



How to achieve success by serving the needs of today's consumers

Marilyn Wilson

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Marilyn Wilson



20+ years in Product Management, Research, Marketing, and Business Development



CEO Web camera software company



VP Strategic Planning, Business Development

VP Marketing and Product Management



Product Management and Marketing



Marketing and Business Development



Broker Clients



David Ogilvy & Associates



Corporate Clients



Some of Our MLS Clients



Space Coast
REALTORS®

Serving all of Brevard County.

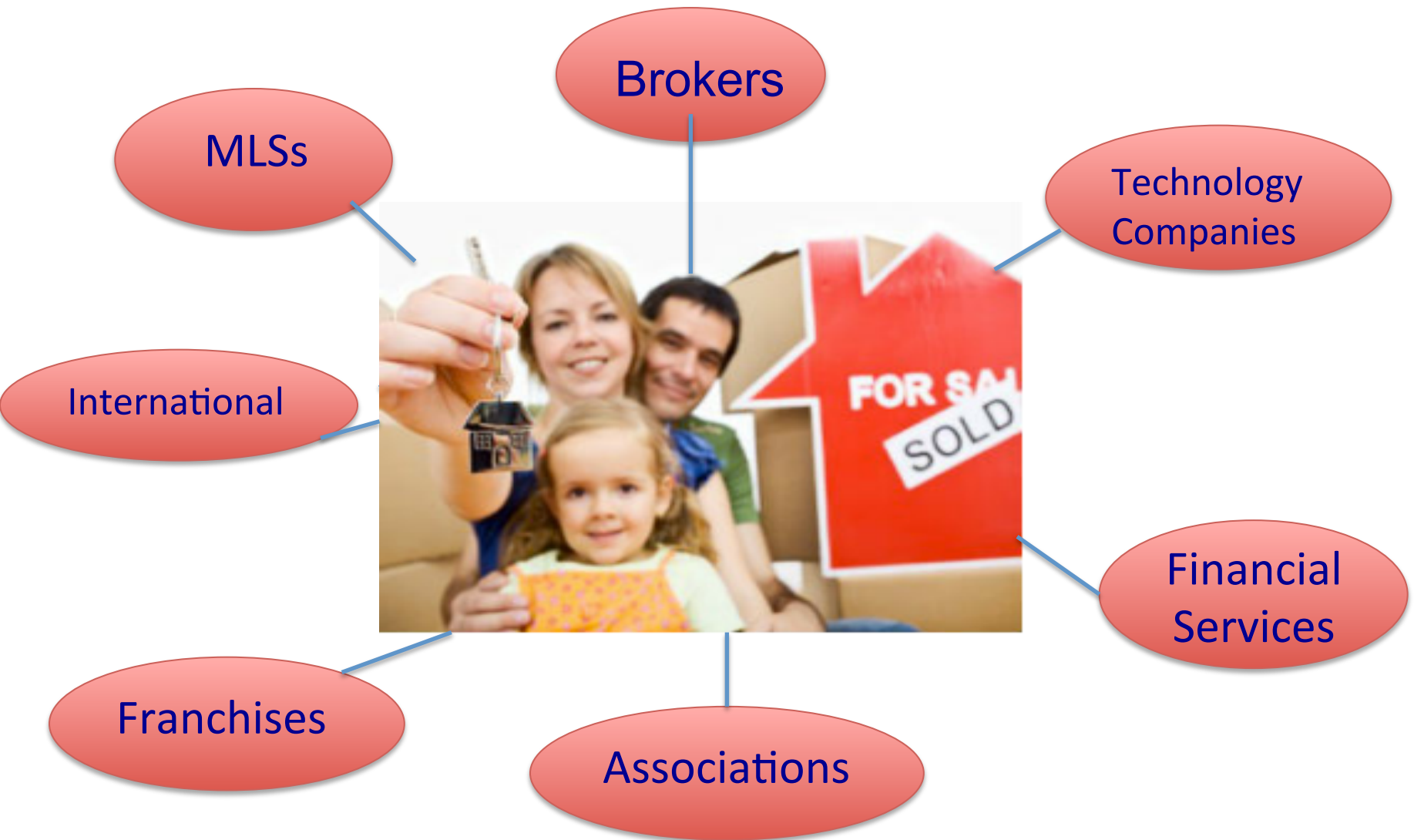


Voice of the Consumer



WAV Group

Customer-Centric Growth



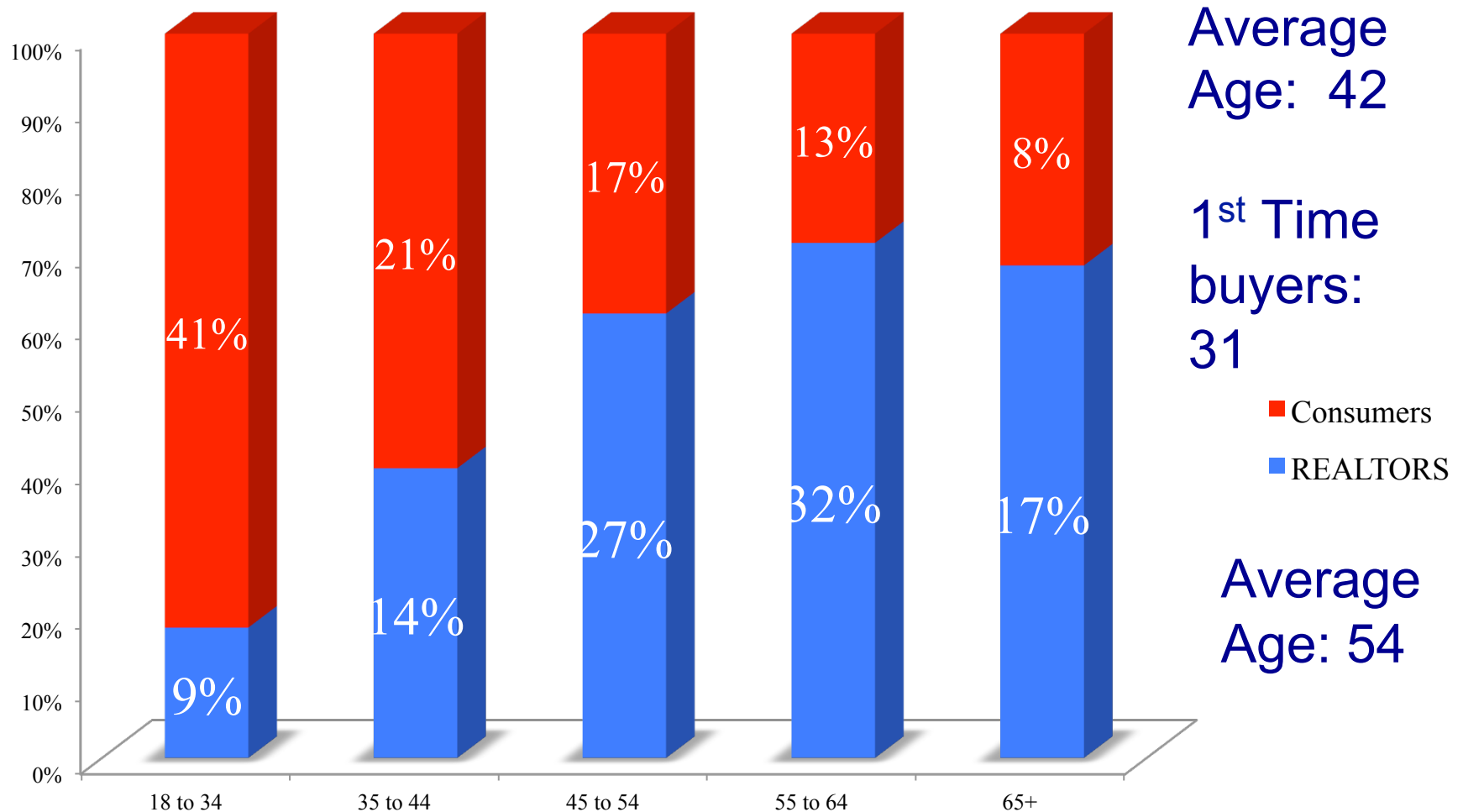


**Who is the real
estate consumer
today?**

Remember who REALLY
drives the industry



Disconnect between the age/needs of consumers and REALTORS®



The Internet has
changed EVERYTHING



NOW
MYSTERIOUS
FRUSTRATING
OLD
YOUNG
BREATHING

SOCIAL MEDIA IS LIVING

@equalman 

What does all of this mean for brokerages?



- What people are saying about our brand? Are we influencing what they say about our brand?
- Are we encouraging peer to peer recommendations preferred by 90% or pushing advertising preferred by 14%
- Have we adapted to the needs of today's consumers?
- Do we make decisions/adapt business processes as fast as the rest of the world? As fast as we need to?
- What are we holding on to that just doesn't work anymore?
- Do we recognize and capitalize on how small the world is?
- Are we capitalizing on technology as much as we could be?
- Have we prepared agents for the world today?
- Are they up for it?
- For how long?





**What does
today's real
estate consumer
need from
brokers?**

Be sensitive to my realities



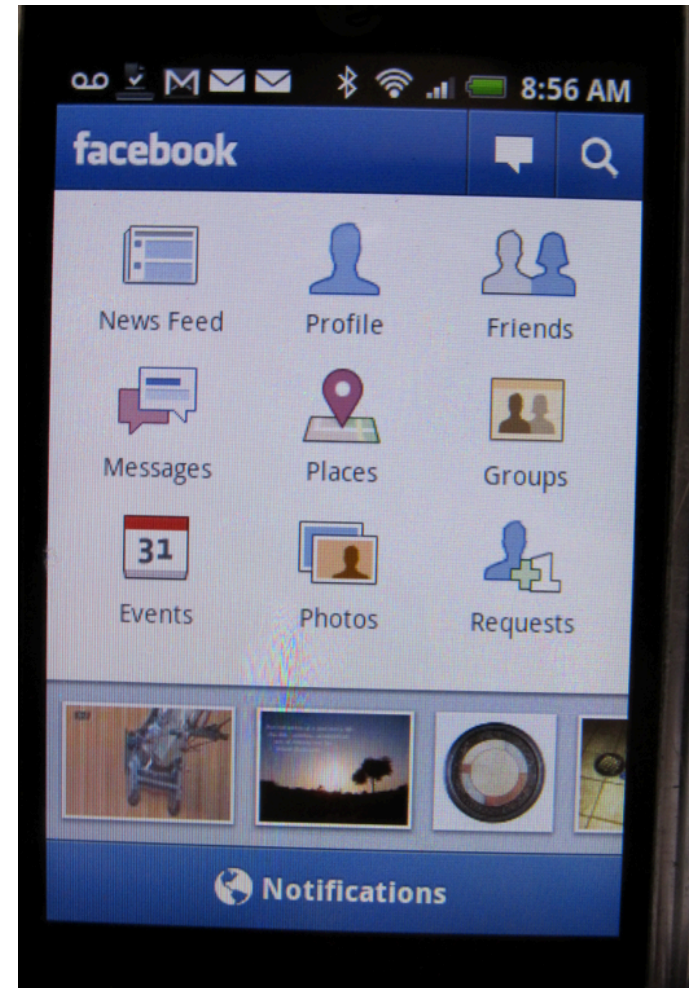
*“I’m really busy – let me know
what’s happening online”*

*“I need you to answer my emails
right away – at the end of your
day is **NOT** soon enough!”*

Meet me where I want to
be met!



*“I like Facebook, I
don’t want to
talk to you on
the phone!”*



Let me do my own research



**“When you go to a
broker site you
open yourself up
to 10,000 emails!
They hound
you!”**

Make it easier for me to search
with YOUR support



*“Love the Auto
emails provided
to me by my
Agent”*



I need more info than 3 beds, 2 baths



*“Need more
than
property info
to make a
good
decision”*

Lifestyle Search









Coldwell Banker Home > Lifestyle Search

Find Neighborhoods

This is a search that obeys all three rules of real estate. Location. Location. Location.

