



AGENT FORMULA

The Real Estate Agent's Solution!

I want to be VERY Clear

There's ONE MESSAGE!?

This course was written

2017 –

**We want to respect what
the Commission
approved and**

Have things changed?

**Real
Estate is
a
numbers
game!**



If we had *Titled* the course
MARKETING SKILLS

How many of
you would have
come?

What's the difference?

EFFICIENT

VS.

EFFECTIVE

**Tell me a
Story!**

Time 2007 Runner Up

Single Mom on Welfare

"poor as it is possible to be
in modern Britain, without
being homeless."[\[25\]](#)[\[53\]](#)

Richer than the Queen!

QUICK FACTS

NAME

J.K. Rowling

OCCUPATION

Author

BIRTH DATE

July 31, 1965 (age 52)

DID YOU KNOW?

Before J.K. Rowling published her 'Harry Potter' series, she was a single mom on welfare.

DID YOU KNOW?

As of 2017, Rowling's net worth is about \$850 million dollars.

EDUCATION

Wyedean School and College, St Michael's Primary School in Winterbourne, University of Exeter

PLACE OF BIRTH

Yate, England, United Kingdom

AKA

Jo Rowling
J.K. Rowling

FULL NAME



J.K. Rowling

J.K. Rowling's Net Worth

According to *The Sunday Times* 2017 Rich List, J.K. Rowling's net worth is £650 million (about \$850 million) — making her wealthier than even [Queen Elizabeth II](#). *Forbes* put her wealth at \$650 million in 2017, in large part due to the 450 million copies of *Harry Potter* sold to-date and the subsequent movie franchise that has grossed \$7.7 billion. (Her worth would've been more in *Forbes* if it were not for the \$150 million she has donated to various charities.) In the first half of 2017, Rowling took home an estimated \$95 million thanks to her new play, *Harry Potter and the Cursed Child*, and movie, *Fantastic Beasts and Where to Find Them*.

May 2019 \$1B



jk rowling net worth 2019



All

News

Images

Shopping

Videos

More

Settings

Tools

About 1,800,000 results (0.98 seconds)

What Is **J.K. Rowling's Net Worth** in **2019**? She now has an estimated **net worth** of just under \$1 billion as of May **2019**, when the Sunday Times estimated her **net worth** at GBP 750 million (\$953 million). Jun 10, 2019



[What Is J.K. Rowling's Net Worth? - TheStreet](#)

<https://www.thestreet.com/lifestyle/jk-rowling-net-worth-14984806>

About Featured Snippets

Feedback

People also ask

What is the net worth of JK Rowling?



Is JK Rowling the richest author in the world?



EXHIBIT 7-8**MOST IMPORTANT FACTOR IN CHOOSING A REAL ESTATE AGENT TO SELL HOME,
BY LEVEL OF SERVICE PROVIDED BY THE AGENT***(Percentage Distribution)*

		LEVEL OF SERVICE SOUGHT FROM THE AGENT BY THE SELLER		
	All Sellers	A broad range of services and management of most aspects of the home sale	A limited set of services as requested by the seller	The agent listed the home on the MLS and performed few if any additional services
Reputation of agent	31%	32%	25%	24%
Agent is honest and trustworthy	21	22	12	19
Agent is friend or family member	14	14	16	16
Agent's knowledge of the neighborhood	14	12	24	15
Agent has caring personality/good listener	5	5	1	6
Agent's association with a particular firm	4	4	5	3
Agent's commission	4	4	7	5
Agent seems 100% accessible because of use of technology like tablet or smartphone	3	3	2	5
Professional designations held by agent	1	1	1	1
Other	5	4	7	6

Your LOGO = 4%

Your Fee = 4%

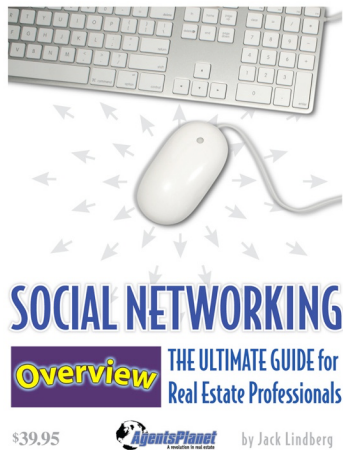
You don't know Jack!



**1) Google
yourself! Just
your name!**

Then your phone number.

