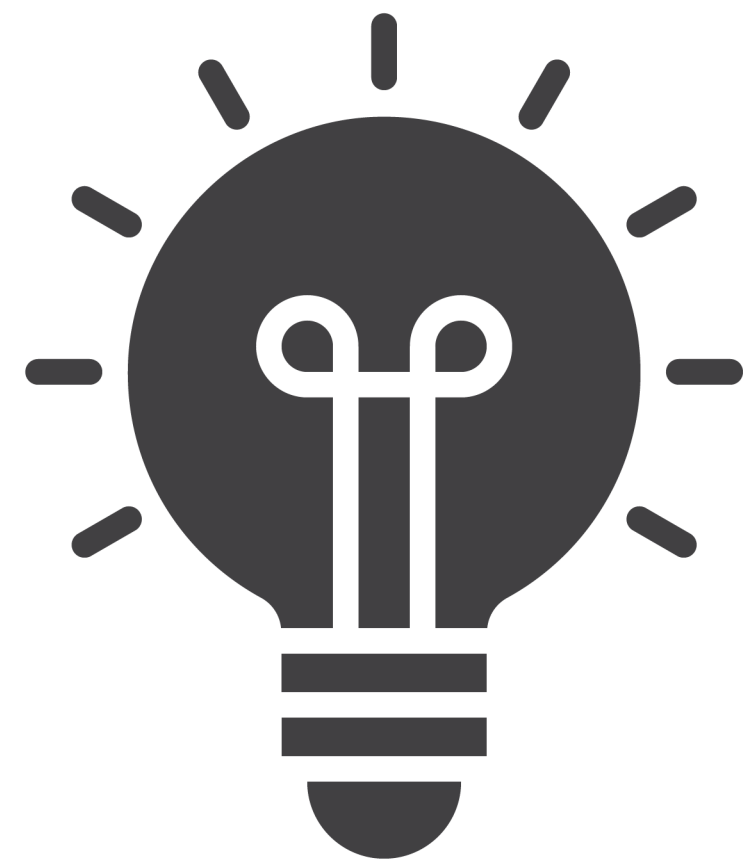


**Welcome!**



**Innovation**

**Tech is Great!**

Digital assistants, self driving cars, etc.

# **Tech is Ruining Us!**

Heads in our phones, Insta-worthy food.



**TECHNOLOGY**

**Impersonal. Complicated.**



**INNOVATION**

**More Personal. Simplify.**







There is a difference between leveraging technology / innovation and giving up control.

# Lead Generation

Zillow: We can generate leads for you.

**You lose branding, recognition and control.**

# Lead Incubation

Zillow: We can call those leads and follow up for you.

**You lose the personal connection and ability to differentiate.**

# Negotiations

Zillow: Don't worry about haggling over the price, we'll just buy it!

**You lose control.**



# **Innovation and Tech**

**That allows you to be more personal**

**Yes. We Are Busy.**

**But are we busy doing the right things?**

Contacts

Contact List

Partial Contact List

Import CSV

Tag Utility

Forms

Contact Automations

Calendar & Todos

Email Marketing

Marketing Vault

Send Text

Add Note

Email

Merge

Save

Created

57 months ago

Last Visit

6 days ago

Last Engagement

4 months ago

Contacted

31 days ago

Connie Heath

cjhm07@yahoo.com

HOME: (281) 744-8902

HOME

Cypress,

Edit Contact Info

Edit Quick Info

Overview

Activity

Email Marketing

Tags

Calendar

Todos

Contact Overview

Status

Monitor

DaknoIDX (NORES)

Saved properties: 0 | Saved searches: 1

View Organizer

Assigned to

liz@accentrealtors.com





41 Best Dorm Gifts To Give College Students



Connie Heath

Message

Follow



by Things That Inspire



A Peek Into My Spring Garden



How to Make Your Own Sliding Barn Door



Bring on the green....and a green thumb giveaway



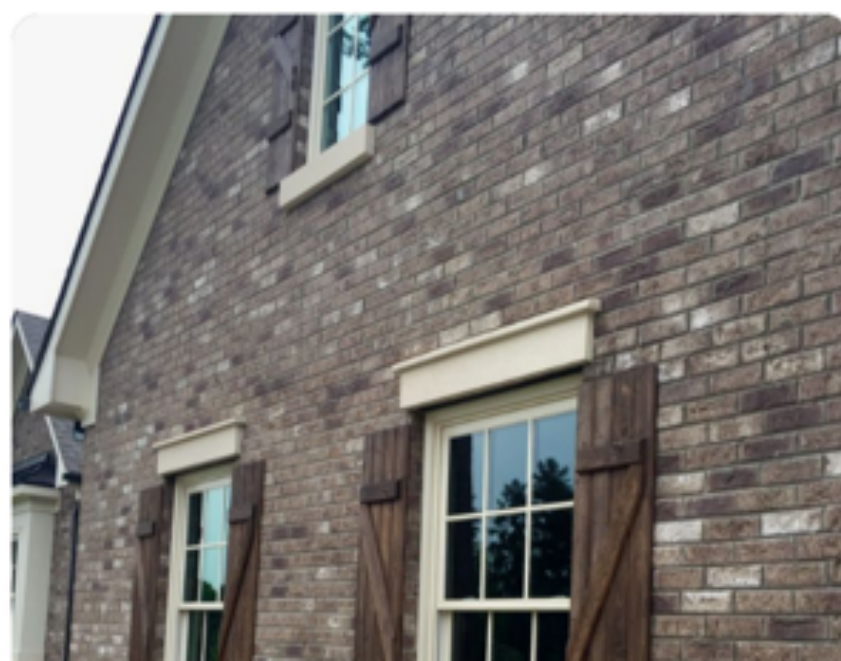
33 Insanely Clever Things Your Small Apartment...



Top 50 Best Black Kitchen Cabinet Ideas - Dark...



