



Gold Nation and Inside Real Estate

A collaboration focused on continued growth and technology engagement







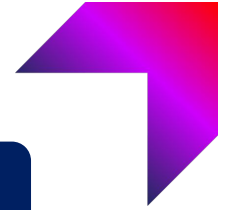
Consumer Timeline

BUYERS



RELEVANT CONTENT | VALUE PROPOSITION

SELLERS



Biggest Roadblocks For Increasing GCI

Lead Generation

- The average agent generates less than 10 new leads per month
- Pipeline is typically 6x smaller than their annual transaction goals
- Referral leads continue to shrink

Lead Follow Up

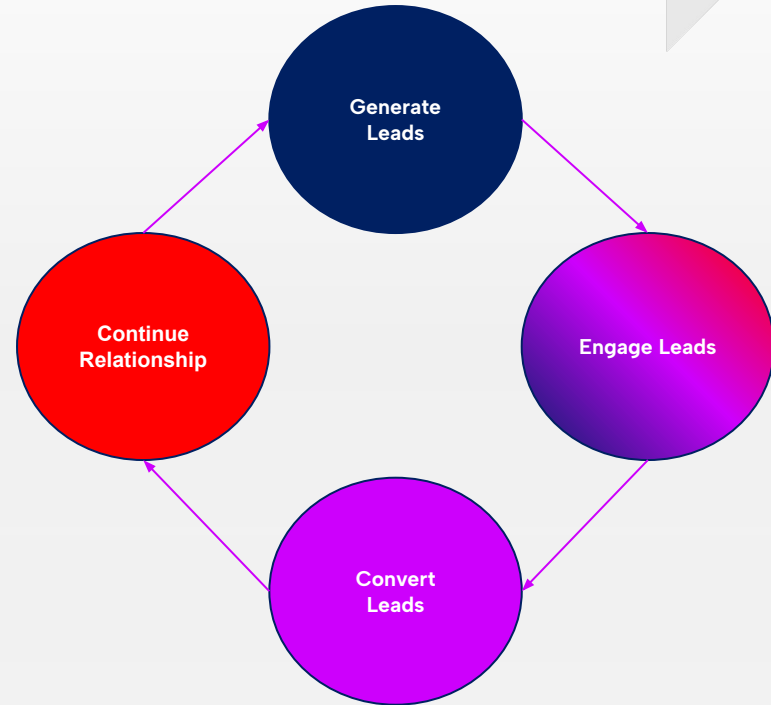
- Almost 50% of real estate leads never get followed up with
- Industry average is 1.2 touches per lead
- Consumer becomes a lead 8-10 times before choosing their agent

Lead Conversion

- Industry average on lead conversion is less than 1%
- Time and money being wasted; hard to generate ROI

Client Management

- 93% of consumers say they would use their agent again
- 15% of consumers actually use the same agent again

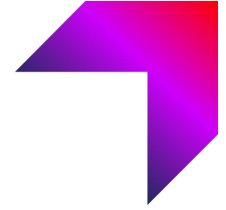




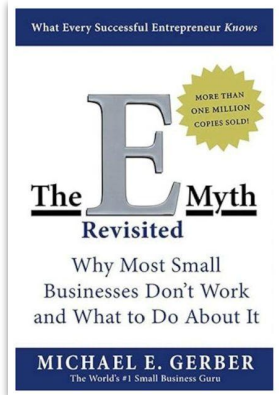


“Skate to where the puck is
going, not where it’s been”

-Wayne Gretzky

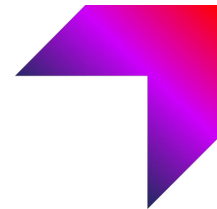


"If your business depends on you, you don't own a business, you have a job. And it's the worst job in the world because you're working for a lunatic!"