1 Select a **State** **County** (optional) or **Metro Area** (optional)

2 Use the sliders below to prioritize **what's most important to you**, and we'll show you communities that match.

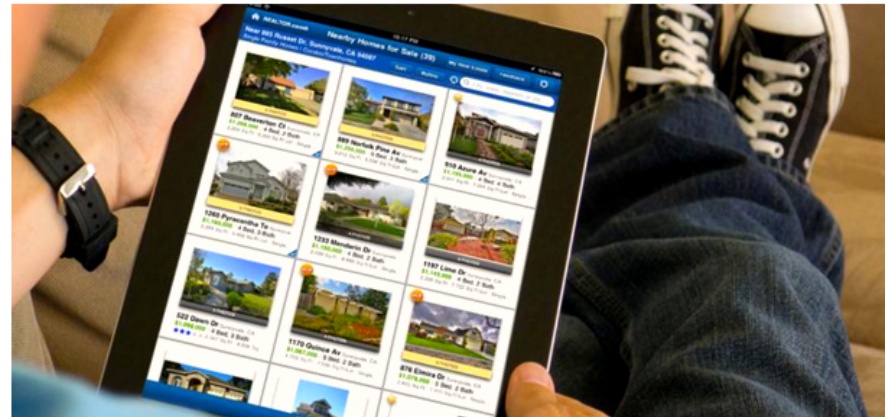
| | |
|--|---|
|  Fun, Hip & Trendy Streets alive with nightlife, restaurants and activity Slightly <input type="text" value="Slightly"/> <input type="text" value="Very"/> |  Mass Transit Neighborhoods with access to public transit Slightly <input type="text" value="Slightly"/> <input type="text" value="Very"/> |
|  Art & Music Neighborhoods rich in galleries, museums and theaters Slightly <input type="text" value="Slightly"/> <input type="text" value="Very"/> |  A + Schools Highly-rated schools are critical Slightly <input type="text" value="Slightly"/> <input type="text" value="Very"/> |
|  Amenities Aplenty Shops and services are nearby and ready to serve Slightly <input type="text" value="Slightly"/> <input type="text" value="Very"/> |  Fairway Living Golf is my game so keep me near a course Slightly <input type="text" value="Slightly"/> <input type="text" value="Very"/> |
|  Fresh Air/ Times Sq. Trend towards the urban, rural or something in between <input type="radio"/> Rural <input type="radio"/> Small Town <input checked="" type="radio"/> Suburban <input type="radio"/> Urban <input type="radio"/> Metropolis Slightly <input type="text" value="Slightly"/> <input type="text" value="Very"/> |  Median Price Range Select the home price range you're comfortable with <input type="text" value="\$25,000"/> <input type="text" value="\$3,000,000+"/> |

Lifestyle search returns a list of areas based upon the criteria submitted by the end user. Each Lifestyle criterion is modeled off of a number of different factors and helps a user identify areas that meet their selected Lifestyle criteria. Onboard Informatics makes no warranty, either expressed or implied, as to the accuracy of the data contained within or obtained from this Web Page.

Give me the best data



Give me anytime, anywhere access



I want agent performance transparency



Help me evaluate a potential agent



Zillow Homes Rentals Mortgage Rates Advice **Find a Pro** Digs™ More ▾

Location: Salt Lake City UT Keyword: Name or Title 🔍

US > Utah > Salt Lake City > Neighborhood


Agents Lenders Home Improvement Property Management Other

| | | | | |
|---------------|---------------|------------|---------------|------------|
| Buyer's Agent | Listing Agent | Relocation | Foreclosure | Short-Sale |
| Consulting | Other | All-Stars | Local Experts | |

Salt Lake City UT Real Estate Agent Reviews


956 results

Sort by: **Ratings** · Listings ?



Tom Winand PREMIER AGENT
(385) 232-3012
Listing Agent, Buyer's Agent, Short-Sale, Foreclosure

★★★★☆
0 reviews Write a review




Jan Lowe PREMIER AGENT
(385) 232-3584
16 listings, Listing Agent, Buyer's Agent, Short-Sale, Foreclosure

★★★★★
15 reviews Write a review

yelp Search for (e.g. taco, cheap dinner, Max's) **Near** (Address, City) salt lake city

real estate agent

Welcome About Me Write a Review Find Friends Messaging Talk Events



realtor.com
where home happens


IF YOUR PERFECT HOME IS OUT THERE IT'S IN HERE

real estate agent Salt Lake City

Browse Category: Real Estate Agents

Hide Filters

| Sort By | Cities | Distance | Features |
|--|--|--|--|
| » Best Match Highest Rated Most Reviewed | <input type="checkbox"/> Salt Lake City <input type="checkbox"/> Woods Cross <input type="checkbox"/> West Valley City | » Bird's-eye View Driving (5 mi.) Biking (2 mi.) Walking (1 mi.) Within 4 blocks | <input type="checkbox"/> Offering a Deal <input type="checkbox"/> Open Now (12:10 pm) |



1. Cody Derrick
Category: Real Estate Agents

★★★★★ 4 reviews
185 W 700 S
Salt Lake City, UT 84106
(801) 718-5555

Educate and counsel me!

- *What can I expect in the process?*
- *What are the steps?*
- *How's the market?*
- *Can you help me negotiate?*
- *What can go wrong?*
- *What decisions will I have to make?*



Let me buy remotely



- *“I buy a lot of houses, don’t want to do in person closings”*
- *“So happy to buy a house! Make it quick and easy!”*
- *“Buying a house is NOT my full-time job!”*

Help clients do their own research



Use Auto email systems – MLS, Broker Website

Embrace technology



Get over the fear

Make it a priority

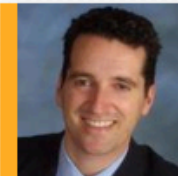
Learn how to tap into faster, easier ways
to get things done

Let me know how much business you have done



V

These are our best matches for buying a single family home in Richmond District, San Francisco, CA for \$1.5M and above [\[Change Location\]](#)



Ron Abta
TRI Coldwell Banker

Areas Served: San Francisco



Condo Expert - Top 2%
Helped 37 people Buy a Condo



TIC Expert - Top 3%
Helped 7 people Buy a TIC



Robin Hubinsky
Zephyr Real Estate

Areas Served: San Francisco



SFR Expert - Top 8%
Helped 28 people Buy a Single Family Home



Top 9% in Richmond District
Helped 4 people Buy in Richmond District



Tanya Dzhibrailova
Zephyr Real Estate

Areas Served: San Francisco, Daly City, San Bruno



Top 0.1% in Richmond District
Helped 6 people Buy in Richmond District



Condo Expert - Top 0.8%
Helped 48 people Buy a Condo



Tim Gullicksen
Zephyr Real Estate

Areas Served: San Francisco



Condo Expert - Top 0.1%
Helped 50 people Buy a Condo



SFR Expert - Top 3%
Helped 35 people Buy a Single Family Home



Cynthia Cummins
Mcguire Real Estate

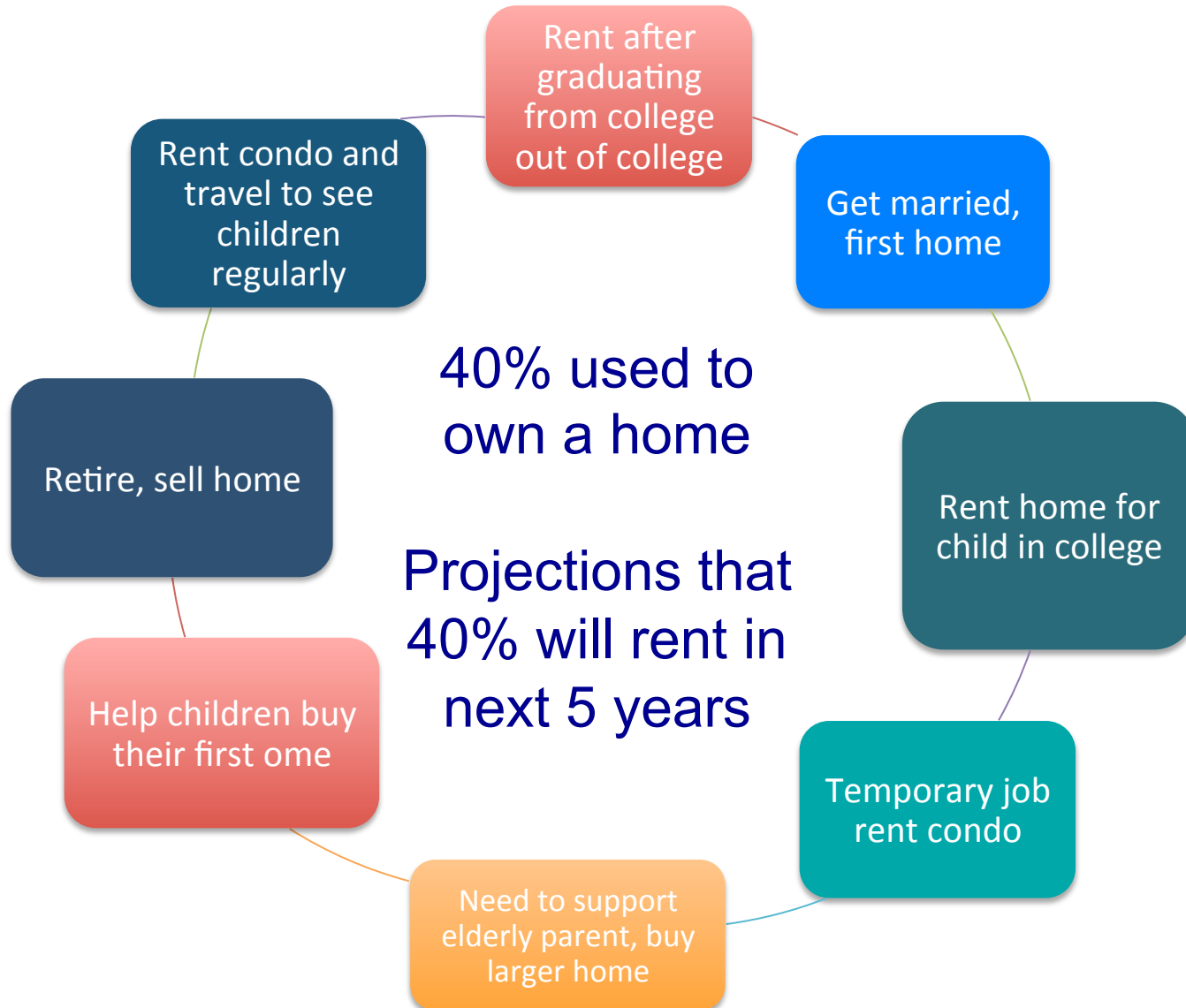


Top 3% in Richmond District
Helped 5 people Buy in Richmond District



SFR Expert - Top 58%
Helped 8 people Buy a Single

Embrace the rental/ownership life cycle



Make PropertyPond.com the best rental site

The image shows the PropertyPond.com search interface. At the top left is the PropertyPond logo, which consists of a blue house outline with the text 'Property Pond' inside. To the right of the logo is a navigation bar with links for 'Home', 'Map Search', and 'Ho'. Below the navigation bar is a large search area with the heading 'Find a place to rent'. The search area contains several input fields and dropdown menus. The first row has a text input for 'Enter a City, County, ZIP Code OR Ad Number', a dropdown for 'State' (currently set to 'UT'), and a dropdown for 'Type' (currently set to 'Any type'). The second row has a 'Rent Range' section with two dollar signs and input fields, followed by dropdowns for 'Bedrooms' (set to 'No Min'), 'Bathrooms' (set to 'No Min'), 'Sq Ft' (set to 'No Min'), and 'Pets' (set to 'No Preference'). The third row has a 'Parking' section with a dropdown (set to 'No Min') and a checkbox for 'Garage', followed by a text input for 'Community Name', a text input for 'Availability Date', and a dropdown for 'Low Income Housing' (set to 'No Preference'). The fourth row has a 'Smoking' dropdown (set to 'No Preference') and a 'Photo' section with a checkbox for 'Show only Ads with Pictures'. At the bottom of the search area are two buttons: 'List View' (selected) and 'Map View'. Below these buttons is a large green button labeled 'Find Your Rental'.