Creative Sliding Door For Any Homeowners





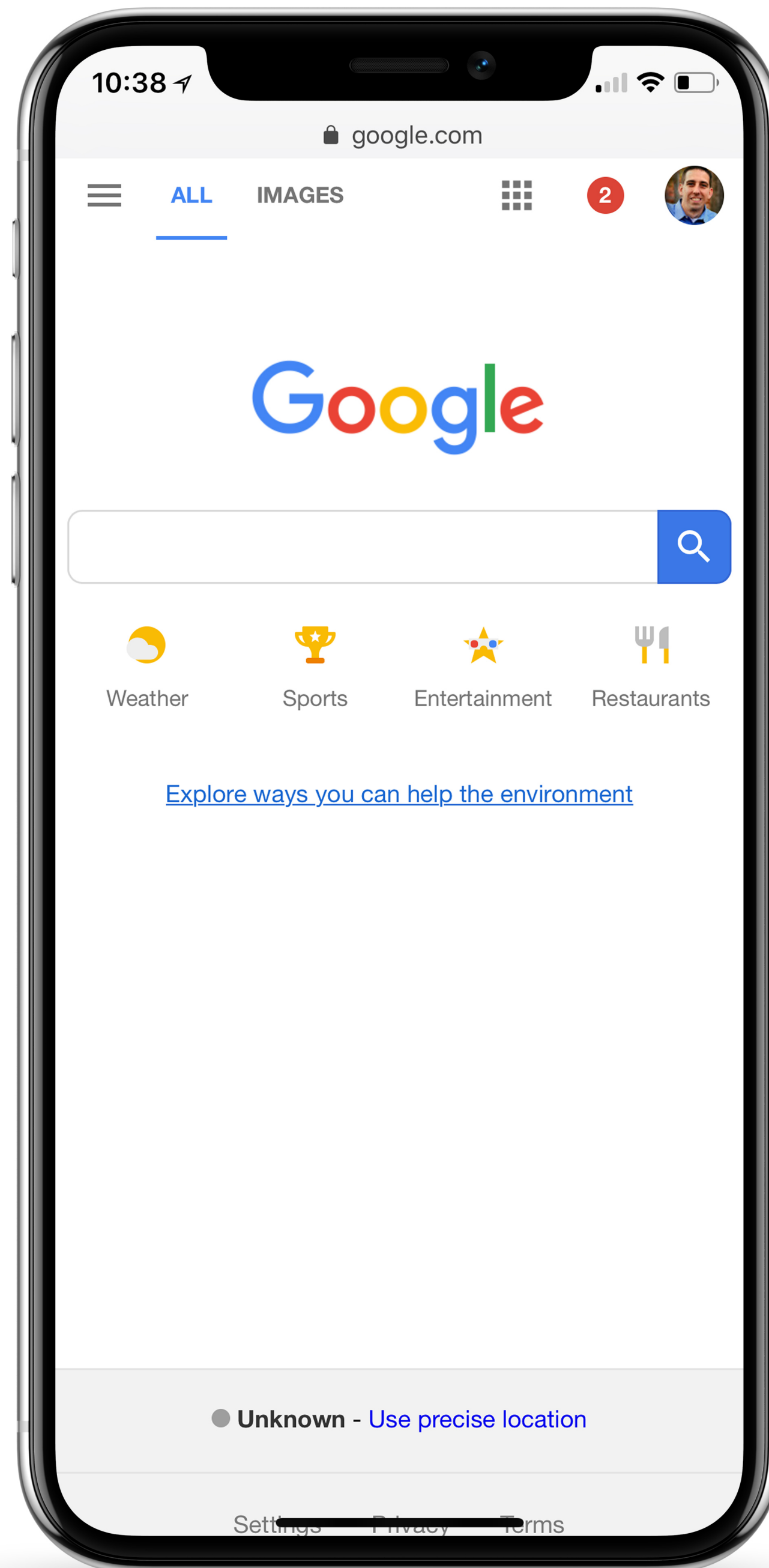
**People like doing  
business with  
like-minded people.**



**Work Smarter  
Not Harder**

# Milestone Events

Having a baby. Getting married. Selling their home.





# Hey Google, If

dodah99@aol.com  
bdipal1@gmail.com  
dmdipalma@bellsouth.net  
bearmom@cox.net  
chris.crick@powellind.com  
teri09@cox.net  
frflory@lsu.edu  
jrfolse@hotmail.com  
gfontenot4@cox.net  
flynn@gilico.com  
afoy1023@gmail.com  
gorgepedroferreira@gmail.com  
gabel90227@aol.com  
gayshak7@gmail.com  
aasthanaik12@gmail.com  
jwphatboy@aol.com  
iraftopoulos@carolina.rr.com  
ktimpy818@gmail.com  
mmc400oo@gmail.com  
lrossman@nc.rr.com  
ldaarchitecture@aol.com  
hollyblucas@gmail.com  
loqmane@netzero.net  
kiko2427@gmail.com  
dsj08342011@gmail.com  
msoloway@nc.rr.com  
mrsthompson420@gmail.com  
gpinnix@nc.rr.com  
jmorris3816@gmail.com  
JanetTheim@superrito.com  
KimberlyMCroyle@armyspy.com  
M...@...@...

