

The Cutting Edge



CourseCreators.Com



Welcome To A Course Creators Presentation



Our Mission

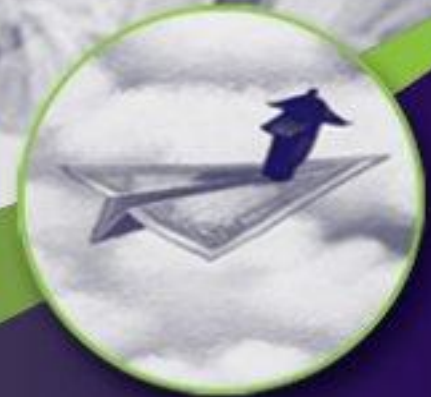
Is to make
certain that
our clients:



Get it!



Use it!



***Become
more successful
because of it!***

Welcome to the World of Course Creators

- **Experiential Journey in Learning**
- **Brand NEW Classes**
- **Lots of Discussions**
- **Creation of Skill Based Learning Modules**
- **Collective Power & Theme to It All**

Out On The Cutting Edge of Education

Course Creators PlayBook

A Classroom Without Walls Model To Allow You To Get It! Use IT! Become More Successful Because of it

Version 2.0

Get On Board Trends in Real Estate
Eye on the Present & Future of Real Estate



Get On Board Trends in Real Estate

Course Creators, LLC,
4729 E. Sunrise Drive, #172,
Tucson, Arizona 85718
CourseCreators.Com
(520) 360-0280



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Where I Get It Links & Resources



We believe in a classroom without walls. Today's technology means that your education does not and should not start and end at a doorway. One thing for certain we have learned from over 20,000 hours in the classroom is that people sometimes learn best at their own pace on their own time.

Visit the Classroom Without Walls
CourseCreators.Com under Presentations



See the PowerPoint Slides for This Class
CourseCreators.Com under Presentations



Your Treasure Hunt Results

**Saturday
Morning**



Get On Board

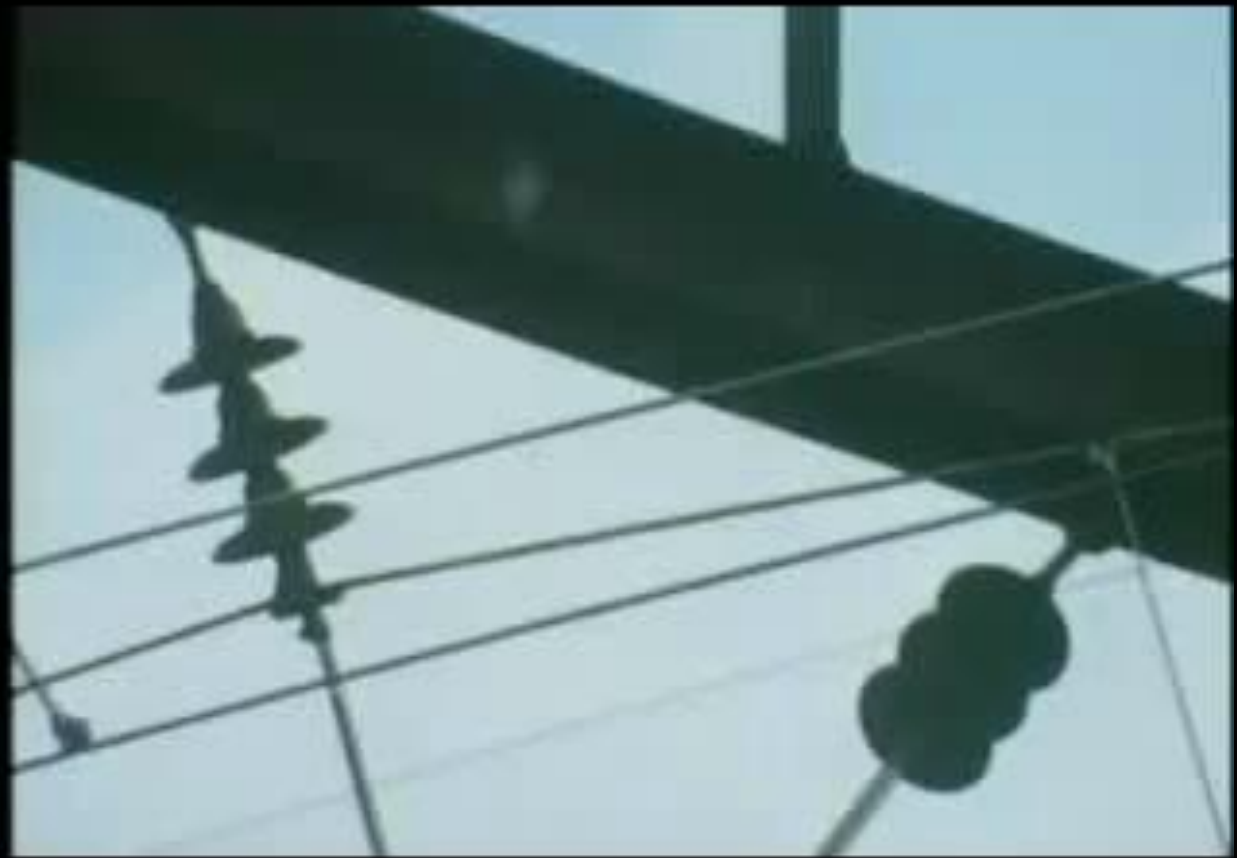


Trends in Real Estate

The 2011 TAR Cruise



CourseCreators.Com





STATE *of the* UNION

With Course Creators

A Tremendous Resource



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keyword search

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LATEST UPDATE

February 6, 2011

- Lone Wolf Real Estate Technologies Announce Partnership
- Zillow and Yahoo! Real Estate Announce Joint Venture
- New Technology Makes Relocation Simple
- Parker Real Estate Professionals Joins With Century 21
- HomeServices of America, Inc. Announces Acquisition
- Sotheby's International Realty Brand Extends Reach in NY

[more updates](#)

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CLICK HERE TO SUBMIT DATA

Leadership Secrets 7.mp4

LEADERSHIP SECRETS #7

YouTube

0:00 / 1:16

REAL TRENDS BLOG

- Feb 2011
- What the Heck is a QR Code?
 - What is Real Estate Coaching and How can it Benefit Me?
 - Its Rating Season!
- Jan 2011
- 5 Ways to Reach Global Buyers and Investors
 - 11 Strategies to Make 2011 Your Best Year Ever
 - Get Your Mobile Apps Now!
 - How to Use Craigslist to Generate Phone Calls
 - 6 Attitudes of Top Real Estate Professionals

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REAL

NAR Association Executives Task Force



Feel the Momentum.
Earn NAR's Green Designation Today!



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RESOURCES FOR

REALTORS® & Business
Specialties

Association Executives

- [AE Committee](#)
- [AE Education](#)
- [AE Events](#)
- [Leadership & Volunteers](#)
- [Association Management](#)
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[Welcome](#)

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[Session Materials](#)

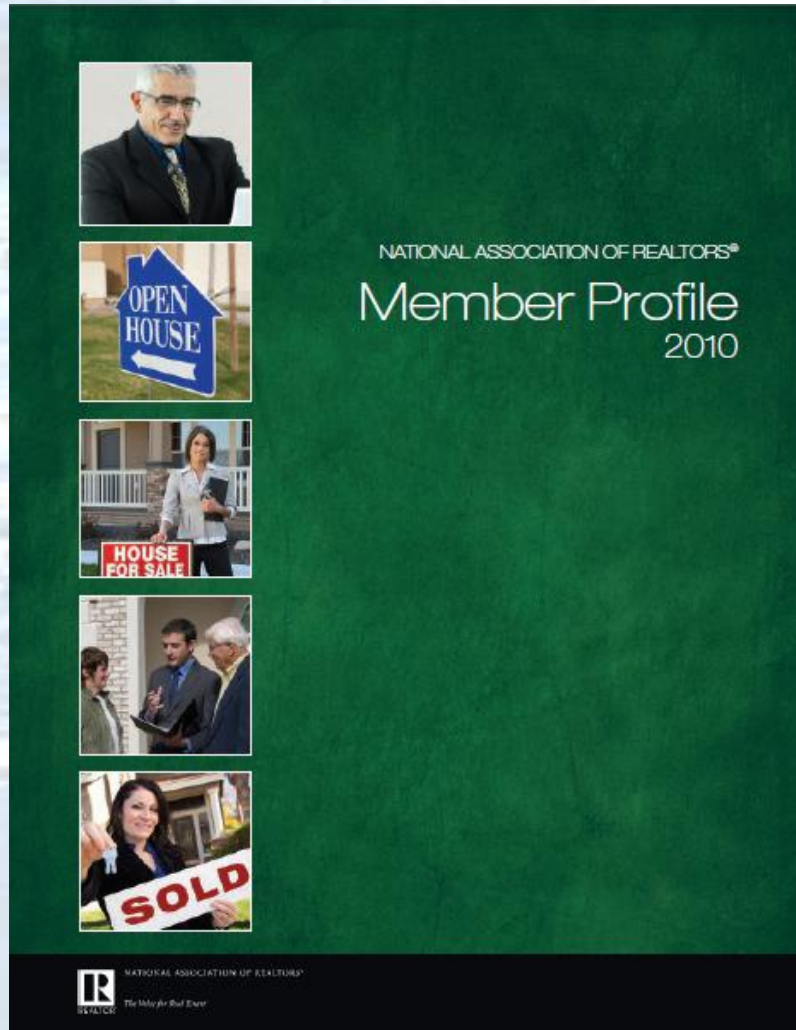
[2010 Association Executives Institute](#)