Available from
Utahrealestate.com

Populate all listings

Load builder listings
where available

Encourage all agents
to add their listings to
site



**What would
consumers like
agents to change?**

Respond!



Honesty



Professionalism

A low-angle photograph of a modern glass skyscraper with a grid-like pattern of windows, reaching towards a clear sky.

*Professionalism
distinguishes
the best*

Really Listen!



Pay attention to details



Patience



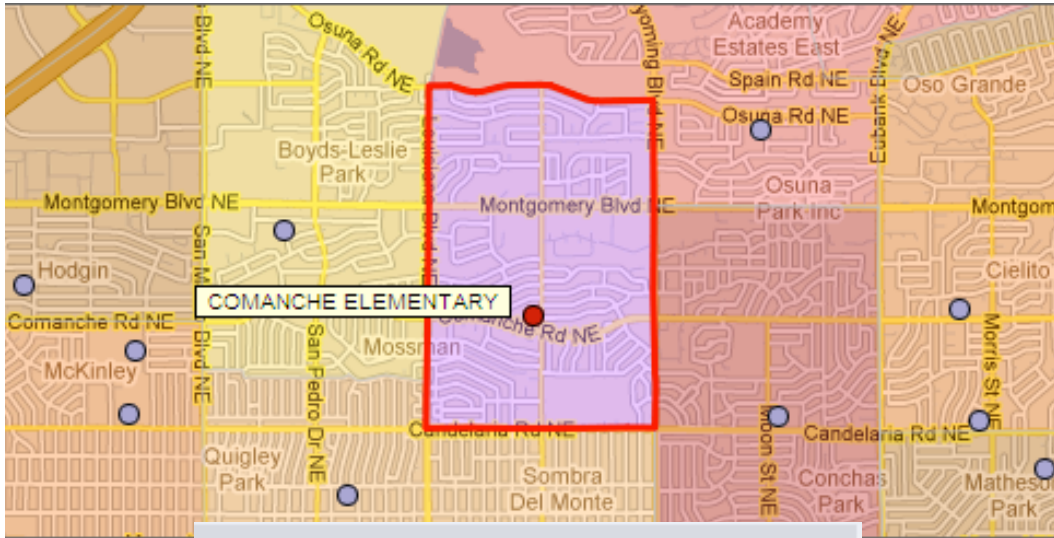
Patience.....



Humility



Share your expertise



Use technology effectively



Respect the importance



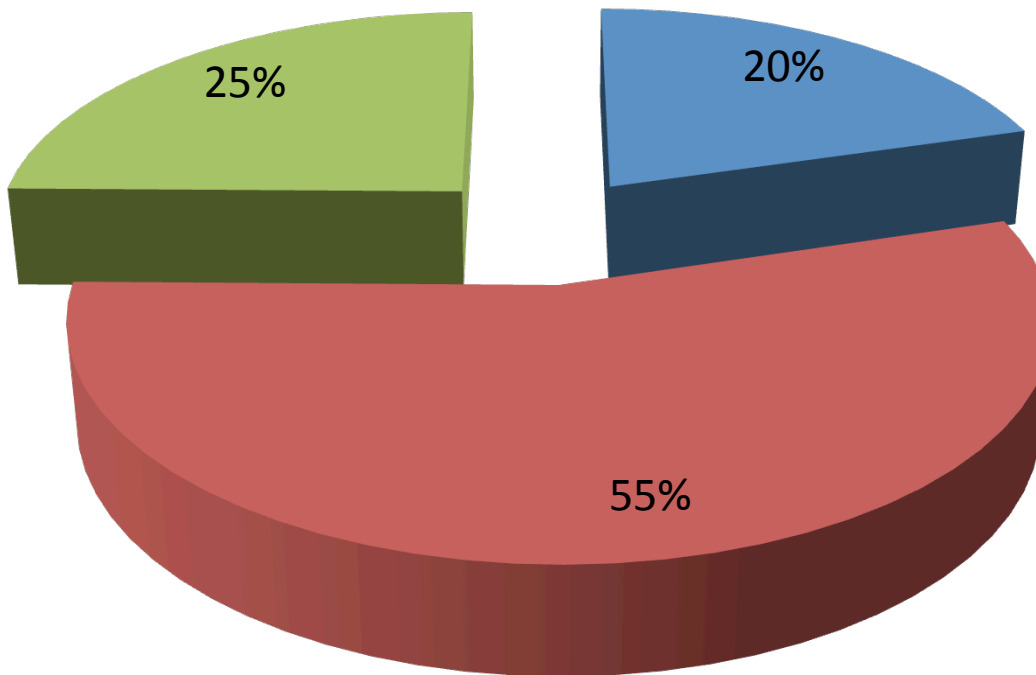


**What is the role
of a REALTOR®
vs. an agent?**

REALTOR® brand is unclear



Do you know the difference between a licensed real estate agent and a REALTOR®?



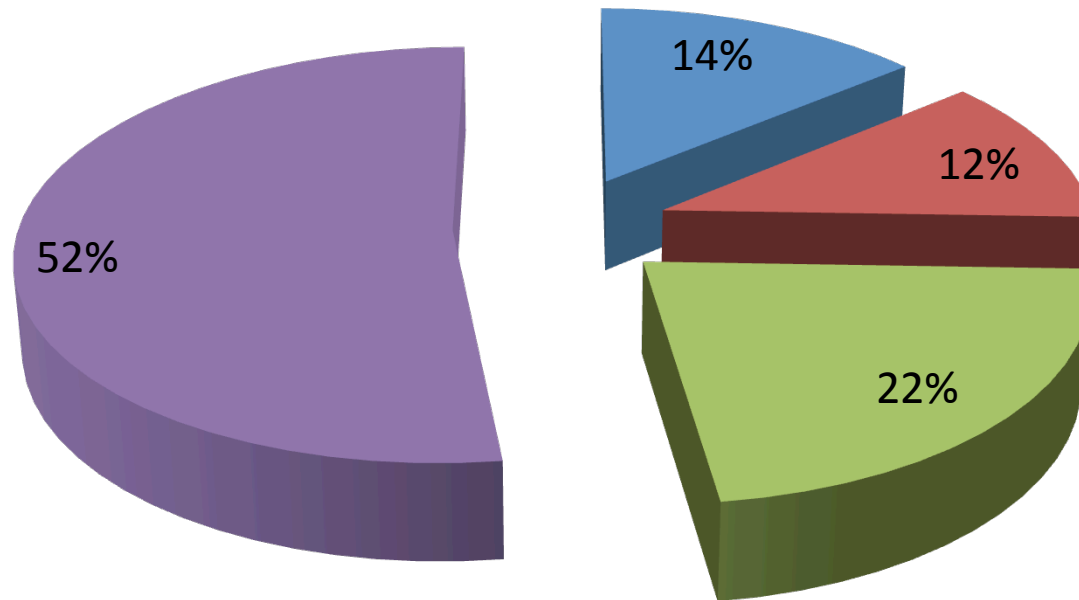
55% do not know the difference between a real estate agent and a REALTOR®?

■ Yes ■ No ■ Not sure

Potential Clients are unclear



Are you interested in working with a licensed real estate agent or REALTOR®?(for those not working with an agent yet)



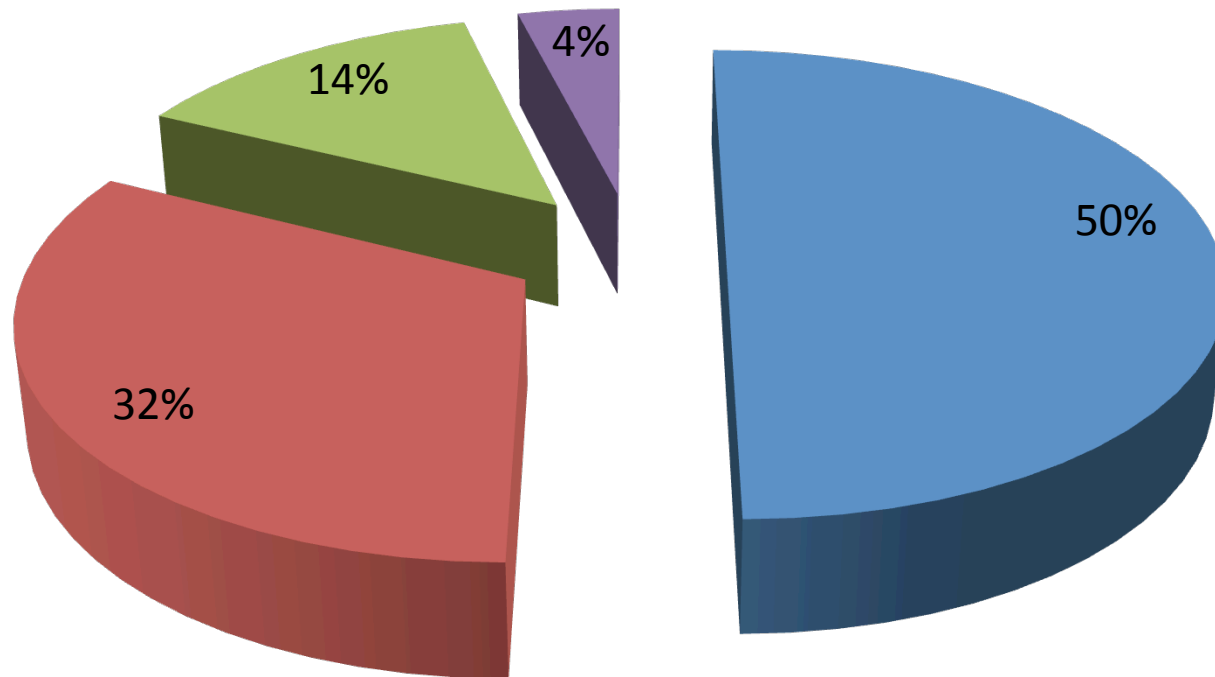
No clear preference to work with a REALTOR® vs. a licensed real estate agent

■ Licensed Real Estate Agent ■ REALTOR® ■ No preference ■ Not Sure

Recent Homebuyers are unclear



Who did you work with when you bought/sold your home(For those that have bought/sold a home?)



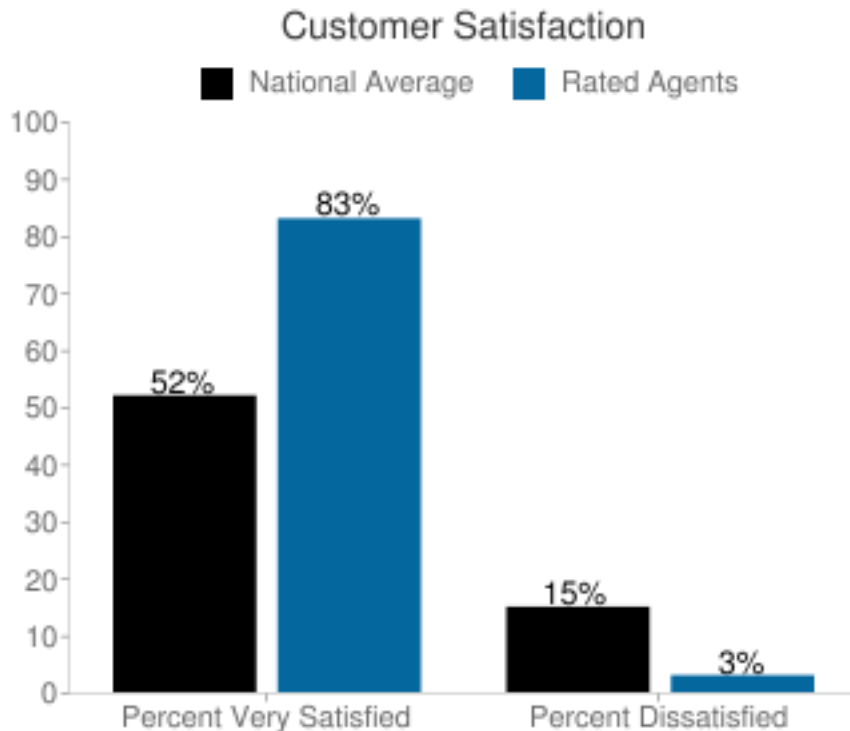
Just 1/3 said they worked with a REALTOR®

■ Licensed real estate agent ■ REALTOR® ■ Not sure ■ Neither

How do we strengthen the value of the REALTOR® brand?