# searches for the keyword top honeymoon destinations



Google Ads  
Customer Match

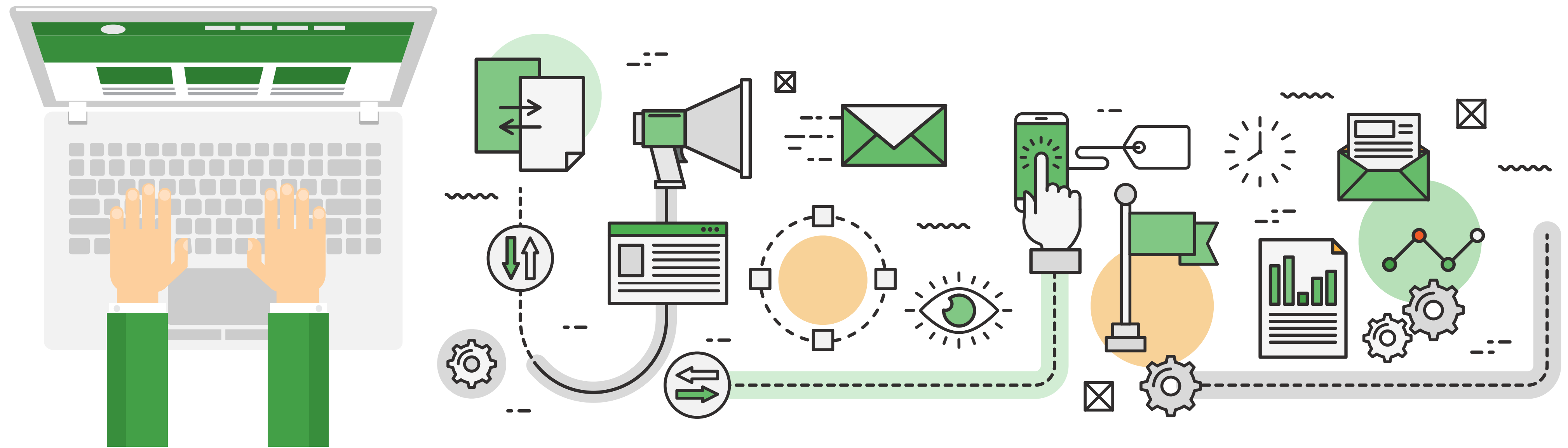


# Mass Personalization



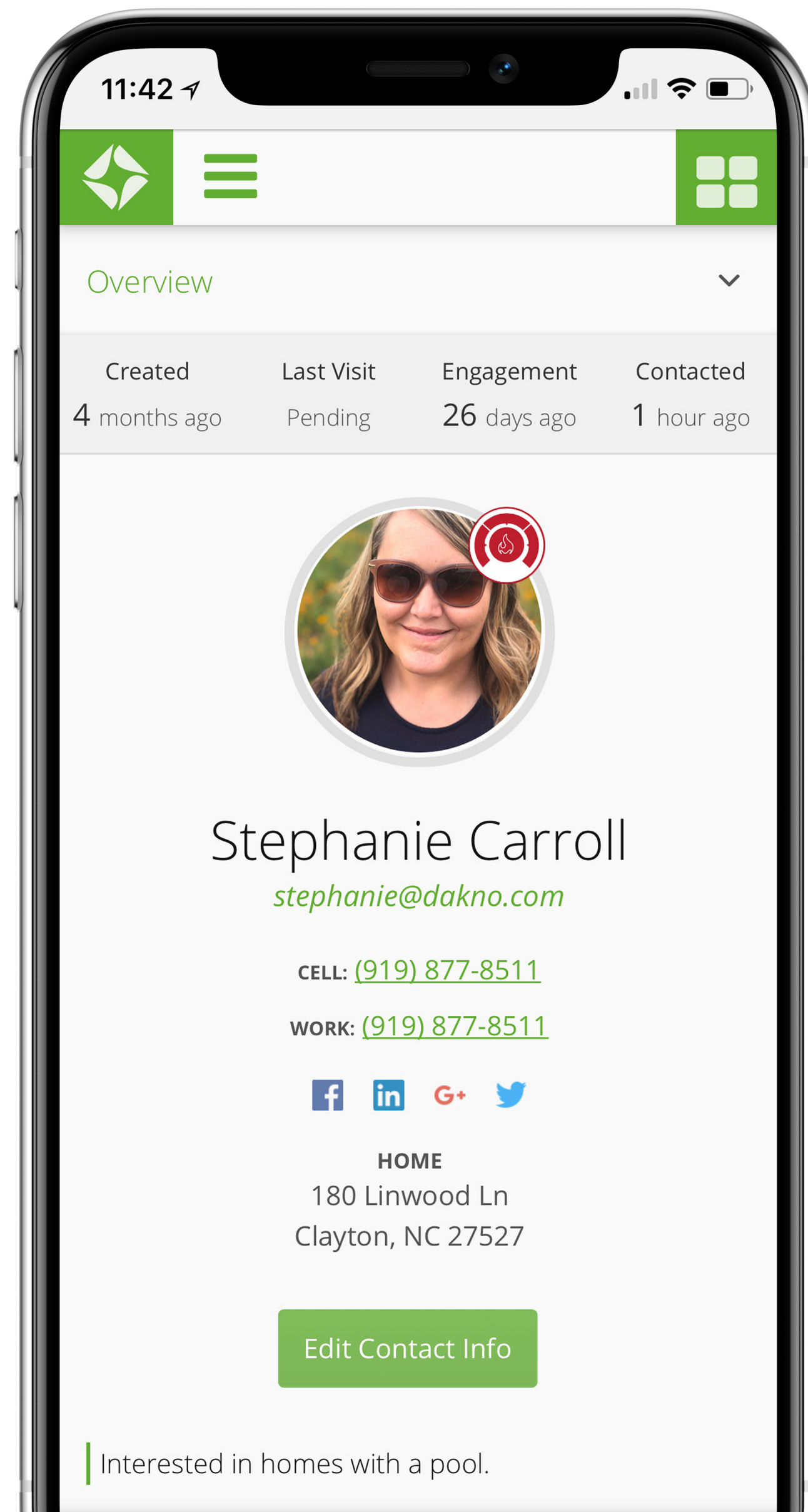
**Your database is  
more important  
than ever.**

