# Smart Homes and Smart Phones Need Smarter Agents

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## Table of Contents

1. Introduction
2. What Emerging Technologies Are Impacting Real Estate?
3. Smart Home Technology
4. The Rise of iBuyers & Discount Services
5. Build Your Brand & Establish Top of Mind Awareness
6. Learn The Asset You Control: Promote Your Listings
7. How to Create Cost-Effective Virtual Tours
8. More Video Content Ideas for REALTORS®
9. The Power of Strategic Texting
10. Meet the Speaker
Smart Homes and Smart Phones Need Smarter Agents

It’s 2019. You are no longer simply competing against your fellow real estate agents... now you’re competing with innovative technologies and heavy capitalized companies that intend to increase their market share, thereby taking away your potential business. Meanwhile, artificial intelligence can now accurately predict consumer patterns while smart home technology is drastically affecting consumer habits.

In other words, the rate of change is happening faster than ever. As a real estate professional, your ability to stay relevant, further enhance the top of mind awareness of your brand, and stay connected with your sphere of influence is paramount.

If you don’t jump on board and learn how to leverage these advancements, as well as how to masterfully leverage the latest in digital technology and social media, it may soon be too late.

After completing this session, the attendee will be able to:

1. Familiarize themselves with emerging technologies that are significantly impacting the real estate industry.
2. Be aware of smart home technology and how it affects today’s consumer.
3. Confidently sell against iBuyers
4. Leverage available technology and resources to further establish top of mind awareness.
5. Humanize their brand with video marketing
What **Emerging Technologies** Are Impacting Real Estate?

**Opportunity**
The majority of consumers walk around like a bunch of zombies since many of us are obsessed with our cell phones. Make sure and convey this to your clients. Before you speak about the cool things that you can do to promote and market their home online, make sure they understand why you do it.

When speaking with sellers, make sure to convey the following:

- 93% of home buyers **search online** for properties for sale while 44% of buyers looked online **before contacting a REALTOR®**. [1]
- Consumers are **obsessed with technology**, especially their cell phones.
- Many agents tend to be **reactive** and wait for buyers (or other agents) to find their listings.
- There is legitimate value in being **proactive** and promoting listings where people look the most: directly on their cell phones.

Amazon and Google are 2 companies that are setting trends and establishing new ways of living for consumers across the world. There are companies, such as Martek Diverse Automation Solutions, that provide fully integrated solutions to make homes truly smart.

Popular products include:

- **Smart Assistants**: Google, Alexa, Siri
- **Smart Doorbells**: Google Nest, Hello, Ring
- **Smart Thermostats**: Google Nest, Honeywell
- **Smart Security Systems**: ADT, Vivint, Ring
- **Smart Lighting**: Phillips Hue, Samsung
The Rise of iBuyers & Discount Services

As consumers are becoming more reliant on technology, this create more opportunities for companies to market and promote real estate services directly.

The Cost of Convenience

According to research from real estate data firm Collateral Analytics, iBuyer options cost more in fees and result in a lower-priced sale than properties sold by traditional agents. In all, the report shows that iBuyers cost home sellers about 13% to 15% of a home’s sale price, while agents cost just 5% to 7%. A MarketWatch investigation of multiple transactions involving iBuyers shows that their offers would net their customers, on average, 11% less than owners who choose to sell their homes on the open market.

[2] iBuyers: A new choice for home sellers but at what cost? by Dr. Michael Sklarz* and Dr. Norman Miller** | August 07, 2019
Collateral Analytics® Research

[3] Selling your home to an ‘iBuyer’ could cost you thousands By Andrea Riquier
Published: July 6, 2019
MarketWatch.com
Build Your **Brand** & Establish Top-of-Mind **Awareness**

Digital Business Card

This is an absolute must for all agents. Create a 30-60 second video that introduces you and your value. The purpose is to highlight key reasons as to why someone would want to work with you. Your video should include:

- Your name
- The area you service
- Years of experience
- Use of technology to improve your client’s experience
- Call to action

**Stats You Should Know**

- **One-third** of online activity is spent watching video.
- **Over 500 million** people are watching video on Facebook every day.
- Social video generates **12 times more shares** than text and images combined.