Rated Agent



REALTOR® Excellence
Program Pilot

Raising bar on service
quality

Promoting strong agent
performance



**What do you
know about your
customers,
REALLY?**

Building an engaged network of consumers



...Forward-Looking
...Probing
...Real-time
...Real
Conversation



Create your own consumer research panel



- ...Recruit past customers
- ...Current customers
- ...Outreach
- ...Monthly surveys
- ...Real-time insights



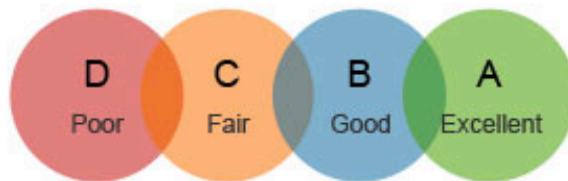
Customer Profile



RealTAG for Lenders

Estimated Income: \$175K - \$200K

RealTAG Score: **A-1720**



[Roll Over for Score Legend](#)

Estimated Property Value:



Estimated Equity:



If you are struggling to find borrowers that qualify, let RealTAG show you the way!

CLOSE X

Buying Potential

Financial Situation

Probability to qualify

Rank Leads BEFORE
handing them off to Agents

Calculating Lifetime Value of a Customer



HOW TO
GET A BASIC
CUSTOMER
LIFETIME
VALUE

- LIFETIME REVENUE
- OPERATING EXPENSES
 - COST OF ACQUISITION
 - IMPLEMENTATION &
DELIVERY COSTS

CUSTOMER LIFETIME VALUE

Lifetime Value of a real estate customer



Level 1

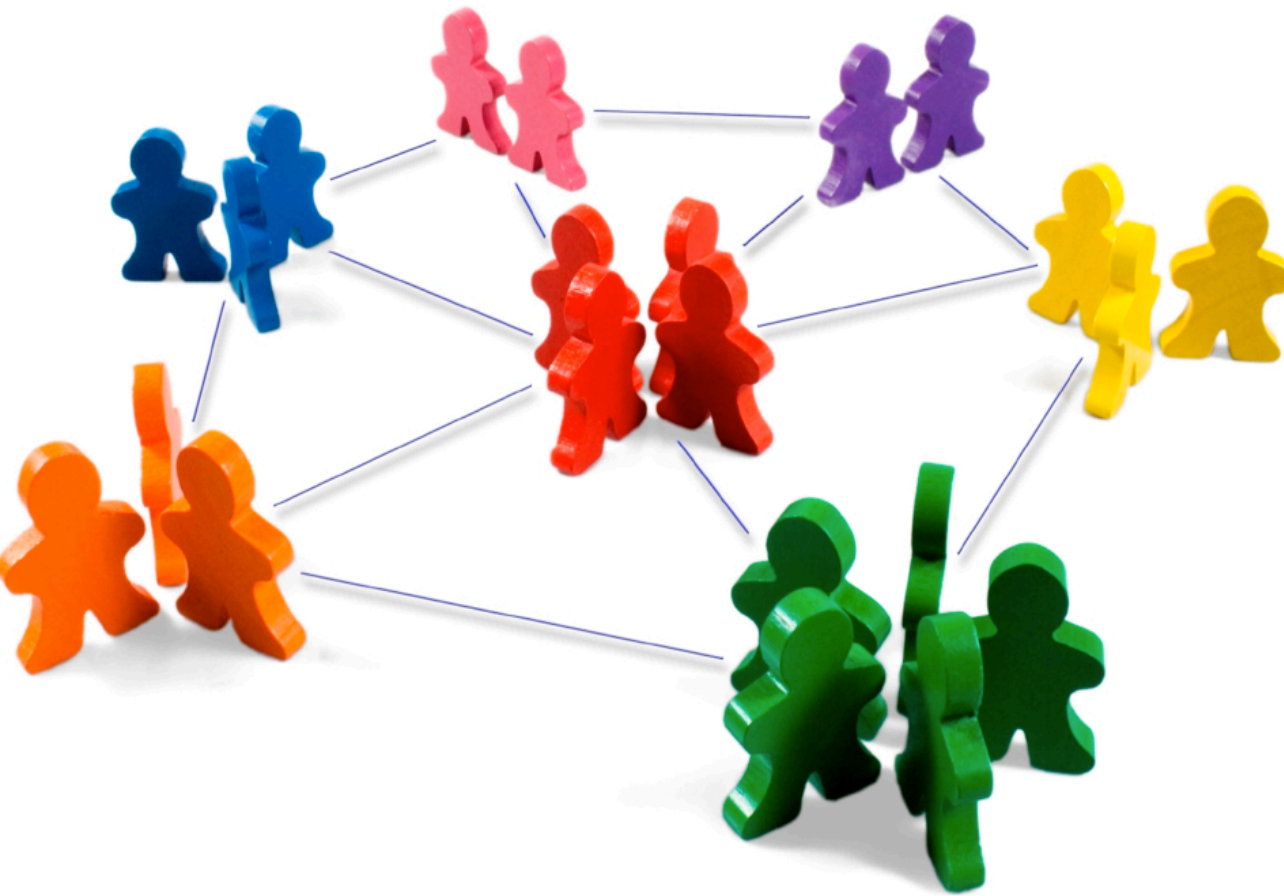
- Cost of generating lead
- Cost of conversion
- Cost of sale
- GCI of sale #1
- Commission of rental
- Mortgage
- Title
- Home Warranty

Level 2 and Beyond

- Cost of maintaining relationship
- Value of referrals from satisfied customer
- Related family members to satisfied customer
- Additional mortgage, title, home warranty
- Sale #2, #3, #4 etc. etc.

Requires robust enterprise-wide CRM solution

Robust Customer Database



Require customer information before commission check is cut!

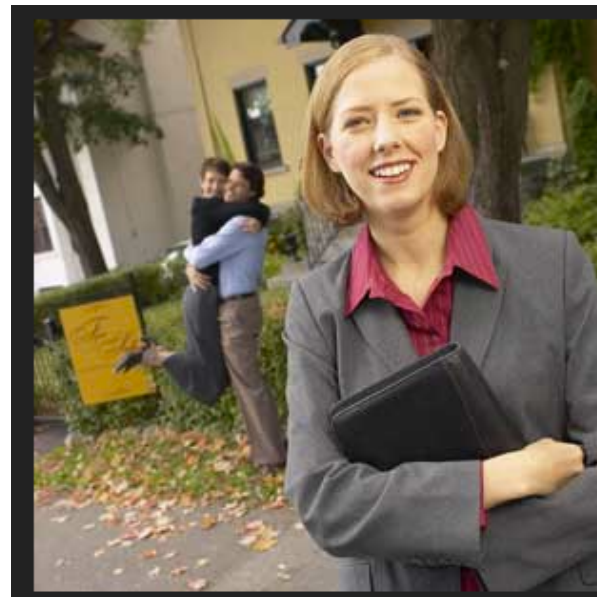
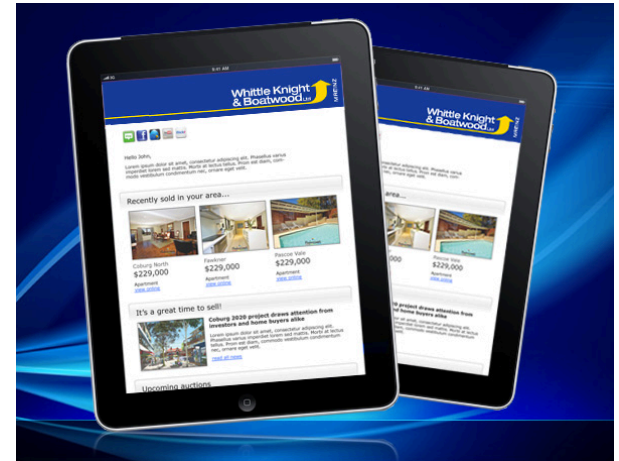
Overlay customer intelligence to enrich quality of database

Brand Touch Points



Your Brand is Shaped by
Every Customer Experience

Brand Touch Points



A lot more than a logo

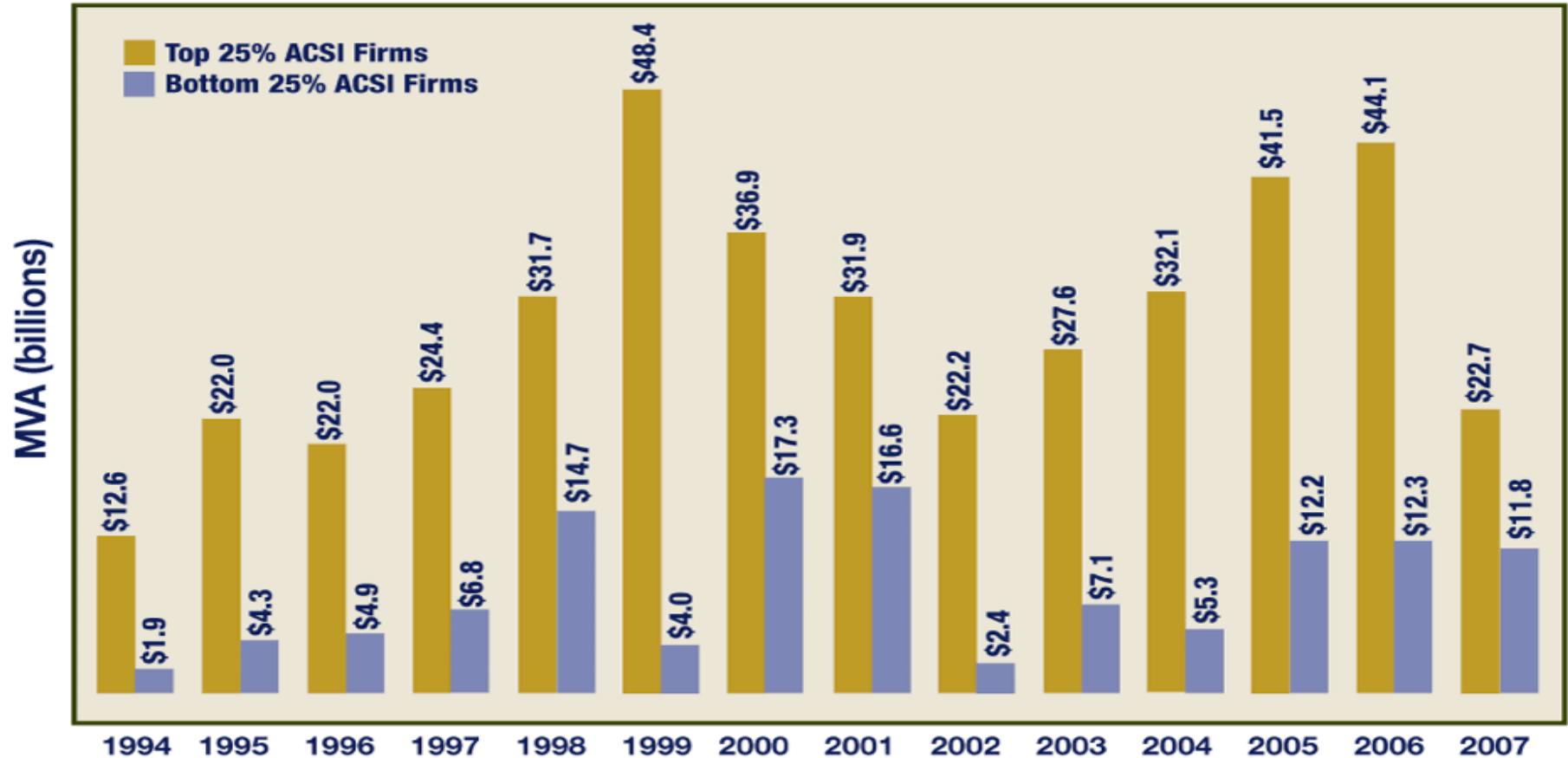


Source -The Service Profit Chain,
Heskett, Sasser, Schlesinger

Satisfaction Translates into Company Valuation



Average Market Value Added: High and Low ACSI Firms*



* Source: MVA from Stern Stewart & Co.; annually updated ACSI firms.



