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Rector Hayden REALTORS®
Home Value Estimate Tool - What's Your Home Worth?



October 14, 2015

Rector Hayden REALTORS® announced the addition of an invaluable resource for consumers to their website. As we strive to be Central KY's #1 Resource for real estate - we tirelessly work to provide competitive state-of-the-art tools to help you with your next real estate transaction.

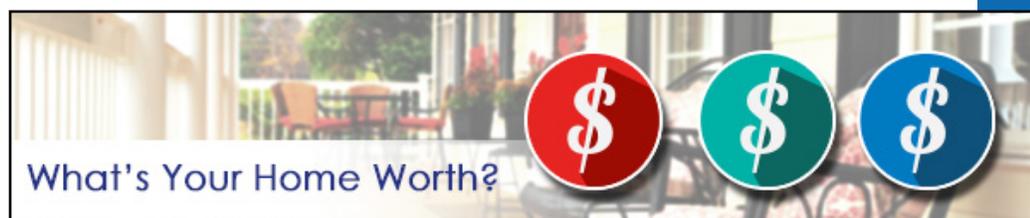
This guide has been developed by your Marketology (marketing+technology) team to help you best use this tool in your marketing endeavors. You are not required to follow each and every detail of these plans, but they can provide helpful stepping stones as you work toward generating and cultivating leads.

The pieces of this campaign can be completed in as short as a week, repeated as often as necessary, and done in any order you wish. Feel free to make them your own!

Do you have success using this tool in a particular way? Reach out to us and share your stories of success! Or, have suggestions for how this can be improved for your fellow agents? Let us know what we can do better!

Best of Luck!

June Laves



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Customizable E-Campaign

Using the HUB Customizable E-mail

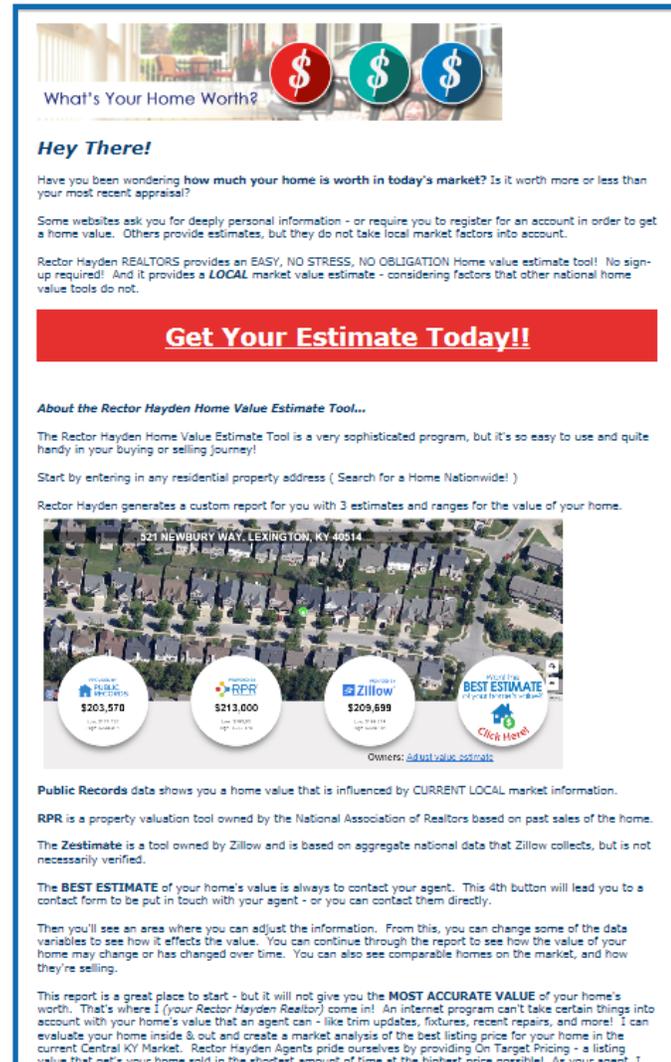
OPTION 1: Send this letter as a “One-Off” letter.

- In your Client Management center, click on E-mails & Letters Tab.
- Then, click on the Letter Library SubTab.
- Scroll down to the Stock/Company Letter Library.
- Find the folder marked “Website Promotion”
- Locate the Letter titled “Home Value”
- Click the **Send** button next to it.

- This opens the e-mail in the letter editor on HUB. You can edit the letter as you'd like (insert your own wording or remove wording).

- Click on the **Blue TO** button to choose a group of contacts.
- Select the contacts you'd like the letter to go to and click OK.

- Send or Schedule the e-mail as normal in HUB.



Sample Capture of the E-mail that goes out (HUB)