# CRMs Suck.

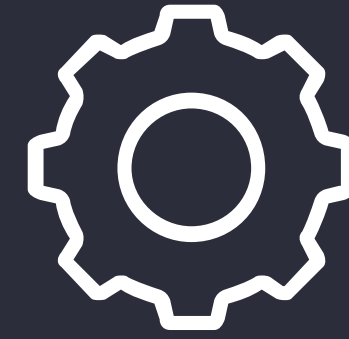




**The Best CRM...  
Is the One You Use.**



**The Best CRM...**  
is the one that's so smart  
you don't even have to  
use it.



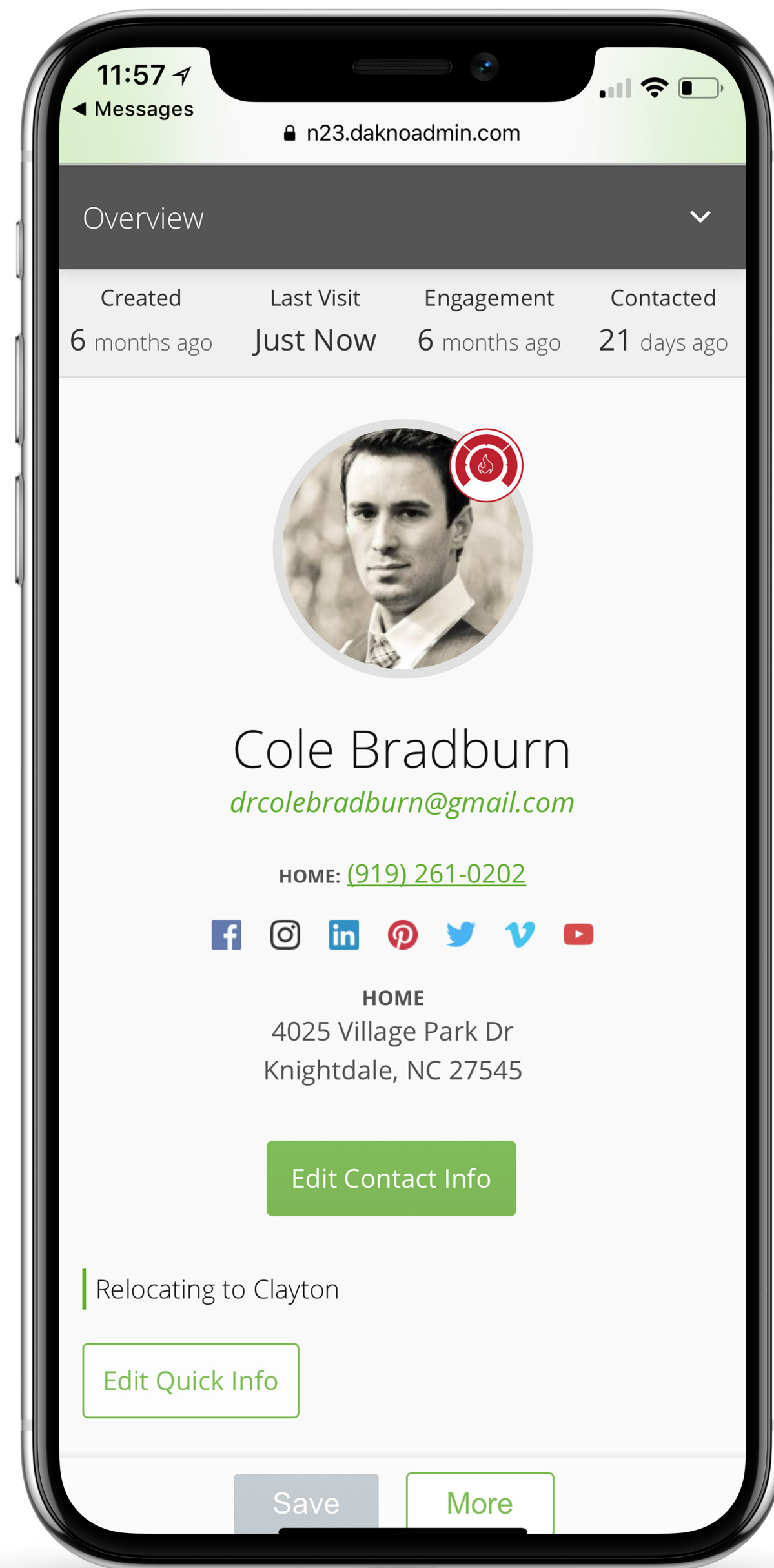
# **Anticipation Automation**











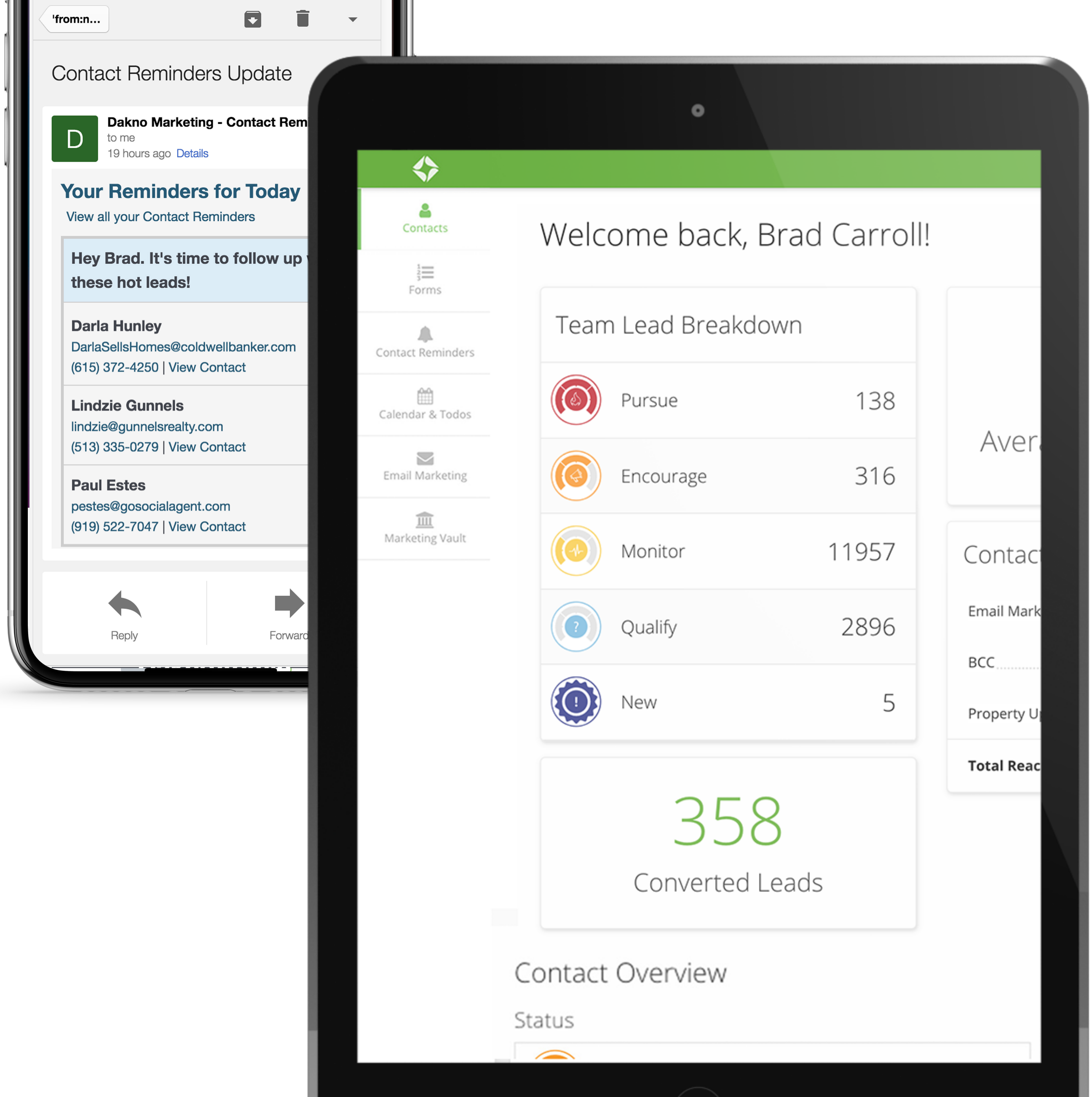
**Systems that  
anticipate and prompt  
the next action.**

# Tornado Warning?

My weather app proactively alerts me.

Lead  
Notifications

When the  
conditions  
require you to  
take action.





