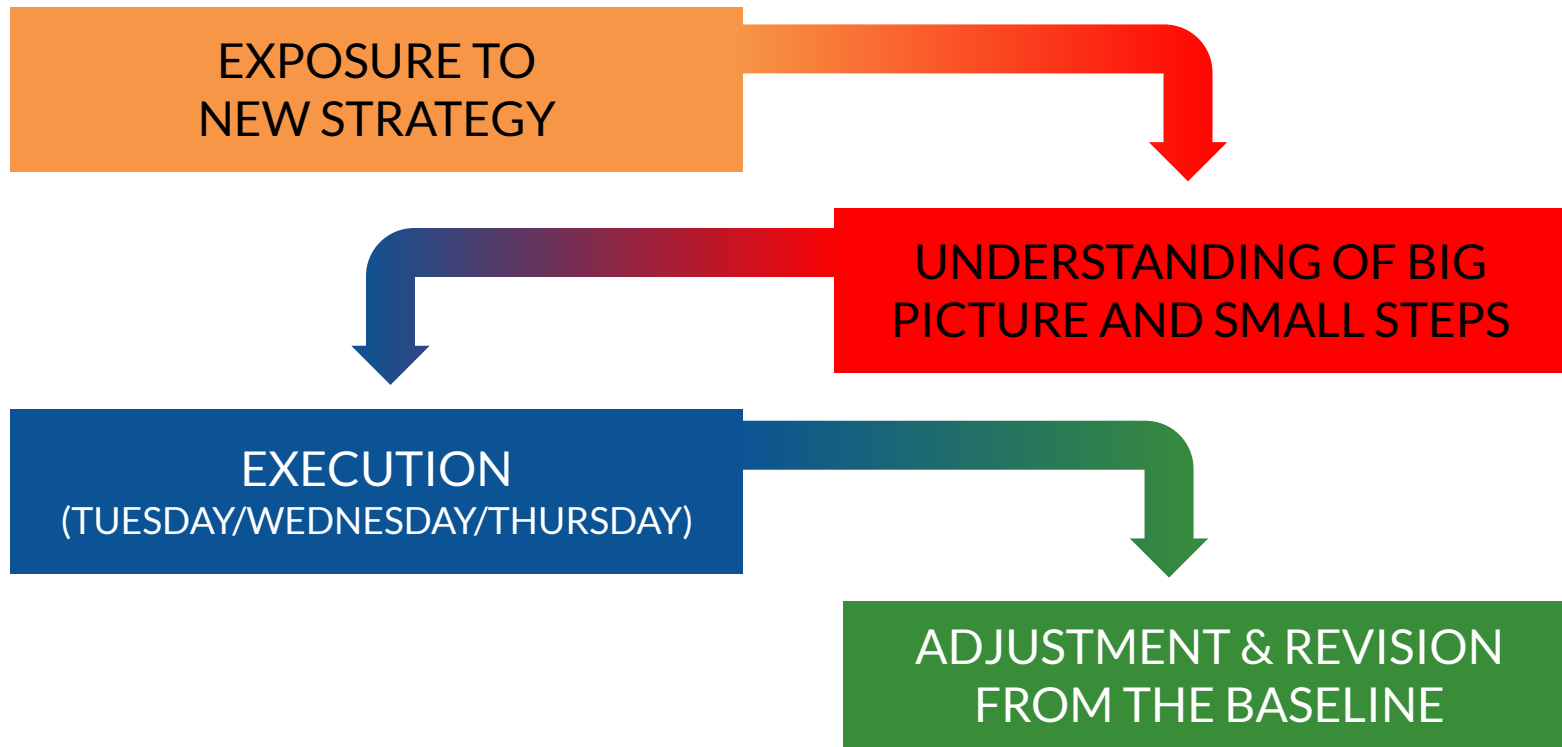
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HOW THIS SERIES WORKS

Understand the Formula For Success



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UPCOMING WEBINARS

Thursday
January 21

Ring in the New Year
With More Listings

pncwhatstrendingnow.com/jan
(Live Encore)

Tuesday
February 16

Local SEO Like a Pro

pncwhatstrendingnow.com/feb

Thursday
February 18

Local SEO Like a Pro

pncwhatstrendingnow.com/feb
(Live Encore)

DON'T FORGET TO REGISTER!



