

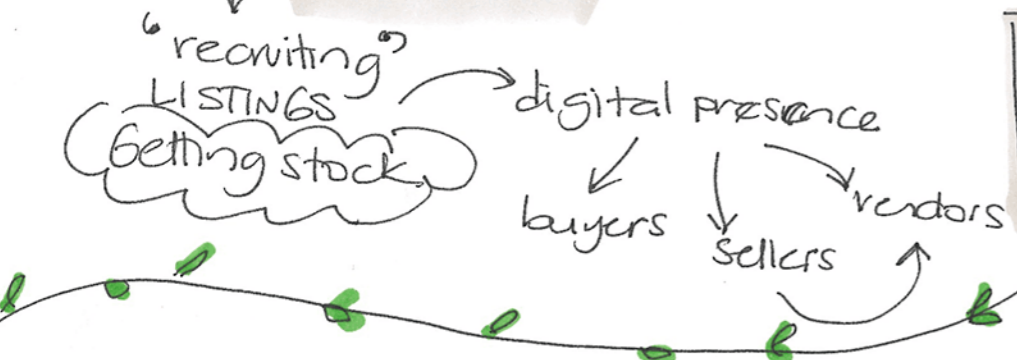
GROWING IN A DIGITAL WORLD THROUGH SPOKE

2hrs 24 mins
10% of our DAY on **SOCIAL MEDIA**

8 SECS

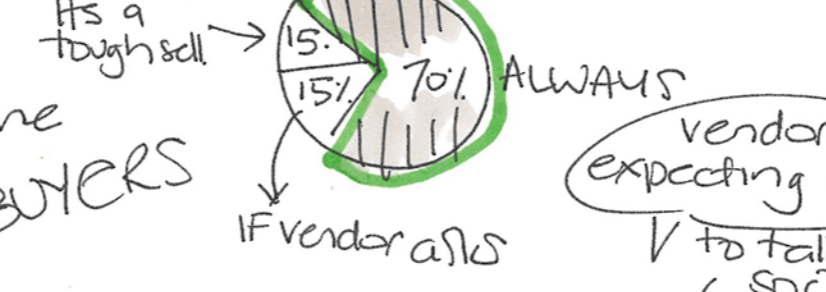
- how to leverage this?
- Be in front of
 - ✓ right person
 - ✓ right time

Biggest challenge to growth

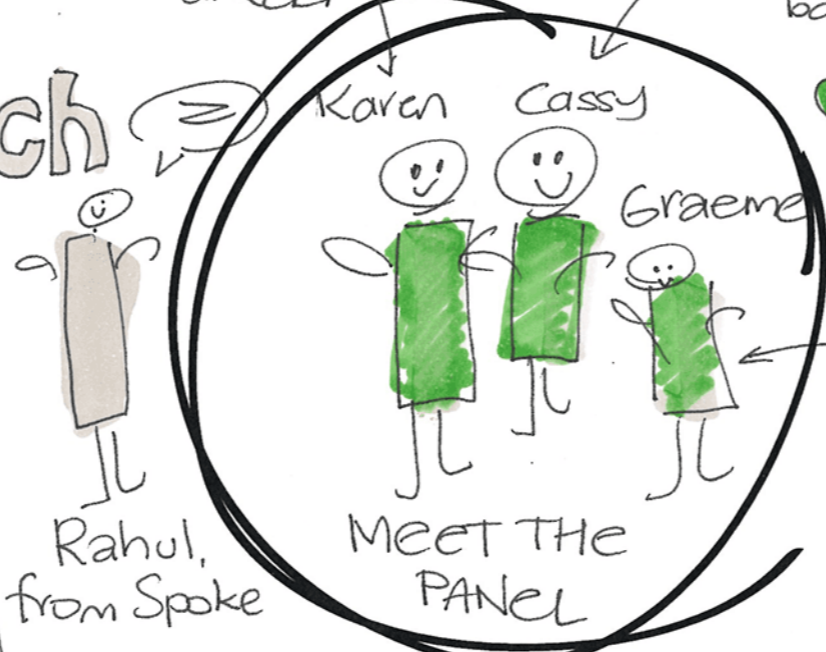


COVID has changed the game
INTERSTATE BUYERS
other city

how often?



[BOUTIQUE INDEPENDENT]
Fascinating approaches to copywriting
school teacher
real estate marketer



BREAKTHROUGH the NOISE

How is technology helping solve these challenges

digital - its what we do - NOT AN ADD-ON

BE CONSISTENT!

\$100 spend
\$0 more OFI groups
\$10-\$30K more on sale price

vendor is expecting agent
to talk about social ads

- Impressions
- Views
- data helping pricing

TELL A STORY

BIGGEST HURDLE TO BRING DIGITAL into your business



faster, quicker & more targeted than print.
So many people see for such a little cost

ECO-FRIENDLY

new business from a family background in real estate
ROSE
DIRECTOR OF RUN

[NEW STARTUP]

[LARGE FRANCHISE]
30 Agents in the team
Technology changing the way real estate works

1998 Facebook
12hr → 1 d.

BIGGEST DRIVER TO INCREASING ADOPTION OF DIGITAL?

