

*Humble
Gritty
Hustlers*

MISSION

to inspire members of our company so they achieve their success and that success funds their passions in life

TEAM VALUES

I - Integrity

M - Mindset & Motivation

P - Provide Service and an Experience

A - Attitude of Gratitude

C - Commitment & Community

T - Teamwork

VISION

To be the most referred Real Estate Team

PERSPECTIVE

We are Marketing Masters, Selfless Sales Professionals, Hard Working Wonders and Energetic Entrepreneurs who happen to Kick Butt at selling Real Estate.



What does the team do for you?

*Social Media &
Events*

Rewards Club

385 members
15 posts per month

Event Emails

Average 2-3 month depending on number of events (+email reminders from Jen for people who sign up)
Sent to ~1000 people

Team Business Page

7,000+ like
7,300+ follows
54,000 people reached las 30 days
24,000 people engaged
2,545 3 sec video view
47 posts October 1-21 = shareable content for your personal FB and Insta pages
Every New Listing and Open House is Boosted (\$\$)
13 ads/boosts in last 30 days
Impressions: 107,627
Link clicks: 1532

Instagram

2,178 Followers (+30 new in the last month)
11,662 Impressions (# of times our posts/stories are seen)
Average Reach per post: 203
Monthly # of posts: 39

YouTube

This is an on going project. Your rainmaker is committed to recording 8 videos / month to build a resource for our buyers and sellers and to generate new business leads. Videos will be a combination of community overviews, market updates, New Listings and Education

BombBomb

This is a video email platform your team will be using at a high level in 2021 to increase engagement with everyone's SOI and the team's past clients. Easy to email and text videos direct from our CRM directly to you

Email Database for New Listing Emails 1x per week

25,795 Total Leads

Actual sends: ~18,450

Average Open Rate: ~2.25% (400-500 people)

Portal

Your one stop shop to help you grow your business and brand

Team info

Vendors

Phone list

Training videos

Incentives

Agent info and resources

Keller MortgageMarketing/Social Posts - currently has 50 templates (1/2 of them are new + seasonal) and more coming. Templates will be more consistently added moving forward shareable content

Scripts

Buyer, Seller and New Construction Guides (updated as we need and printed in office)

CRM

All in one contact management tool for your business so you can easily locate client contact info, schedule your personal follow ups via text, email, or phone call. Pre loaded emails , text messages and follow up campaigns

Lead GenerationPPC

(Pay per click) and multiple website that the team spends money and time to research and develop new inbound business for you

Office Space

A nice meeting location central to meet clients and to have closings. A great networking and meeting space for seminars

*Technology &
Others*

Business Supplies

Print, Ink, Swag, lockboxes, signs, client guides, paper, tables and computer stations

Agent Referrals

Years of networking to provide direct referrals to you

Events and PopUps

Agents are given the option to host multiple pop ups throughout the year for their farm areas which is monetarily supported by the team and provided marketing materials

Business Building Opportunities

Espresso Agent, for Expired and FSBO data. Firepoint CRM that has over 20,000 people to build your pipeline, Open Houses

Transaction Coordinators

- These are not just contract TCs that do the bare minimum, they go above and beyond in communication and fight to keep your deals together and save you time. Back and forth communication so you can stay focused on service and sales scheduling that's added to your calendar for ease
- Bridges the gap in communication between you and customer
- Increases the service level
- Working hard to earn you and the team a great review and a referral
- Loading all documents into Command and keeping your files in compliance - Managing Dotloop
- Making sure your pre listing launch is scheduled and on time with proper documents
- COMPLIANCE COMPLIANCE COMPLIANCE - YOU HAVE NO IDEA

Business Development Manager

- 8-10 hours/day nurturing buyer and seller leads
- setting buyer and seller appointments on your calendar
- follow up with buyer/sellers and you to stay top of mind

*Operations
Talent*

Director of Customer Service

- Puts together all closing gifts / inventory of supplies to make sure we are always fully stocked
 - Full event planning
 - Event prep & goodie bag gifting
- Calling of city, vendors, etc for pricing & permits
 - Planning & execution of events & giveaways
 - Engaging in Rewards Club / Social Media
 - Database emails

