

## ITS Tip of the Month

Good afternoon Elite Club Members! We all know that right now listing inventory is very low and we also know that real estate agents typically do a poor job of managing their databases and nurturing the relationships with their database(s). A big reason for that is the lack of systems and organization and that is where ListingLeader can help. Kellie Everidge on my team has shared a few Best Practices and Tech Tips as well as Something New about ListingLeader that you can share in the field.

### **Best Practice:**

Open Houses – Agents can utilize their ListingLeader microsites at Open Houses. It's something that can generate conversation with buyer prospects as well. Agents can have their microsite up and running on their iPad, so that viewers can be interactive - check their address for today's comparable value - and secure an email address for agents, which automatically puts them in their 30 Day Automated Monthly Email Campaign. They can also take their beautifully custom branded ListingLeader Print Reports to help promote themselves by giving a handout that covers what's happening in the market - with one simple, time savings click to Print.

### **Tech Tip:**

Their ListingLeader Microsite is an awesome opportunity to generate more leads. One great way to bring more attention to their Microsite - is to "grab a screenshot" of their Microsite Landing Page - and set it as their Cover Photo on their Facebook Business Page - then add the following verbiage: "Home Values are on the Rise!!! What's your Home Worth? Click here: ***then add their Microsite URL.***"

Doing this will draw more attention to their Facebook Business Page and increase their click through ratio - which also automatically adds visitors to their 30 Day Automated Monthly Email Campaign.

### **Something New:**

The Social Buzz component of ListingLeader 5.0 allows agents to promote listings on Social Media through Facebook or Twitter. In less than 5 seconds - they can have a really nice post (and link) to share with Sellers, showing them how they promote their Listings through Social Media. It's a great thing to mention during their Listing presentation to help separate themselves from the competition through easy marketing methods!

I hope you find this information to be beneficial and can utilize this to add value to your business partnerships in your market place. Visit Connect at [www.itsconnectnow.com](http://www.itsconnectnow.com) to learn more about ListingLeader and other business solutions to help you grow your market share and increase your income.

Best regards,  
Matt

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Matt Hidalgo  
Vice President  
FNTG Connect Team

Direct: 503-430-4791  
[matt.hidalgo@fnf.com](mailto:matt.hidalgo@fnf.com)  
[www.itsconnectnow.com](http://www.itsconnectnow.com)



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