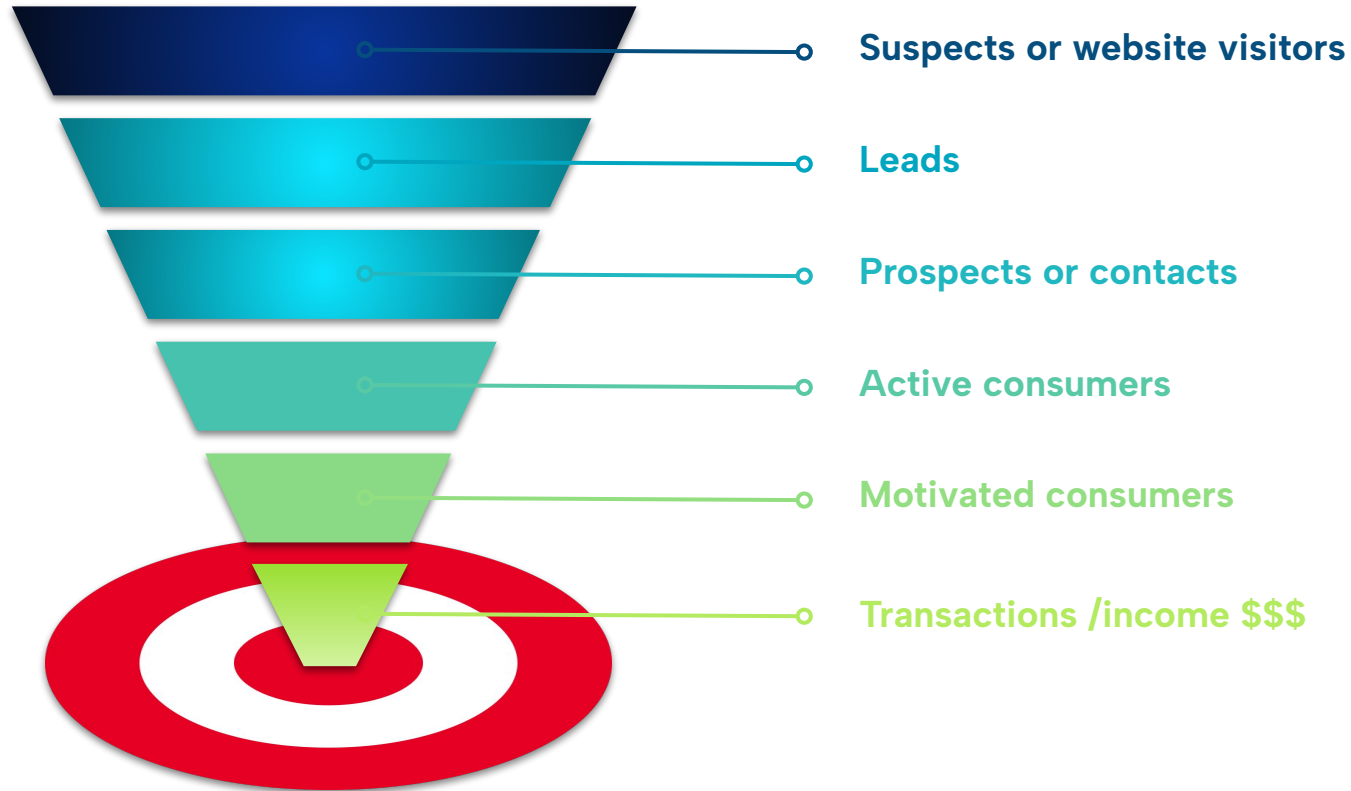


"Systems permit ordinary people to achieve extraordinary results, predictably. Without systems, even extraordinary people will achieve ordinary results, unpredictably."

we are
GOLD
NATION



Lead Funnel



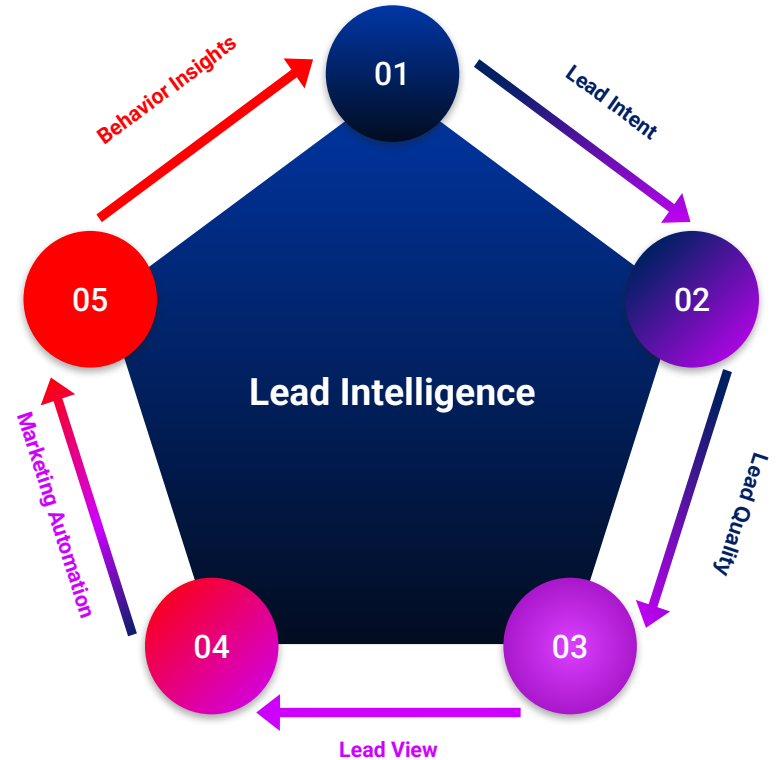
4 Strategies to Drive Lead Engagement

Search Alerts

- Most relevant content to online consumer
- 9 out of 10 consumers start their search online to view homes
- Drives the consumer BACK to your site
- Eliminates other search engines

Monthly Market Reports

- Consistent technology that drives your consumers back to your store
- Opens windows of relevant content
- Provides a reason for your prospects to contact you directly