**Work Smarter  
Not Harder**



# Innovation of Integration



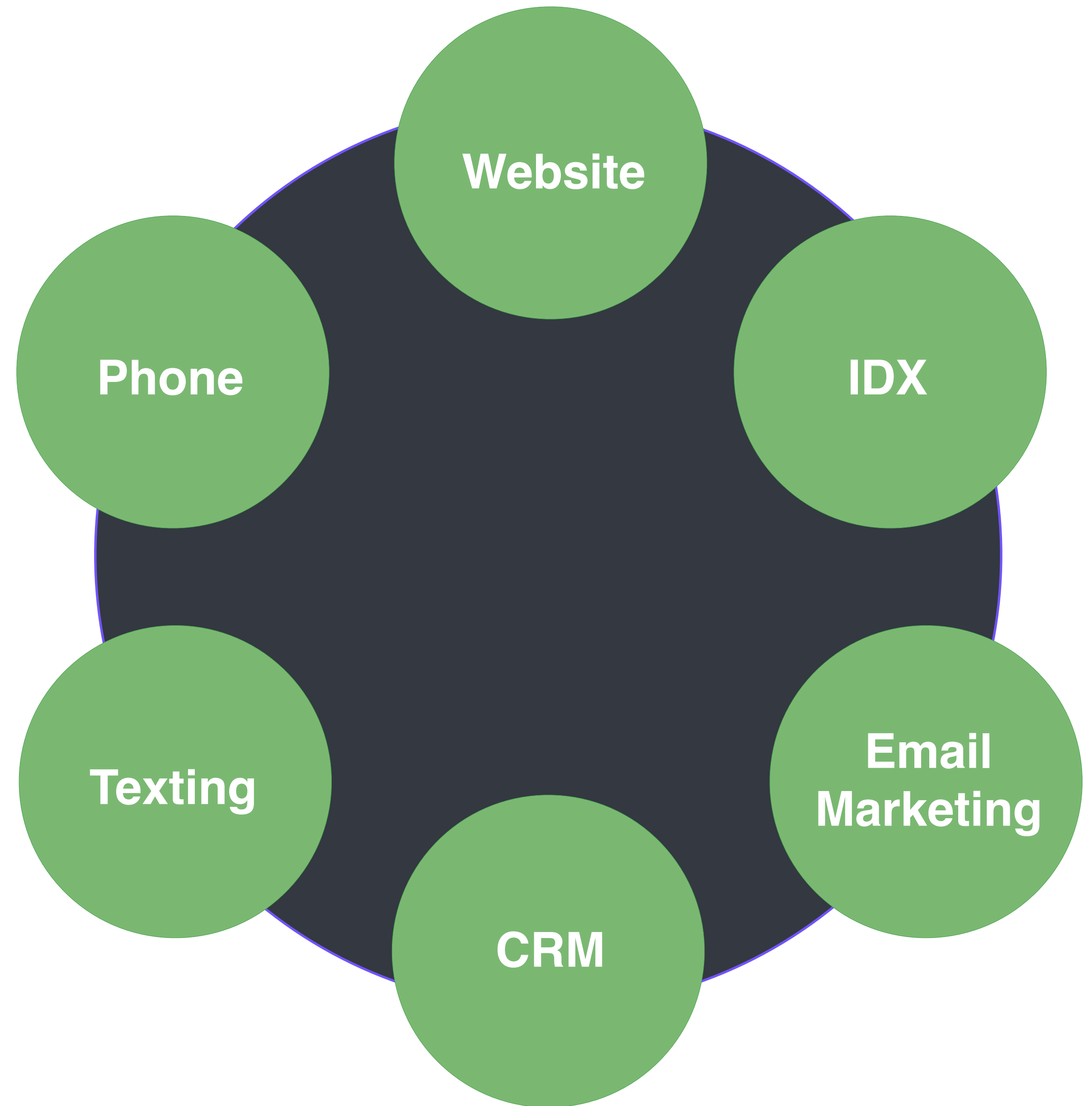




# Integration

THE DEEPER THE  
**INTEGRATION**

THE MORE  
**AUTOMATION**



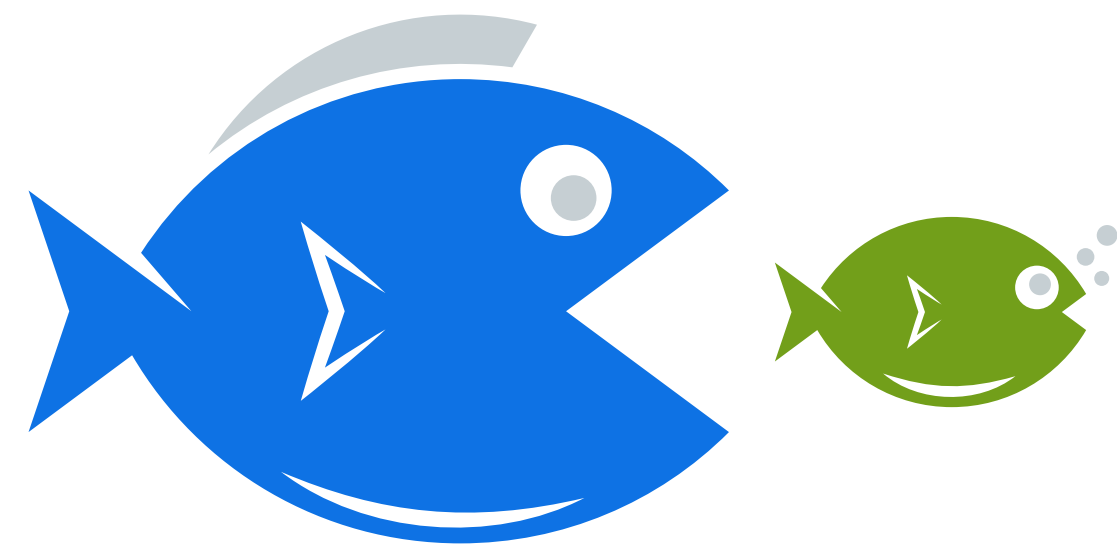


When someone favorites an **IDX** property on my **website**, notify my buyer agent through the **app**. Automatically tag them as a buyer and change their status in my **CRM**, start them on a **email** drip campaign, and **remind me** to follow up with a **call** or **text** and **automatically capture** all these interactions in my **CRM**.

# Automatic Call Tracking



**But I'm Just an Individual Agent**  
How Can I Compete?







**I can't compete  
against Zillow**



# **Access to Innovation**

Google

raleigh homes for sale with pools

All

Maps

Shopping

Images

News

More

Settings

Tools

About 21,400,000 results (0.34 seconds)

Raleigh, NC Luxury New Homes | Built by Toll Brothers®

Ad

[www.tollbrothers.com/Raleigh-NC/New-Homes](http://www.tollbrothers.com/Raleigh-NC/New-Homes)

Award-Winning Designs, Exclusive Communities & Luxury Features. View Homes Now! Quick Move-Ins Available. Great Locations.

Brand New Raleigh Homes | Quick Move-In Designer Homes

Ad

[www.hhhunthomes.com/](http://www.hhhunthomes.com/)

Luxury, Pool Community Near Lake Wheeler Park With Luxurious Designer Touches! Preferred Lenders. Brand New Communities. Fastest-Growing Builders. Amenities: Quick Move-Ins, Award-Winning Homes, Innovative Designs, Long Lasting Homes, Designer Home Builders.

LINDA CRAFT  
& TEAM  
REALTORS®

Raleigh Homes for Sale with In-Ground Pools - Linda Craft

<https://www.lindacraft.com/homes-with-pools>

Homes for Sale with Pools (Raleigh, Cary, Apex, Wake Forest and Surrounding Areas). What better way to cool off in the summer than to have your own ...

Zillow

Inground Pool - Raleigh Real Estate - Raleigh NC Homes For Sale ...

[https://www.zillow.com/raleigh-nc/inground-pool\\_att/](https://www.zillow.com/raleigh-nc/inground-pool_att/)

Zillow has 10 homes for sale in Raleigh NC matching Inground Pool. View listing photos, review sales history, and use our detailed real estate filters to find the ...

Sun, Dec 23    Open House - 1:00 - 3:00 PM

Raleigh, NC Houses for Sale with Swimming Pool - realtor.com®

<https://www.realtor.com> › North Carolina › Wake County › Raleigh

See photos and property details of Raleigh, NC homes for sale with swimming pool. View listing details including price information right here at realtor.com®.

Raleigh, NC Homes with Pools | Redfin

<https://www.redfin.com> › North Carolina › Wake County

Find houses with pools, spas and community pools for sale in Raleigh, NC. Tour the newest homes with pools & make offers with the help of local Redfin real ...

Swimming Pool Homes for Sale in Raleigh NC - Raleigh Realty

<https://www.raleighrealtyhomes.com/swimming-pool-raleigh-nc>

Raleigh, NC Houses for Sale with Swimming Pool - realtor.com®

<https://www.realtor.com> › North Carolina › Wake County › Raleigh

See photos and property details of Raleigh, NC homes for sale with swimming pool. View listing details including price information right here at realtor.com®.