He wrote the 1st books for NAR on Social Media



Overview



Facebook

Advanced
Facebook



LinkedIn



Twitter

If I joined R.E. Today 

**Learn the Tools –
Get the *right*
perspective – Long
Term, not Quick Fix**

If I joined R.E. *Today* 

**Join FB and Build an
Audience – start
Neighborhood
Groups**

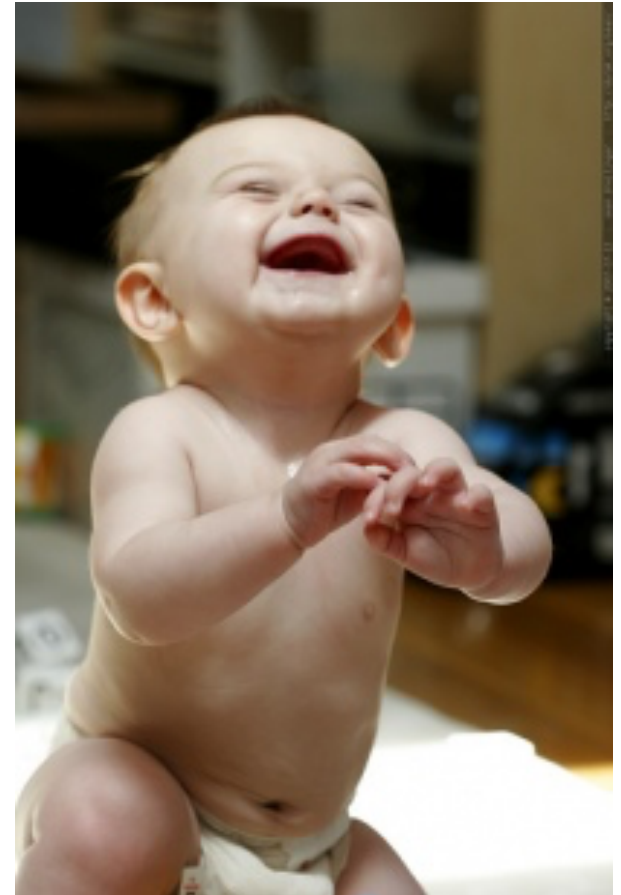
What do you want to do?

And, who do you want to do it with?

With Mobile?

With Facebook?

With your site?



4 C's of Internet Success

Created in 2005

Defines lead generation process for internet

Like links in a chain... each one essential

Call Out


Capture

Communicate

Close



1) YOUR SITE

2) FB/ 

3) G SUITES

4) MOBO MIX

5) MAIL CHIMP

6) RPR/REMINÉ

**Tell me a
Story!**

**Pretend you
wanted to
move some
water.**



**You could put
more water in –
or fill the holes –
which is better?**

Create a
positive
experience *first*

Then drive
traffic to your
site.

Your Website: more business

How's your homepage?? (1st Impression)

The screenshot shows a real estate website for Brenda Caruso. The header features a large image of Las Vegas with a 'WELCOME TO LAS VEGAS' sign. Navigation links include Home, Login, Property Search, and Contact Me. A sidebar on the left contains a photo of Brenda Caruso, her name, company (Universal Realty), address, phone number, and email. The main content area is titled 'FIND A LISTING' and includes a search bar, a list of property types (Single Family RES Active, Single Family RES Sold, High-Rise, Multiple Dwelling, Vacant/Subdivided Land, Residential Rental), and contact information at the bottom.

WELCOME TO LAS VEGAS

Home Login

Property Search Contact Me

FIND A LISTING

Search our extensive inventory of available properties. All information is current and available 24-hours a day, 7 days a week.

Approximately **25924** listings now available.

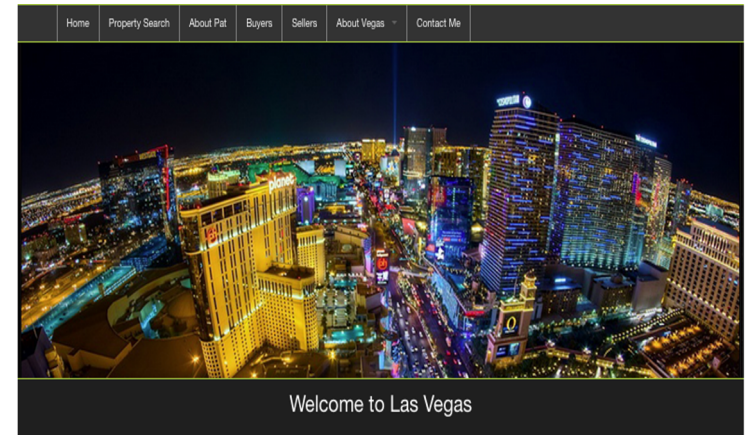
Select a search that most suits what you are looking for.