**How do you
differentiate your
brand?**

Who is your competition?



How could/do they threaten you?



Competitive Analysis



- What are they good at? What's their achilles heel?
- How can you turn them into allies, coopetitors?
- How does their brand experience stack up with yours?
- What's make them unique from you?
- How strong is their business? Marketing, Market Share, Recruiting, Business Processes

Competitive Response



What should we do differently as a result of our competitive investigation?

- Shore up weaknesses
- Regain control of brand message
- More closely manage service levels
- Create more of a direct relationship with consumers; incentivize agents to help
- Figure out a way to differentiate yourself from competitors



**What do you want
your brand to
stand for?**

What kind of brands are
consumers attracted to?



NORDSTROM



Bring them pleasure

Clearly Differentiate

Create a Connection

Consistent delivery of
quality and service



The Ritz-Carlton®

How does YOUR brand stack up?



What's your unique value proposition?

Are you delivering consistent service quality?

How do you know?

Positioning Statement Definition



- Tool to clarify the desired benefit(s) to be delivered to subscribers.
- It is NOT a mission statement or tagline
- It is intended a guide to define what customers the company serves, who it competes against and to define its key strengths relative to competition.

Positioning Statement



For (Target Audience, (Company Name)
is the only(competitive set), that (key
benefit).

Reasons to believe this:

- 1.
- 2.
- 3.
- 4.

Sample Positioning Statement



XYZ Realty *is the only*
real estate services provider *that*
helps our service professionals enjoy amazing
success through delivering quality service to their
customers by providing superior insights, tools,
programs and training

Sample Positioning Statement



Reasons to believe this:

1. Leverages company's database of past, current and potential customers to provide the insights to be more prepared to transact business than any of our competitors
2. Provides more ongoing insights about the local needs of consumers and programs to address the needs of consumers to better prepare our service professionals to exceed their client's needs
3. Delivers against a consistent expectation of quality service delivery service by providing ongoing support, training and reputation marketing its agent ratings feedback system and incentivizing our agents
4. Provides a highly successful consumer website and online partnerships that promotes listings and generates opportunities to connect with potential customers.
5. Helps each of our service professionals leverage our collective lead networks in mortgage, title, real estate, home warranty, commercial and rentals
6. Provides technologies that PROVE to be effective in generating business, transacting business more efficiently AND attracting new agents

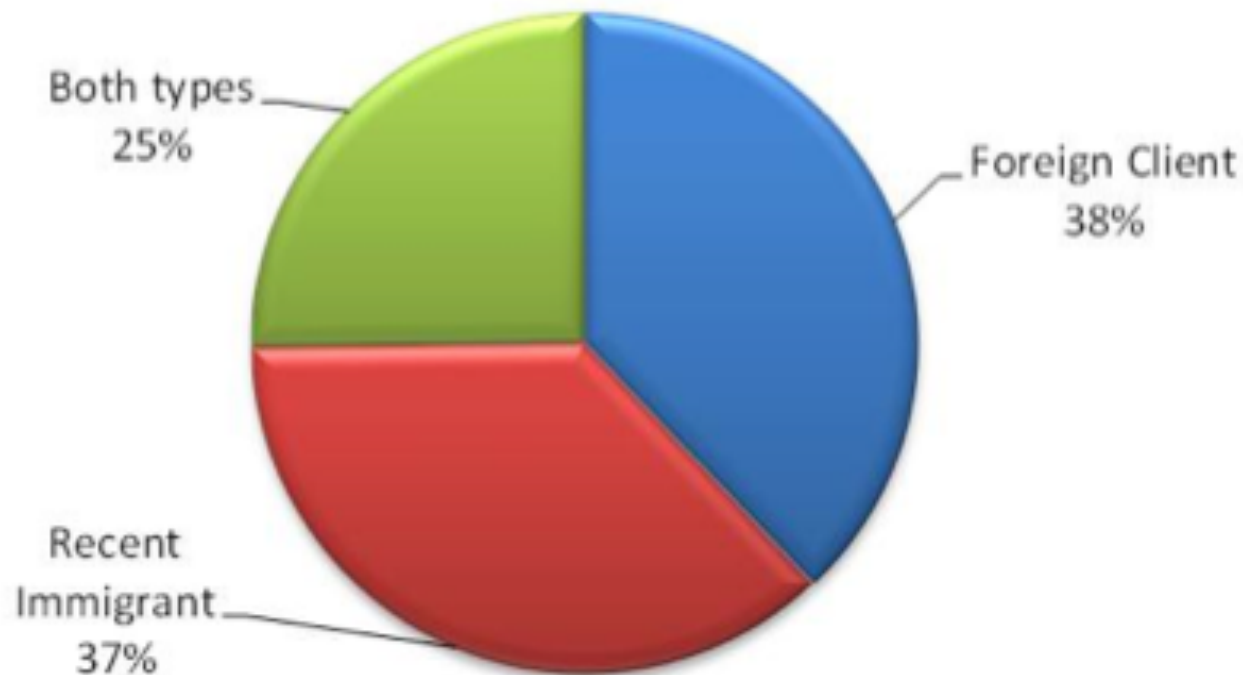


**How can broker
address the needs
of diverse
audiences?**



International Market

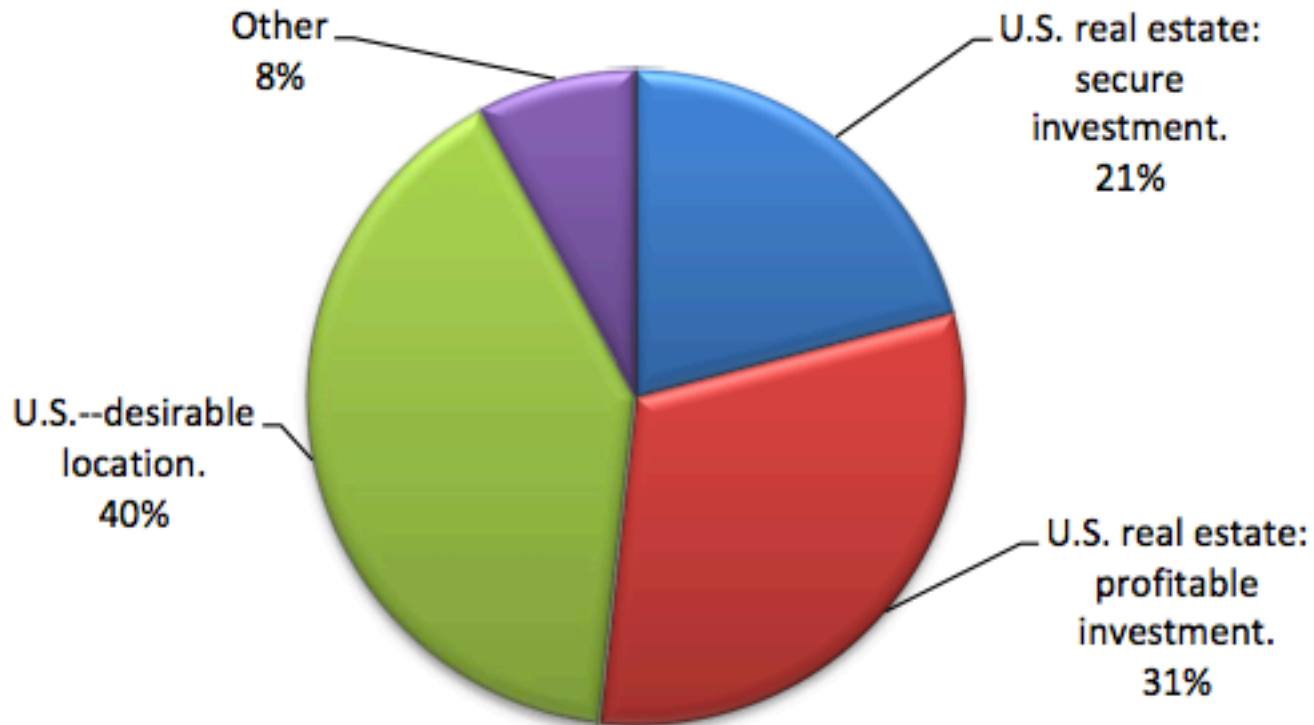
Types of International Clients



Strong interest in U.S. real estate market



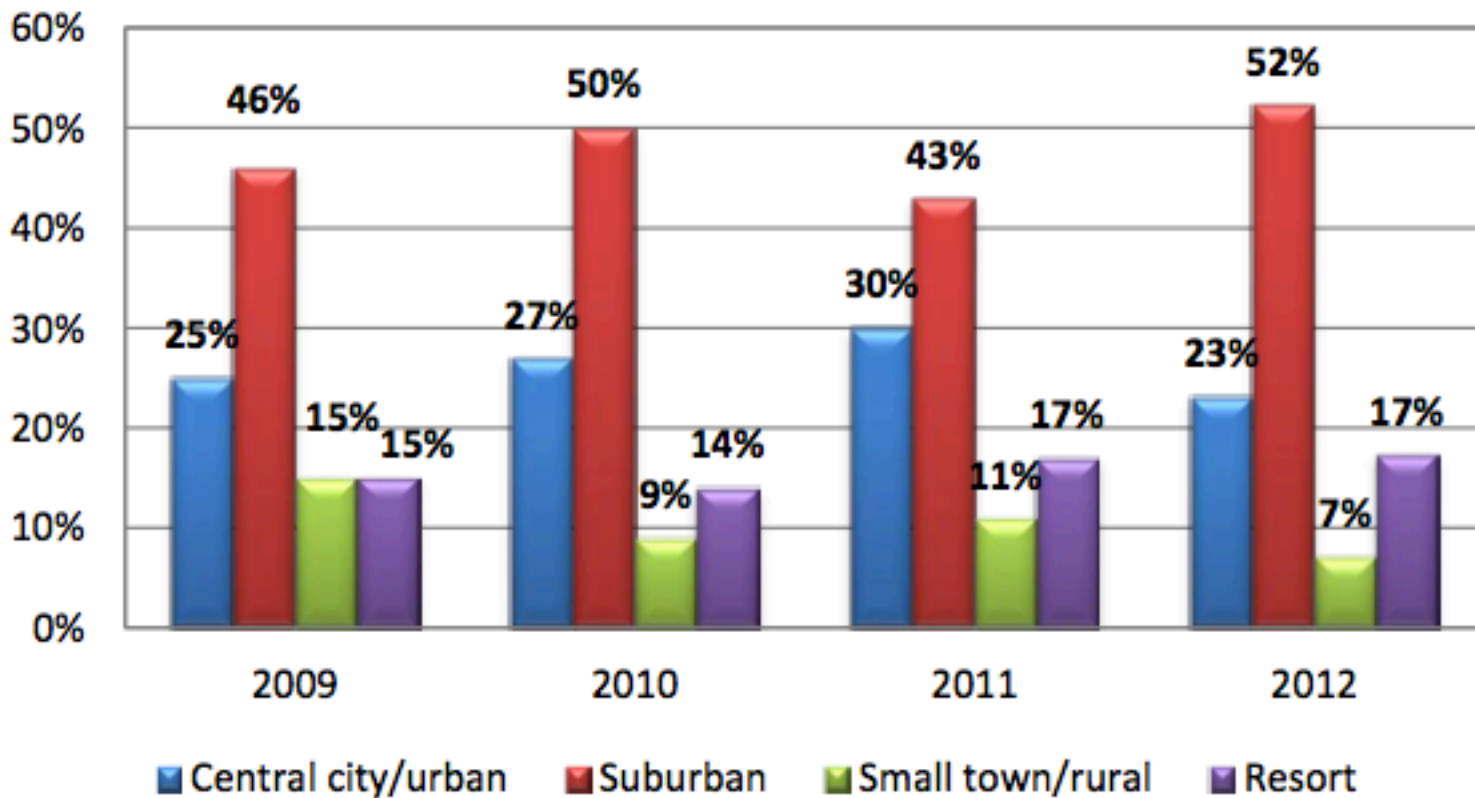
Most Important Factor Influencing Purchase



