LEAD GENERATION *Self Guide Slidedeck*

Free Lead Strategies

Paid Lead Program

Referral Opportunities



**CONTENTS**

**● Referral Opportunities**

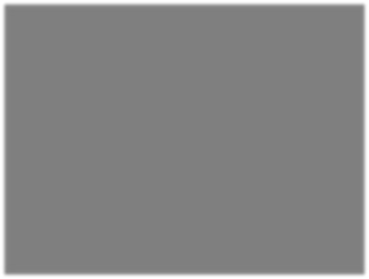
**● Paid Lead Program**

**● Free Lead Generation**

○ Lead Generation **Resources**

○ Lead Generation **Strategies & Coaching**

○ Unique Agent URL & Additional Resources

**This is a self** 

**guided slideshow but feel free to watch the**

**recorded** 

**overview!**

****Click Here To Watch Now



This is a slide show that you can go through at your

own pace and needs.

Many slides have buttons (like this one) that link to

helpful videos, courses, etc. 

Click to View



**Don’t Miss Any Of The Value!**

Free **vs** Fee

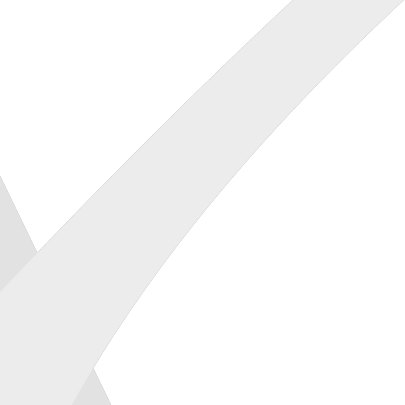


● ExpressOffers Certification **FREE *(Free course with no recurring fee to maintain)*** ● Access to platform & software **FREE**

● Using ExpressOffers as a networking and conversation starter tool **FREE** ● Lead gen resources like “Lead Generation Playbook” **FREE** ● Marketing materials **FREE**

● Referral opportunities **25% Referral Fee Due At Closing**

● Paid lead program **Monthly Membership Fee**

**What is**

****

**ExpressOffers is eXp's proprietary iBuying software platform that connects eXp Agents to our marketplace of Institutional Investors (iBuyers). You identify properties for the investors using their Buy Box criteria (investment strategy) and receive the normal commission that you would negotiate for the listing side of the transaction. ExpressOffers potentially gives you a cash buyer for your sellers depending on their unique situations.**

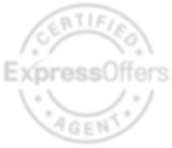
**DON’T KNOW** 

**ABOUT**

**EXPRESSOFFERS?**

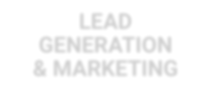
**PREREQUISITE!** 

Before you start any lead generation or marketing activities

**you must be ExpressOffers Certified. Take the course** 

**IT’S FREE!**

****Get Certified

**LEAD** 

**GENERATION & MARKETING**

**“Ultimate Listing Tool” Lead Magnet &**

**Conversation Starter**

****

Free Leads 

**LEADS**

Paid Leads Referral Opportunities



**Types Of Leads**

**Free** Leads Leads you can generate from your own marketing efforts as an agent.

**Every certified agent should be working on generating their own free leads. ExpressOffers.com Unique Agent URL**

A free tool that you can use in your marketing efforts. These leads do not go into the lead generator, they will come to you via your eXp email address and they do not have a referral fee attached to them. *Referral amount: None*

**Paid** Leads Paid monthly membership lead generation programs.

**Making It Rain - ExpressOffer Leads**

Have us do the “heavy lifting” for you and deliver leads right into your CRM (Customer Relationship Manager). Leads from your paid EO advertising campaigns do not get routed to multiple agents, they will come to you via your eXp email address. There is no referral fee associated with these leads since you are paying the monthly subscription for the program advertising. *Referral amount: None (You pay the monthly subscription. No extra referral fee is taken at closing)*

**Referral** Opportunities eXp generates some leads from our national platform & relationships. **These are appointments!** *For a* ***25%*** *referral amount*

**ExpressOffers.com**

Our national consumer facing website that allows sellers to enter some information to get an ExpressOffer from a local eXp agent. *Referral amount:* ***25%***

******

Referral Opportunities Occasional referral opportunities from the brokerage.