The Cutting Edge



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The NAR Member Profile



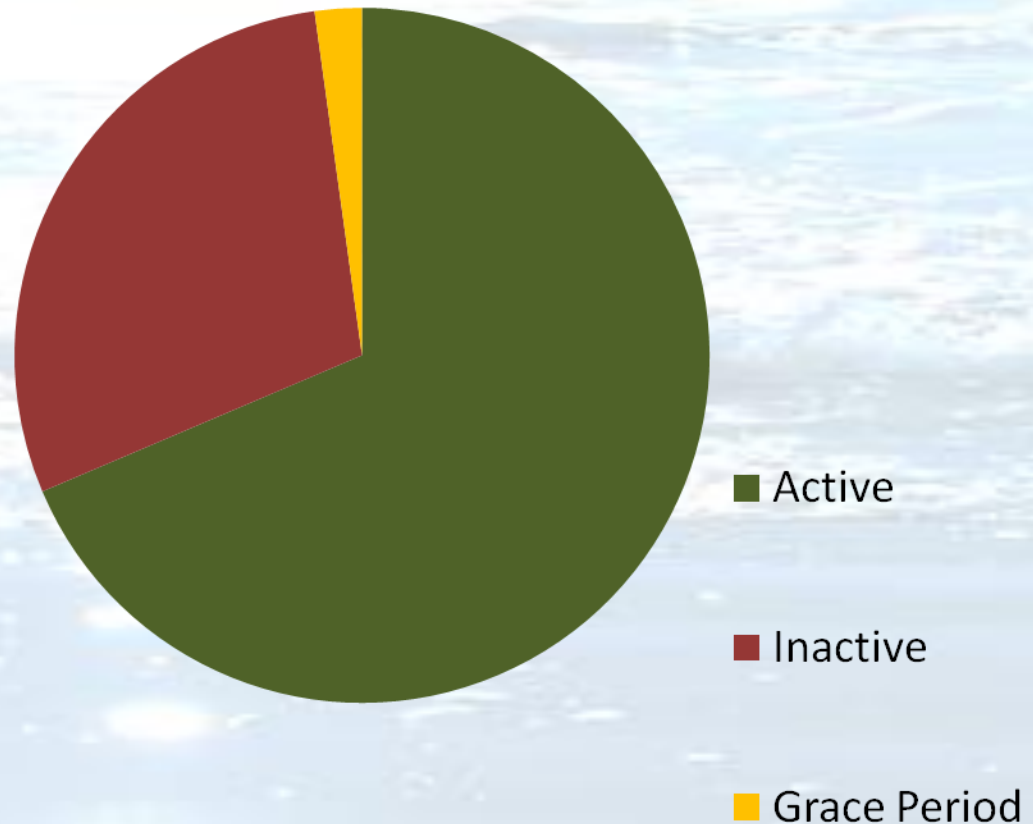
**Access the Profile
at
Realtor.Org**



Licensees in the State of Arizona

88,718

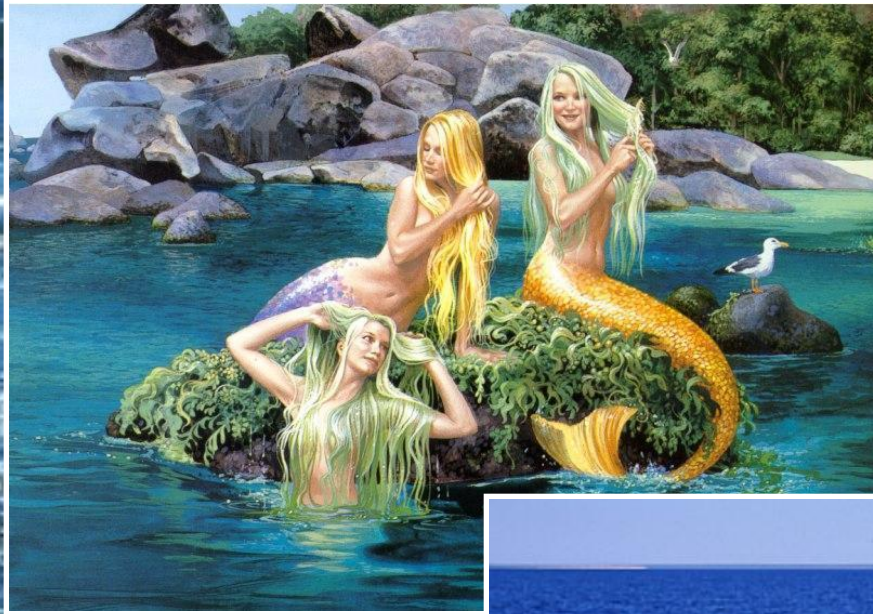
- Active – 60,856
- Inactive – 25,921
(Up 20%)
- Grace Period 1,941
- 350 New Monthly
(75% are New Sales)



Legends & Myths



So What Have You Heard About What's Out There?



Myths of the Seas

- 1. We Control the Information**
- 2. Advertising & Marketing Are the Same**
- 3. Being On the Internet is the Same as Being In the Internet**
- 4. Education is Power**
- 5. Creation & Access to Tools is Enough**
- 6. Believing that what worked in the past will work in the future**

The Age of Professionalism and Online Ratings

1



[»» VIEW LARGER IMAGE](#)

Our Fundamental Obligations of R4-28-1101



Consumers Trust?



Online Integrated Reputation Building



Ratings & Rankings of Real Estate Agents



Buy

Rent

Advice

Mortgage

Stats & Trends

Find a Pro

Hi Co

My

Search Professionals

Enter keyword or name

City & State, or ZIP

Home > Find a Pro > Search

Results for All Real Estate Agents – 526,194

Sort by: Most helpful answers

Show: Agent

[Deborah "Deb" Madey](#), Agent PRO VIP 1 MAYOR ★ [Email](#) | [Profile](#)



The Agent for Consumers Who Want Information and Choices

Peninsula Realty Group || Red Bank, NJ

About Me: Broker for Peninsula Realty Group, Inc. Deborah@PeninsulaFirst.com Direct Lin...

Contributions: [3,193 Answers](#) [3,672 Helpful answers](#) [172 Best answers](#)

[Alan May](#), Agent VIP 2 MAYOR ★ [Email](#) | [Profile](#)



There's no place like home.

Coldwell Banker || Evanston, IL

About Me: Alan May, CRS, ABR, CNS Coldwell Banker Residential Brokerage 2929 Central Stree...

Contributions: [1,752 Answers](#) [2,975 Helpful answers](#) [82 Best answers](#)

[J R](#), Agent VIP [Email](#) | [Profile](#)



| New York, NY

About Me: I am a licensed real estate sales associate in a resort area of Long Island. I...

Contributions: [1,728 Answers](#) [2,411 Helpful answers](#) [27 Best answers](#)



Jillian Batchelor AGENT

★★★★★ 5.0 (25 reviews)

Local knowledge: ★★★★★

Process expertise: ★★★★★

Responsiveness: ★★★★★

Negotiation skills: ★★★★★

- Contact
- Write review
- Share profile

Real Estate Professional

Real estate agent (11 years experience)

Contributions: 878

Screen name: Jillian Batchelor

Member since: 07/30/2007

[View my listings \(77\)](#)

Address: Realty One Group
 10750 W. Charleston Blvd
 #180
 Las Vegas, NV 89135

Office: [Phone](#)

Mobile: [Phone](#)

Fax: [Fax](#)

E-mail: [E-mail](#)

Websites: [Website](#), [Facebook](#), [LinkedIn](#)

Ratings & Reviews

★★★★★★ - Highly likely to recommend

Bought a home in 2011.

Local knowledge: ★★★★★

Process expertise: ★★★★★

Responsiveness: ★★★★★

Negotiation skills: ★★★★★

Summary:

Excellent. Helped me greatly with purchase of property. Knew exactly what they were doing.

The Rewards of Good Reviews



Rate My Agent

Be informed when selecting a real estate agent for your next home sale.
Compare, rate, and review real estate agents in your area today!

Find your agent and office:

search

[Deadly Realtor Recruiting](#)

A Florida Broker Shares Her System To Recruit 2 Agents Every 7 Days
[RecruitingNinja.com/](#)



Ads by Google

Start browsing

↔ click to start browsing by state

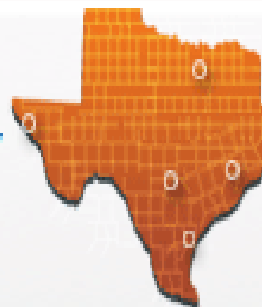
Step 1 Choose State



Popular states:

- [Illinois](#)
- [Nevada](#)
- [Minnesota](#)
- [Georgia](#)
- [Arizona](#)
- [California](#)
- [New Jersey](#)
- [Arizona](#)
- [Colorado](#)

Step 2 Choose City



Popular cities:

- [Chicago](#)
- [Las Vegas](#)
- [Minneapolis](#)
- [Atlanta](#)
- [Phoenix](#)
- [San Franci...](#)
- [Paterson](#)
- [Scottsdale](#)
- [Denver](#)

Step 3 Choose Agent



Popular agents:

- [Michael To...](#)
- [Nicholas T...](#)
- [Justin Brown](#)
- [Danielle T...](#)
- [Clare Zaro](#)
- [Genna Hill](#)
- [Lynn Laddish](#)
- [Staci Slat...](#)
- [Joseph Lim...](#)



search

Tucson Offices

- [Craig & Company Inc](#)
- [Crawford Properties Llc](#)
- [Crestline Properties Lc](#)
- [Creston Shields Real Estate](#)
- [Custom Builder's Realty](#)
- [Custom Design Consultants](#)
- [Custom Design Consultants Inc](#)
- [Cyber Realty](#)
- [D Love Realty](#)
- [Dan W Mahoney Inc](#)
- [Danielle L. Hayhurst](#)
- [Darlene A Spoor Edd Cpm](#)
- [Dave Stevens Realty](#)
- [David Karmel Realty](#)
- [Db Hennigar Inc.](#)
- [Dbc Real Estate Group](#)
- [Deanie Burris](#)
- [Debbie Turner Realty](#)
- [Del Oro Realty](#)
- [Desert American Realty](#)
- [Desert Dove Realty](#)
- [Desert Dreams Realty](#)
- [Desert Fox Home Inspections](#)
- [Desert Home Realty](#)
- [Fs Benchmark R.e.](#)
- [Full Spectrum Real Estate](#)
- [Garden Realty](#)
- [Garigan Realty](#)
- [Gartin-henry Real Estate Profe](#)
- [Gary A. Kipnis](#)
- [Gateway West Realty Inc](#)
- [Genesis Real Estate & Dev](#)
- [Gerald Hungerford](#)
- [Gerald M. Little & Associates](#)
- [Gerald P Quinn Broker](#)
- [Gerhart Realty](#)
- [Gilliland Realty & Invest.](#)
- [Gmac Commercial Mortgage](#)
- [Go Minis Of Tucson](#)
- [Go West Realty](#)
- [Gold Star Appraisals](#)
- [Gold Star Realty Llc](#)
- [Gold Valley Realty](#)
- [Golden Sun Realty](#)
- [Golden West Realty & Invest](#)
- [Good Realty Group Inc](#)
- [Great Southwest Realty](#)
- [Creator Tucson Realty](#)

Ads by Google



Highest Rated

- [Lidia Nicoleyson](#) ★★★★★
- [Tamy Bobbitt](#) ★★★★★
- [Brian Hosein](#) ★★★★★
- [Samantha Bailey](#) ★★★★★
- [Ronald L Edgerley](#) ★★★★★

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Your Search For An Experienced And & Trusted Local Realtor Ends Here!
[www.AgentMachine.com](#)

[Top 2010 Online Grants](#)

You May Qualify For a Grant to Go Back To College!
[www.ClassesUSA.com](#)



Most Frequently Rated

- [Danielle Todaro](#) ★★★★★
- [Michael Todaro](#) ★★★★★☆
- [Nicholas Todaro](#) ★★★★★
- [Clare Zaro](#) ★★★★★☆
- [Justin Brown](#) ★★☆☆☆

[BPO's & REO Listings](#)

Get REO Listings from Banks & Lending Institutions. Find it How!
[www.USHUD.com](#)

[Boulder Area Buyer Agent](#)

You don't need a salesman to find your home; you need an advocate.
[www.Agents4HomeBuyers.c](#)

[Little Rock Real Estate](#)

A1 Little Rock Real Estate MLS Listings



① [North Carolina](#) > ② [Laurinburg](#) > ③ [Associated Realty Inc](#)
[Another State](#) / [Another City](#) / [Another Company](#) / [Another Agent](#)

★☆☆☆☆ 1 out of 5

Address:

You must be a registered user in order to be able to contact and rate Judy Ellis. [Log in](#) or [create an account?](#)

Last Ratings:

4/15/2009	Communication	★☆☆☆☆	[redacted] works against her clients. She failed to follow [redacted] law and was negotiating a listing with a contract. It was only after I was burned by her that I learned how unprofessional she truly is by others who have encountered her.
	Market Knowledge	★★★★☆☆	
	Negotiating	★☆☆☆☆	
	Friendliness	★☆☆☆☆	
	Overall Performance	★☆☆☆☆	

Ads by Google



Highest Rated

- [Lidia Nicoleyson](#) ★★★★★
- [Tamy Bobbitt](#) ★★★★★
- [Brian Hosein](#) ★★★★★
- [Samantha Bailey](#) ★★★★★
- [Ronald L Edgerley](#) ★★★★★

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[Top 2011 Online Grants](#)

Grant Funding May Be Available Go Back To School!
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Most Frequently Rated

- [Danielle Todaro](#) ★★★★★
- [Michael Todaro](#) ★★★★★☆
- [Nicholas Todaro](#) ★★★★★
- [Clare Zaro](#) ★★★★★☆
- [Justin Brown](#) ★★☆☆☆☆

[Free Foreclosure Listings](#)

Search Over 1.5 Million Foreclosure Properties By City Or State Free!
[RealtyTrac.com](#)

[By Owner Sellers in MLS](#)

By Owner Sellers can now list in the Realtors MLS for a low flat fee
[FlatFeeMLSListing.com](#)

[St. Mary's County MD Home](#)

The Ship is Sailing!