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WHAT'S TRENDING NOW



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Today's Charter



TO PROVIDE YOU WITH A
STRATEGY GUARANTEED TO
GENERATE LISTING LEADS.



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Importance of Listings

THE VALUE OF LISTINGS IS THE
POTENTIAL FOR MORE BUYERS
FOR EACH LISTING.

LISTINGS ARE NOT LINEAR!



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Importance of Listings

IF YOU CONTROL THE LISTING.
YOU CONTROL THE DEAL.



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How It Works

IDENTIFY SELLING SIGNALS



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How It Works

QUESTION



EXPECTATION



FOLLOW UP



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How It Works

NUMBER ONE QUESTION:
WHAT IS MY HOME WORTH?

WHAT IS MY CURRENT FINANCIAL POSITION IN MY HOME?



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Let's discover your home's value.

If you're planning to sell, our Home Value Estimation Tool can give you an idea of the value of your home. If you're house hunting, the tool can predict the final sale price for listings you are interested in.

Enter your street address, city & zip code

kw

**The value of your biggest asset should not be a mystery.
Get our comprehensive report in 30 seconds.**

Complete the simple three step form below so that we can understand a bit more about the property and general factors that determine final value.



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INSTANT HOME VALUE

Get a comprehensive report in seconds.



Let's get started ...

Enter your street address, city or zip ...

STEP 1 OF 3 →



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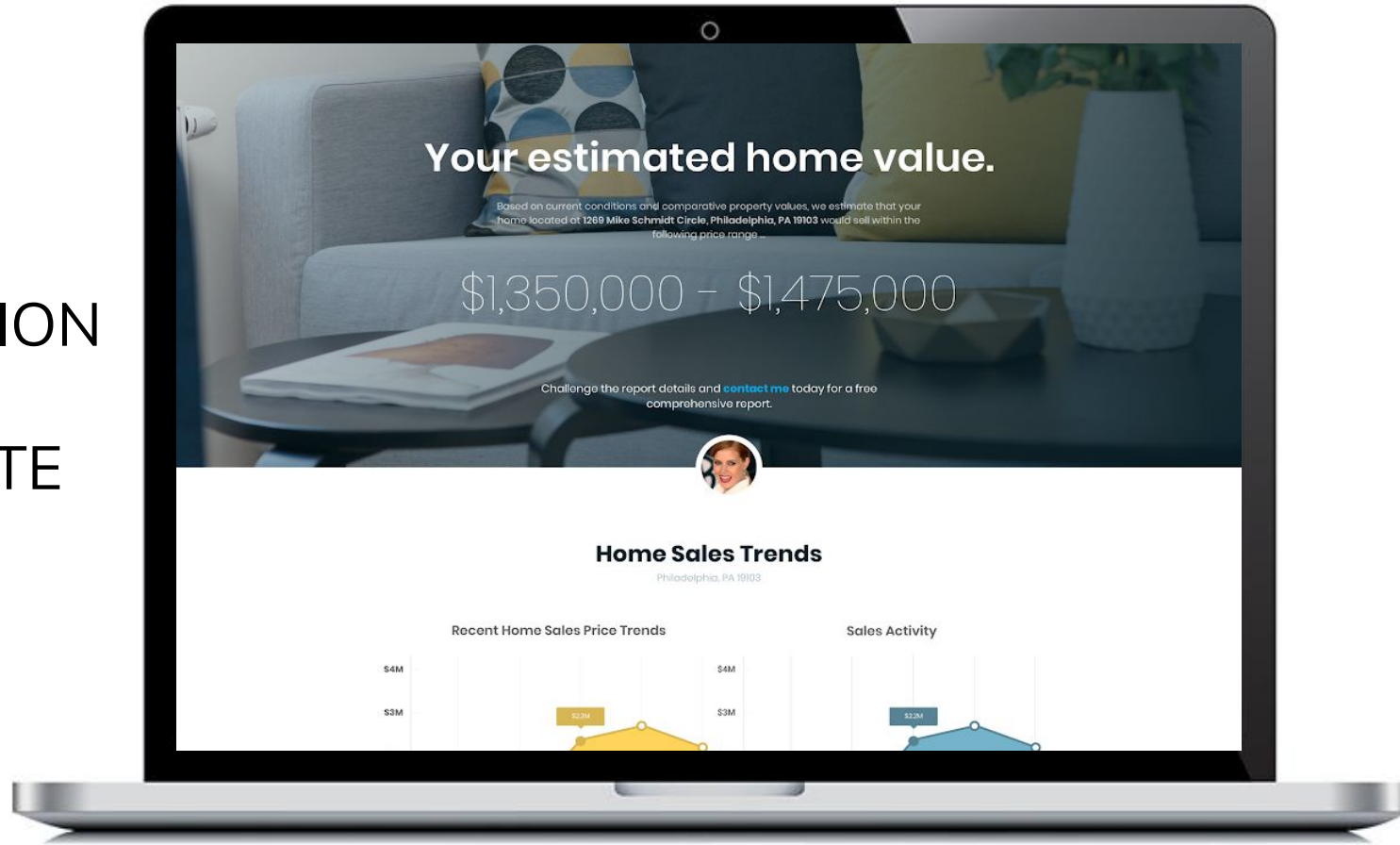


