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Adapting to an Ever-Changing Market…

Technology is constantly changing, the need to stay on top of it all is paramount in today's real estate market. With new opportunities arising from Facebook advertising to predictive analytics, it is quickly becoming an industry where the early adopters and thought leaders are the most successful.

Are you staying in front of the continuous changes?

Predictive analytics. There are many options in the realm of predictive analytics: which to use, how much do they cost, what do they actually provide???

- Corelogic is one option: It costs $75 per month or $720 per year. It contains a CRM, seller predictions, 4 lead capture websites, integration of testimonial system (Reach 150), as well as access to postcard designs, Facebook ad campaigns, email drip system, phone appends and a library of online ads.
- Revaluate is another option: It costs $139 per month up to 2,000 contacts and it goes up from there. It offers a system to determine who in your farm area or existing clients are most likely to sell. Not all predictive analytics tools are created the same, the algorithm can vary greatly. Revaluate uses a boatload of variables to create a more efficient marketing emphasis within the agent's current database. Some of the variables they use to search are consumer data, demographics and social activity.
- Prospect Now is another option: It costs $99 per month + $29 per extra county. The best thing about Prospect Now is the simplicity of all of it. The client doesn't need to sign a long contract, it is month-to-month, they get access to phone numbers, they can export up to 500 contacts per month, and it integrates seamlessly with Corefact.

Predictive analytics is a great talking point with clients because it allows them to save money on marketing by focusing only on the people that are most likely to sell or buy. Instead of blanketing an area, they can be laser focused. Instead of hopelessly sending out postcards, they can have access to emails and phone numbers in some cases. The systems can also help manage an agent's existing database and help with consistent follow up.

Marketing. There are many new exciting tools out there for helping agents create outstanding marketing pieces. Some of the best have been around a while already but I believe there is still ample need to inform clients/targets of these tools and to have the aptitude to use them properly.

A few of the better marketing tools I have come across are:

- Canva: It is free, but some images & templates cost a small amount. If you haven't seen it or used it, you must! It allows you to create simple, beautiful images for Facebook, Instagram, fliers, postcards and more! Now you don't need to have a fancy marketing expert you can create amazing materials with a few clicks.
- Filmorago: It is a simple video editing tool that agents can use to create slick marketing videos with a few clicks. You can use their free version or pay $99 to get access to all the bells and whistles which also removes their branding from your videos you create.
- Magisto: Another video editing tool that can create beautiful videos and does very similar things as Filmorago. Their cost is $10 per month for the professional version. It is another option for agents looking to take their videos to the next level.

SO MUCH MORE!

There are a ton of other tools and resources to learn so I would encourage you to pick one or two per month and learn them as well as you can, so you can speak intelligently about them with your clients and prospects. Whether it is tracking mileage, bulk texting or social media management, there are amazing and simple tools to use. Become the thought leader for your clients and your business will grow. When realtors look at us as more than a source of CE credits or snacks for sales meetings, they will see that you are an indispensable partner in their business and they will stick with you!

Go after it!