Don't Miss the Boat

1. Develop Online Profiles
2. Set a Google Alert for your name
3. Encourage your clients to review you
4. Track your online reviews
 - Trulia
 - Zillow
 - Ratemyagent.Com



2

The Age of Production



Profit, People & Production

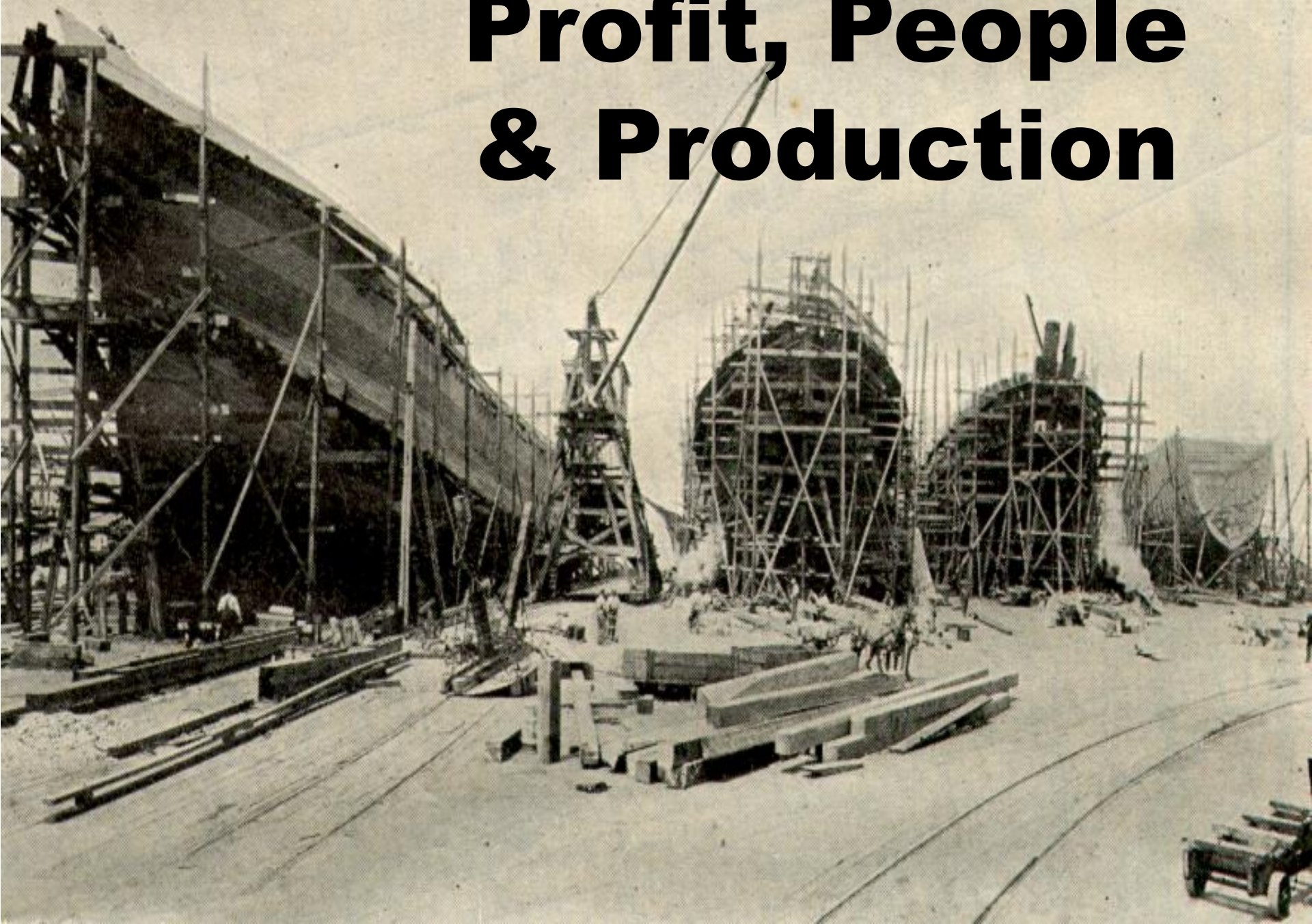


Exhibit 2-12**BROKERAGE: SALES VOLUME, 2009***(Percentage Distribution, Brokerage Specialists only)*

	ALL REALTORS®	
	In 2009	In 2008
Less than \$500,000	35%	34%
\$500,000 to under \$1 million	12	12
\$1 to under \$1.5 million	9	10
\$1.5 to under \$2 million	10	9
\$2 to under \$3 million	11	11
\$3 to under \$4 million	7	8
\$4 to under \$5 million	4	5
\$5 to under \$6 million	3	3
\$6 to under \$7 million	2	2
\$7 to under \$8 million	1	1
\$8 to under \$10 million	2	2
\$10 million or more	4	4
Median (millions)	\$1.2	\$1.2



2010 Agent Production

Total Tucson MLS Subscribers - 5674

- 0 Transactions - 2607 45.9%**
- 1 Transaction - 710 12.5%**
- 2-5 Transactions - 1150 20.3%**
- 6-10 Transactions - 584 10.3%**
- 11+ Transactions - 623 11%**

**0-1
Transactions
58.4%**

Non-Production Not Limited to New Agents

	ALL REALTORS®	
	2010 Survey	2009 Survey
1 year or less	6%	7%
2 years	4	6
3 years	7	6
4 years	5	7
5 years	8	7
6 to 10 years	22	20
11 to 15 years	11	11
16 to 25 years	19	19
26 to 39 years	15	15
40 or more years	2	2
Median (years)	10	10

69% of the REALTORS® have been in business 6 years or more!



**Broker Must Supervise
the Activity of all
Licensees**



Where Do We Go Now?

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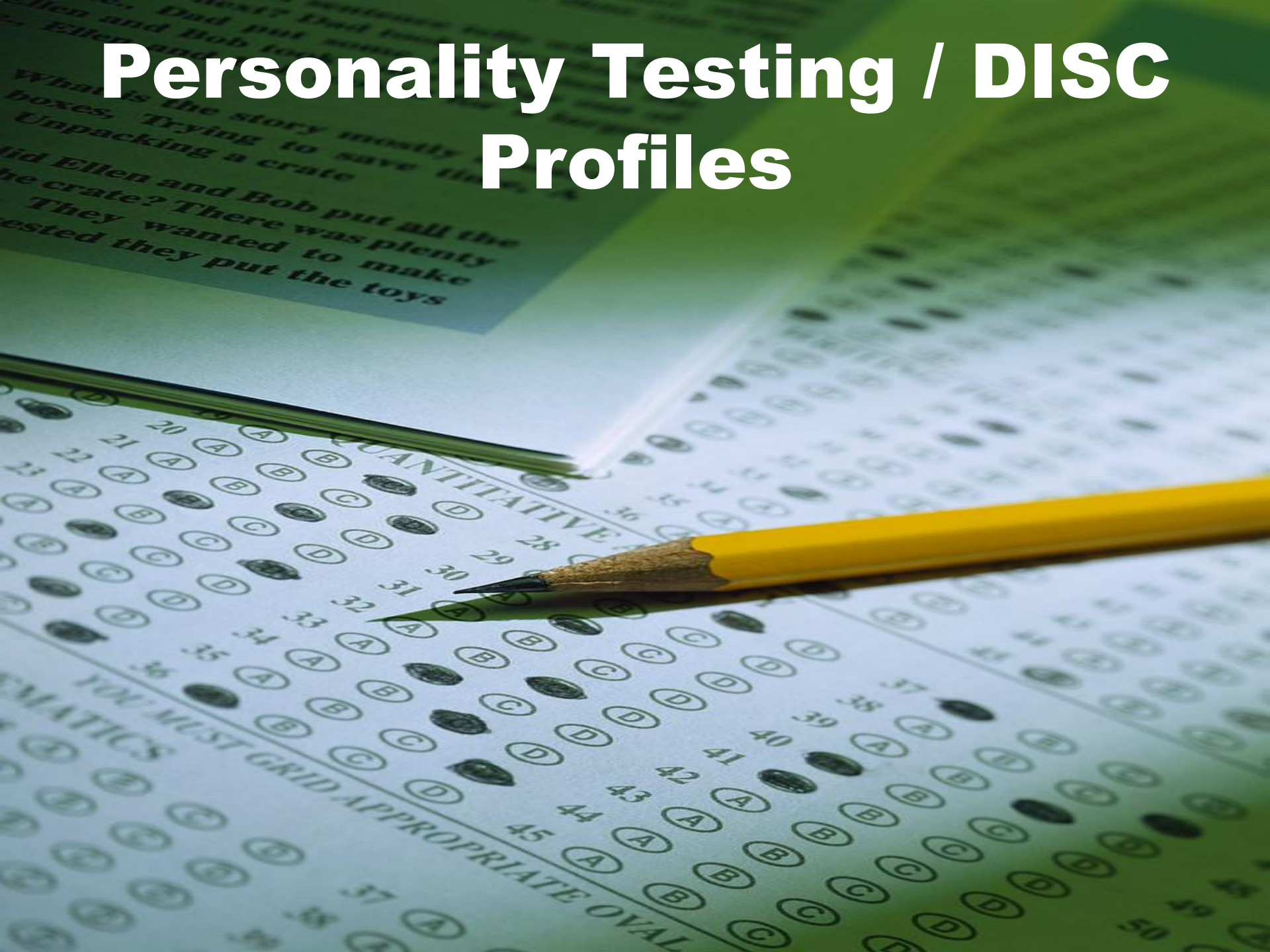
Personality Testing in Recruitment

- Reduces Turnover 50%
- Increases Productivity 48%
- 38% Who Did Not Meet Set Criteria Left the Company After a Short Period of Time

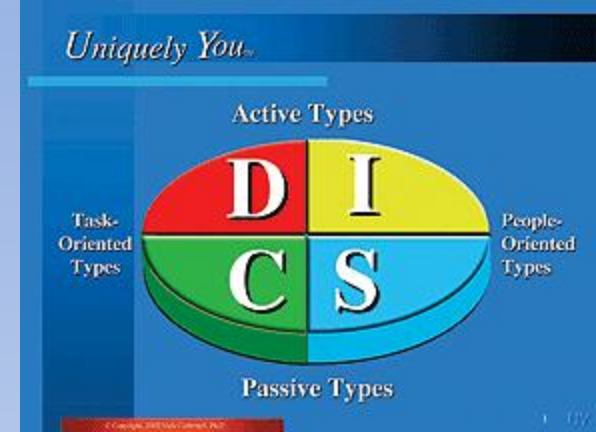


- Dominance
- Influence
- Steadiness
- Conscientiousness

Personality Testing / DISC Profiles



Real Estate & DISC



- 65 percent of agents with High D's are extremely successful
- 58 percent of agents with High I's are extremely successful
- 42 percent of agents with High S's are extremely successful
- 28 percent of agents with High C's are extremely successful.

Next Level Thinking DISC Usage By Agents



DISC profiles real estate

Search

Hey Are You Talking To Me?

realestateunplugged

11 videos

Subscribe



The Ship is Sailing!