**Referral Opportunities**

eXp generates leads from our national website & relationships.

**These are phone seller appointments!**

*For a* ***25%*** *referral amount*

If you receive a text message like this one. **Claim it!** *“There is a new lead available from ExpressOffers at*

*eXp Realty! It’s in \_\_\_\_\_\_\_\_\_\_\_\_\_…”*

**ExpressOffers.com -** Our national consumer facing website that allows sellers to enter some information to get an ExpressOffer from a local eXp agent. *Referral amount:* ***25%***

**Don’t expect these leads to come at a rapid flow for you as an individual agent. It’s a large country with thousands of ExpressOffers certified agents.**

****

**Claim These!**

****

**Referral Opportunities**

**Prerequisites to be in the referral lead agent “pool”**:

1. Be certified

2. Have logged into the software/app

3. Enter your “Service Areas” into the app

These leads are certainly something to be aware of and **not ignore** but **not a lead source that’s going to solely help you build ExpressOffers** as a pillar of your business.

**You’ll need to invest some of your own effort and/or marketing dollars into it.**

****

**We’ll make it super easy on how to accomplish generating enough leads to build ExpressOffers as a pillar of your business!**

**Free Strategies & Paid Program**

****

Paid Program Leads

Making It Rain now brings you two programs to

generate ExpressOffer seller leads from **paid digital advertising**.

Let us do the “heavy lifting” for you and deliver leads right into your CRM (customer relationship manager).



Start Intro Course



**GETTING STARTED** Are You ExpressOffers Certified? Leads Introduction Course 

Set-Up Process

Resources!

Contact Making It Rain

Info Webpage

Sign Up For Leads



**BENEFITS**

***(Paid Program)***

- Generate **LEADS** to promote your ExpressOffers business!

- No change in **Commission Splits** - *the leads are your leads*

- No Extra **Platform Fees** or **Set-Up Fees**

- Leads are **not “pooled” or “Round Robined”** with other eXp

agents - *but, we cannot control people that browse the*

*Internet and sign up on multiple sites.*

- Short **Commitment** *(3 month commitment)*

- Easy **Access** to eXp Making It Rain & ExpressOffers team

- **Flexibility** (changes to target areas, budget, etc.)

- Helpful CRM & Lead Conversion **Resources**

- **eXpand your Life** Training





Free Lead

Strategies & Resources

**Two Main FREE Resources**

**Lead Gen Playbook Social Media Manager**

****View Now View Now 

**Lead Gen Playbook**

This playbook is all about giving you all the resources

needed to quickly implement strategy after strategy

to help you generate ExpressOffers leads.

QUICK 10-20 minute strategies to implement.

Strategy **Checklist**

Literally check off each strategy one by one

Marketing **Content** Guide

Content to “copy & paste” right at your fingertips

**Creative** Library

Graphic templates to grab and go

Video **Tutorials**

How-to guides for how to take the content & creatives then implement

You **Implement! =** ��❤**Leads**❗��

10-20 minute “bitesize” strategies



**Lead Gen Playbook**

****View Playbook

Watch Recorded Class

**Strategy Examples *& always adding more***

1. Expressoffers Into Your Listing Presentation

2. Letterhead (Pre-written Templates)

3. Other Print Materials

4. Linkedin, Facebook & Instagram Post(s)

5. Social Media Automation

6. Video & Easy Video Editing

7. Email Signature Link

8. Kvcore Homepage Link

9. Email Templates/Campaigns

10. Your Listing Materials



**Social Media Manager**

**What the heck is a social media manager and why**

**do I need one?**

Creating content to post on your social media can be

difficult and remembering to post it regularly can be

even more difficult. This guide puts approved content

right at your fingertips and gives you the perfect

“nudge” to get it posted.

**Why use this manager?**

If you want to build ExpressOffers as a pillar to your

business you need to generate leads and interest. To

do that you need to built exposure around your

extended sphere of influence that you hold this

certification and how it can help anyone looking to

sell their home.