- 1 Single Family RES Active**
Single Family Residential
- 2 Single Family RES Sold**
Single Family Residential - SOLD
- High-Rise**
Vertical/High-Rise
- 3 Multiple Dwelling**
Multiple Dwelling
- 5 Vacant/Subdivided Land**
Vacant/Subdivided Land
- 7 Residential Rental**
Rentals

[Property Search](#) | [Contact Me](#)

Brenda Caruso Universal Realty 2370 Corporate Circle Dr, Suite 250 Henderson, NV 89074 Cell: 702-219-9127
Email: Brenda@BrendaCaruso.com Web: www.BrendaCaruso.com
The Real Estate for sale data on this website comes in part from the INTERNET DATA EXCHANGE (IDX) program of the Greater Las Vegas Association of REALTORS MLS. - GLVAR DEEMS INFORMATION RELIABLE BUT NOT GUARANTEED. -
[Powered by MarketLink](#)

ABR CRS



This screenshot shows a different layout for the real estate website. It features a navigation bar with links to Home, Property Search, About Pat, Buyers, Sellers, About Vegas, and Contact Me. Below the navigation bar is a large image of the Las Vegas skyline. The main content area is divided into several sections: 'Property Search' with a magnifying glass icon, 'About Pat' with a photo of a man, 'Featured Neighborhood' with a photo of a house, and three columns for 'Buyers', 'Sellers', and 'About Vegas', each with a brief description and a 'Click here' link. The footer includes contact information for Brenda Caruso and a disclaimer.

Home Property Search About Pat Buyers Sellers About Vegas Contact Me

Property Search

Click Here

About Pat

Featured Neighborhood

Seven Hills

Buyers

Click here to get tips on buying, search homes and see what I will do for you to make your experience exceptional...

Sellers

Click here to get tips on selling and learn what I will do for you to help you make the most of the opportunity

About Vegas

Click here to discover the many facets of Las Vegas. It's not just about gambling anymore!

Las Vegas - City of Convenience

Las Vegas is an arid climate city with a population of over 600,000 and a metropolitan area population (including Henderson, North Las Vegas, Boulder City, etc.) is just over 2 Million people. Known as the "Entertainment Capital of the World", living in Las Vegas is living the lifestyle of convenience. The weather is warmer than most places in the U.S. with relatively mild winters (snow is a rarity) a perfect spring and fall and a hot summer. Most things here are 24/7 including gas stations, grocery stores, drug stores, restaurants, bars, etc. You can have pretty much anything you want any time you want. Living here is also convenient because everyone you know will eventually come to visit, whether it's for a vacation, to escape cold weather or to see the world. You also have world class

Seven Hills is a neighborhood in the south central part of Las Vegas valley. It borders Anthem and has

Brenda Caruso Universal Realty 2370 Corporate Circle Dr, Suite 250 Henderson, NV 89074 Cell: 702-219-9127
Email: Brenda@BrendaCaruso.com Web: www.BrendaCaruso.com
The Real Estate for sale data on this website comes in part from the INTERNET DATA EXCHANGE (IDX) program of the Greater Las Vegas Association of REALTORS MLS. - GLVAR DEEMS INFORMATION RELIABLE BUT NOT GUARANTEED. -
[Powered by MarketLink](#)

ABR CRS

Your Website: Homepage




Home

Meet Helen
Jeanne Nicastri
Meet Helen's Team

Buy Property

Sell Property

Property Search

The Gables Club

Community Information

Related Links

Contact Us

Client Login

 Miami Eats
» click here



Helen Jeanne Nicastri
with the World President
of FIABCI at the Annual
United Nations meeting



RESIDENTIAL REAL ESTATE, INC.

Helen Jeanne Nicastri
PRESENTS FLORIDA LUXURY HOMES



Helen Jeanne Nicastri
A LEADER IN THE REAL ESTATE INDUSTRY

- Consistent Top Producer for Coldwell Banker in the State of Florida and in the top 1/2% of Realtors nationwide.
- Honorary Chairman, Master Brokers Forum: An organization of the top residential sales agents across Miami-Dade County.
- Recognized Residential Real Estate Expert with over 20 years experience representing buyers and sellers.
- One of the top agents for Coldwell Banker in the State of Florida. Member of the Florida 100.

International Specialist • Who's Who in South Florida

FEATURED COMMUNITIES



Miami Beach



Coral Gables



Coconut Grove



Pinecrest

FOR MORE INFORMATION CALL:
Helen Jeanne Nicastri
Office: (305) 667-4815 Ext. 176
After Hours: (305) 332-4534
EMAIL:
info@floridaluxuryhomes.com













Spanish Portuguese Polish German French Italian Russian Japanese Chinese

HELEN JEANNE NICASTRI



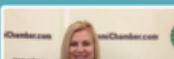
South Florida


International Savvy ▾ About Property Search Featured Properties Areas ▾ Awards Contact Us



HELEN JEANNE NICASTRI
International Marketing Specialist
T: 305.332.4534
jeanne@floridaluxuryhomes.com


2013
Top Residential
Individual Realtor®
in Miami
by the Greater Miami
Chamber of Commerce






ZILLOW HOME OF THE WEEK


FLORIDA LUXURY HOMES



314 W. San Marino Dr.
\$8,675,000



1100 S. Greenway Dr.
\$2,250,000



3740 Irvington Ave.
\$1,495,000

FLORIDA LUXURY SKY HOMES

Your Website: Homepage

K.I.S.S.