Don't Miss the Boat

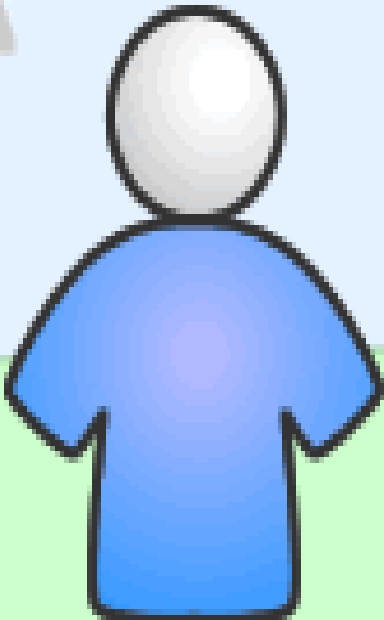
1. Take a DISC Profile
2. Get a Production Plan in Place
3. Master the Numbers
4. Take Courses That Increase Your Business
 - Implementation
 - Integration



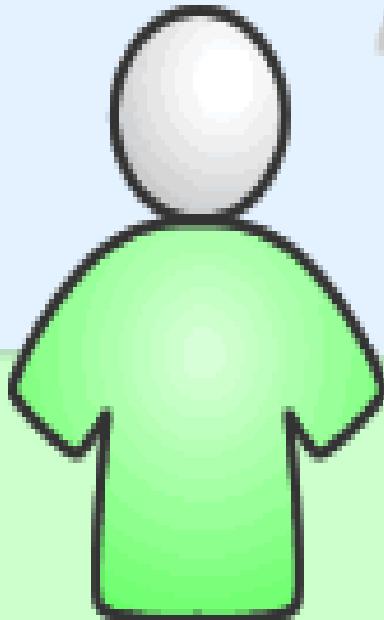
3

Consumer Centric & Collaborative Business Models





So, what do you think is the next big thing?



2.0 2.0

Business Models



**Brokerage
Centric**

**Agent
Centric**

**Consumer
Centric**

The Leprosy Factors



Mind Blocks to Progress



Inside the Culture of Fear

RISMEDIA, October 27, 2010—Several years ago, I was having dinner with a senior executive of a large [real estate](#) organization who made an interesting statement that, I believe, explains why we continue to see brokerages resisting change: He stated that agents are afraid of consumers, managers are afraid of agents and owners are afraid of managers.

As a result of this ugly chain of events, agents cave on commissions, managers cave on splits and owners don't hold their managers sufficiently accountable.



Culture Shock

- Collaborative Environments
- Fun & Exciting
- High Tech Meeting Areas
- Less Space, More Agents
- Interactive, Brainstorming Venues



Culture Busters



The image shows a screenshot of the @properties website. The top navigation bar is black with the @properties logo on the left and three menu items: "Neighborhoods", "Market Reports", and "Develop" on the right. Below the navigation bar is a large photograph of the Buckingham Fountain in Chicago at night, with the city skyline in the background. The fountain's water jets are illuminated with warm orange and yellow lights. In the bottom left corner of the photograph, there is a text overlay that reads "CHICAGO'S NO. 1 REAL ESTATE BROKERAGE".

AWARD AND DESIGNATIONS



Fastest growing companies in America

Another successful company that has broken the chain of events I described earlier is @properties in Chicago. Mike Golden, president of @properties, had this to say about why his company has vaulted to number one market share in Chicago in less than eight years: “In order to be effective with change, you have to have the infrastructure to support change. Otherwise, you’re just floundering.”

Culture Busters



PROPERTY SEARCH GET A LOAN FIND AN AGENT FIND AN OFFICE SELL YOUR HOME W

Intero was born in the most innovative place on earth, Silicon Valley. We grew faster than any other real estate brokerage in history. Our success was fueled by technology, passion and doing right by people like you.

[read our story](#)

Gino Blefari, founder, CEO and president of Interio Real Estate Services in Silicon Valley, believes that culture and accountability are central to the success his company has experienced since 2002. Without a single acquisition, Interio captured number one market share in Silicon Valley by 2009.

Repurposing the Corporate Office

Exhibit 1-13

REALTORS® MAINTAINING A HOME OFFICE

(Percentage Distribution)

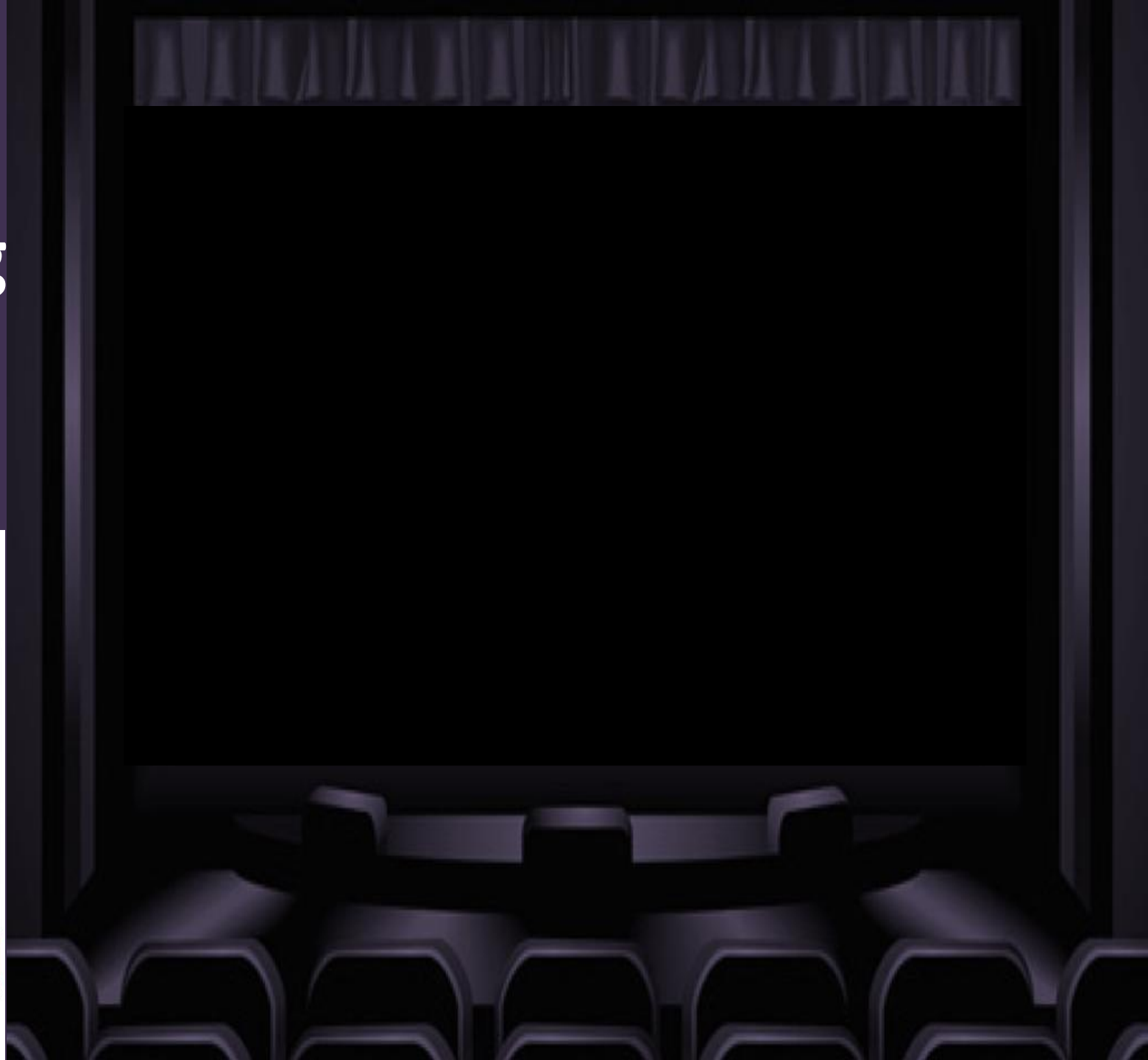
	2010 Survey	2009 Survey
All REALTORS®	71%	72%
License		
Broker/Broker associate	67	67
Sales agent	74	76
Main Function		
Broker-Owner (without selling)	47	52
Broker-Owner (with selling)	70	66
Associate broker	69	72
Manager (without selling)	32	46
Manager (with selling)	57	59
Sales agent	74	77
Appraiser	72	71
Other	59	56
Real Estate Experience		
2 years or less	71	74
3 to 5 years	78	78
6 to 15 years	72	74
16 years or more	66	66

Over 70% of Agents Maintain a Home Office

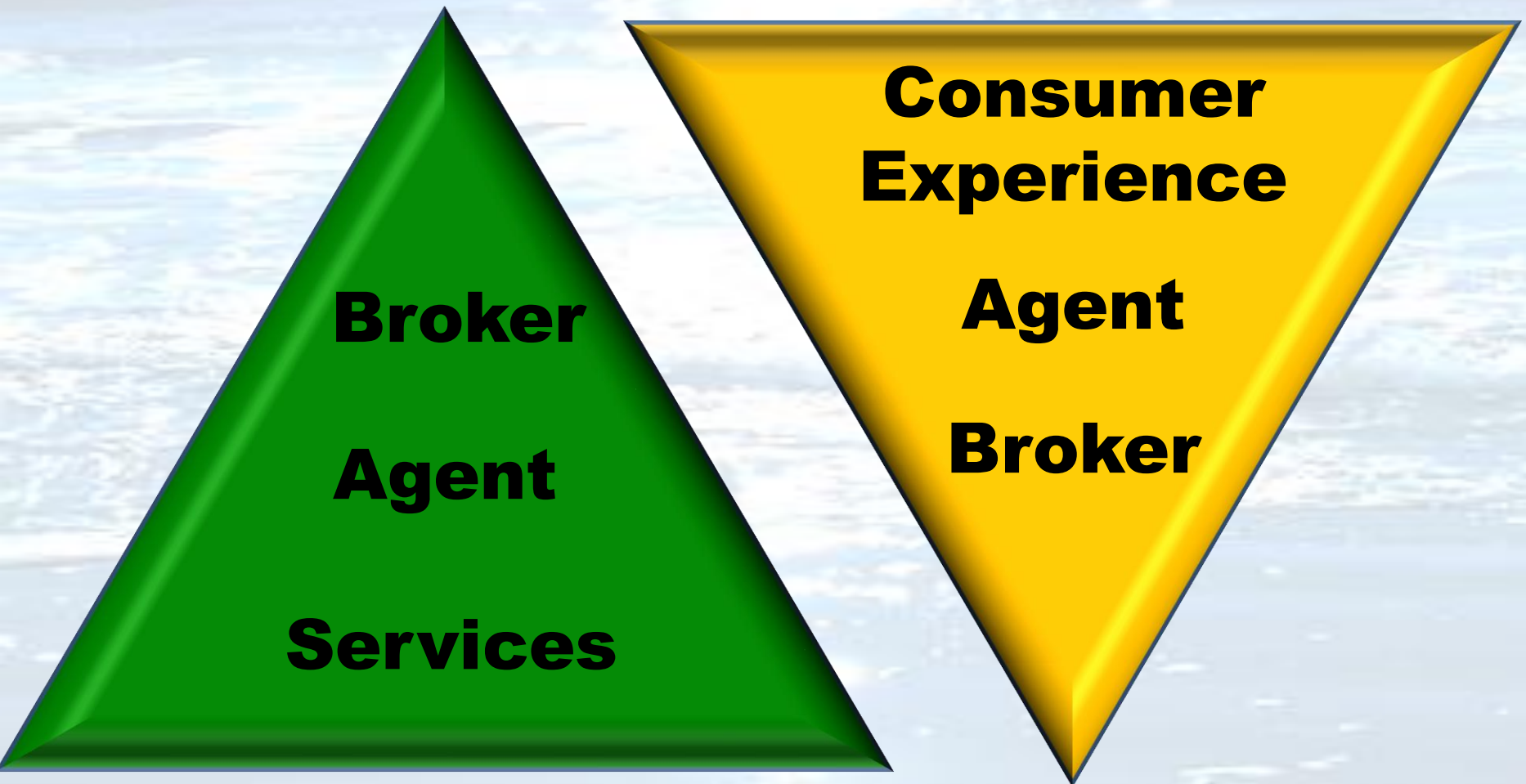
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The Inverted Branding Pyramid