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THE EXPECTATION IMMEDIATE



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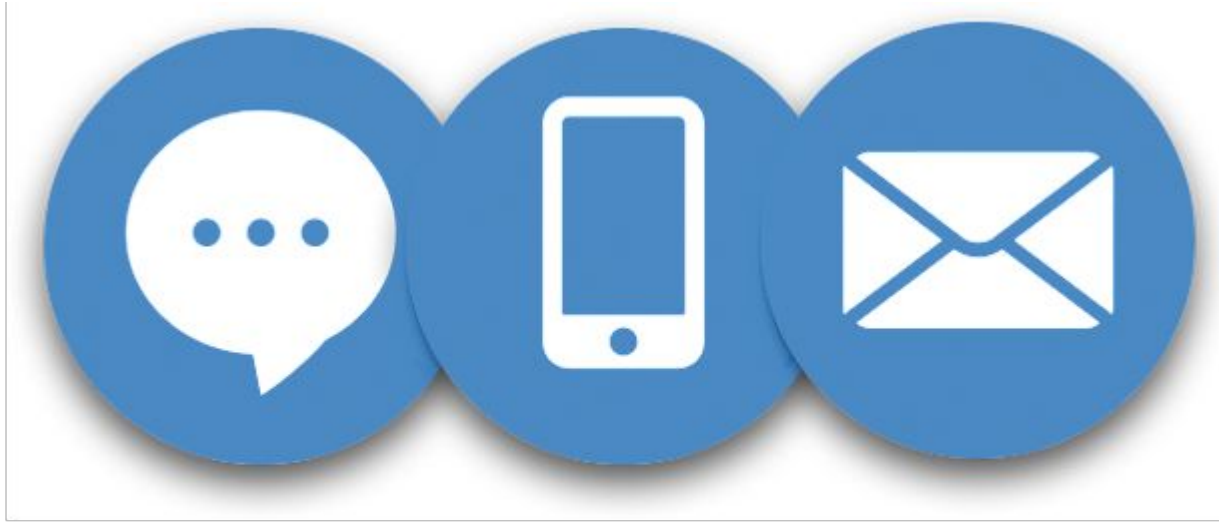


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FOLLOW UP

EMAIL | CALL | TEXT



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Leverage the Best Targeting of Homeowners in the cities you work on Facebook®!