Mostly Suburban/City



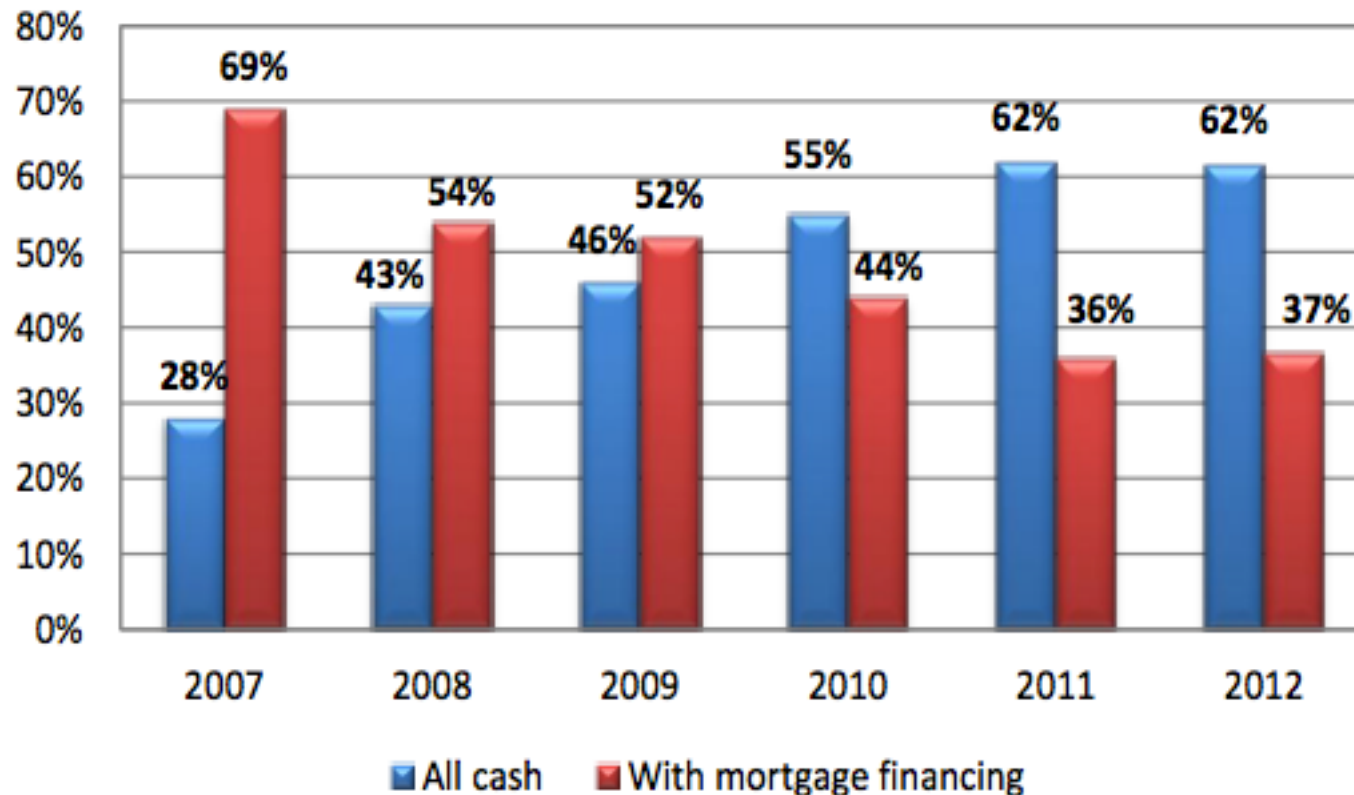
Type of Area



Almost 2/3 cash purchases



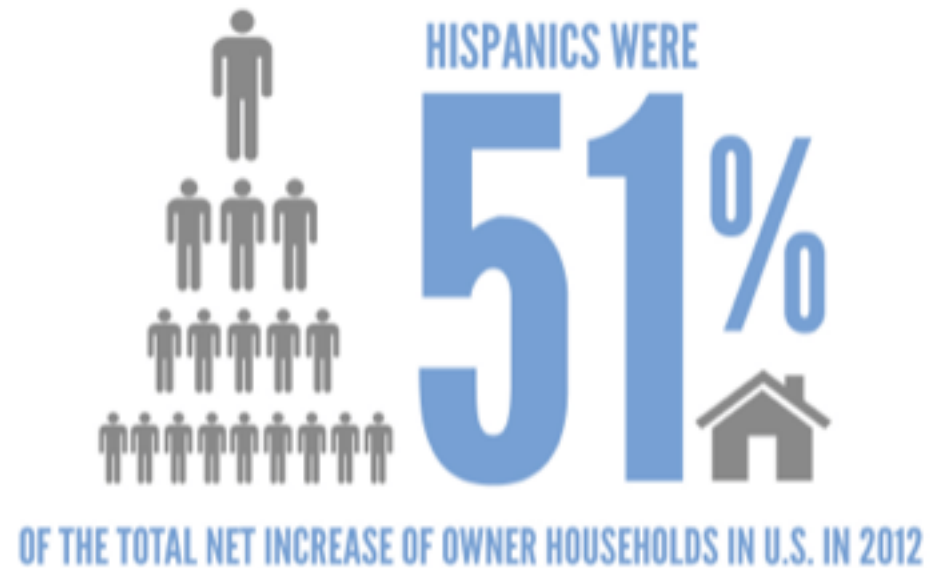
Type of Financing





Hispanic Market

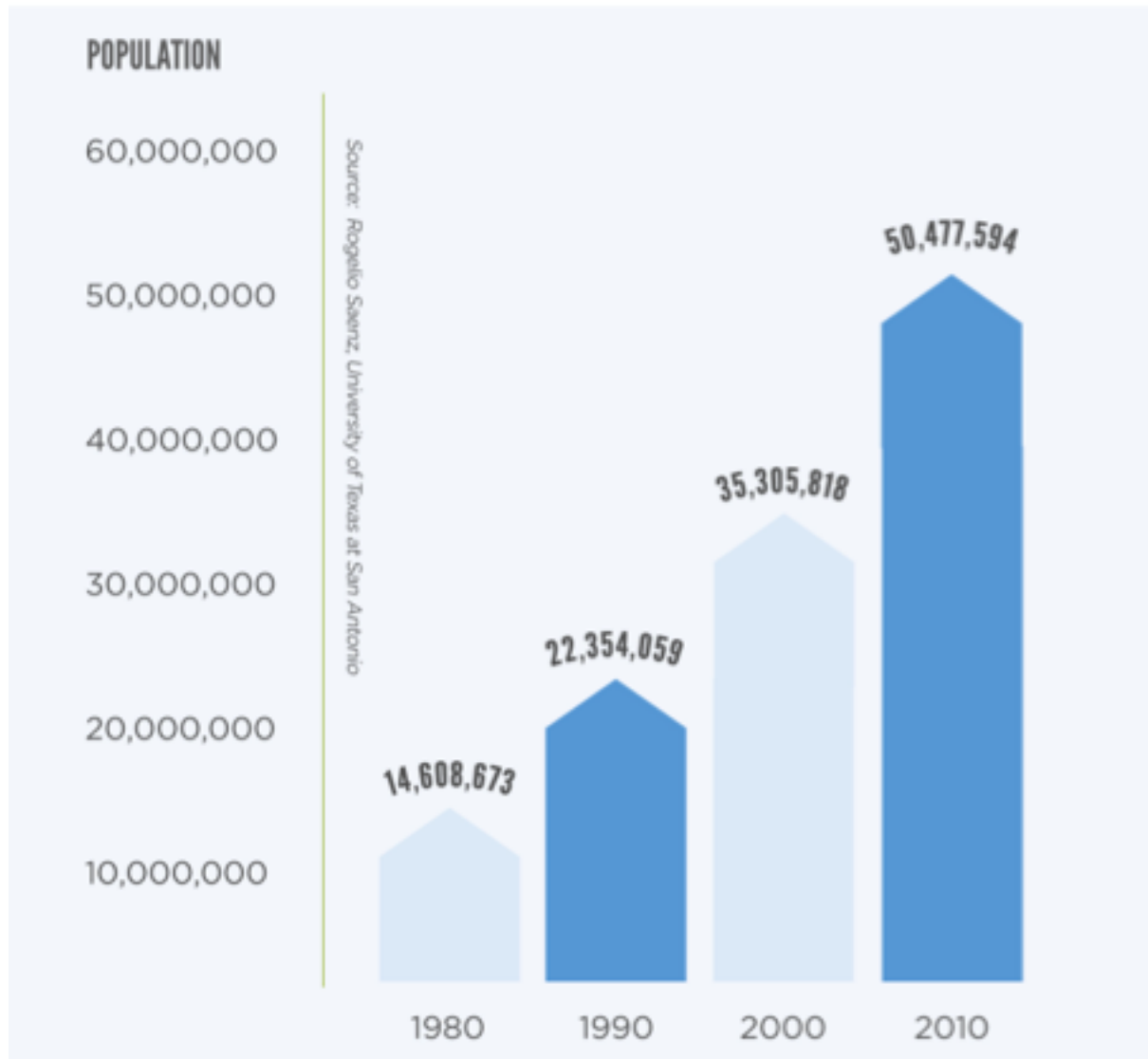
Fast-growing market



+15mm in 10 years



HISPANIC POPULATION GROWTH IN RECENT DECADES

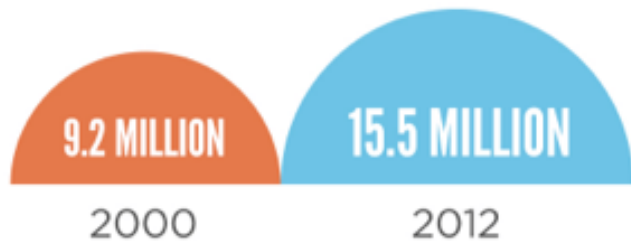


Fastest growing market



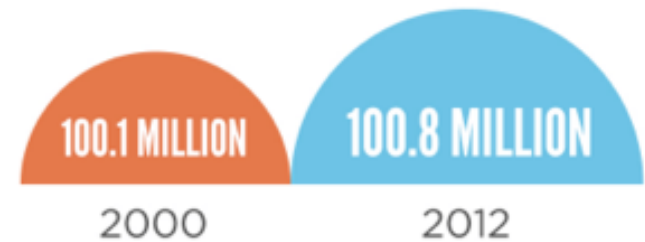
HISPANIC HOUSEHOLDS

68.47% INCREASE

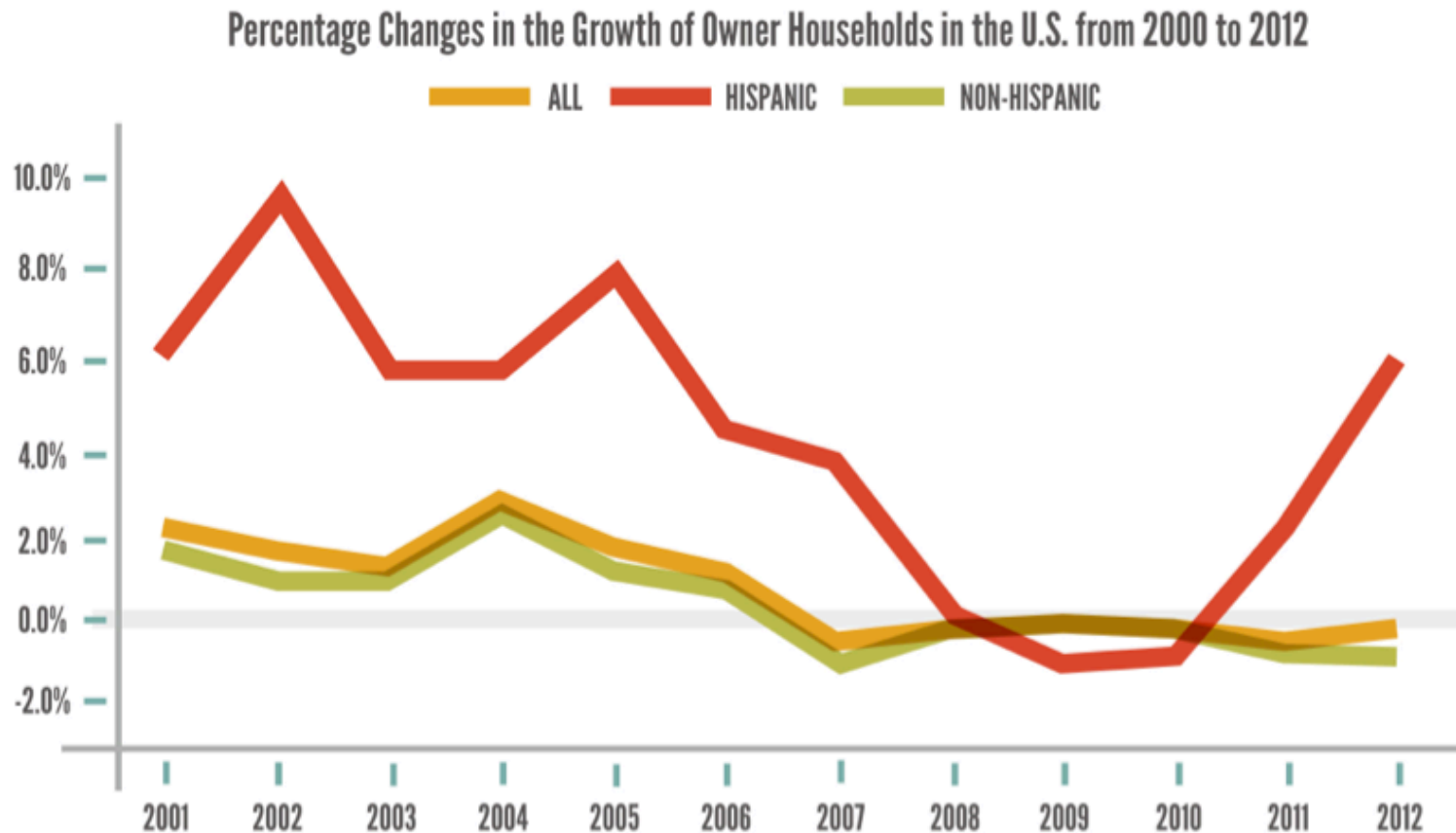


NON-HISPANIC HOUSEHOLDS

0.7% INCREASE



Becoming much more important



Source: U.S. Census Bureau, Homeownership/Vacancy Data January 2013

AVERAGE ANNUAL INCREASE FOR HISPANIC OWNER HOUSEHOLDS: 3.9%
AVERAGE ANNUAL INCREASE FOR NON-HISPANIC OWNER HOUSEHOLDS: 0.4%

40% of Households will be Hispanic



Projected to
be 40% of all
households in
the next 10
years

Stronger commitment to homeownership than average



MAJOR REASON TO BUY A HOME

56

PERCENT OF HISPANICS
WHO CONSIDER BUYING A
HOME A SYMBOL OF SUCCESS

VS.

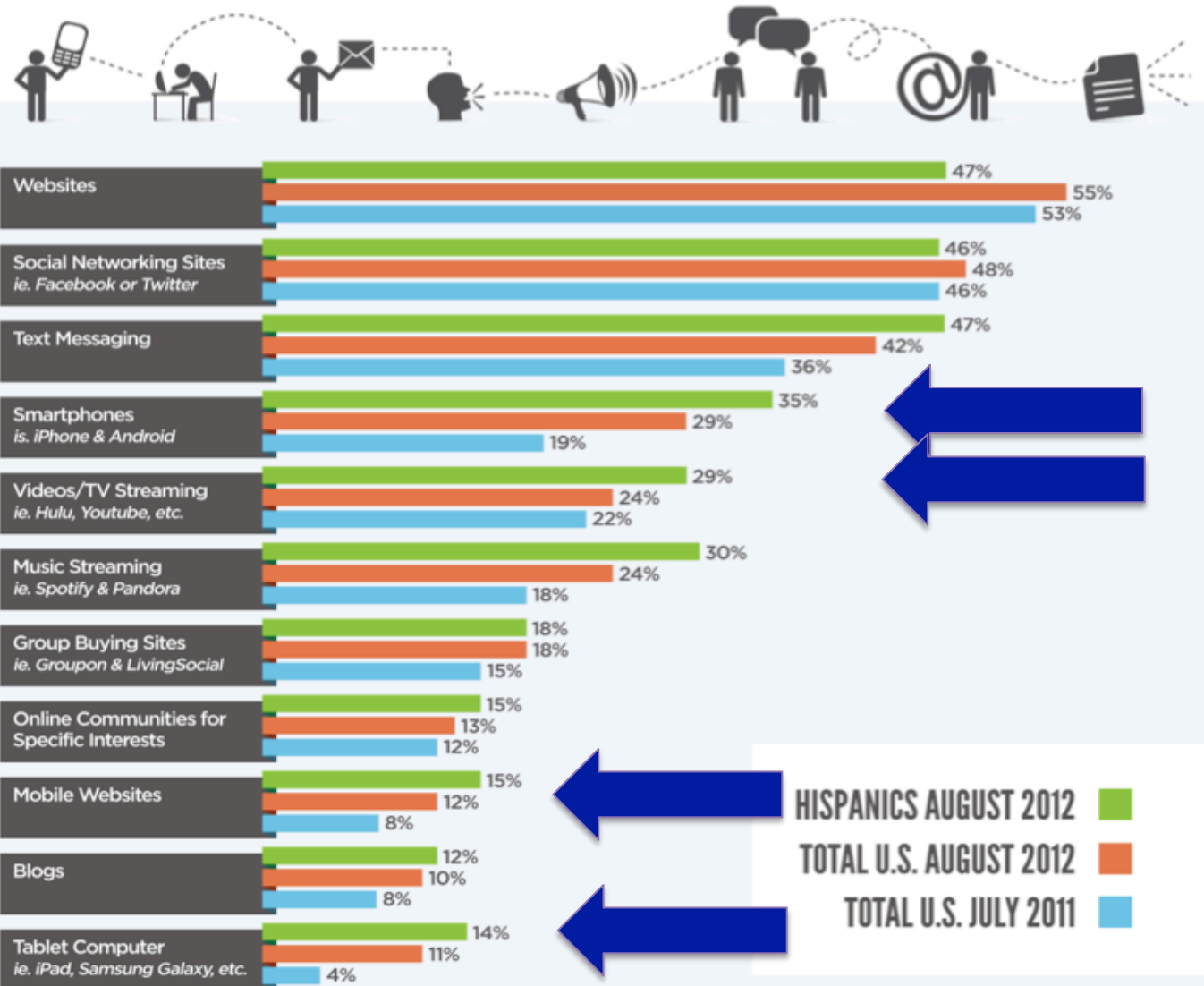
PERCENT OF ALL AMERICANS

32

Use mobile and video more than average



WHAT ONLINE OR INTERACTIVE TOOLS DO YOU USE REGULARLY?