- **Name, Address & Phone Number!**
- **What you do**
- **Where you do it**
- **Property Search Link **#1?**
- **Contact Info. (or link to it)**

Everything else can be clicked to go to

Your Website: Google ranking



We also have an office in the Beautiful Blue Ridge Mountains of Hiawassee, Georgia! www.ZobelRealEstateGeorgia.com

Zobel Real Estate, Inc. 21202 Olean Blvd., Port Charlotte, Florida 33952 941-629-6600 1-800-456-6601
Land and Homes

Laurie A. Zobel, Pres., FL Lic. Broker
Robert L. Zobel, V.P., FL/GA Lic. Broker



BUYERS...THIS IS YOUR TIME!

There are so many advantages for one to purchase a home or a building lot at this time. We still have low prices, good solid inventory, and great programs for the first-time homebuyer. The time really is NOW!

Our professional and knowledgeable staff will help you find the perfect home for you and your family. We will gladly help you from the first step of pre-qualifying for a loan, to finding a home that fits your needs, to negotiating the purchase agreement with you, to handling needed inspections, and on to the actual closing.

INVESTORS

We have all seen this before...and it's starting again. The land prices are still stable, however, they are beginning to rise.

Are we in for another major real estate expansion? It certainly seems so, perhaps not as volatile as was the '05 era, but there are an awful lot of Baby Boomers chafing at the bit to get to the warm winters of Florida and when they start...well, you know what will happen to the land prices. We were there before, during and after that last expansion, as well as the prior two, which were decades ago. There is little doubt that we will once again need our land investor groups to supply that demand for the public, but more so, for our land hungry home builder clients.

SELLERS



Mobile



Desktop

58 / 100

Suggestions Summary

Should Fix:

Optimize images

► [Show how to fix](#)

Leverage browser caching

► [Show how to fix](#)

Consider Fixing:

Eliminate render-blocking JavaScript and CSS in above-the-fold content

► [Show how to fix](#)

Enable compression

► [Show how to fix](#)

Minify HTML

► [Show how to fix](#)

Minify CSS

► [Show how to fix](#)



4 Passed Rules

► [Show details](#)

Download optimized [image](#), [JavaScript](#), and [CSS](#) resources for this page.

Your Website: Google ranking



Mobile



Desktop

55 / 100 User Experience

This page may not pass Google's [Mobile-Friendly Test](#). [Learn more.](#)

! Should Fix:

Use legible font sizes

› [Show how to fix](#)

Size content to viewport

› [Show how to fix](#)

Configure the viewport

› [Show how to fix](#)

! Consider Fixing:

Size tap targets appropriately

› [Show how to fix](#)

✓ 1 Passed Rule

› [Show details](#)

88 / 100 Speed

! Consider Fixing:

Leverage browser caching

› [Show how to fix](#)

Enable compression

› [Show how to fix](#)

[Optimize images](#)

Your Website: Hyperlocal

Rutherford Appellation

There are three popular types of wines/grapes you could pursue most effectively in napa and sonoma county. Many that consider getting into the winery "lifestyle" do so with their preferred type of wine... it makes it more fun for them.

Price range per acre (of vineyard): \$250,000 - \$350,000

Average Income per Ton of Cabernet Sauvignon: grapes: \$5000 - \$25,000

Known for: Cabernet Sauvignon

From Wikipedia: ([click here](#) for the full page on wikipedia)

The **Rutherford AVA** is an **American Viticultural Area** located within **Napa Valley AVA** and centered on the town of **Rutherford, California**. The area is known for its unique **terroir** particularly with its **Cabernet Sauvignon**. The well drained soil of this area is composition of **gravel**, **loam** and **sand** with **volcanic** deposits and marine sediments from the **Franciscan Assemblage**. The **appellation** accounts for only 6,650 acres (27 km²) in the center of **Napa Valley** but has been home to some of the regions most historic and world renowned wineries such as **Beaulieu Vineyards**, **Rutherford Hill**, **Raymond Vineyards**, and **Inglenn Winery**.^[3]

Lifestyle considerations for the Rutherford Area

Key Links

City of Napa

- [Napa Police](#) (and crime stats)
- [Water Division](#)
- [Housing Division](#)
- [Building Division](#)