(source: [WordStream](https://www.wordstream.com))

**Sample Script**

*Hi my name is John Reyes from Social NetworX Realty and I help clients buy and sell real estate in Southern California. I leverage the latest in digital technology to improve the home buying experience for my clients, and utilize both video and social media to help my home clients sell quickly and for top dollar. So if you are thinking about buying or selling, give me a call. I’d love to chat with you.*
Leverage the Asset You Control: Promote Your Listings

Proactive Promotion

There are a few key things that you could and should do each and every time you take a new listing. We are big believers in the importance of assuming the responsibility of proactively promoting your listing so that you can deliver more value to your sellers, justify your commissions, and further enhance your brand. Promoting of listings include:

- **Professional Photos**: regardless of the listing price
- **Virtual Tour**: video tour of the home
- **Facebook/Instagram advertisement**: engage with online prospects
How to Create Cost-Effective Virtual Tours

Leverage Your Mobile Device

Many agents believe that video tours are an expensive propositions to offer your clients. And while this can be the case, there are ways to produce cost effective video tours.

Here are a few tips for you to consider:

✓ Multimedia Marketing
Utilize a combination of professional photos & 10-12 second video clips (steadily recorded horizontally from your modern smart phone).

✓ Free Video Editing Application
Use the free mobile app, Splice, to manually combine your photos and videos. You can even add music, shorten clips if needed, and more. This app is only available on the App Store for iOS device.

✓ Automate Your Video Editing
For an even easier approach, download and use the free mobile application, Quik, to produce virtual tours within seconds. This app is available for both iOS and Google Play.

Enhance Your Virtual Tours

Take your virtual tour game to the next level by including a voiceover. Utilize Splice and record your very own voice (use a microphone of some kind) and simply read your property description. For even more professional production value, order a professional voiceover from fiverr.com ($25 and up expense).
More Video Content Ideas for REALTORS®

**Lifestyle Videos**
Establish yourself as a community expert by highlighting main attractions in your area that prospective buyers would search for.

- Local Hot Spots
- Restaurants
- Schools
- Shopping
- Parks & Recreation
- Community Events

**Home Tours**
Provide information to make it feel as if the viewer is walking through your home. Include details such as:

- Bed/Bath Count
- Square Footage
- Upgrades or Features
- Nearby Destinations

**Educational Content**
Establish yourself as an authority by educating your market on relevant topics in real estate.

- Market Trends
- News Reports
- Local Statistics
- Appreciation Rates
- Real Estate Facts
- Frequently Asked Questions
The Power of Strategic Texting

How to Properly Text Your Videos

One of the most effective ways for you to deliver video content will be by way of texting your prospects. Take advantage of texting your digital business card and short-recorded video messages each opportunity you get.

1. Introduce Yourself with Your Digital Business Card
   Follow-up with a prospect by sending them a short text message where you re-introduce yourself. Also send them your video from your camera roll so they can view it directly in their Messenger.

2. Send a YouTube Link
   Instead of sending the raw file from your device’s camera roll, you can also send a YouTube link which will display the thumbnail once delivered.

   Here is a video of that home that our team sold within days of hitting the market. We will do something similar for your home of course.
   https://youtu.be/aSJt1bGN0lg
Meet John D. Reyes
National Real Estate Technology Speaker

John Reyes is the CEO of Social NetworX Inc., an award winning marketing company based in Rancho Cucamonga that’s been providing education, website & video marketing services, as well as business strategies to real estate agents and affiliates for more than a decade.

Since 2013, John D. Reyes has been invited by one of the largest real estate companies in the world, Realogy, to train their agents on marketing and technology at their annual conference.

John D. Reyes has been invited by the California Association of REALTORS® for the past several years to share his insights on social media and digital technology in the real estate industry. He has also had the privilege of being invited to speak by other national organizations such as NAHREP and AREAA.

www.socialnetworxinc.com