How to address needs of Hispanic market

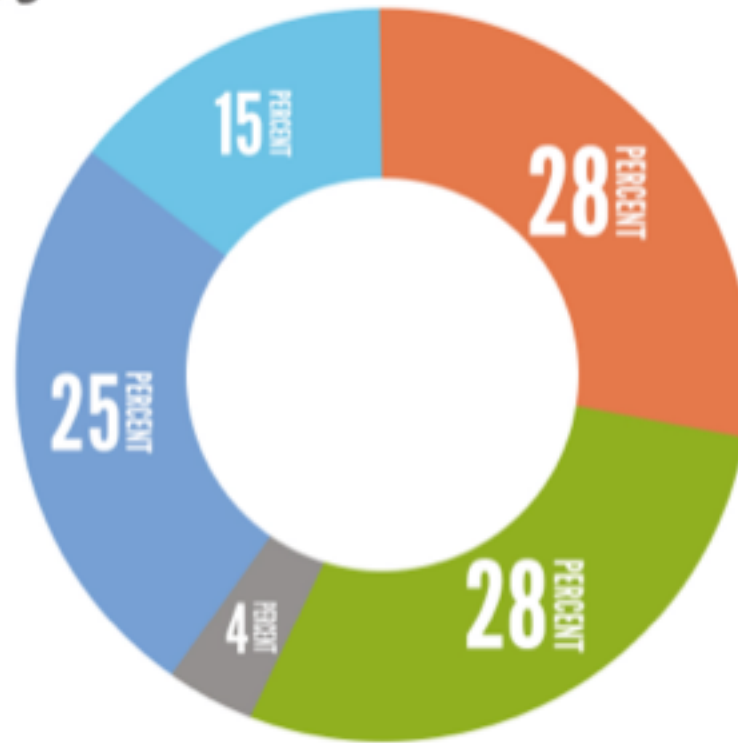
1,500+ funded programs
Nearly 1,000 agencies
Impacts every community
60-80% of listings



Provide bi-lingual information



Language Usage Amount U.S. Hispanic Adults



Only Spanish ● Only English
Mostly English ● Mostly Spanish
Spanish & English Equally ●

Educate agents about Hispanic homebuyer trends



Leverage all mobile/video options



Offer Utahrealestate.com
mobile solutions
(In beta testing now)

Broker-branded solutions

iPad training for your
agents

Mobile compatibility for all
broker tools



**How do you win
with consumers
today?**

Find better ways to deliver consistent service quality



Communicate Effectively



Develop “Edutizing”
Content

Clearly differentiate
your value
proposition

Be transparent about
how to choose an
agent

Share performance
ratings

Don't be afraid to
share meaningful
information



Offer Amazing Home Search



Call 800-431-5509



homesnap

City, Zip, Neighborhood, Address or ML

Homes

Mortgages

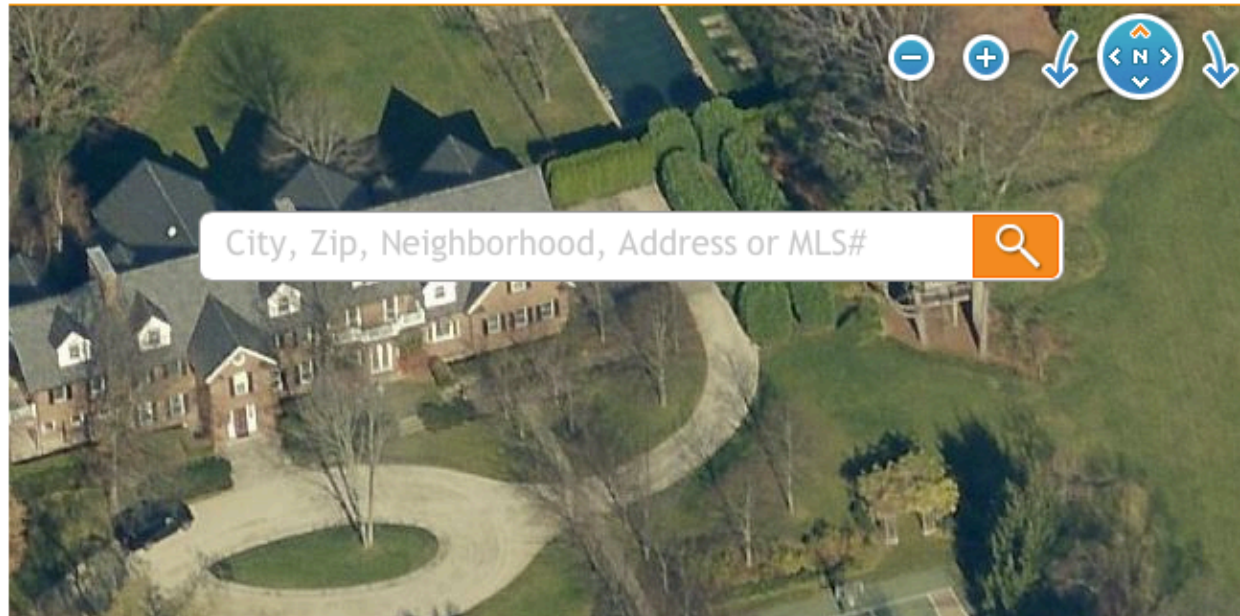
News

Agents

Answers

My Homesnap
Guest [sign in]

FIND HOMES FOR SALE



Jay-Z & Beyonce's residence located in Scarsdale NY.

