

# Business Development Series Lineup



## Building Your Business, is Our Business!

The Business Development Series focuses on the skills, activities, tools and systems that can help you develop a thriving real estate business. Our goal is to accelerate your success!

- Anne Marie Schafer, ABR, CRS, CNS, SFR



Joe Thorne

**Work S.M.A.R.T. with Spinning Plates:** Spinning Plates are the engine that drives a successful real estate business. Each plate represents a target audience that can contribute to your customer base. Strategically identifying your Spinning Plates and pursuing target audiences on a consistent, persistent basis are effective methods for developing a steady stream of opportunities.



Anne Marie Schafer

**S.M.A.R.T. Business Planning:** Real Estate is your business, and you need a plan! The most successful Business Plans include Specific, Measureable, Aligned, Results Oriented, Trackable goals that support the vision of your real estate business and personal life. Identifying goals, developing a plan and implementing activities that support your goal will help to ensure your successful future.



CRRB Full Service Platform

**CRRB Full Service Value Proposition** - Coldwell Banker offers an abundance of programs and services to support your business! Members from Coldwell Banker's Relocation & Referral Network and Real Estate School, plus representatives from Guaranteed Rate Affinity, Burnet Title and American Home Shield will explain how you can take advantage of the resources available.



Anne Marie Schafer

**1st Impressions:** How long does it take to create one, and why should you care?

**Meet Coldwell Banker:** The brand, the people, the resources, and the market share dominance.

**How's the Market?:** Using Market Action Reports and Market Watch Videos to answer that most common question.

**Lead Generation & SEO | ColdwellBankerHomes and ColdwellBanker.com:** Featured branding on the websites most widely used by Home Shoppers. : Increase your online presence and your opportunity to generate leads!



Anne Marie Schafer

**The Home Selling Process from A to Z:** What do Home Sellers expect from their REALTOR®, and why should they hire you? If 90% of a Seller interview is preparation, how should you prepare when meeting a prospective Home Seller?



Steve Cohen

**Home Seller Consultations:** Learn how to properly set expectations and prepare clients for the home selling process at the outset of the agent-client relationship. Discover the recommended questions you should ask and the Power Pricing strategy you should use to educate Home Sellers about market conditions.



Anne Marie Schafer

**Working with Home Buyers:** The most successful relationship between Home Buyers and Real Estate Professionals begins with developing rapport and applying a consultative approach to fulfilling Buyers' wants and needs. See how this strategy, along with tips on "Do's and Don'ts", will allow you to earn repeat business many times over.



Mike Duhig

**Managing the Legalities of the Home Sale Process:** Coldwell Banker's in-house Legal Counsel shares valuable insights and best practices for working with Home Buyers and Home Sellers. Through a series of interesting, real life scenarios you will develop an increased understanding of how to properly facilitate the legal aspects of each transaction.



Ken Gruca

**The HomeBase Suite of Products:** A selection of tools available to you and your customers during their real estate transaction.

**dotblue:** Coldwell Banker's paperless transaction platform.

**Create Your Agent Branded YouTube Channel:** Host your videos on YouTube to increase your Search Engine Optimization.

**CBx:** A state of the art listing experience allowing you to differentiate yourself with Home Sellers.

**Quik by GoPro:** Hands on workshop. Create professional looking video using smart phone apps.



Gillian Rawling

**intouch:** Getting started on intouch, managing your website & profile, and organizing contacts & groups. Learn how to create customized marketing materials and establish email campaigns..

**Office 365:** A familiar suite of office products from Microsoft, includes email, contacts, and OneDrive cloud document storage. Learn the basics of optimizing the tools available.



Marc Jacobson

**The VIP Program** - An introduction to The Voluntary Insurance Program by Marc Jacobson & Associates, to include Medical Coverage, Life Insurance, Property & Casualty Insurance and Retirement Planning. Call 847-498-7181 or email vipbenefits@mjateam.com to schedule a personal consultation with Marc Jacobson & Associates.



**CBeCast - Your Most Comprehensive Resource!** From trending news to tips and strategies for growing your business, CBeCast offers insightful conversations, podcasts, webinars and helpful tutorials for using our vast array of business tools. CBeCast is your best destination for exploring Coldwell Banker's wealth of resources and upcoming regional events.

View the schedule & register for the entire week, individual sessions or the All Day Technology and Marketing Business Tool Lineup on the CBeCast.com Calendar

The Business Development Series (BDS) is held monthly at The Home Office | 3 Parkway North Ste 400 | Deerfield, IL 60015

# Technology & Marketing Tools Lineup

One full day is dedicated to using Coldwell Banker's vast array of technological marketing tools in a hands-on setting. This includes most of the following:



#### Coldwell Banker Websites: ColdwellBankerHomes.com and ColdwellBanker.com

- Add your Agent Profile to **ColdwellBankerHomes.com**, CBRB's local website, offering national search options.
- Add your Agent Profile to **ColdwellBanker.com**, Coldwell Banker's national website platform.
- Optimize the consumer view of your listings on ColdwellBankerHomes.com.



#### Creating Video: Quik by GoPro (available in the App Store for iOS and Play Store for Android)

- Create polished & professional videos for Real Estate using custom text animation and an extensive music library
- Allows you to create a video using photos from the Photo Library on your mobile device.



#### Market Action Reports & Market Watch Videos

- **Market Action Reports** are Exclusive to Coldwell Banker and Branded to YOU, if you choose to use them.
- Market Action Reports display data including charts, statistics and commentary about local market trends.
- **Market Watch Video** links can be shared via email/social media and added to your profiles and website.



#### MAXimum

- Features CB agents and their listings on four of the most visited real estate websites: Zillow®, Trulia, realtor.com and Homes.com, as well as on as many as 900 websites, including all powered-by-Zillow sites and the ever-expanding ListHub and HomeFinder networks.



#### Home Partners of America (HPA) - Lease with a Right to Purchase Program

- This program broadens rental opportunities for approved customers, allowing them to move into a home purchased by HPA, and giving them the right to purchase the home within 5 years.
- Brokers have the opportunity to earn a buyer sales commission by representing HPA in the home purchase.



#### HomeBase & HomeBase insight

- **HomeBase:** Coldwell Banker's cloud based Transaction Management Platform, providing customers with safe, secure, electronic access to their transaction documents on demand.
- **HomeBase insight:** An automated report offering Home Sellers with a weekly summary of Online Showing activity.



#### intouch

- Your personal, customizable website.
- A fully integrated platform for lead generation, response, engagement, and conversion.
- A robust Customer Relationship Management Program that can be used to stay "intouch".



#### Coldwell Banker's Paperless Platform

- Prepare, execute, and manage all of your documents for every transaction.
- Invite clients and other parties involved in the transaction to view selected documents.
- Create and share tasks with stakeholders to keep the transaction moving forward.



#### CBx

- A state-of-the-art listing EXPERIENCE - *Winner of Best Designed Mobile app!*
- Providing access to BIG DATA, in real time, in a visual layout to help distinguish you from the competition.
- A pricing tool that demonstrates the rationale for your proposed list price.



#### Office 365

- An online suite of familiar products including Microsoft Outlook, Word, Excel, PowerPoint and OneDrive
- Learn the basics of optimizing the tools available through O365
- Compare and contract the mobile apps available and select the option best suited for you.