County of Napa

- [Info. for Residents](#)
- [Info. for Business](#)
- [Building Permit Process](#)

Napa County Library

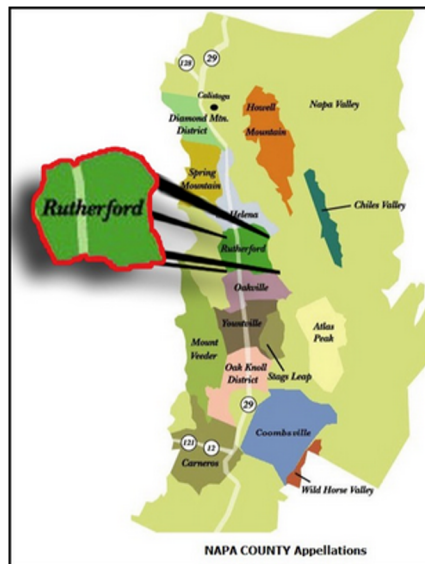
State of California Website

- [Department of Motor Vehicles \(DMV\)](#)

Napa County Unified School District

[Click here](#) for a regional Bay Area map

[Click here](#) for a Rutherford Area Property Search



Rutherford Appellation area on Google Earth



Anybody here have *more than one* car?



Or, more than one e-mail address?



More than one
web site?



Could be the Distributor



Facebook: Call Out

Real Time - Current!

Relevant

Engagement

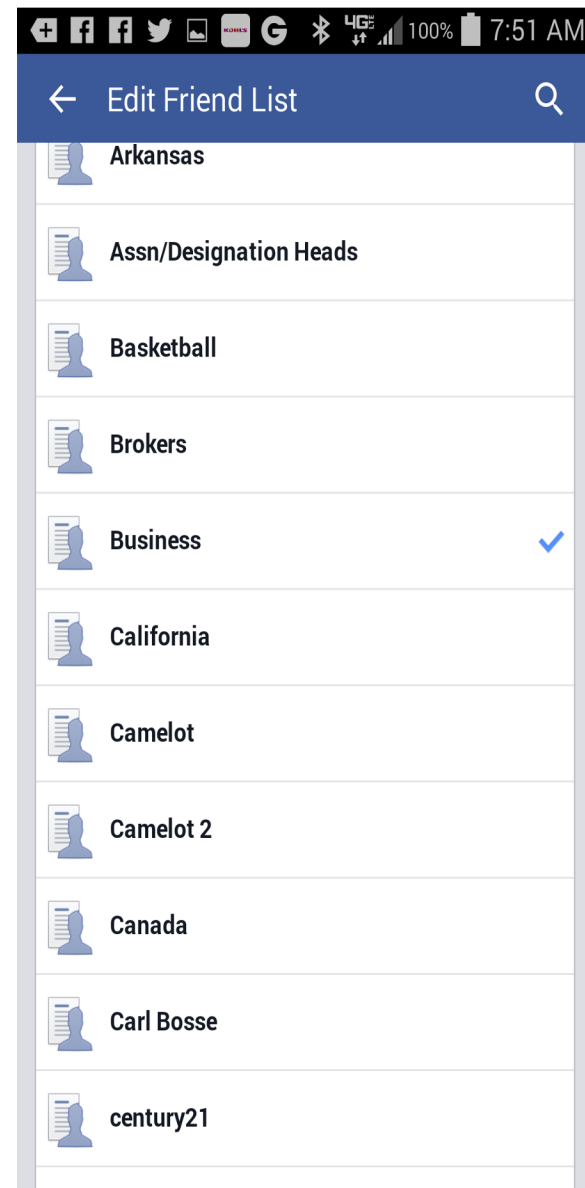
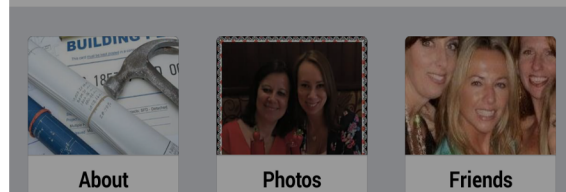
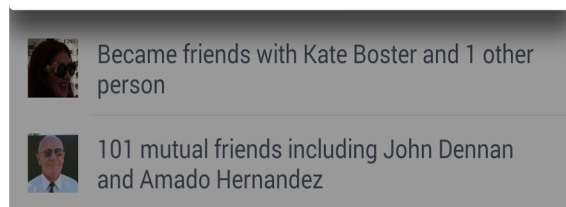
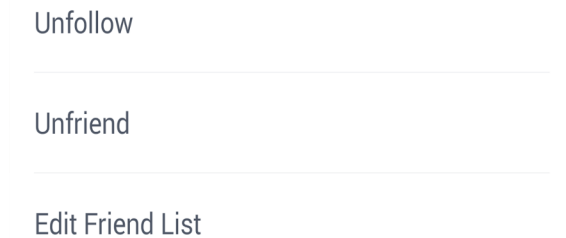
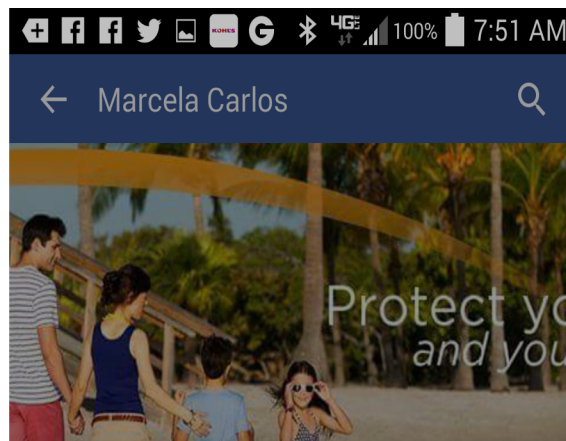
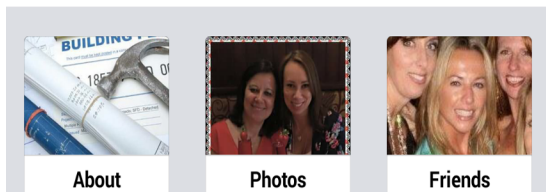
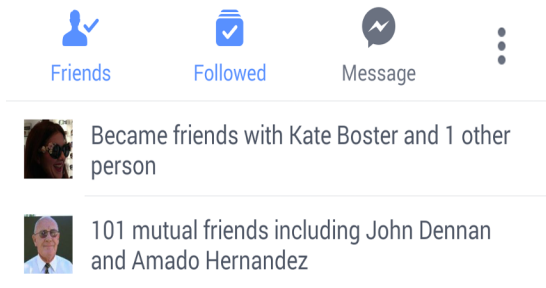
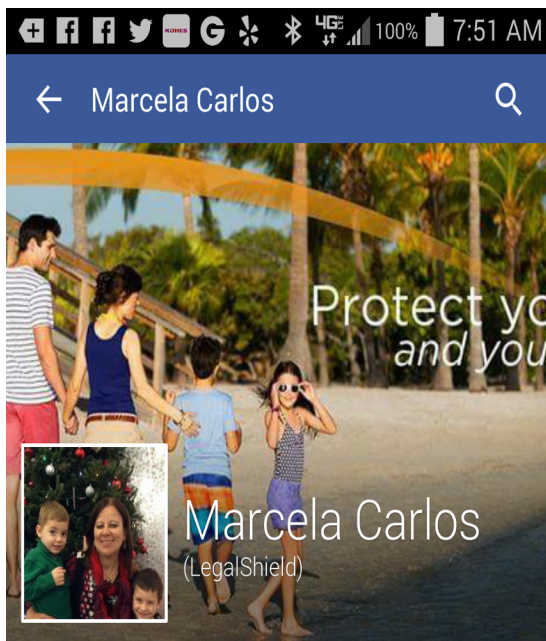