The
Customer Experience

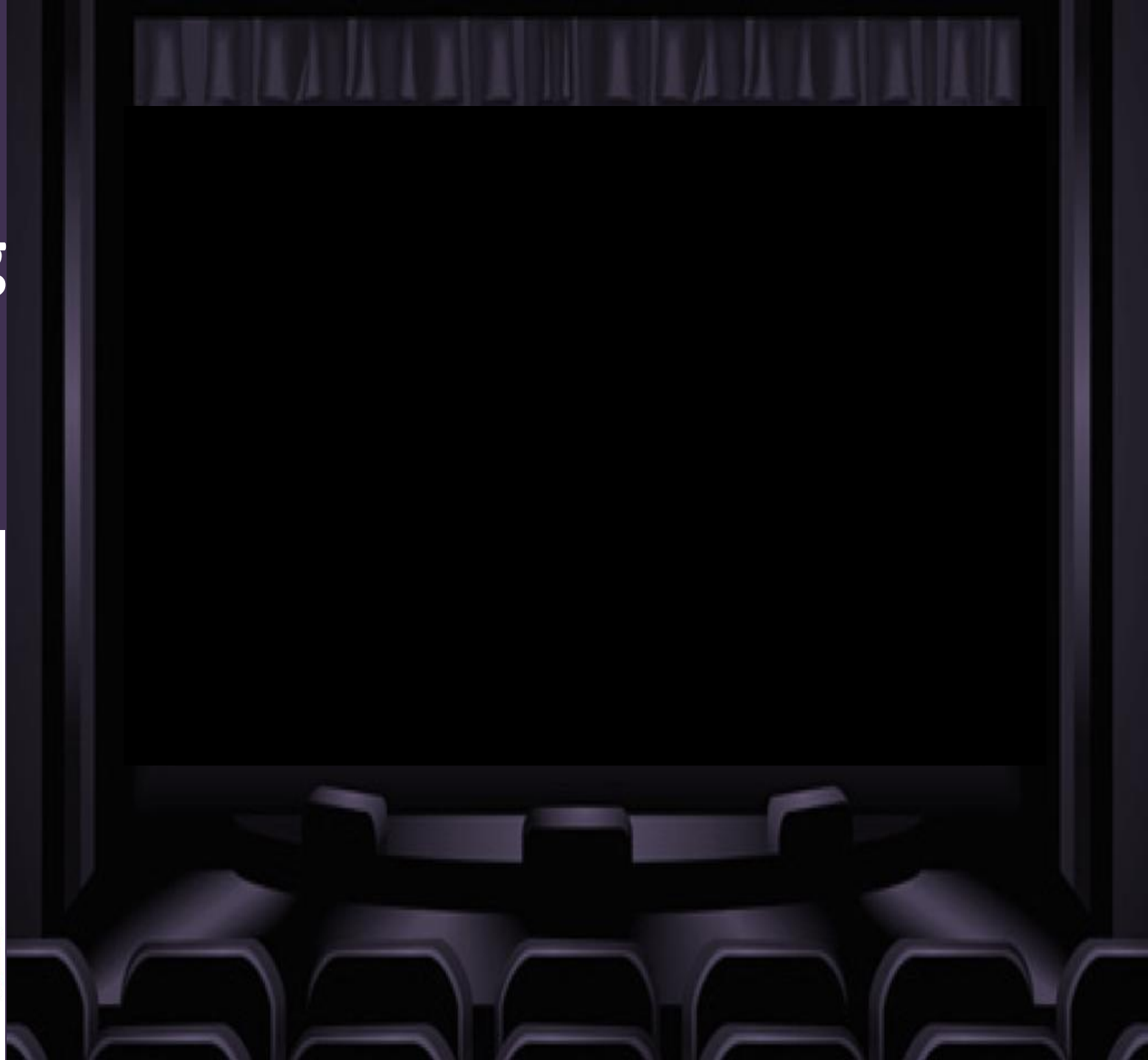
is...

the New Brand

The Cutting Edge



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The Ship is Sailing!



Don't Miss the Boat

1. Brand the Experience
2. Create Collaboration
 1. With Other Agents
 2. With Consumers
 3. With Clients
3. Think Joint Ventures & Partnerships



Welcome the Millennials

4



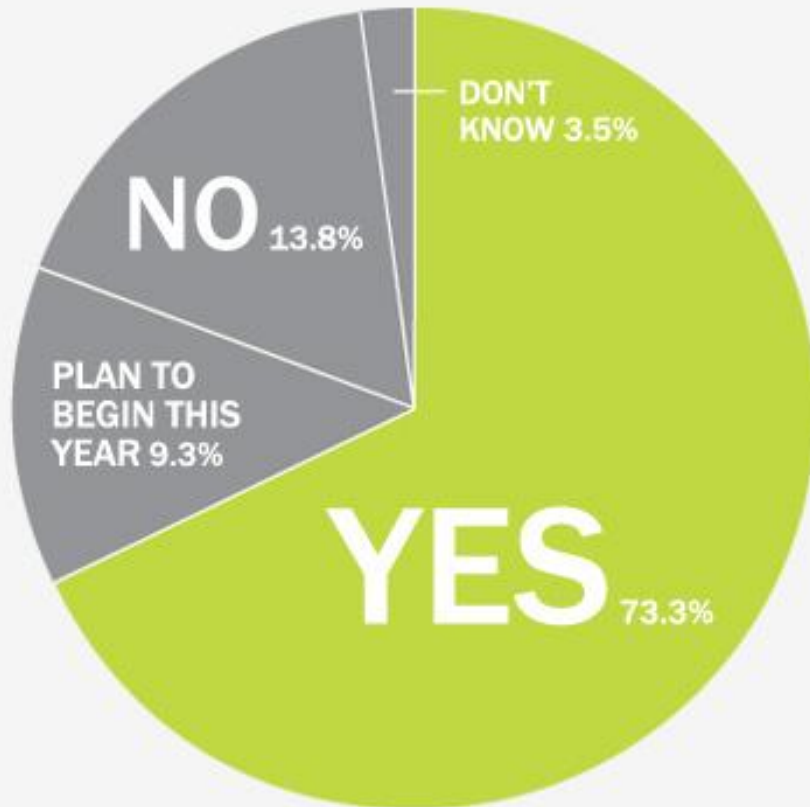
- **2nd largest generation in U.S. History**
- **Almost 6 in 10 employed Millennials say they already have switched careers at least once**
- **About 37% of 18- to 29-year-olds have been underemployed or out of work (Highest in Over 30 Years)**
- **Only 1/3 of Millennials say their current job is their career**

The Millennials



Social recruiting

Q Do you or your company use social networks or social media to support your recruitment efforts?



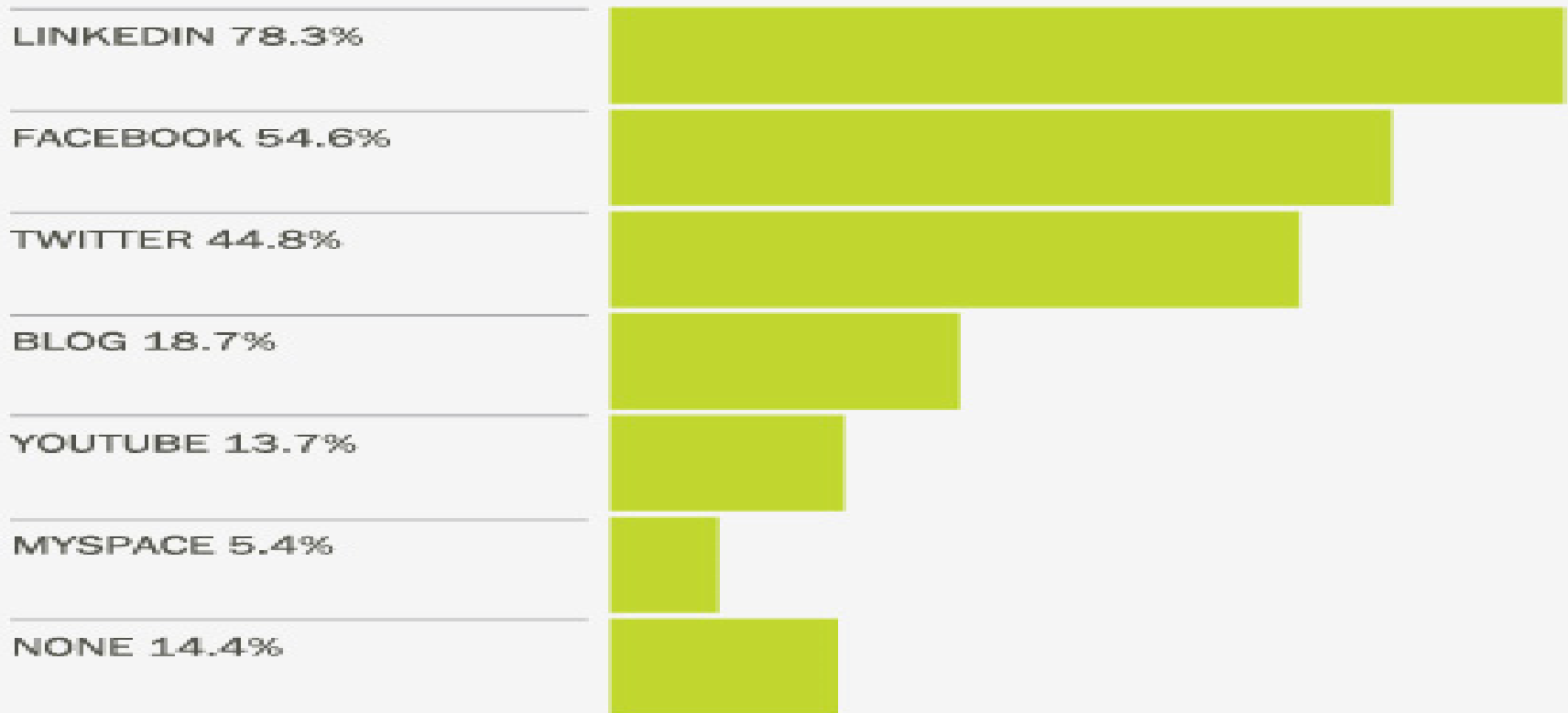
Jobvite Social Recruiting Survey 2010

**73.3% of
Companies
are using
Social
Networks for
Recruiting**

Companies Using Social Media to Recruit



Which social media do you or your company use for recruiting?



The Ship is Sailing!