BROWSE REAL ESTATE LISTINGS

Snap any home to find out all about it.

Send the Homesnap download link to your phone:

Enter Phone Number

Send Link



FOLLOW HOMESNAP

Follow @homesnap 4,052 followers

Like Katie Lance, Kevin Dougherty and 2,108 others like this

Offer Lifestyle Search



Lifestyle Search

[Coldwell Banker Home](#) > [Real Estate Property Search Tools](#) > [Lifestyle](#)



Slightly Important



Very Important

Demonstrate local market expertise



| Statistic | Values | YoY | MoM |
|-----------------------------|-----------------|----------|----------|
| Total Sold Dollar Volume | \$3,008,445,110 | + 17.48% | + 43.09% |
| Closed Sales | 8,515 | + 7.76% | + 33.44% |
| Median Sold Price | \$284,500 | + 9.42% | + 6.16% |
| Avg Sold Price | \$353,311 | + 9.02% | + 7.23% |
| Avg Days on Market | 79 days | - 22.55% | - 3.66% |
| Avg Sold to Orig List Ratio | 95.36% | + 3.21% | + 0.79% |

March Contract Snapshot



Median Sold Price

Average DOM

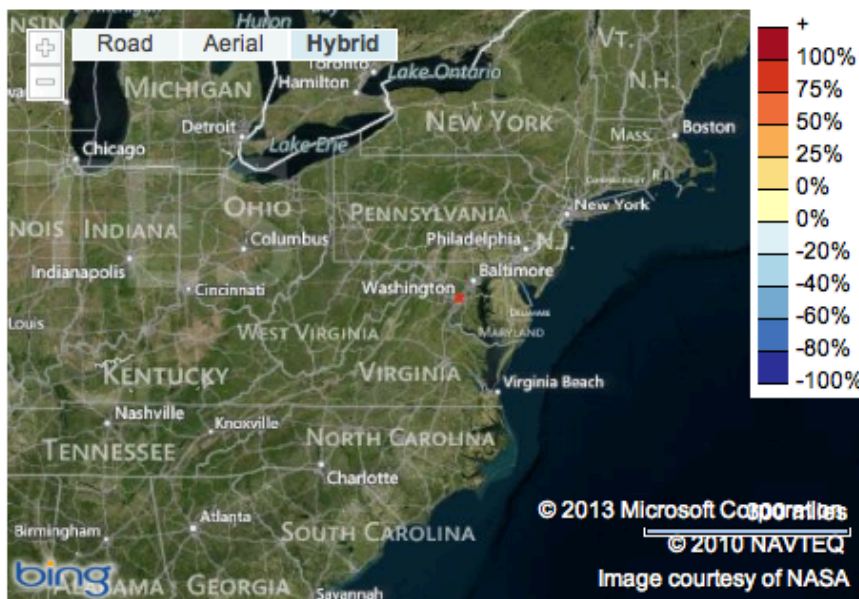
Sold to OLP Ratio

Closed Sales

New Pending

New Listings

☐ Median Sold Price in March 2013
 ☐ Year over Year Change
 ☒ Month over Month Change

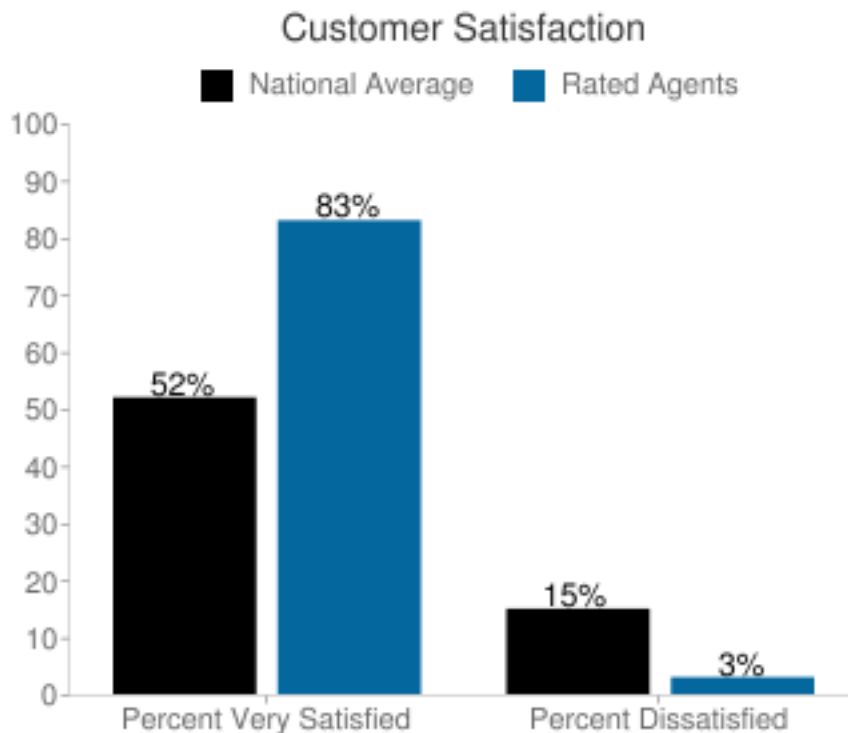


| County | Median Sold Price | YoY Change | MoM Change ▼ |
|--------------------------------|-------------------|------------|--------------|
| Rappahannock | \$450,000 | -8.16% | 105.01% |
| Dorchester | \$137,000 | 34.98% | 61.18% |
| Kent | \$220,000 | -19.41% | 60% |
| Madison | \$252,500 | 30.49% | 53.96% |
| Page | \$99,900 | 58.57% | 53.69% |
| Mineral | \$119,000 | 0% | 53.55% |
| Cecil | \$197,750 | 16.36% | 42.27% |
| Baltimore City | \$115,000 | 26.37% | 29.94% |
| Grant | \$162,575 | -26.77% | 29.59% |
| Garrett | \$200,000 | -26.74% | 26.98% |
| Manassas City | \$250,000 | 13.64% | 20.48% |
| Talbot | \$295,000 | -28.05% | 20.16% |
| Allegany | \$108,000 | 80% | 18.68% |
| Franklin | \$154,750 | 8.22% | 14.63% |
| Morgan | \$148,000 | 63.54% | 14.33% |
| Warren | \$165,950 | 23.84% | 11.38% |

Make responsiveness and service excellence THE priority



Rated Agent



REALTOR® Excellence
Program Pilot

Raising bar on service
quality

Promoting strong agent
performance



Take a look inside

Internal Evaluation



- What are you good at, REALLY?
- What's your achilles heel?
- How well do you execute?
- What factors do you use to make decisions?
- How nimble are you?
- How much can you REALLY compel meaningful change and adaptation?
- How much do you know about your customers?

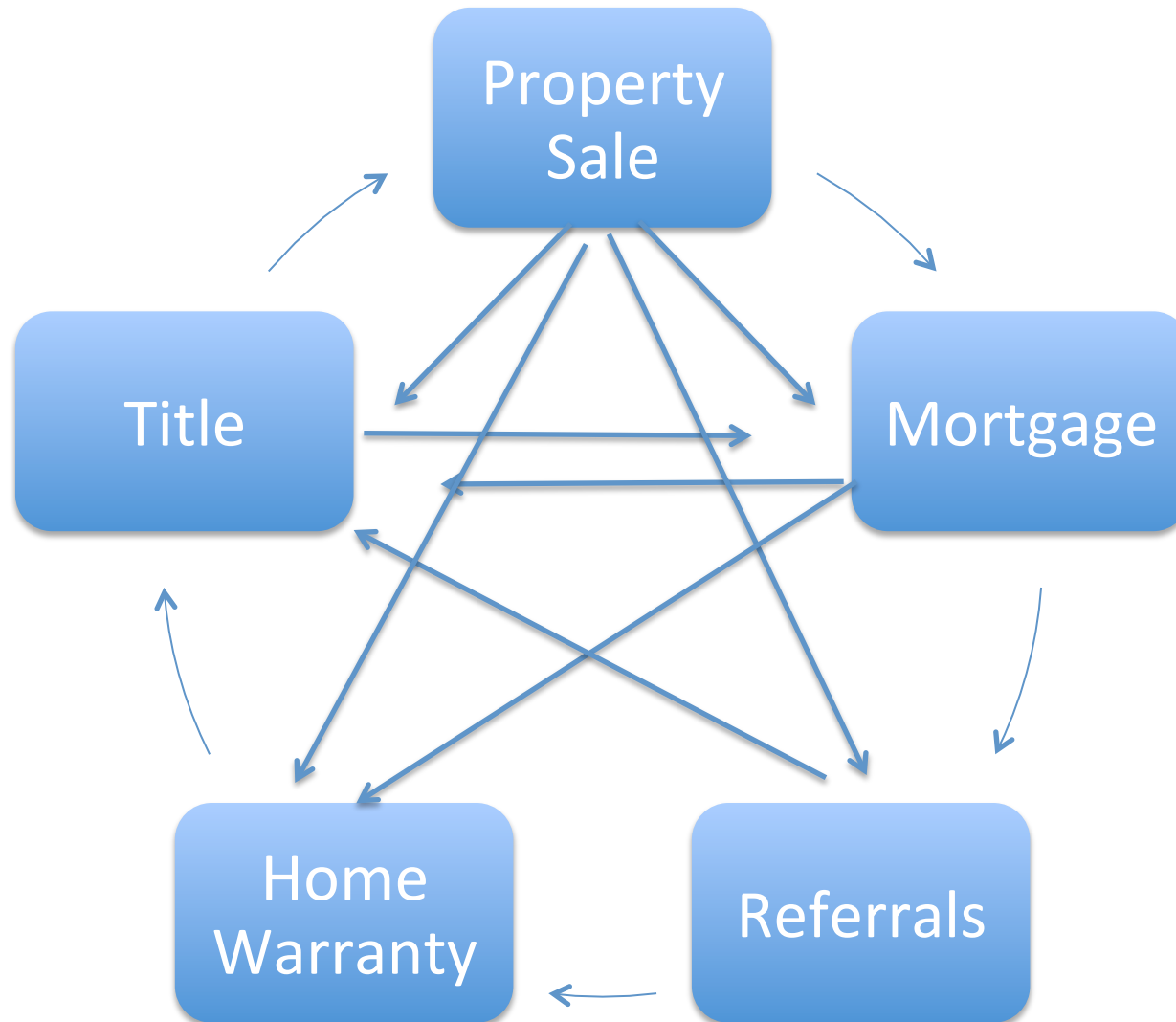


Performance Benchmarks

- How, what are you measuring?
- How well are you responding?
- Are you becoming more profitable, more lean, more stable, more competitive, more saleable?
- Following the “No child left behind” or the “We eat our young” Philosophy?
- How effective is training, lead cultivation, customer retention etc.?
- What do your customers think?



Are we leveraging all of our assets?



Thanks!

For more information...

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