**Who is this manager for?**

ExpressOffer certified agents.

**How do I use this manager?**

Click to watch a quick explanation video.



**Social Media Manager**

****View Manager

Watch Recorded Class

 Take On-Demand Course





Additional Free

Strategies & Resources

**Strategies & Resources**

● Your Unique ExpressOffers.com URL

● eXp Marketing Center

● Networking

● Videos

● Classes

● Scripting & Best Practice

● Idea Box





Your Unique ExpressOffers.com URL

**Getting your URL**

ExpressOffers.com is a public website. You don’t want to send traffic to ExpressOffers.com because it isn’t differentiated for you as an agent.

You can create your ExpressOffers agent URL by yourself and start using it immediately in your marketing efforts!

This free tool gives you a unique web link to share with potential sellers interested in getting a cash offer. The seller can then enter their property and contact information into a simple form on the page, and that information will automatically be emailed to you. Then, you can follow up with the seller directly.

*Example* https://expressoffers.com/exp/kevin-comisky



Your Unique ExpressOffers.com URL

**IMPORTANT** 

**Before You Start:**

You **must use your eXp Realty email address**. You cannot use a

personal email address because it won't work.

You have to **use the punctuation properly**, exactly as you see it below

in the example URL: **https://**expressoffers.com**/**exp**/**clark**-**kent

**The end of the URL** that shows your name **will disappear** when it

re-directs to expressoffers.com. This is intentional and the URL will

work. The reason this happens is that the website will "cookie" (track)

the website visitor and knows to forward the lead to you, if they submit

an inquiry (fill out the form).

If you want to **test your URL**, please use your own address and test it

**only one time and use incognito mode**. If you've set up the URL

correctly, it will work. Here is an example of the email you’ll receive.



Your Unique ExpressOffers.com URL

**URL Tool to make it easy! Need help with your unique ExpressOffers.com url?**

****NEW! URL Generator Tool

You can create your ExpressOffers agent URL by yourself and start using it immediately in your marketing efforts! This free tool gives you a unique web page to share with potential sellers interested in getting a cash offer.

How to create your URL **Video**

**Open The** 

**Link & Make**

**A Copy**

**MARKETING MATERIALS** 

Go To ExpressOffers Materials 

In eXp Marketing Center





Examples of materials and so much more!

LETTERHEAD

Send personal letters to your sphere letting them know you’re certified.

SOCIAL MEDIA

POST...with call-to-action! Facebook, Instagram, Linkedin.

DOOR HANGER, POSTCARD, FSBO

Farming and targeted seller audiences.

LISTING PRESENTATION SLIDES

Get them into your current listing presentation.

SELLER FLYER

Pre-listing package and general marketing.

AGENT ATTRACTION

Keep them on your for networking and investors

**Listing Presentation**

Get the ExpressOffers page into your

listing presentation today!

Watch Tutorial

(Landscape/Wide) Listing Presentation Insert

(Portrait/Tall 8.5x11) Listing Presentation Insert

 Watch Listing Appointment Training



**Networking!**

****

**Probate Attorney**

Schedule

meetings/lunch with them to gain trust, and build confidence.

Many family members inherit a home from a family member, and can not longer pay for it, or maintain it.

Probate Attorney Letter

**Divorce Attorney**

Schedule

meetings/lunch with them to gain trust, and build confidence.

Many families face divorce, and have to sell their homes FAST due to circumstances.

**Personal Network of Builders in Area**

Reach out to Home Builders in the area. They often know many people who are selling for many

reasons….Have them as a resource to help you grow your listing business.

**Public Records**

Public Records will often show

pre-foreclosure or short sale properties which are fantastic opportunities for iBuyers.

**Scripting** 

****

**Script Book**

Great scripts from eXp University. Rules for learning and internalizing Scripts

View



**Script Video**

Watch a walk through of scripts and an emphasis on a strong opening introduction/opening line. Watch

**TRAINING**

****

Whether organic, referral or paid we don’t ever want to stop at **generating** a lead. Our next goal is to provide all the resources we can to help you **convert** leads.

Watch Video 

View Best Practice PDF

**Any**

**Marketing Ideas?**

****SUBMIT AN IDEA