IF YOU AREN'T DOING FACEBOOK® ADVERTISING
YOU AREN'T DOING INTERNET MARKETING



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Desktop News Feed

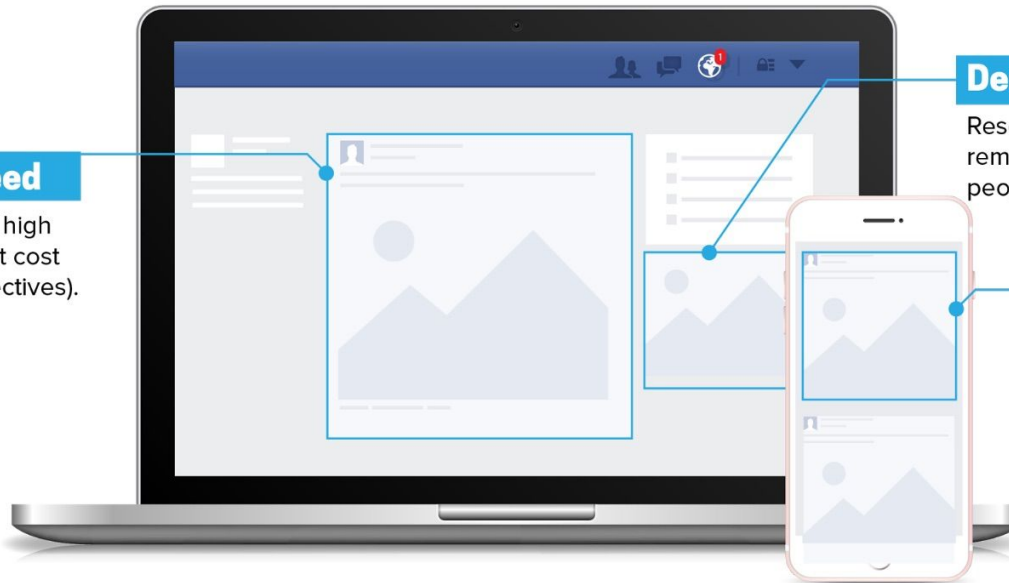
Use for conversions and high engagement (but can get cost prohibitive for other objectives).

Desktop Right Column

Reserve for retargeting and remarketing to brand-aware people.

Mobile

Use primarily for driving discovery and brand awareness.



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Understand The Cost of Conversions



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Sotheby's International Realty
December 15 at 5:26pm · 🌐
Sotheby's International Realty exclusive 🏡 East Side Of Prov
- 5 Beds / 5 Baths - every home has a story... Learn More

Call Agent Name now at (123) 456-7890
Located in one of the East Side's most desirable and prominent areas, this meticulously maintained Tudor has undergone a recent renovation throughout while maintaining classic architectural details. Upon entering, you are greeted with a... Learn More

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Write a comment...

AGENT NAME
Realty shared a link.
Sponsored (demo) · 🌐

FIND THE VALUE OF YOUR HOME

Enter your street address, city or ZIP

1 2 3

HTTPS://STARTER.HOMEVALUEEQ
The value of your largest investment in 30 seconds! Free.

Write a comment..

Sponsored · Edited (?) · 🌐
Fairbanks Ranch Homeowner? Curious what your neighbor's home sold for? Find out fast & free!
Learn what your Fairbanks Ranch CA home could sell for in this HOT market. New online tool provides an incredibly comprehensive report on EXACTLY what is selling and sold around your Fairbanks Ranch home, free!

Do you know the value of your home?
It takes just 30 seconds to find out

📍 Please enter your street address

Build Effective Ads



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72% of HOME SELLERS WERE
MARRIED COUPLES.

ON AVERAGE, SELLERS UNDER 40
LIVED IN THEIR HOMES **5 YEARS**
BEFORE SELLING.

24% OF HOME SELLERS WERE
40-54 YEARS OLD.

(not able to target age in Facebook®)

2020 NAR Home Buyer and Seller Generational Trends Report



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Who Are You Trying To Hit?

ARE YOU TARGETING THE RIGHT PEOPLE AT THE RIGHT TIME WITH THE RIGHT MESSAGE?

SPRAY & PRAY WILL NOT WORK!!!