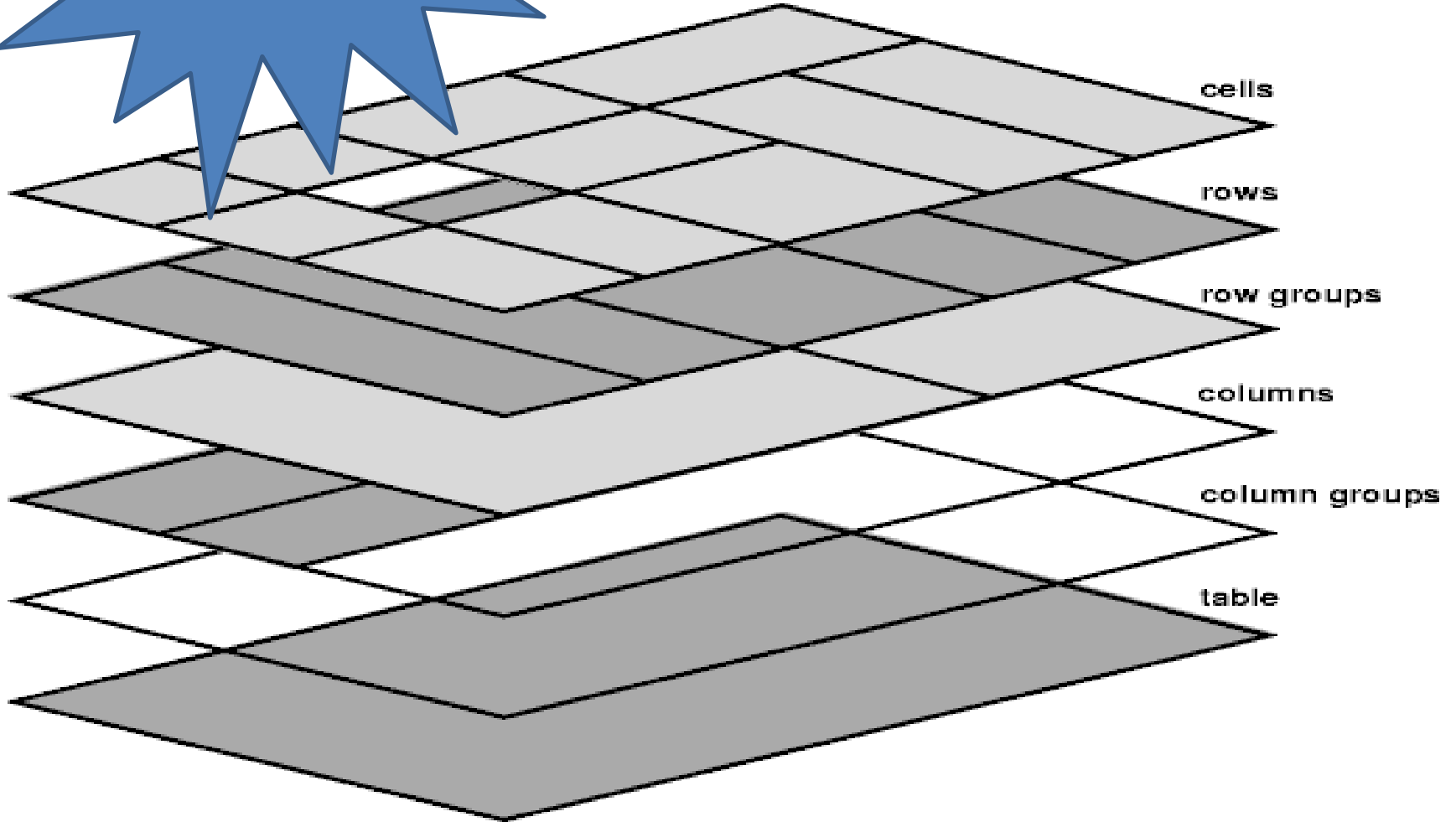
Don't Miss the Boat

1. **Get Tech Savvy NOW!**
2. **Join Forces**
3. **Explore How Their Mindsets May Be Different**



The Integrated Layering of Education

5



Double I Gap

% of Agents Closing the Majority of Transactions

20%

15%

10%

Gap Created By Failure of Education to Inspire & Integrate

Required Expertise to Match Client Expectations & Demands

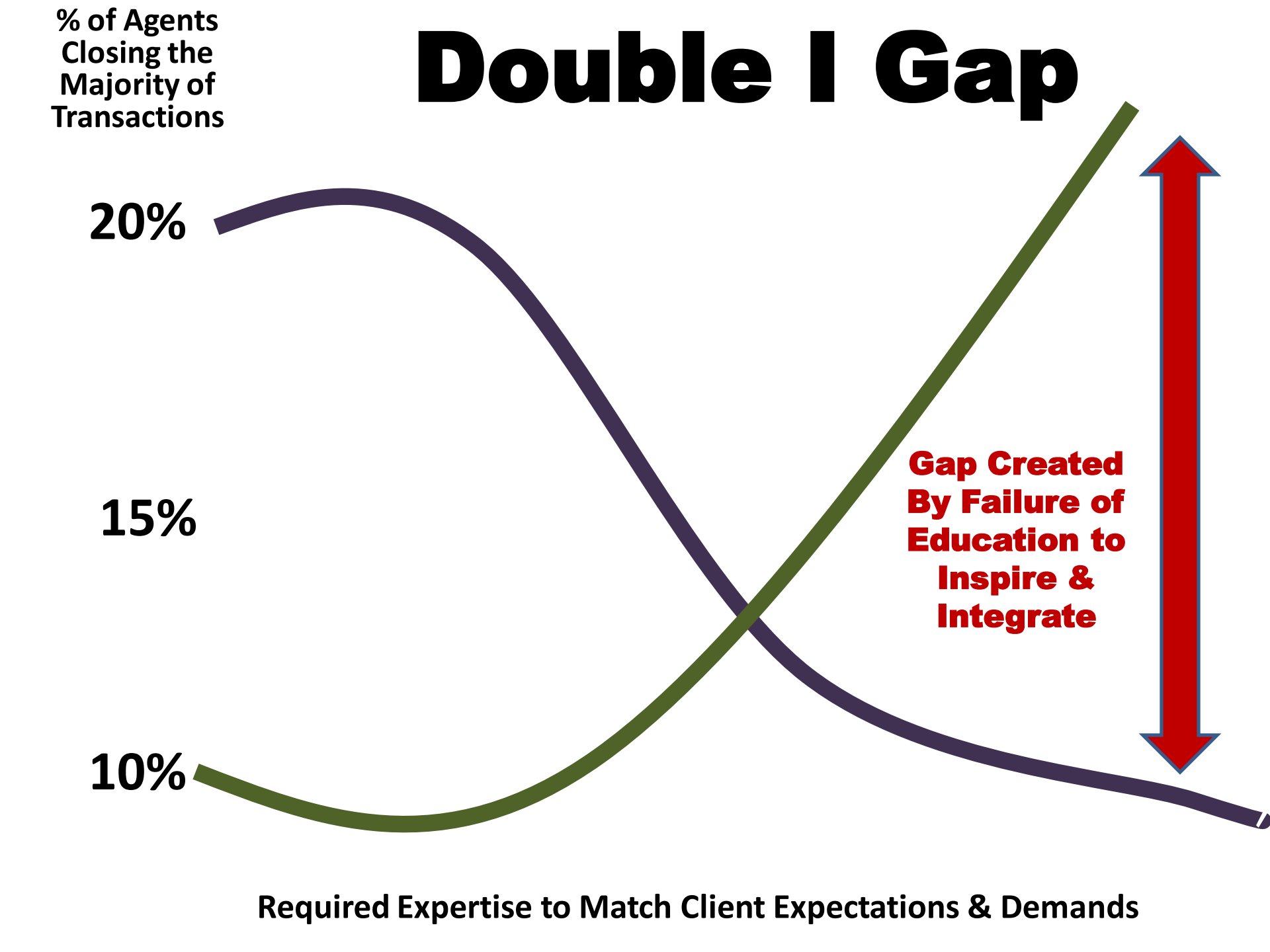
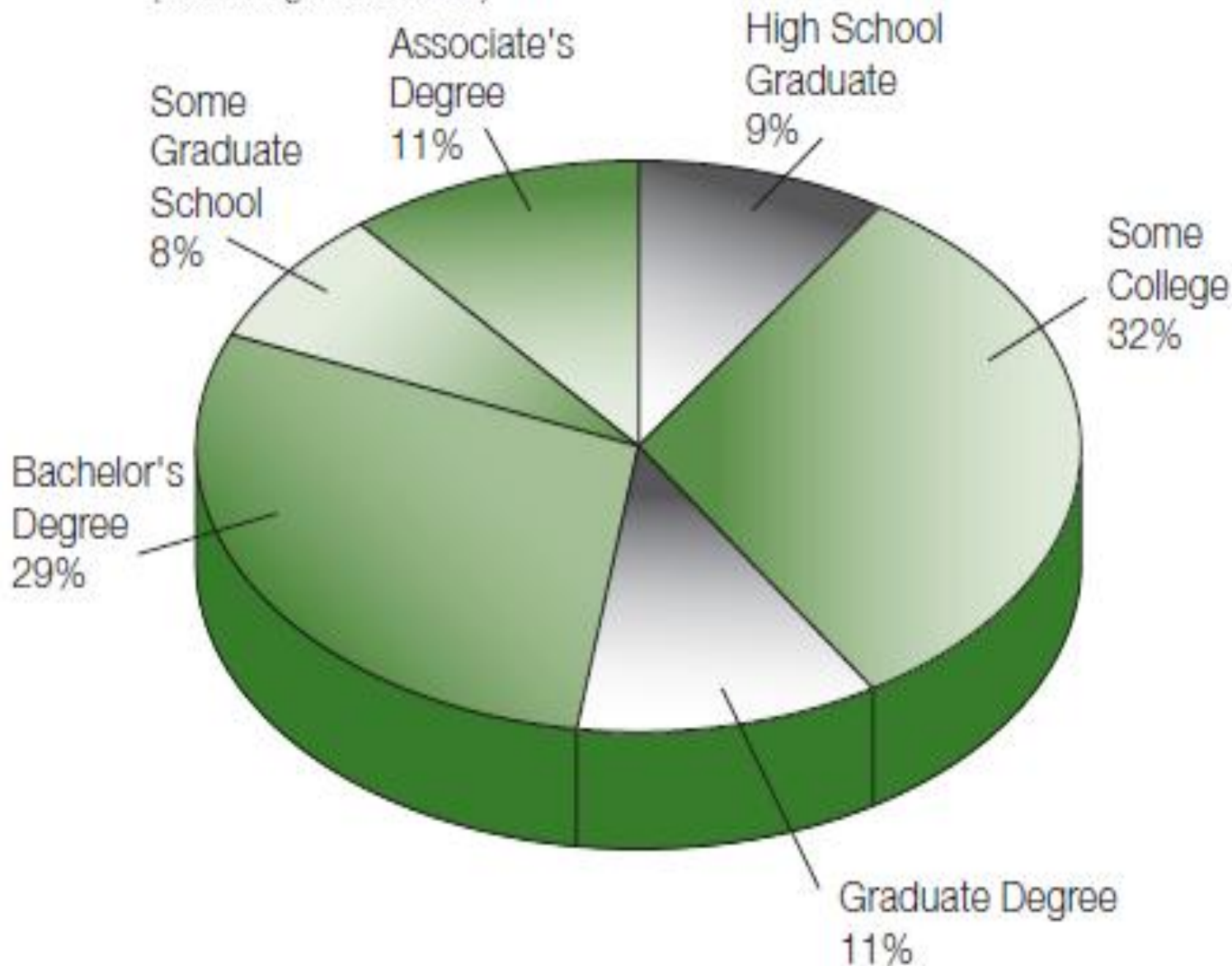