 Analytics

VS.

Facebook Insights

Facebook: Call Out



Facebook Buys Instagram for \$1 Billion

By EVELYN M. RUSLI APRIL 9, 2012 1:15 PM 36

2:02 p.m. | Updated

Facebook is not waiting for its initial public offering to make its first big purchase.

In its largest acquisition to date, the social network has purchased Instagram, the popular photo-sharing application, for about \$1 billion in cash and stock, the company said Monday.

It's a notable move for Facebook, which has exclusively focused on bite-size acquisitions, worth less than \$100 million.



Keith Bedford/Bloomberg NewsKevin Systrom, chief executive of Instagram.

Related Links

- [Instagram Marks Break in Facebook's Deal-Making Style](#)
- [The Short Explosive Rise in Instagram's Valuation](#)
- [NYTimes: A Stream of Postcards, Shot by Phone](#) (June 4, 2011)

With Instagram, Facebook will get a formidable mobile player – an area that is seen as a weakness for the sprawling social network.

Founded two years ago, the service — which lets users share photos and apply stylized filters — has become one of the most downloaded applications on the [iPhone](#), with some 30 million users.

Instagram released a version of its application for [Google's](#) Android operating system last week.

On Monday, both companies expressed their commitment to run Instagram as an independent service.

**\$1
Billion
Why so
much?
13
Employees**

Make me smarter!

Edx.org

Udacity? Coursera?

Itunesu – there's an app

elevate

www.curaytor.com

Google real estate technology curator webinar Search Share More >>

CURAYTOR

Marketing That Works.