Raleigh, NC Homes with Pools | Redfin

<https://www.redfin.com> › North Carolina › Wake County

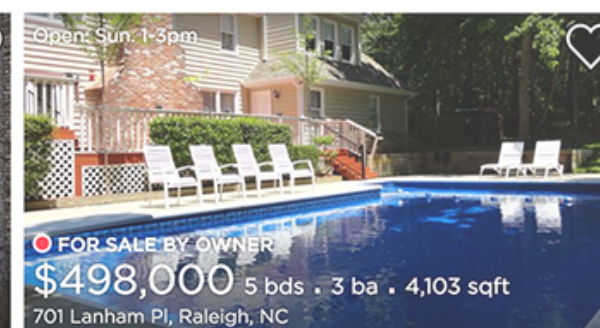
Find houses with pools, spas and community pools for sale in Raleigh, NC. Tour the newest homes with



Get Started

Only showing results that contain "inground pool". [Show all results.](#)

10 homes for sale.

[Homes for You](#) [Newest](#) [Cheapest](#) [More](#)



LINDA CRAFT  
& TEAM  
REALTORS®

Search Homes for Sale with Backyard Pools

## Homes for Sale in Greater Raleigh with Private Pools



**\$345,990**  
1004 TAMARISK LANE  
Durham, NC 27703



**\$295,700**  
446 MALLARD LOOP DRIVE  
Clayton, NC 27527



**\$284,900**  
2408 CATTAIL POND DRIVE  
Zebulon, NC 27597



**\$205,000**  
7859 SPUNGOLD STREET  
Raleigh, NC 27617

Under \$150k

\$150k - \$350k

\$350k - \$500k

\$500k - \$750k

\$750k - \$1mil

Over \$1 M

Homes for Sale with Pools (Raleigh, Cary, Apex, Wake Forest and  
Surrounding Areas)



Refine

List View

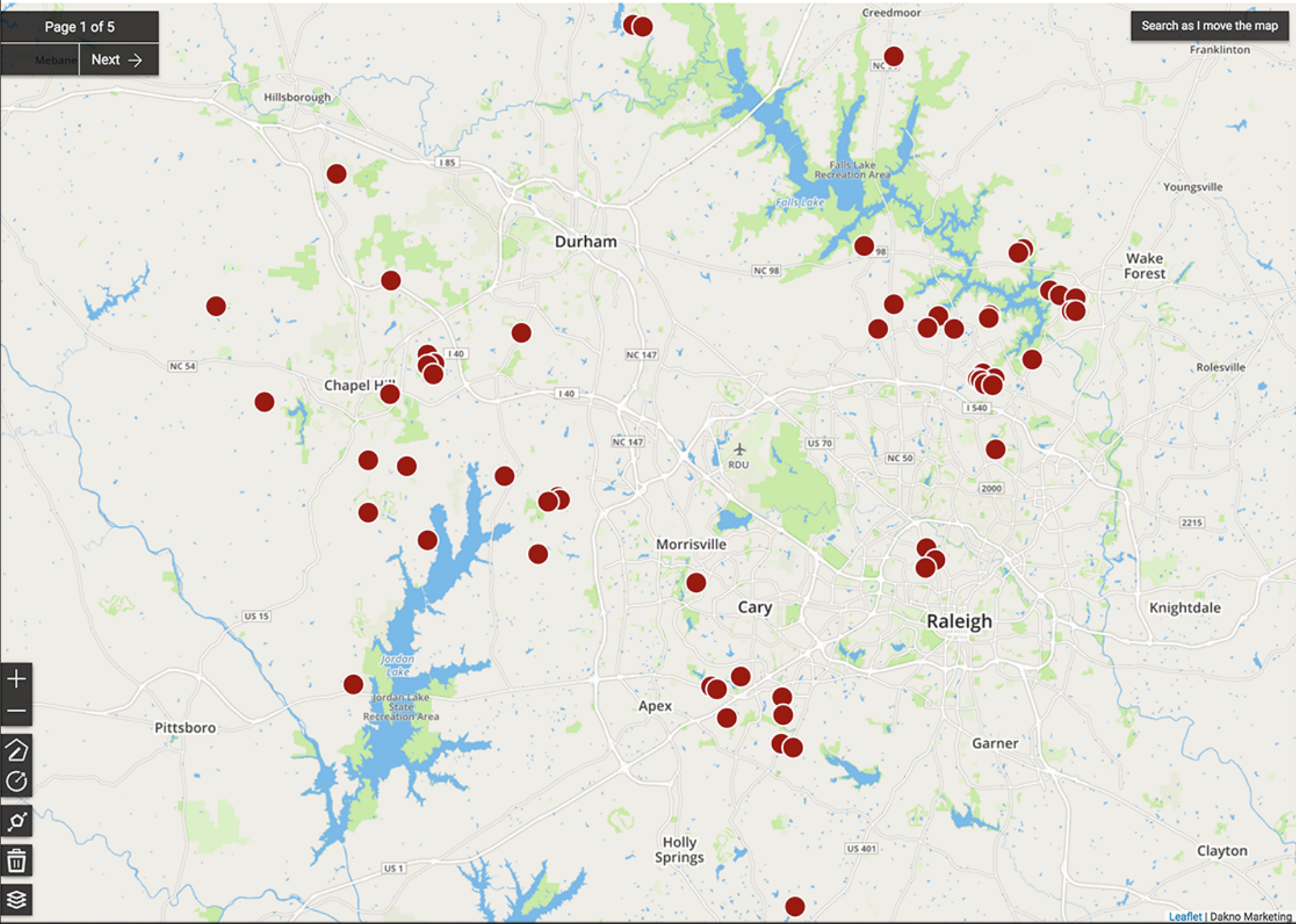
My Account

Save Search

Page 1 of 5

Mebari

Next →



255 Listings

SORT

Price: High to Low



Status: **ACTIVE**  
**\$5,900,000**  
(\$29,515.00/mo.)  
**1201 OLD GREENSBORO ROAD**  
Chapel Hill, NC 27516  
Beds: **8** Baths: **10** (full) | **1** (half)  
Acres: **102** Sqft: **23,768**  
**TMLSidx™**