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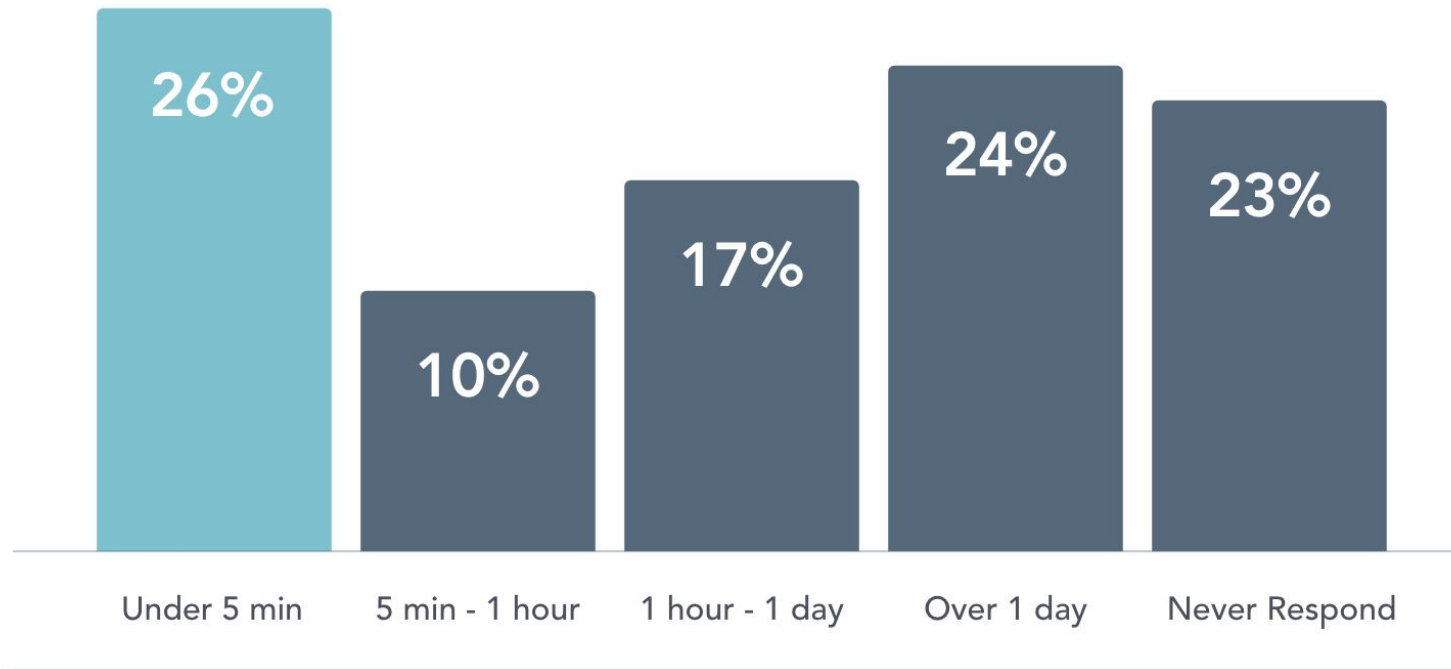


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Follow Up



Initial Response Time (IRT) of 2,241 companies tested

Source: Harvard Business Review



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Follow Up

100x

more likely to connect

When you respond in < 5 minutes,
you are 100 times more likely to
make initial contact with a lead
over waiting just an hour

21x

more likely to qualify

When you respond in < 5 minutes,
you are 21 times more likely to
convert a lead into an opportunity
over waiting just an hour



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66% OF HOMESSELLERS USED A **REFERRAL** OR THE SAME REAL ESTATE AGENT THEY WORKED WITH PREVIOUSLY.

75% OF HOMESSELLERS CONTACTED ONLY **ONE AGENT** BEFORE SELECTING ONE TO ASSIST WITH SALE OF HOME.

54% OF HOMESSELLERS CLAIMED **REPUTATION** OF AGENT AND HONESTY/TRUSTWORTHINESS AS MOST IMPORTANT FACTORS WHEN SELECTING AN AGENT.

2020 NAR Home Buyer and Seller Generational Trends Report



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What's Trending Now



REFERRALS! REFERRALS! REFERRALS!



CALL YOUR PAST CLIENTS TO OFFER A
CUSTOMIZED COMPREHENSIVE VALUATION



AMP UP YOUR REVIEW ASKS.



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ARE YOU READY TO IMPLEMENT THIS STRATEGY?



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What's Trending Now



WHAT'S TRENDING NOW

SCHEDULE THE TIME... TODAY!

January

Su	Mo	Tu	We	Th	Fr	Sa
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

February

Su	Mo	Tu	We	Th	Fr	Sa
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

March

Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

April

Su	Mo	Tu	We	Th	Fr	Sa
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

May

Su	Mo	Tu	We	Th	Fr	Sa
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

June

Su	Mo	Tu	We	Th	Fr	Sa
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

September

Su	Mo	Tu	We	Th	Fr	Sa
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

October

Su	Mo	Tu	We	Th	Fr	Sa
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Sunday

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

			1New Year's Day	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20ML King Day	21	22	23	24	25Chinese New Year
26	27	28	29	30	31	



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What's Trending Now



WHAT'S TRENDING NOW

EVERY MONTH WE TEACH YOU SOMETHING NEW!