REFRESHER:
Steps to Locating the Letter Library

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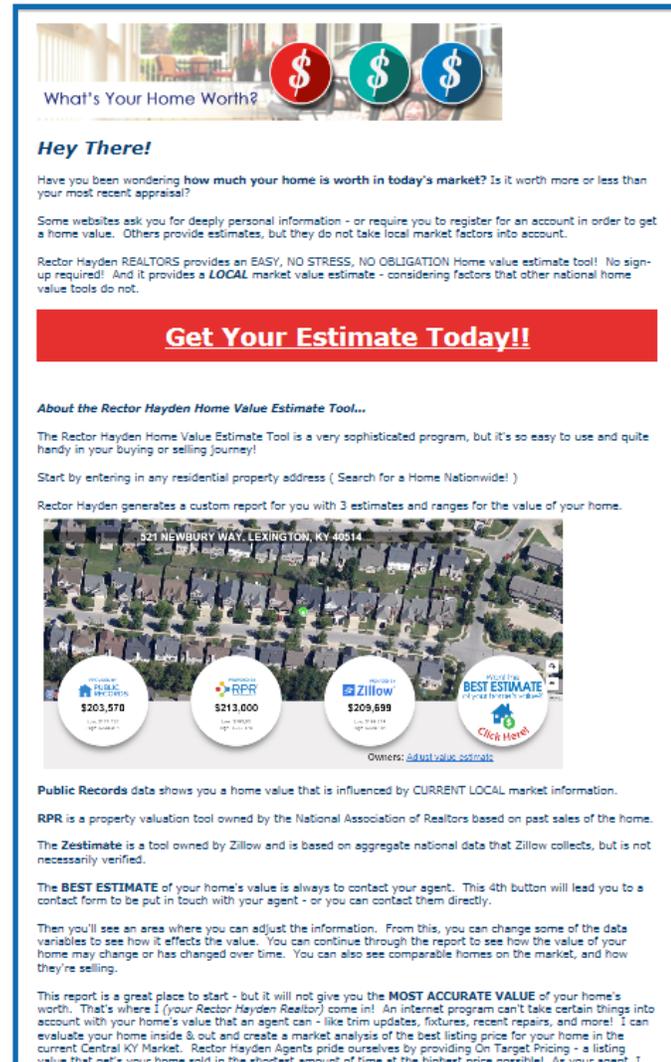
Customizable E-Campaign

Using the HUB Customizable E-mail

OPTION 2: Start the Home Value Group Campaign

Add your contacts to a new group specifically for this campaign. When contacts are added to a specific group (that you then attach the campaign to) they will automatically receive the series of letters in this drip campaign over a period of 200 days.

- In your Client Management center, click on E-mails & Letters Tab.
- Then, click on the Campaigns SubTab.
- Scroll down to the Company Campaigns.
- Find the Campaign Named Home Values Information
- Click on Recipients and Choose the Group that you'd like to send these letters to.
- Click the **Update**.
- Make sure it says ON to the left of the campaign - then the letter plus 2 follow up general info letters will be sent to those contacts.



Sample Capture of the E-mail that goes out (HUB)



REFRESHER:
Steps to Locating the Campaigns

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Direct Mail Campaign

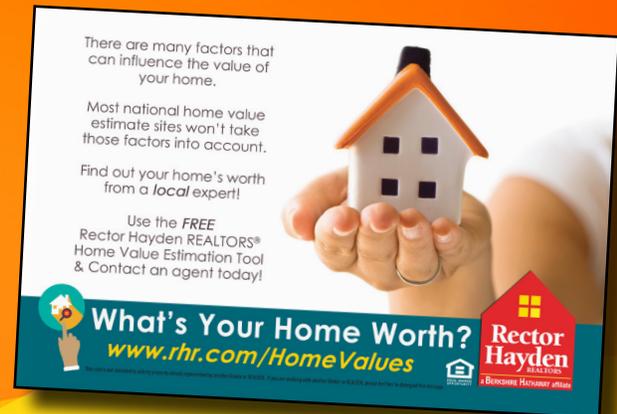
Sending a Postcard out to your sphere

Choose the postcard design you want via the HUB. Go to Agent Marketing Tools, Postcards, and Browse the cards in the Home Values Category under Real Estate Information.

Choose how you'd like to send the cards:

1. Order blank amount to address or post as needed. (44 cents per card + shipping).
2. Send to a mailing list you have or provide (79 cents per card)
3. Send to a certain number of homes within a radius of a property. (79 cents per card)
4. Choose a USPS Mail Route (USPS EDDM Program) (~33 cents per card, but you have to pay for ALL addresses on the route)

****Bonus Tip:** Consider following up this area with an additional mailing or pop by about the Market Value (Zip Code Market Reports generated on your website or other data about the area).



[BACK]



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Customizable Info Flyer

Customizable Flyer

Download this Word Document in the Agent Marketing Tools, under Flyers

Open this file using Microsoft Word, Apple Pages, or Google Docs.

Replace the silly kid in a suit with your own profile picture.

Then replace the text in the box with your contact information.

****Bonus Tip:** Send the PDF via E-mail! Or, post it to your blog / website / social media!



Introducing... **HOME VALUES & MARKET TRENDS**

Estimate your Home's Market Value [Get Estimates](#)

Consumers want home values and local market trends.

Now our websites will have the most relevant and local content to create more leads for our listings - and great content for your clients.

We are pleased to be the first brokerage to provide these powerful solutions to the Lexington-Fayette Metropolitan Area



Agent Name
859.222.2222
agentname@rhr.com
www.AgentName.rhr.com
www.app.rhr.com/AgentName

Get Your Home Value!
www.rhr.com/homevalues



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For consumers, this report can show values for any property - nationwide - and guide them to trust their Rector Hayden REALTOR when representing them as a buyer or seller!

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Quick Graphics / Social Sharing

Pre-made Graphics for Social Network Sharing

Find these images on the HUB.

Save them down to your machine or device using right click + save as... or however you save images on your device.

Then use them to your heart's content in e-mails, text messages, instagram, facebook, twitter, skype, chat, forums, etc etc!

You're more than welcome to upload or edit these photos as well (ie, canva, layout app, picstitch, etc)



Have Questions?

Talk to a member of your support staff or shoot us an e-mail if you have any questions! We're always here to help!



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Simply the Best!