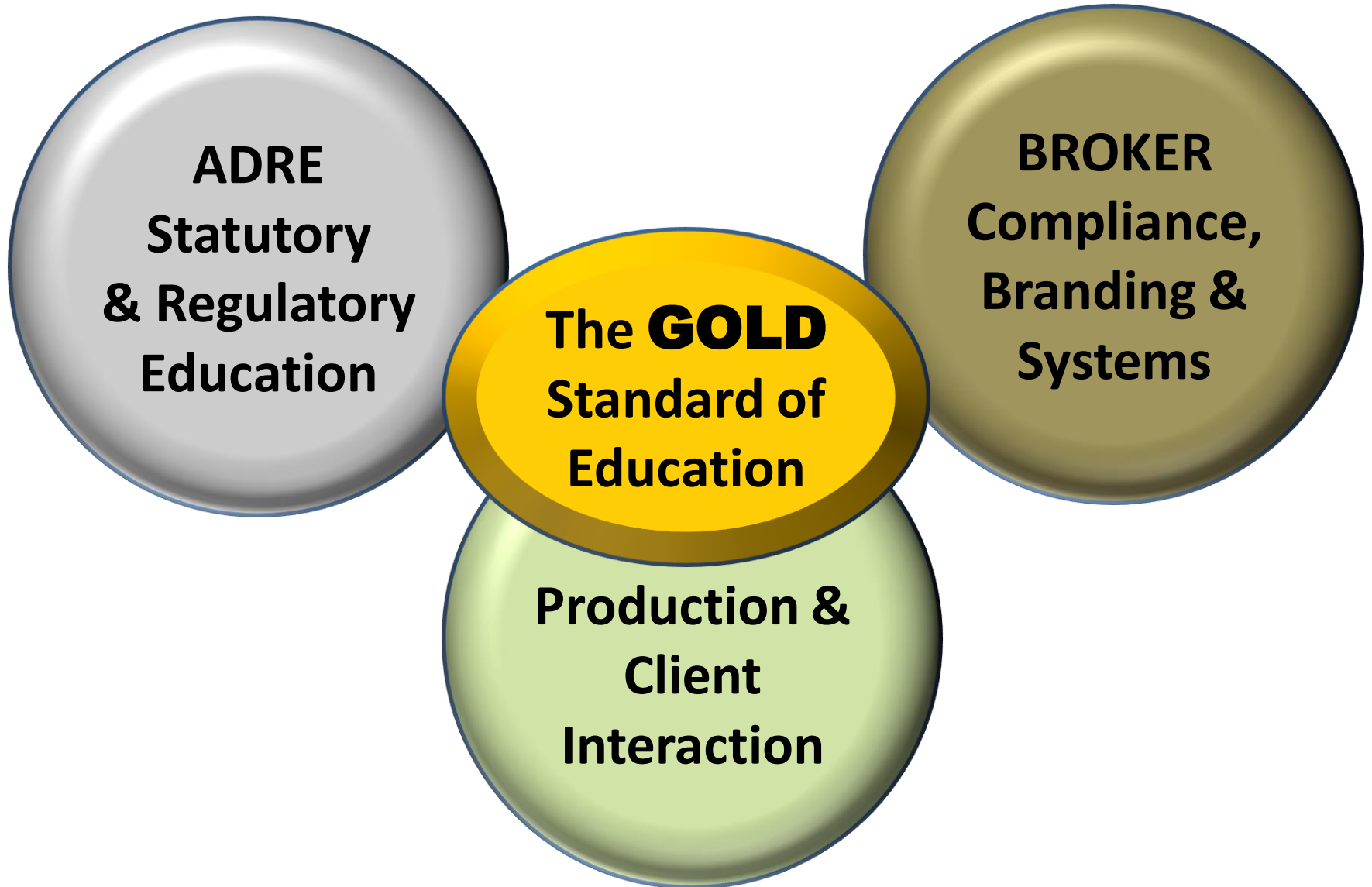
Exhibit 5-7

FORMAL EDUCATION OF REALTORS®

(Percentage Distribution)



Alchemy in Education



Integrated Layering The Call For “In House”

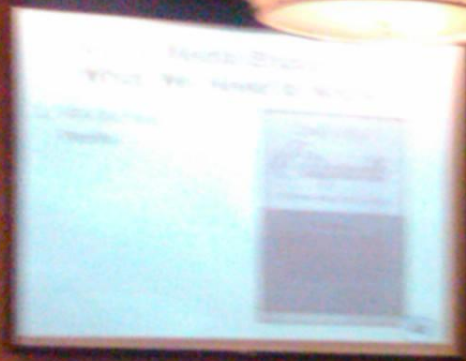
- **Every Company has its own set of tools**
- **No two companies are the same**
- **You cannot brand the experience with “Hands Off” independent agents**
- **Powerful education integrates & implements**



And It Causes This!



**And
This!!**



Stunning Example

**Beverly
-Hanks
& ASSOCIATES**



Neal Hanks introduces REAL Trends Housing Re

Neal Hanks, President of Beverly-Hanks & Associates introduces the REAL Trends Housing Market Report and discusses its relevance to the Asheville market.

by [wncrealestate](#) | 4 months ago | **171 views**



Beverly-Hanks President **Neal Hanks** Jr. about 1 Gigabit Fiber in Asheville

Beverly-Hanks & Associates President **Neal Hanks** Jr. talks about how 1 Gigabit fiber would be a natural fit for Asheville.

by [BiltmoreFarms](#) | 10 months ago | **130 views**



5 Reasons to Sell Your Home Now!

Neal Hanks, President of Beverly-Hanks & Associates Realtors introduces a timely article by Steve Harney. [www.beverly-hanks.com](#) ... real estate ...

by [wncrealestate](#) | 2 months ago | **100 views**



Neal Hanks Introduction to Beverly-Hanks & Associates

Neal Hanks, President of Beverly-Hanks & Associates Realtors welcomes agents considering Beverly-Hanks & Associates as the firm with which to ...

by [wncrealestate](#) | 2 months ago | **66 views**



Neal Hanks Mortgage Protection Plan For Seller

Find out how to add value to the home your selling with the Beverly-Hanks Mortgage Protection Plan.

The New Post Licensing Requirement



SB #1292

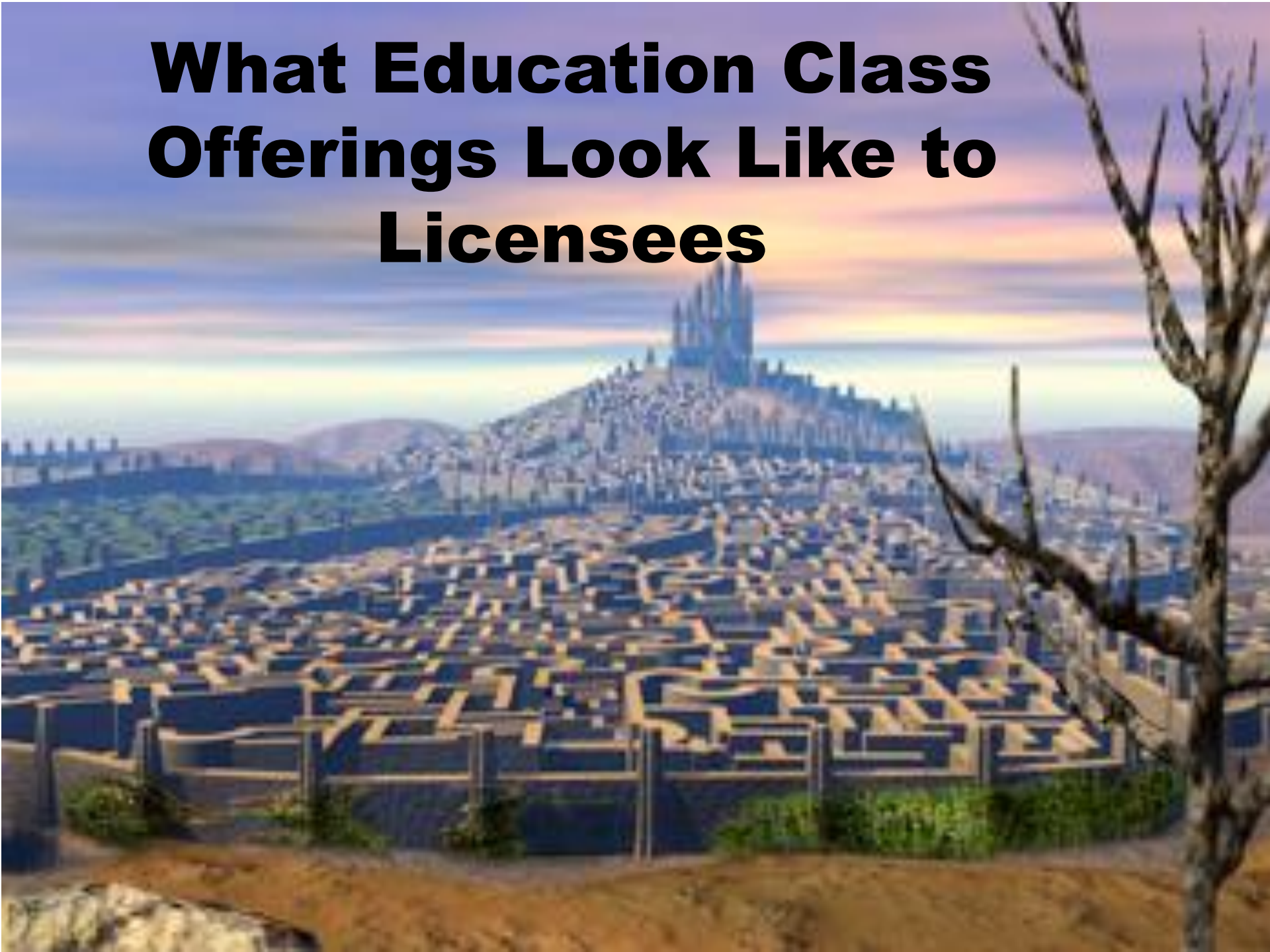
- **Within the initial two year licensure period**
- **24 Hours**
- **That address the practical application of real estate**

***The Total
Immersion
Fast Track
Program***



**Arizona
Post
Licensing**

What Education Class Offerings Look Like to Licensees



Skill Based Ladder Mastery Training

**Seller Experience
Mastery**

**Handling
Objections**

**The Listing
Presentation**

**FSBO's and
Expireds**

Prospecting

**Buyer Experience
Mastery**

**Managing the
Transaction**

**Educating the
Buyer**

Open Houses

Prospecting

**Technology
Experience
Mastery**

Search Databases

Linkedin

Facebook

YouTube & Videos

5 Top Technological Training Needs in 2011

1. Listing Databases

- Zillow & Trulia
- LinkedIn
- Facebook
- YouTube



2. Integration & Implementation

3. Marketing Outside of Real Estate

4. Setting Tone & Overcoming Objections

The Ship is Sailing!



Don't Miss the Boat

1. Take a Tech Class
2. Brush Up On Technical Skills
 1. YouTube
 2. Zillow
 3. Trulia
 4. Linked
 5. Facebook
3. Identify and Strengthen Skill Sets



6

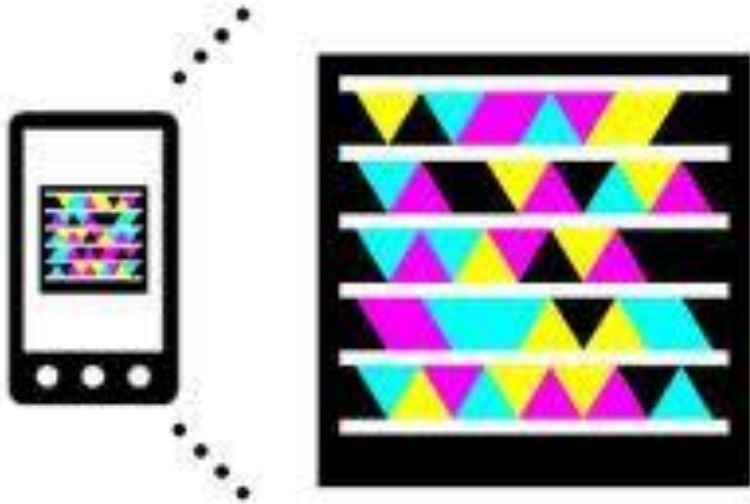
The New Applications of Mobility



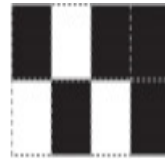
Mobility Applications



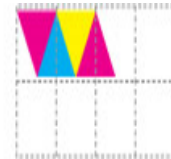
Mobi Tags & QR Codes



Get the free mobile app at
<http://gettag.mobi>



Black & White matrix
code storing 1 byte (8 bits)
Uses 8 symbols



4 color barcode
storing 1 byte (8bits)
Uses 4 symbols

QRCode



Datamatrix code



Microsoft Tag in HCCB format



Google URL Shortener

Google url shortener

Paste your long URL here:

Shorten

http://goo.gl/...

All goo.gl URLs and click analytics are public and can be shared by anyone.

Clicks for the past: [two hours](#) | [day](#) | **week** | [month](#) | [all time](#)

Long URL

Short URL

Created

Clicks

No entries found. Start building your goo.gl short URL history now!

Google url shortener

Paste your long URL here:

Shorten

<http://goo.gl/3YqYx>

All goo.gl URLs and click analytics are public and can be shared by anyone.