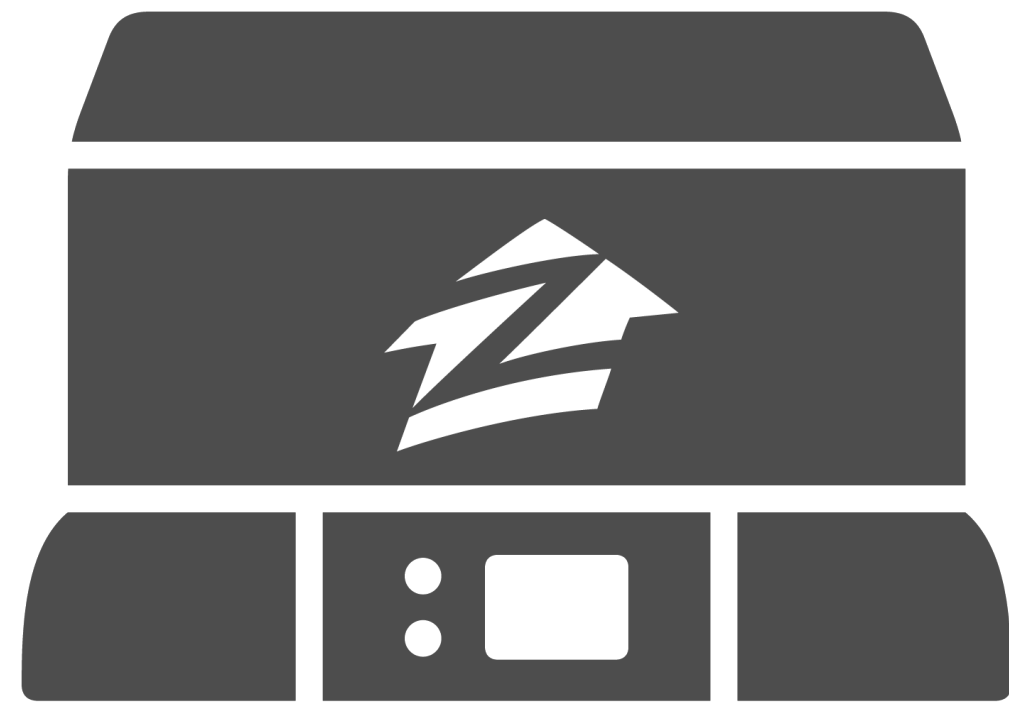
Status: **ACTIVE**  
**\$4,999,000**  
(\$25,006.00/mo.)  
**12324 BIRCHFALLS DRIVE**  
Raleigh, NC 27614  
Beds: **6** Baths: **6** (full) | **4** (half)  
Acres: **3.86** Sqft: **16,630**  
**TMLSidx™**



Status: **ACTIVE**  
**\$4,995,000**  
(\$24,987.00/mo.)  
**149 BLUE VIOLET WAY**  
Durham, NC 27713  
Beds: **5** Baths: **6** (full) | **2** (half)

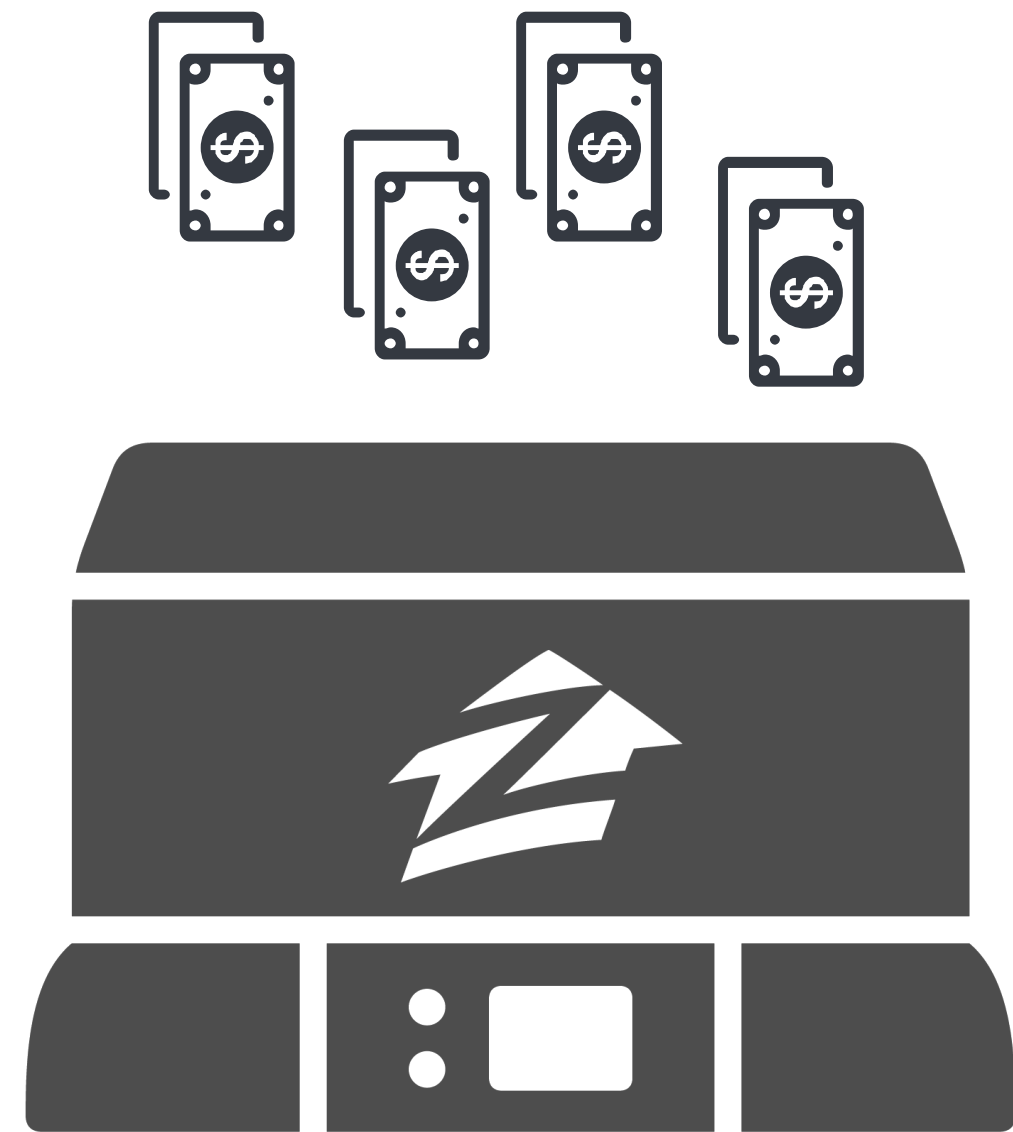


Status: **ACTIVE**  
**\$4,500,000**  
(\$22,511.00/mo.)  
**250 BLUE VIOLET WAY**  
Durham, NC 27713  
Beds: **5** Baths: **7** (full) | **2** (half)



