



Elevate Your Online Influence

EXIT Realty Corp., International



Online Profiles & Reviews

- Power of Profiles & Reviews
- Which platforms are right for you
- How you get reviews



The Power of Complete Profiles

Your online reputation...what does it tell others about you?





Let's discuss:



How important are complete profiles?



PROFILES

REALTOR.com:

1. Robust REALTOR.com Profiles (Seller leads are on the rise)
2. RealRating™ (qualified transaction rating)
3. Recommendations (other agents, partners, SOI)
4. Complete bio- (1st person conversational-style)
5. Not a resume'
6. Area of specialization (think- Google search! Add lakeview properties, high-rise, 55+)
7. Blog and business social media links



PROFILES

Zillow:

1. Create a FREE Agent Profile (AgentHub/ Profile)
2. Add a photo
3. Add your professional information (add important links/social sites)
4. Promote your brand (no sales pitch- here)
5. Add your past sales (address, date, side you represented)
6. Request reviews (don't leave this to the end!)
7. Connect your listings



PROFILES

LinkedIn:

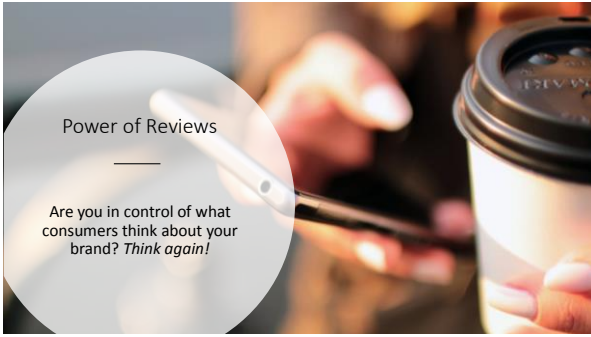
1. Use a professional photo (7 x's factor)
2. Create an informative headline (location is KING)
3. Complete the summary section (it's about YOU not your company)
4. Have at least 2 most recent positions (12 x's factor)
5. Add skills and expertise (add at least 5 - remove skills)
6. Add education and certifications
7. Get connected- Tip!

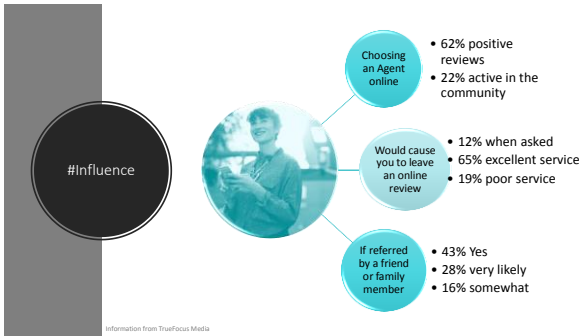


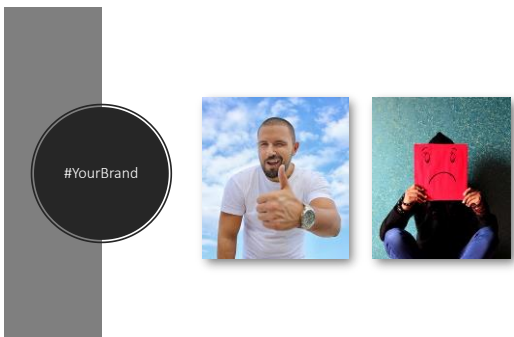
“Zero Moment of Truth”



“GAME OVER”







#YourBrand

"It's no longer about what you perceive your brand to be, your brand is defined by others."

*-Annette Anthony,
EXIT Realty Corp. International*

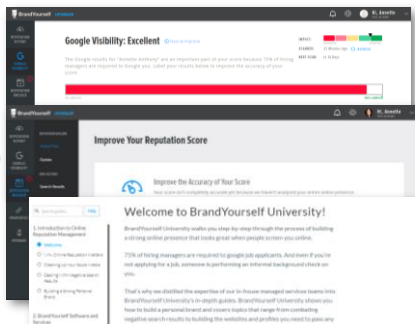
#YourBrand

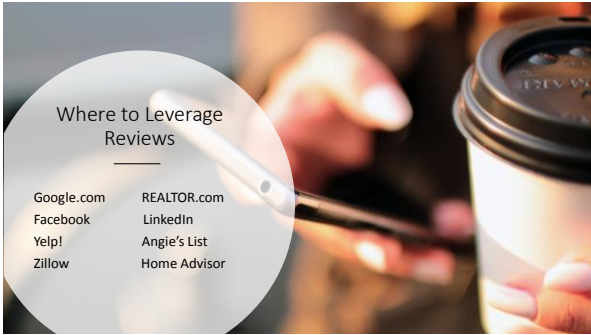
Online Reputation Management Resources:

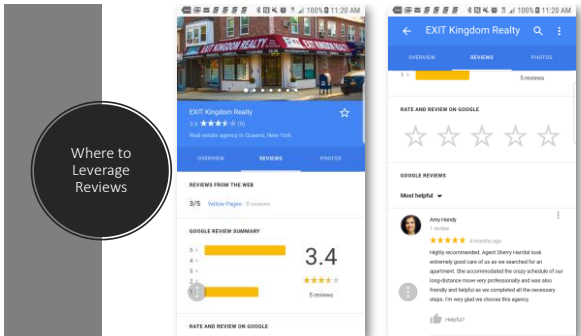
Google Alerts
Trakur
Twitter Search
BrandYourself



#YourBrand

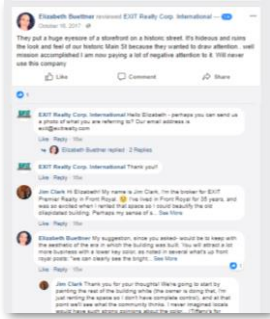






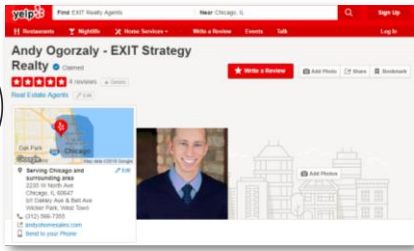


Where to Leverage Reviews



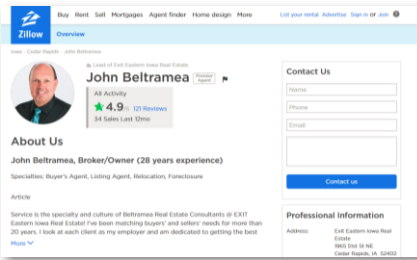
Horizontal lines for notes corresponding to the Facebook post.

Where to Leverage Reviews

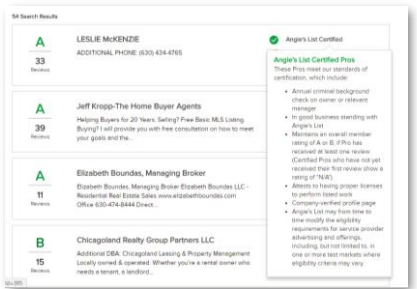
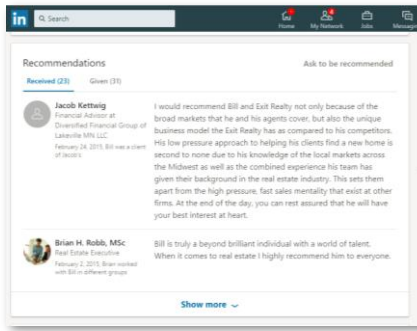
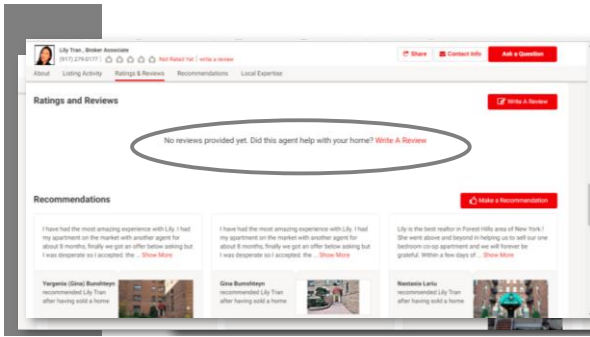


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Where to Leverage Reviews



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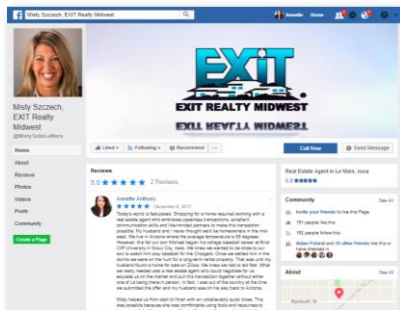
How you get Reviews



How you get Reviews



How you get Reviews





Your PROFILES
Action Plan

1. Time block
2. Review where you exist
3. Don't sell- *tell*
4. Update
5. Recommend (think- give to get)
6. Share it



Your REVIEWS
Action Plan

1. Start with your most recent clients
2. Keep up with what you can
3. Send a video with a link to the platform
4. Follow up with a phone call
5. Walk them through it if needed
6. Be obsessed about it
7. Thank them





Thank YOU!
@AnnetteAnthony
Text ENGAGE to 85377