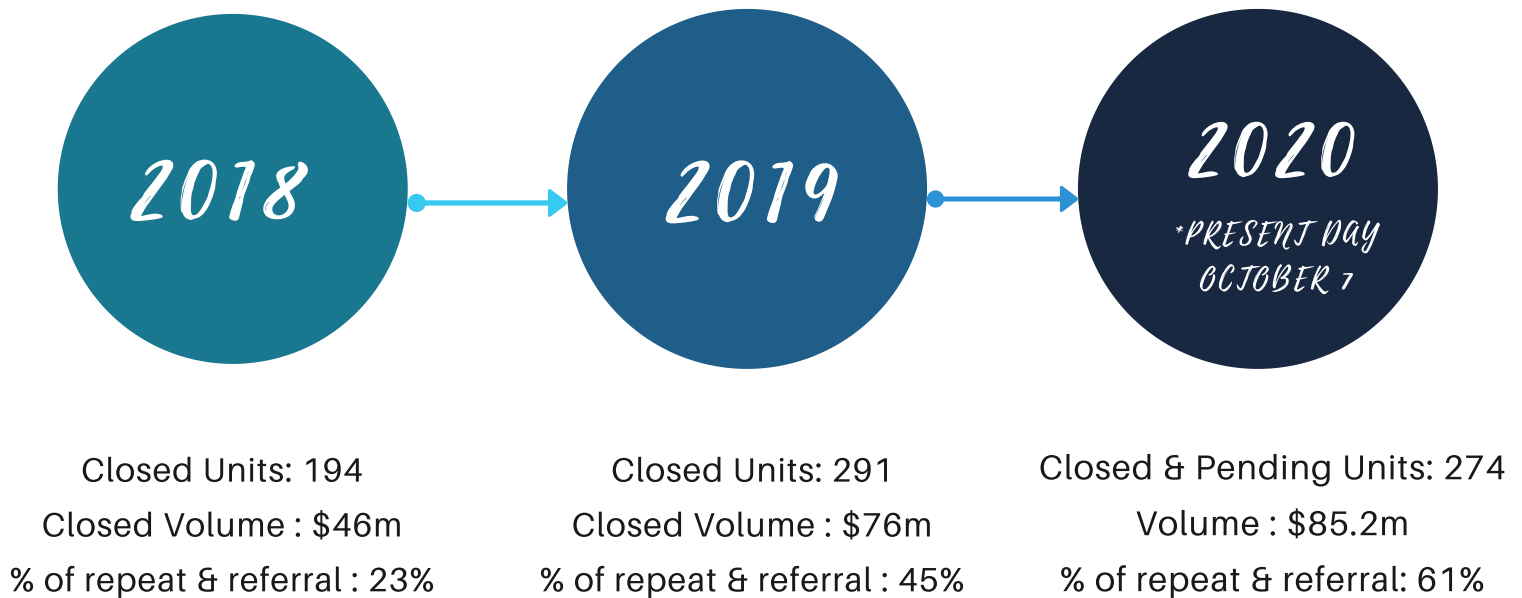
Marketing Director

- Boost social media engagement
 - Create new content
 - Video editing
- Assist with event planning/execution
- Assist in giveaway planning/execution
- Create marketing material personalized for each agent
 - Research marketing trends to give highest ROI
 - All listing marketing
 - Database emails