<p>NOVEMBER 2020</p> <p>HOW TO AUTOMATE YOUR OPEN HOUSE PROCESS</p> <p>Hosted by: Ryan Rockwood & Leah Marks</p> <p>WHAT'S TRENDING NOW</p> <p>1:04:47</p> <p>22 DAYS AGO</p> <p>How to Automate Your Open H...</p>	<p>OCTOBER 2020</p> <p>REVAMP & REJUVENATE YOUR TIRED WEBSITE</p> <p>Hosted by: Ryan Rockwood & Leah Marks</p> <p>WHAT'S TRENDING NOW</p> <p>49:22</p> <p>2 MONTHS AGO</p> <p>Revamp & Rejuvenate Your Tire...</p>	<p>SEPTEMBER 2020</p> <p>GOOGLE REMARKETING</p> <p>Hosted by: Ryan Rockwood & Leah Marks</p> <p>WHAT'S TRENDING NOW</p> <p>58:43</p> <p>2 MONTHS AGO</p> <p>Google Remarketing</p>	<p>AUGUST 2020</p> <p>GOOGLE ADVERTISING: ONE BITE-SIZED STRATEGY</p> <p>Hosted by: Ryan Rockwood & Leah Marks</p> <p>WHAT'S TRENDING NOW</p> <p>58:07</p> <p>3 MONTHS AGO</p> <p>Google Advertising: One Specifi...</p>
<p>JULY 2020</p> <p>HOW TO CREATE A REFERRAL MACHINE</p> <p>Hosted by: Ryan Rockwood & Leah Marks</p> <p>WHAT'S TRENDING NOW</p> <p>54:09</p> <p>5 MONTHS AGO</p> <p>How to Create a Referral Machi...</p>	<p>JUNE 2020</p> <p>FACEBOOK RETARGETING: MAKE YOUR ONLINE CAMPAIGN WORK EVEN HARDER</p> <p>Hosted by: Ryan Rockwood & Leah Marks</p> <p>WHAT'S TRENDING NOW</p> <p>57:04</p> <p>5 MONTHS AGO</p> <p>Facebook Retargeting: Make Yo...</p>	<p>MAY 2020</p> <p>TOP 3 MOST EFFECTIVE WAYS TO BUILD YOUR BRAND</p> <p>Hosted by: Ryan Rockwood & Leah Marks</p> <p>WHAT'S TRENDING NOW</p> <p>59:55</p> <p>5 MONTHS AGO</p> <p>Top 3 Most Effective Ways to B...</p>	<p>APRIL 2020</p> <p>FACEBOOK ADVERTISING</p> <p>Hosted by: Ryan Rockwood & Leah Marks</p> <p>WHAT'S TRENDING NOW</p> <p>1:06:13</p> <p>7 MONTHS AGO</p> <p>Facebook Advertising: A Simple ...</p>

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NEXT MONTH: LOCAL SEO LIKE A PRO

Mastering local search engine optimization is vital to the success of local businesses. Ensuring your Google My Business profile is set up correctly can increase visibility on search engine results pages and drive traffic to your website. Attend this complimentary webinar with internet marketing professionals, Ryan Rockwood and Leah Marks, as they share their road map to maximize local SEO and increase your leads

PNCWhatsTrendingNow.com/Feb

DATES: FEBRUARY 16 & 18
TIME: 12PM ET | 11AM CT | 9AM PT



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Did You Know We Do This Monthly?

HOME SALES CUS
REAL ESTATE PROFE
ST FIRST TIME HOMEBU
HOMER EXPERIENCE HOME
PROFESSIONALS HOUSING MARKE
HOMEBUYERS TECHNOLOGY HOME SALE
EXPERIENCE HOME LENDING PROCESS REAL ES
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S TECHNOLOGY HOME SALES CUSTOMER
NG PROCESS REAL ESTATE PROFESSION/
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ESS REAL
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EXPI

**WHAT'S
TRENDING
NOW**

Each will teach ONE KEY strategy that:

- Drives Traffic
- Creates Conversion
- Retains Sphere
- Creates REAL Business

Questions or Comments?
Support@virtualresults.com



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