

Real Estate Tech Tuneup

Written & Presented by:
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You Tube Course Description: <https://youtu.be/q0ZFdBRewww>

Course Length: 3 hours of class time

Learning Objectives: This program unites Gerry's Five Key Income Generating Activities with “minimum- standard” technology applications for success.

This program is NOT strategic! It is exacting, in details on what to do, what technology to use and what to say. A learner workbook will be supplied to learners. Available in live and webinar formats.

The objective of this program is to introduce key technologies that work in concert with a traditional business development plan. In today's business world, Realtors are constantly being inundated with the latest apps, programs, and devices. Many Realtors become overwhelmed with the added pressures of integrating technology into their business. This often results in a loss of key business development/prospecting activity, hurting overall success rate.

Our program resets the business. Participants will build core skills and understanding necessary for today's business by combining 5 key business generation activities with the required supporting technology for best results.

By teaching, supporting, and providing motivation, this program will keep participants organized and up to date. Results have been superb, with significant increases in graduate's marketing outcomes and income.

Session Overview

Activity 1, Client Base

- What CRM options exist for Realtors and how to choose one that can work for you. Key elements of a winning Realtor CRM.
- Developing an annual communication strategy. What an annual program ought to look like.
- What to send out.
- Branding and how to be you.
- How to personally contact your client base and what to say.
- Identifying and interacting with your “Top 20” most influential clients.

Activity 2, Farming - Geographic and Demographic

- Why Geographic Farming remains one of the top income generating strategies today
- 5 keys to Geographic Farming success.
- How to choose your Geographic Farm.
- Why a Face Book Business Page is KEY to your business
- How to maximize the yield from your Facebook Personal and Facebook Business Page
- How to be you - genuine and interesting to your audience
- Why you might consider being “on-camera” in some situations
- How to get good at being on-camera.
- Key strategies for Facebook business generation success.

Activity 3, Open House

- What key technologies will take your open house to a different level. Included is Gerry’s Open House Ninja check-list and how to develop your own.
- Key “How To’s” for to successful application in the field.
- What print materials to give out at the Open.
- Building and delivering a digital “Open House Buyer’s Kit” and what technologies make this easy and how to use them.

Activity 4, Working Around Success

- Why Just Listed and Just Sold remain effective in direct mail. How many to send out & how.
- How to use your Social and On-line media to get the message out & content options.
- What to say and what to deliver to 20 neighbours around your success.

Activity 5, Giving Back to Your Community

- Why personally being active in community service is one of many Realtors top income generating activities.
- How to choose your “community service”
- How to be “true to the cause” and not be disingenuous in your actions.
- Managing your time effectively in these endeavours.

About the Author: Gerry Halstrom

Winning over audiences from BC to Ontario, Gerry Halstrom is one of Canada’s most recognized voices in Real Estate training. He is a senior instructor with the BC Real Estate Association; offering professional accredited provincial courses in the areas of Technology; Legal Risk Management and Selling New Homes and Condominiums. Mr. Halstrom offers seminar topics to industry professionals in many sales and marketing formats. Some of the most popular being his “Real Estate Tech Tune-up” and “Negotiating Real Estate. Mr. Halstrom’s seminars are available in both live and online formats.

Professionally, Mr. Halstrom has been a “super producer” in the Real Estate sales field building one of BC’s largest personal sales volumes in the project marketing sector. Additionally he has served as Senior Vice President in leading Real Estate and Health Technology companies.

Gerry Halstrom Seminars

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