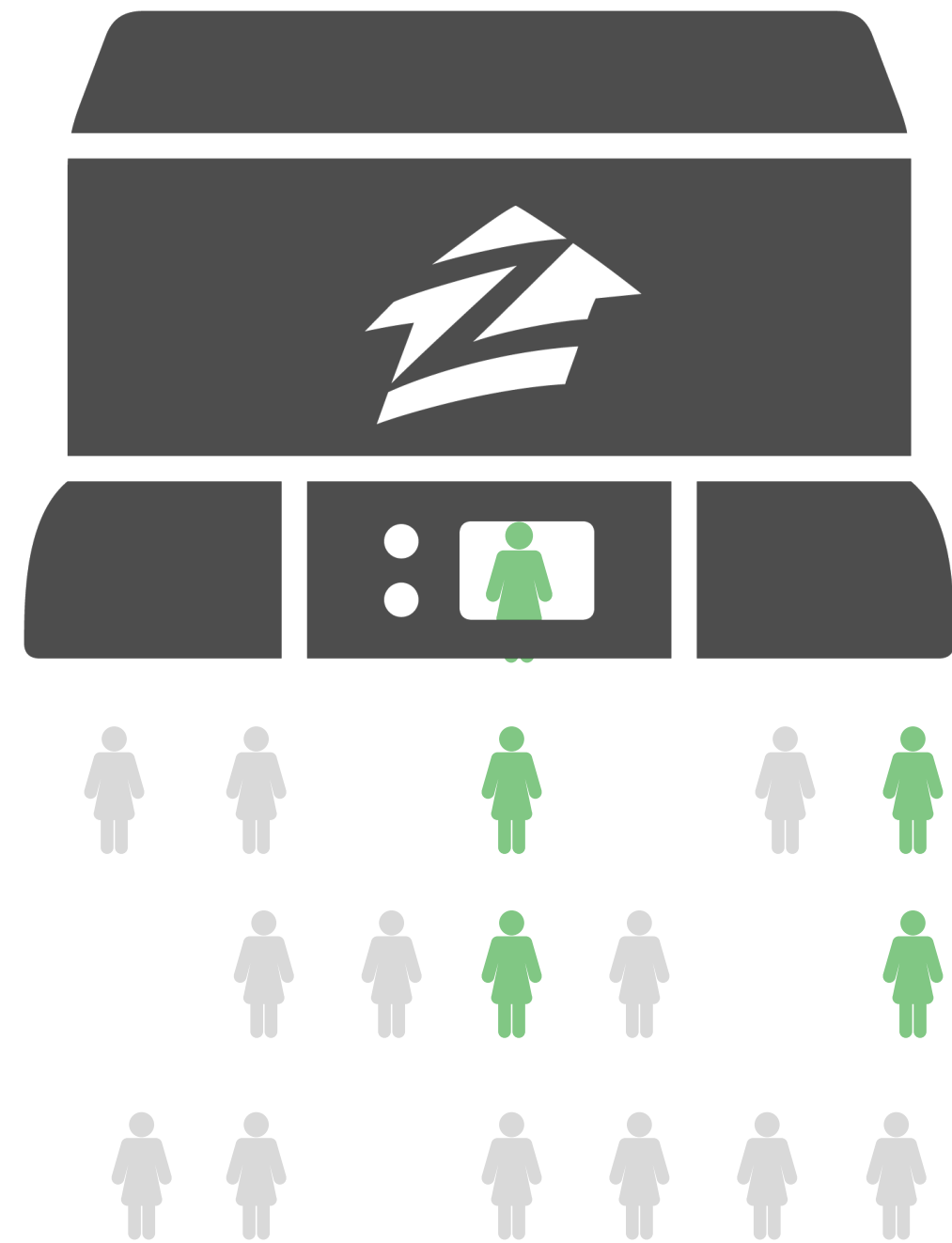
**Hey Real Estate Agents...**  
Keep feeding the machine!



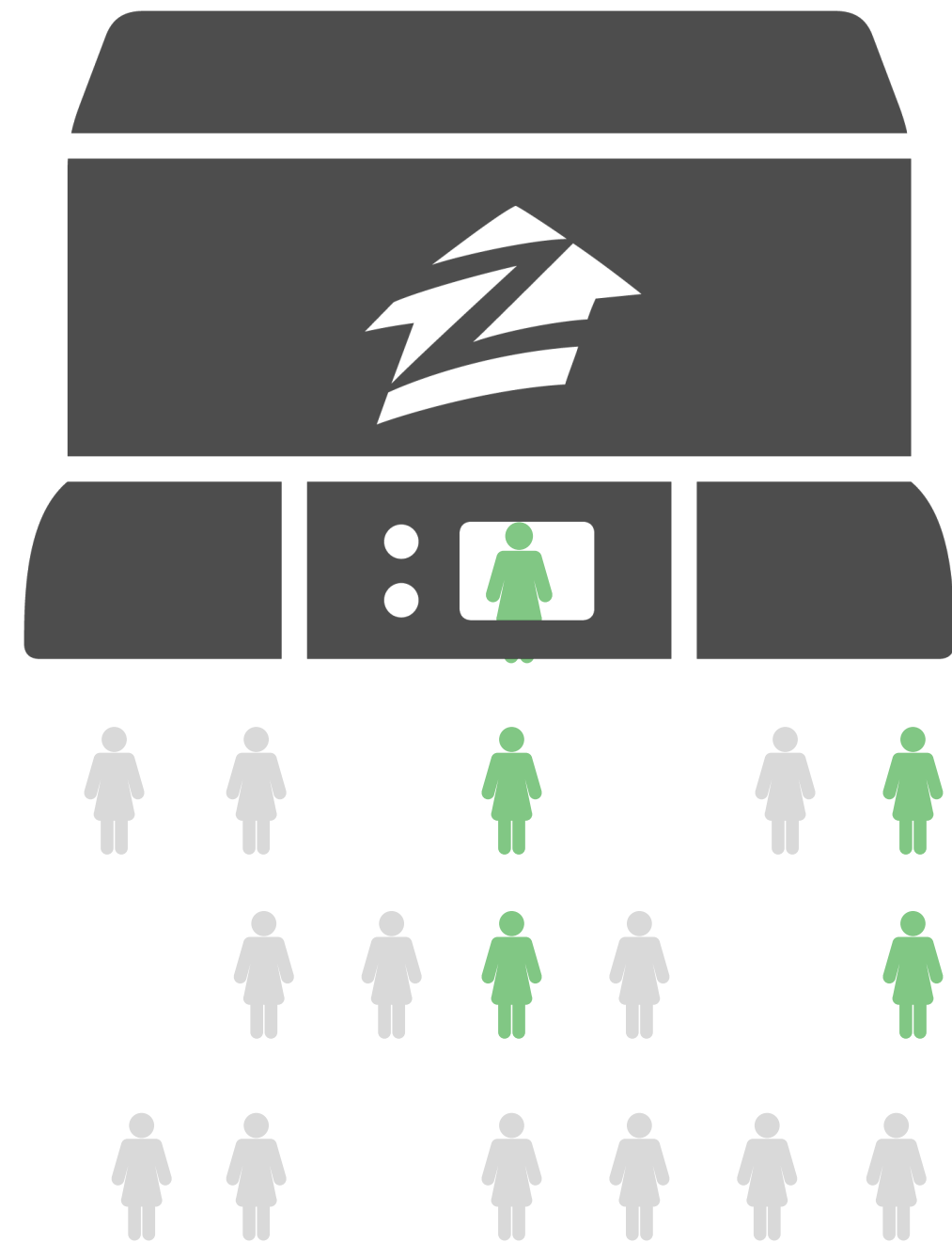


**Hey Real Estate Agents...**  
Keep feeding the machine!





**Hey Real Estate Agents...**  
Keep feeding the machine!



## Who Gets the Value?

\$1,000 Investment

\$1,000 Leads (Shared)

\$1,000 Brand Impressions

\$1,000 Website Visits



## Who Gets the Value?

\$1,000 Investment

\$1,000 Leads

\$1,000 Brand Impressions

\$1,000 Website Visits

# Embrace Innovation



**Work Smarter  
Not Harder**