Luxury Branding

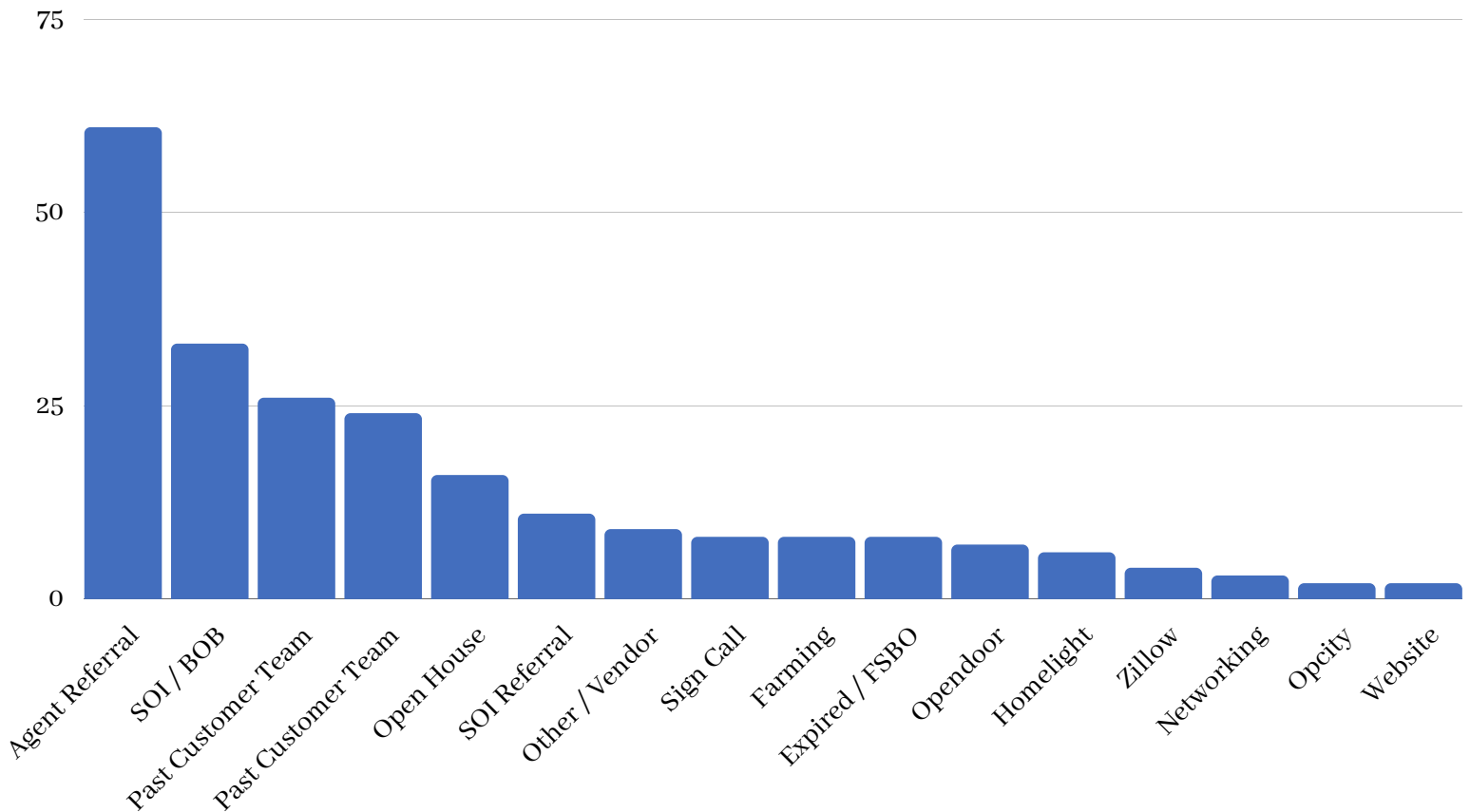
- High End Videos
- Bi-weekly marketing reports
- Additional targeted marketing to buyers

How have we evolved?



Could your business benefit from increasing your referrals 3X?

2020 Lead Source



Lead Sources broken down

Solds as of Oct 1

Agent Referral : 61

SOI / BOB : 33

Past Customer Team : 26

Past Customer Referral : 24

Open house : 16

SOI Ref : 11

Other / Vendor : 9

Sign Call : 8

Farming : 8

Expired / FSBO : 8

Opendoor : 7

Homelight : 6

Zillow : 4

Networking : 3

Opcity : 2

Website : 2

WHAT MAKES THE SELLIN' WITH CC TEAM DIFFERENT?

Our team is always looking for new ways to provide added value for our agents.

Cash offers

**Receive a cash offer on your home
within 72 hours*

Reno Now, Pay Later

**We cover the costs to improve the
value of your home*

Home To Sell before you buy options

**Includes lease back or extended
closing*

Rebate on Title Service

COVID protection plan

Videos

Staging

Keller Mortgage

**Pay NO Lender Fees*

**Appraisal ordered upfront*

**PLUS \$1000 towards other closing costs (loan
over \$150,000)*

Free AC cleaning with Bold City AC

Virtual showings

Discounts on moving

Discounts on cleaning

Access to the best vendors

Down Payment Assistance

Rent to Own

Our agents earn more business by providing solution for every situation for our customers.

Costs to Run a Team

Compensation	\$243,353
Technology/ Lead Gen	\$67,469
Print/Mail	\$8,788
Office Supplies/Gifts.	\$31,325
Signs	\$10,503
Photography	\$24,734
Office Move/Listing services	
Furniture Electronics	
	\$55,671
Rent/Utilities	\$37,380
Coaching	\$18,000

These are tangible costs, but the biggest advantage is the time and leverage the team can give you. The stress of not having to figure it out and the speed to reach your goals. We look forward to supporting you.

*Together You'll Get There Faster
Together We Go Far*

Future of SCC