Press Ctrl-C to copy.

Clicks for the past: [two hours](#) | [day](#) | [week](#) | [month](#) | [all time](#)

Long URL

Short URL

Created

Clicks

www.youtube.com/watch?v=XjVNgP3Bre8

goo.gl/3YqYx

seconds ago

n/a

[Details »](#)

Hide URL

Hidden URLs remain public, but are permanently removed from your dashboard.

Page 1 of 1

Google url shortener

Long URL: www.youtube.com/watch?v=XjVNgP3Bre8

Short URL: goo.gl/3YqYx

Created: seconds ago

[Report spam](#)



<http://goo.gl/3YqYx.qr>

Clicks for the past: [two hours](#) | [day](#) | **week** | [month](#) | [all time](#)

Clicks

0 clicks on this short URL

0 total clicks on all goo.gl short URLs pointing to this long URL

Traffic sources

Short URL clicks 0 | 12:00 April 23, 2011



Referrers

No data available.



BUSINESS

SHOWCASE

RESOURCES

BLOG

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Scan Tags from your mobile phone for instant access to information, websites, videos, reviews, and more.

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App Store

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Features and screenshots »

A beautiful, fun augmented reality app that shows you the things you can't see

The Cutting Edge



CourseCreators.Com



The Ship is Sailing!



Don't Miss the Boat

1. Get Mobile Now
2. Access Your Info From a Phone
3. You Need a Smart Phone
4. Use The New Technology
 1. URL Shorteners
 2. QR Codes
 3. MobiTags



Splinternet Marketing with Technology

7



Multi-Venue Marketing Splintered Marketing Plans



Beware the Rules



ADRE
Rule R4-28-502

quantcast

Traffic

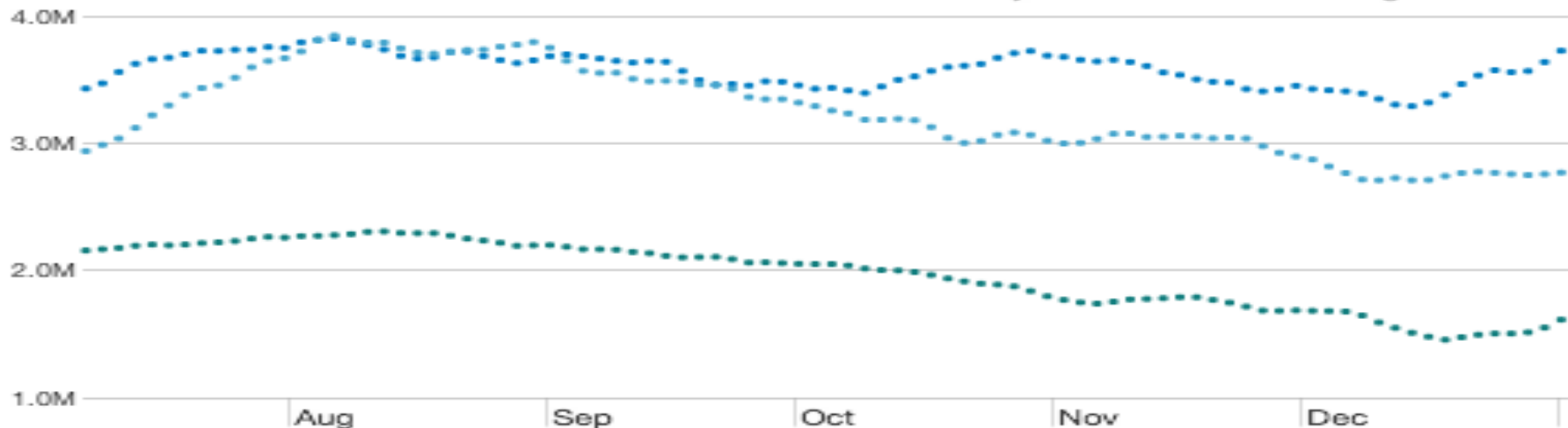
Updated Feb 2011 • Next: Mar 2011

People per

Range

Monthly United States People
7/7/10 - 1/2/11

— Directly Measured Rough Estimate



realtor.com

● US 2.0M
● Global

Max: 2.6M 8/12/10
global stats not yet available for estimated data

Rough Estimate

✗ zillow.com

● US 3.8M
● Global

Max: 3.9M 8/5/10
global stats not yet available for estimated data

Rough Estimate

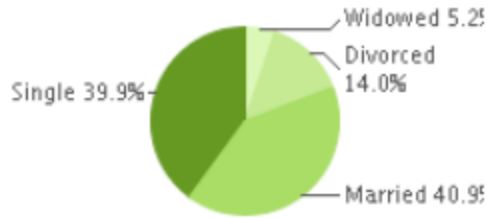
✗ trulia.com

● US 3.0M
● Global

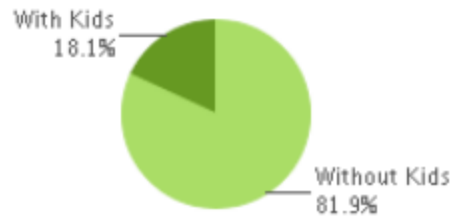
Max: 3.9M 8/6/10
global stats not yet available for estimated data

Rough Estimate

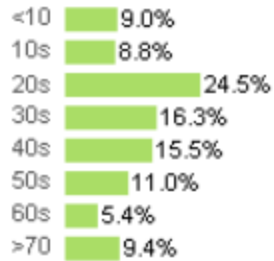
Relationship Status



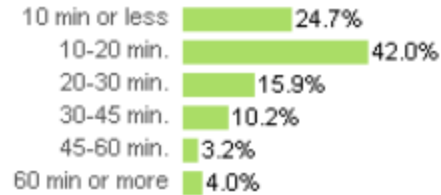
Homes With Kids



Age Distribution



Commute Time



Blenman-Elm People Data

	Blenman-Elm	Tucson	National
Median Household Income:	\$36,347	\$30,981	\$44,512
Single Males:	23.0%	17.9%	14.6%
Single Females:	17.0%	15.1%	12.5%
Median Age:	37	34	36
Homes With Kids:	18.1%	26.6%	31.4%
Average Household Size:	2.033	2.42	2.589
Average Commute Time (Minutes):	19.411	23.162	26.376


Brand New Abilities to Target Market

Many MLSs are syndicating listings to web portals such as Trulia, Google, Zillow and others. Do you:

Total Responses - 157

100.00%

Strongly Support - 34

 21.66%


Support - 50

 31.85%


Neutral / Don't Know - 17

 10.83%

Oppose - 29

 18.47%

Strongly Oppose - 27

 17.20%

The Ship is Sailing!



Don't Miss the Boat

1. Go Where Your Clients Are
2. Create Multi-Venue Marketing Campaigns
3. Target Market Like Never Before
4. Broaden the Avenues of Your Messages



The Age of Teams & Specialization

8



Who? What? When? Where? Why? How?

Ask the expert

Teams & Collaboration

A New Yorker is America's Top Agent with More Than \$244 Million in Home Sales While the Nation's Top Team Sold \$539 Million in San Diego-Area Real Estate

NEW ORLEANS -- America's coastal states from California to Florida to New York where America's top real estate agents and teams ply their craft as they claimed top honors in "The Real Estate Top 200," a new national awards event sponsored by The Wall Street Journal and REAL Trends. The Real Estate Top 200 rankings were announced today at the National Association of Realtors' (NAR) Annual Conference and Expo.



Stay in Your Area of Expertise



**ADRE
Rule R4-28-
1101(H)**

Increasing Locality of Real Estate (Neighborhood Specialists)



The Ship is Sailing!



Don't Miss the Boat

1. Get Specialized
2. Add Niches
3. Own a
Neighborhood,
Remember Geo-
Farming
4. Build a Team



9

Globalization Comes of Age



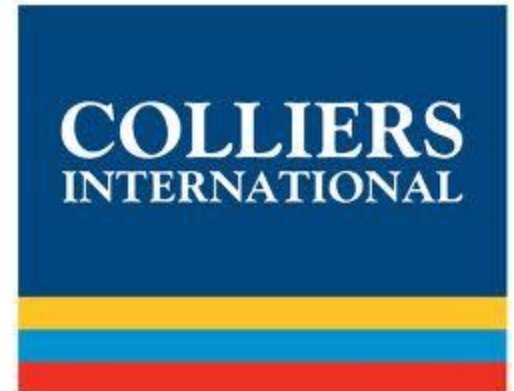
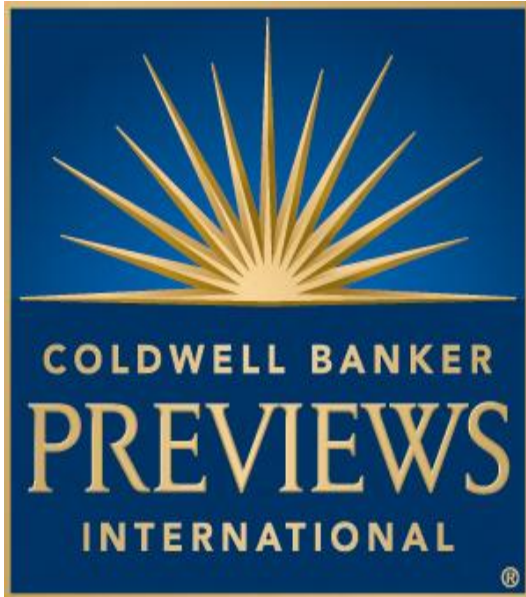
Globalization



International Opportunities

Three US markets San Jose, San Francisco, and New York hit the top 10 list of most expensive office markets worldwide in 2000, thanks to the dot-com bubble and related financial boom. But by 2006, Mumbai and New Delhi had moved onto the top 10 list, while every US market had dropped off of it.





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facebook




VS.

LinkedIn



Your Network of Trusted Professionals

You are at the center of your network. Your connections can introduce you to 3,890,800+ professionals — here's how your network breaks down:

 1 Your Connections Your trusted friends and colleagues	434
 2 Two degrees away Friends of friends; each connected to one of your connections	59,900+
 3 Three degrees away Reach these users through a friend and one of their friends	3,830,400+
Total users you can contact through an Introduction	3,890,800+

17,238 new people in your network since April 23

Arizona Compensation Statutes

- Compensation to Only Licensees
- Be Watchful of MARS Rules
- Relos & Referrals Need a License
- Zero Tolerance on Non-Licensee Referral Fees



Largest Independent Broker in Illinois

PROPERTY SEARCH | BUYER RESOURCES | SELLER RESOURCES | AGENTS & OFFICES | ABOUT US | LANGUAGES



Register | Sign in to BAIRD & WARNER HOMEFINDER™

SEARCH FOR HOMES

FAST FIND:

Price to | Beds Baths

City, Zip or MLS#

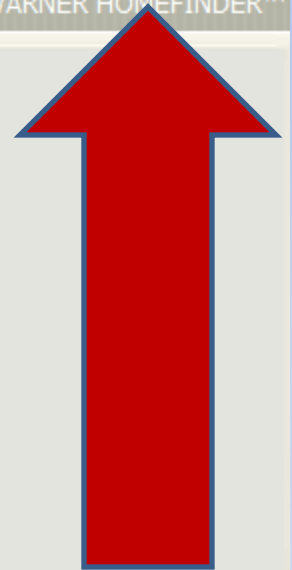
GO

or, enter more search criteria >

ADDRESS SEARCH:

Number: Direction: Street Name*:

GO



Separate drop down menu for languages

Fair Housing in a Global World



The Ship is Sailing!



Don't Miss the Boat

1. Don't pay fees to non-licenseses
2. Broaden Your Sphere of Influence
 - Across Countries
 - Across Languages
 - Across Cultures
3. Create systems to treat all clients equally





RULE THE WORLD

photo by daoduc quan

The Cutting Edge



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