



**KANSAS  
REALTORS®**



**Working with Today's Hyper  
Connected Consumer**



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# We Protect Property Rights.

Security 1st Title offers licensed and trained professionals to assist you with your title and closing needs. Our local experienced staff delivers exceptional service to protect property rights of homeowners and lenders.

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## Working with Today's Connected Consumer Note Packet

### Who are Today's Real Estate Consumers & How Have They Changed?

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\_\_\_\_\_ % of Real Estate Consumers who used the Internet to search for homes

<p>Buyers by Generation</p> <p>_____ % of Silent</p> <p>_____ % of Boomer</p> <p>_____ % of Gen-X</p> <p>_____ % of Millennial</p> <p>_____ of Gen-Z</p>	<p>Sellers by Generation</p> <p>_____ % of Silent</p> <p>_____ % of Boomer</p> <p>_____ % of Gen-X</p> <p>_____ % of Millennial</p> <p>_____ of Gen-Z</p>
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\_\_\_\_\_ % of Real Estate Consumers who found the property online themselves

\_\_\_\_\_ % of REALTORS who found the property the customer ended up purchasing

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### Role of Mobile in Changing Consumer Behavior & Marketing

Mobile & Social Revolution [youtu.be/6k\\_G\\_h41ZaQ](https://youtu.be/6k_G_h41ZaQ) / Mobile Design [google.com/webmasters/tools/mobile-friendly/](https://google.com/webmasters/tools/mobile-friendly/)

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### Today's Consumer vs. the Past (Importance of Relationships &/or Lead Generation)

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\_\_\_\_\_ % of Consumers who couldn't remember their REALTORS name within 1-year

\_\_\_\_\_ % of Consumers who hired a REALTOR based on a Referral

\_\_\_\_\_ % of Consumers who only interviewed one REALTOR

\_\_\_\_\_ % of Buyers who said they would definitely or probably recommend their REALTOR

\_\_\_\_\_ % of Buyers who did recommend their REALTOR

\_\_\_\_\_ % of Sellers who said they would definitely or probably recommend their REALTOR

\_\_\_\_\_ % of Sellers who did recommend their REALTOR

\_\_\_\_\_ % of Consumers who re-hire the same REALTOR more than once

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## Working with Today's Connected Consumer Note Packet

### How has the Real Estate Consumer Changed?

1 - More Educated & Prepared

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2 - Empowered, Even Cocky - More Demanding, Higher Expectations

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3 - Less Patient

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4 - Less Loyal

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### What Can You Do to Address Top 2 Complaints Communication & Follow Thru

4 Questions You Need to Ask Your Customers

1. What is Your Preferred \_\_\_\_\_?
2. What is the \_\_\_\_\_ You Expect Me to Deliver?
3. What is Your \_\_\_\_\_ with Technology
4. Educate & CYA - Establish Your Value as a REALTOR, Wire Transfer Fraud & Zillow

Communication

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Follow Thru - Expectation of Frequency of Communication & Deliver on Promises

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Technology Skill Level - Your Tech Toolbox Worksheet

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Value of a REALTOR (184 Things brochure [tinyurl.com/184realtorthings](http://tinyurl.com/184realtorthings))

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## Working with Today's Connected Consumer Note Packet

# How to Market to Today's Consumer

Current State of Marketing, Role of Mobile, & Today's Consumer

### Generational Marketing

Silent	Boomer	Gen-X
Millennial	Gen-Z	

### 6 Big Trends - For Modern Marketing to Succeed it Must Be Much More:

1. Visual	2. Personal/Targeted (online)	3. Mobile
4. Social	5. Video	6. Relationship-Based

### Visual

### Relationship-Based Marketing

The Value of Relationships & Your Sphere Of Influence (SOI)

Relationship-Based Marketing (Client Appreciation Parties, Community Events, Closing Gifts, etc.)

The New Word of Mouth - Online Referrals, Reviews, Recommendations & In Search Of (ISOs)

## Working with Today's Connected Consumer Note Packet

### You Need the Right Tools to Work with Today's Consumer

(mobile hardware devices, cloud-based software & apps, etc.)

#### Hardware/Devices

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#### What is the Cloud?

Anything you do on a **computer device**, but it doesn't happen on that device but through the **Internet** (website, app, software, etc.). It's using the Power of the Internet to Compute.

#### Advantages of Cloud

1. Able to access and work on files, calendars, etc. from any location, from any device, anytime
2. Able to work both online and off
3. Share & collaborate with others. Syncing of files & devices
4. Reduce Costs and Increase Efficiency.
5. Allowed software to be built better and easier to use & learn
6. Always syncs across devices and platforms

Is the Cloud Safe to Use? - Yes, as long as You..

- Ensure the vendor(s) you choose to use in the cloud have a strong security history
  - You use that account/service in safe ways
  - Realize You are the weakness to the Cloud (need to address your security weaknesses)
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**Customer Relationship Management (CRM) System** To research industry CRMs go to [reti.us/crm](http://reti.us/crm)

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#### Best Mobile Apps for Real Estate

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## DO YOU NEED MORE HELP LEARNING TECHNOLOGY?

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