

Elevate Your Online Influence EXIT Realty Corp., International



Online Profiles & Reviews

- Power of Profiles & Reviews
- Which platforms are right for you
- How you get reviews







Let's discuss:



How important are complete profiles?



PROFILES

REALTOR.com:

- Robust REALTOR.com Profiles (Seller leads are on the rise) 1.
- RealRating[™] (qualified transaction rating) 2
- Recommendations (other agents, partners, SOI)
- Complete bio- (1st person conversational-style) 5 Not a resume'
- Area of specialization (think- Google search! Add lakeview properties, high-rise, 55+)
- 7 Blog and business social media links



PROFILES

- 1. Create a FREE Agent Profile (AgentHub/ Profile)
- 2. Add a photo

Zillow:

- Add your professional information (add important links/social sites)
- Promote your brand (no sales pitch- here) Add your past sales (address, date, side you represented)
- 6. Request reviews (don't leave this to the end!)
- 7. Connect your listings



PROFILES

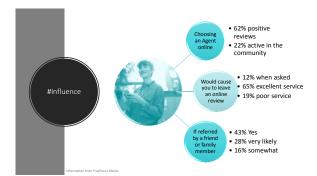
- 1. Use a professional photo (7 x's factor)
- 2. Create an informative headline (location is KING)
- 3. Complete the summary section (it's about YOU not your company)
- 4. Have at least 2 most recent positions (12 x's factor)
- Add skills and expertise (add at least 5- remove skills)
 Add education and certifications
- Get connected- Tip!

LinkedIn:















"It's no longer about what you perceive your brand to be, your brand is defined by others."

> -Annette Anthony, EXIT Realty Corp. International

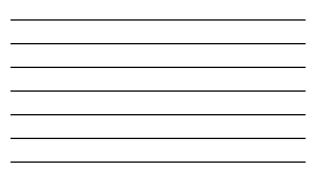


Online Reputation Management Resources:

Google Alerts Trakur Twitter Search BrandYourself

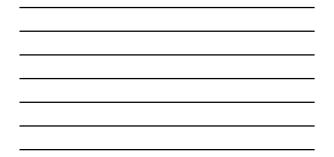








Where to Leverage Reviews		EXIT Kingdom Realty Q : ordervee environment environment
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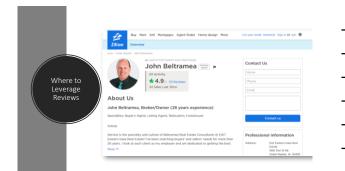


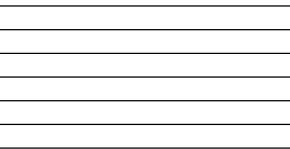




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9/17/2018

How you get Reviews











Your PROFILES Action Plan

- 1. Time block
- 2. Review where you exist
- 3. Don't sell- tell
- 4. Update
- 5. Recommend (think- give to get)
- 6. Share it



Your REVIEWS Action Plan

- 1. Start with your most recent clients
- 2. Keep up with what you can
- 3. Send a video with a link to the platform
- 4. Follow up with a phone call
- 5. Walk them through it if needed
- 6. Be obsessed about it
- 7. Thank them