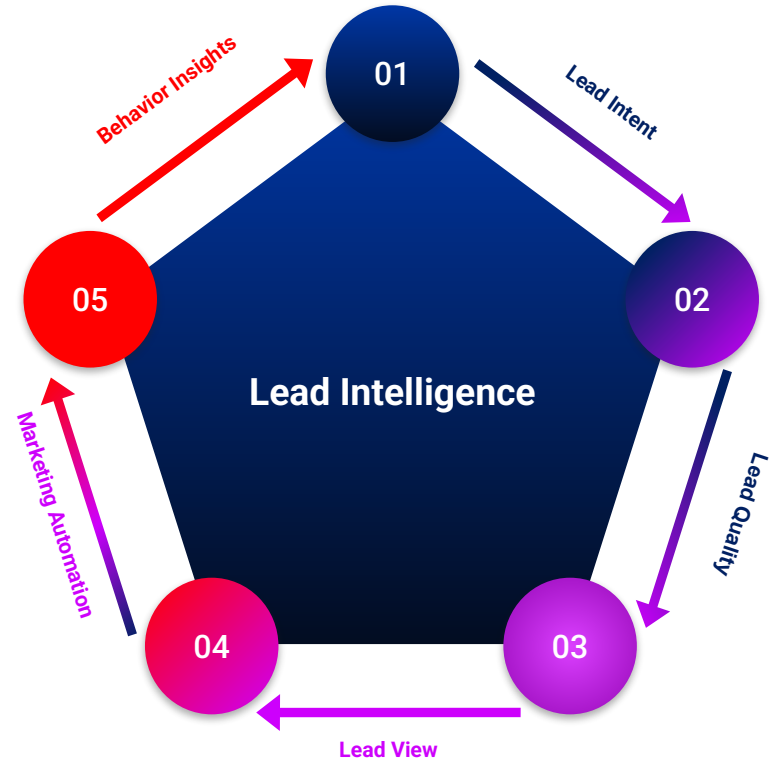
4 Strategies to Drive Lead Engagement

Similar & Nearby Listings

- More pictures and details of homes
- Relevant based on their views
- Re-engage them with your website

Smart Campaigns & Behavioral Automation

- Automated message to help you stay relevant
- Promotes brand awareness
- Reminds consumer about your website



What is Relevant Content (Top of Funnel)



TOP OF FUNNEL: Phase 1

- Educational and Informative
- Appeal to a Broad Audience
- Beginner Tips and Guides for Buying / Selling Process
- Listings – Pictures and Details of Homes

MID FUNNEL: Phase 2

- Specific Use Case or Niche
- Area Information
- Testimonials / Reviews
- Insert Your Value Prop
- Answers FAQs
- Interactive with Call to Action

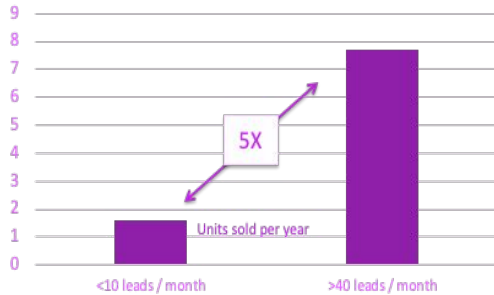
BOTTOM FUNNEL: Phase 3

- Hyperlocal
- Referrals to your network
- Personalized
- 1 on 1

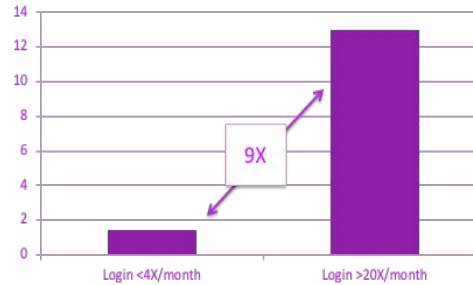
Three Keys to Drive Conversations

Drive more conversations with **speed to lead** and optimizing your **follow up** strategy.

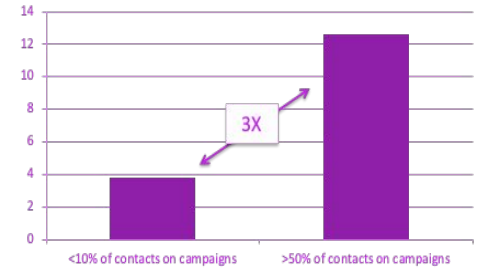
1. Consistently add new leads

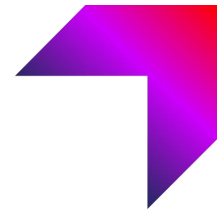


2. Follow up quickly ⚡



3. Engage with multi-touch alerts/campaigns 🔄

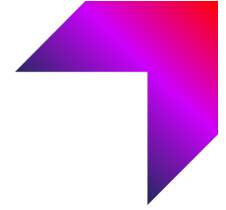




“This isn’t about doing more. It’s about doing the right things with the right tools.”

“You don’t have to be great to start, but you have to start to be great.”

– Zig Ziglar



Step 1: Get your database into the system

Step 2: Plug into the BoldTrail Bingo!
contest your company is rolling out.

Step 3: Attend the upcoming Ask Me
Anything session

Gold Nation Exclusive! Ask Me Anything: MAXTech

Powered by
Inside Real Estate: LIVE WEBINAR!