 Water Cooler

 Watch

 Listen

 Bonus

 Secret Sauce



[Advanced Website Ideas, Live Webinar](#)



Advanced YouTube Marketing

Video + Live Chat



25 Attention Grabbing Facebook Ads

UNLOCK THE LIST >



 CURAYTOR

OUR PLATFORM REVIEWS

Menu

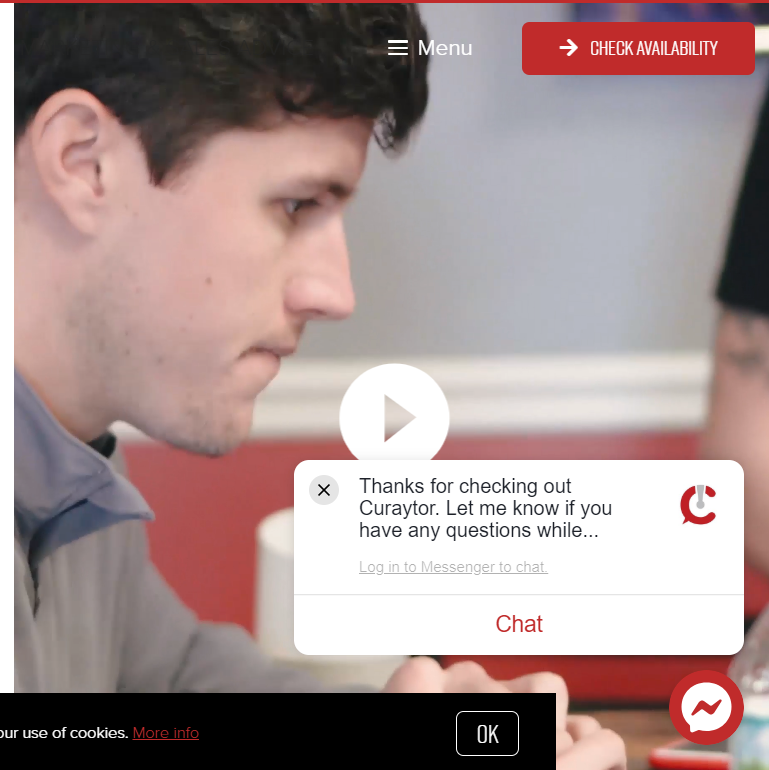
→ CHECK AVAILABILITY

SELL MORE HOMES WITH SMARTER MARKETING

If you create great marketing campaigns that add value, advertise to a targeted audience to grow your reach, and stay connected with smarter email marketing, you will attract business and grow faster.

EXPLORE OUR PLATFORM

[Hear From Our Customers](#)



We use cookies to enhance your browsing experience and deliver our services. By continuing to visit this site, you agree to our use of cookies. [More info](#)

OK

Curaytor says...

There are TWO things...

Facebook ads &

Mass email!

“Evergreen Videos”?

Community Videos

Listing Videos

How To Videos

Testimonial Videos

About Me Videos



Just for fun

SEME –

Search Engine

Manipulation Effect

Fewer than 5% of Searches go past
page one.

What's at the top must be the best
because it's at the top!

The company that started as a novel search engine now manages eight products with more than 1 billion users each.



Google™

-

Google Drive



G – Suites;G-MAIL?

Rapportive – Add On

Boomerang

Charlie iPhone app

Social Mention

What gets opened...

FIRST?

TEXT?



- Send Text Message
- Scheduled & Sent Texts
- Buy More Credits
- Inbox
- Keywords
- Groups
- Contacts
- Web Widget Creator
- QR Code Generator
- Refer A Friend
- My Profile
- Support
- Logout

My Plan: Pay&Go_Internal
[Billing Info](#)
[Change My Plan](#)
[View My Invoices](#)

Plan Credits: 20
 Anytime Credits: 933 ([ADD](#))

Plan Keywords: 2 of 2
 Additional Keywords: 0 ([ADD](#))

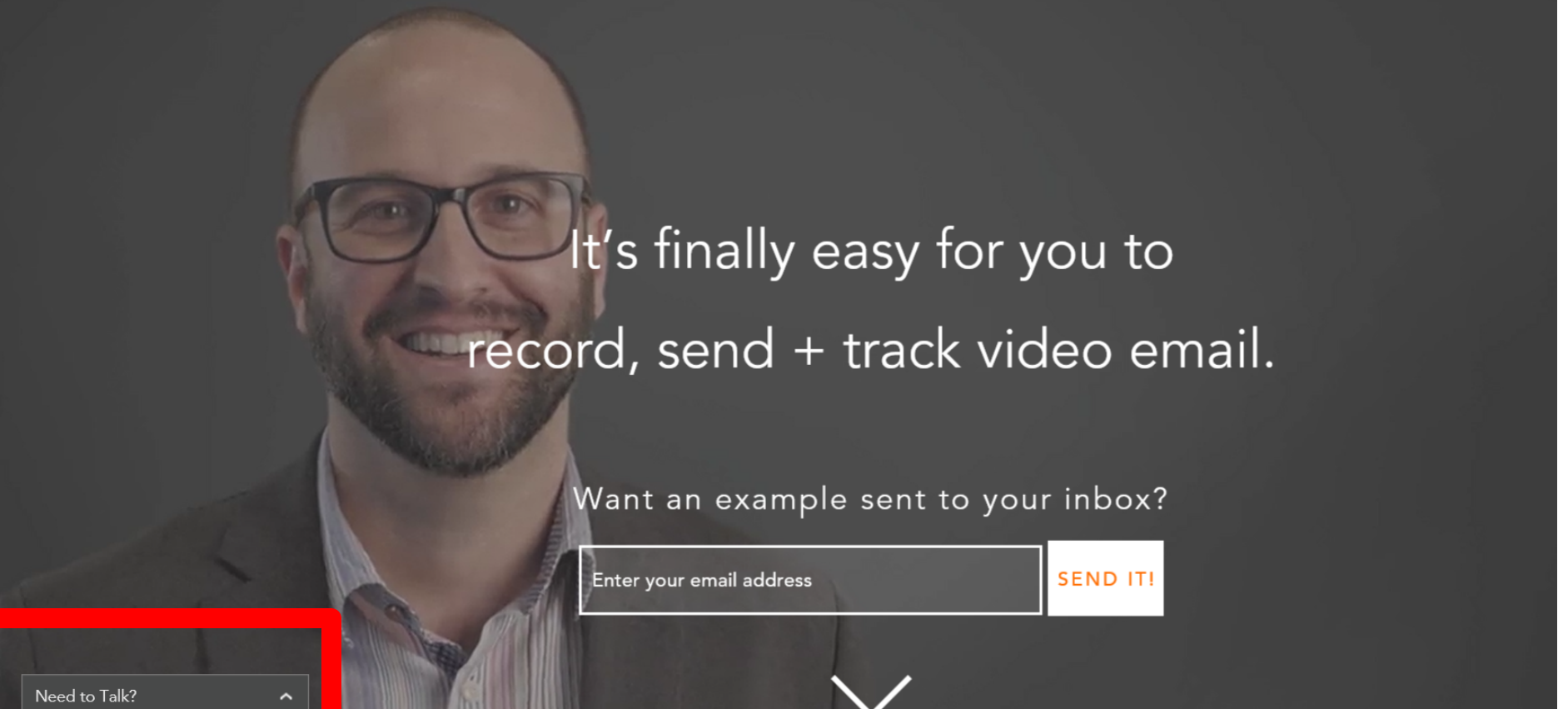
[About Credits & Keywords](#)

You Have 0 New Messages

Common Tasks

- Send A Text Message
- Check Your Inbox
- Buy More Credits
- Rent/Edit Keywords

mobomix



It's finally easy for you to
record, send + track video email.


Want an example sent to your inbox?

[SEND IT!](#)


Need to Talk? ^

**Call Out – Their web page is
video – Go figure?**

Mailchimp: Call Out

 Untitled Template Help | Preview and Test ▾

Use this area to offer a short preview of your email's content. [View this email in your browser](#)



Drop an image here
or

Browse

Designing Your Email

Creating an elegant email is simple

Now that you've selected a template to work with, drag in content blocks to define the structure of your message. Don't worry, you can always delete or rearrange blocks as needed. Then click "Design" to define fonts, colors, and styles.

Need inspiration for your design? [Here's what other MailChimp users are doing.](#)


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IFNOT:ARCHIVE_PAGE *LIST:DESCRIPTION*

Our mailing address is:
HTML:LIST_ADDRESS_HTML *END:IF*


[unsubscribe from this list](#) [update subscription preferences](#)

IIF:REWARDS *HTML:REWARDS* *END:IF*


Content Design




Text



Boxed Text



Divider



Image




Image Group




Image Card







Image + Caption




Social Share




Social Follow




Button



Footer



Code



Don't forget these..

- Evernote
- Slydial
- GroupMe
- eKey
- CamScan
- CSS/Showing Capture
- Glyimpse
- Matrix
- RPR Mobile
- aWallet PW
- Expensify
- Social Media
- Prezi
- Z,T,R
- Eyejot
- Dropbox
- GDrive
- Waze
- Shush
- YouTube
- Bitmoji
- Webex
- Join.me
- Diptic
- Splashtop
- HomeSnap
- Messenger
- Fitness pal
- Mile IQ