

Day 1

Welcome & Expectations

Overview of Day 1, 2 and 3

- OnlineOffice.C21Affiliated.com
- 21online.com
- ToolKitCMA & RPR – Realtor Property Resource

Affiliated 21 Sales Academy

- One-on-One Live Webinar
- Affiliated Tech Academy
- BluePrint for Real Estate Success by Jared James Enterprise
- Virtual Coaching by Jared James Enterprise
- X-Cellerate

What's in your toolbox? And more importantly, how can it help me build a predictable real estate career.

How can you marketing yourself?1st Google Yourself

Go to Google and type in your name and CENTURY 21. Repeat this exercise frequently.

2nd Call Your Cell Phone

Are you presenting yourself as a real estate professional with CENTURY 21 Affiliated?

3rd Email & Text yourself

Are you presenting yourself as a real estate professional with CENTURY 21 Affiliated?

What Internet exposure should you have automatically by simply being a CENTURY 21 Affiliated agent?*Century21Affiliated.com*

- C21Affiliated.com/agentwebsite

Century21.com

- | | |
|----------------------------------|---------------------------------|
| • Agent Profile | • Zap Website |
| • MyC21 Agent Website | • Zillow / Trulia / Realtor.com |
| • RealSatisfied.com/agentwebsite | |

What about Social Media?

- | | |
|--------------------------|------------|
| • Facebook Personal Page | • LinkedIn |
| • Facebook Business Page | |

What do all of the above marketing have in common?

How do you take full advantage of them?

Affiliated Tech Academy

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Getting Started with Your Agent Website Your Web Profile ---- What does it say about you??

- Get started by completing the CENTURY 21 Affiliated Personality Profile
 - <http://c21affiliated.agenttype.com/>
- Look around and check out profiles for other agents in the area.
- Come up with 5 reasons why someone should list/buy with you. This creates your web profile.
 - CENTURY 21 Brand
 - CENTURY 21 Affiliated
 - YOU
 - Services you will provide
 - Trust, Customer Service, Communication, Ethical

Your Agent Website with CENTURY 21 Affiliated

- Once this website is ready, all of the others can simply be a copy and paste

The 3 MUST HAVE'S for your agent website

1. Your Profile – Why you??
 - a. OnlineOffice.C21Affiliated.com > Storage > 2016 NAR Profile of Home Buyers & Sellers
2. Educate the Seller on the services you will provide when they hire you to SELL THEIR HOME.
3. Educate the Buyer on the services you will provide when they hire you to help them BUY THEIR DREAM HOME

Content Ideas available at:

- c21affiliated.com/training
- OnlineOffice.C21Affiliated.com > Storage > Website Content Ideas

Website Modules to Add

- Office Featured Properties
- Communities
- Lead Generation
- My Listings* - If you have active listings
- Testimonials* - If you have active listings

Support Videos on Building your CENTURY 21 Affiliated Agent Website

- OnlineOffice.C21Affiliated.com > Resource Center > Affiliated Connection Webinar
- **Marketing Yourself - OnlineOffice - AGENT WEBSITE & SOCIAL MEDIA**
 - **Agent Website - 101** - Getting Started
 - **Agent Website - 102** - Adding Modules
 - **Agent Website - 103** - Adding More Pages
 - **Agent Website - 104** - Custom Links, Searches & Twitter
- Top 3 Things to Make Your Agent Website Great!

Customer Connect

Preferences

- Add your Social Media URL's

Marketing Center

Follow Up and Keep In Touch

- E-mail Letters
- Print Letters

Promotion & Marketing

- E-mail Marketing
- Print Marketing

E-mail Marketing Analytics

- Find Open Rate, Click Rate & Unsubscribed Rate

Contacts

Your CRM: C-R-M stands for **Customer Relationship Management**. At its simplest, a **CRM** system allows businesses to manage business relationships and the data and information associated with them.

All Contacts

- Adding one contact at a time, Managing Contacts, Importing .csv file
- Managing data & information associated with them

Contact List

- Ability to mass email or target prospect

Support Videos on using Customer Connect

- OnlineOffice.C21Affiliated.com > Resource Center > Affiliated Connection Webinar

Activity Center

- Appointments
- Task
- Marketing Center Activities

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Day 2--Century 21 LLC Intranet & 21Online.com

- **21Online.com**
 - Step 1 – Log in Credentials
 - Check your c21affiliated.com email for 2 emails from Access@century21.com. Or call – 877-221-2765 Option 1
 - Step 2 – Update your information (Upper Left by your name)
- **Top Menu Bar**
 - Tools
 - Working with Clients
 - Working with Sellers
 - Powerpoint Listing Presentation in English & Spanish
 - Hispanic Market – located in xPressdocs
 - Working with Buyers
 - The Buying Process (Content for your website)
 - Promoting Yourself
 - My Business
 - RealSatisfied
 - ZAP
 - C21University
- **21Online.com Dashboard Widgets**
 - **Tools Library**
 - **My Listings**
 - Blue Arrow
 - Unique Property Site
 - Branded/Non-Branded Tour
 - YouTube Video
 - **Toolkit CMA** (before tomorrow access and look around)
 - Listing Presentation (CMA, Pre-CMA, FSBO, Expired)
 - Buyer Presentation (Presentation & Property Tour)
 - Property Flyers
 - **Golden Ruler (for Listings only)**
 - Monitors view & lead count on your listings
 - Ability to set up email report to go to your sellers

- **RealSatisfied (Tool is activated once you have your 1st Closing)**
 - Automated Customer Service Evaluation
 - Email Addresses
 - My Profile
 - Contact Information
 - My Page Settings
 - Add website
 - Link to other websites
- **Brand Studio**
 - Brand Center – Guidelines & Asset Library (Photos, Logo's, Ring Tone, etc)
 - Campaign Center – National Programs, Open House, Hispanic Market
 - AdMaker – Ad Templates, Print, Online, TV Commercials and Radio
- **xPressdocs**
 - Business Cards
 - Direct Marketing
 - Affiliated Connection Webinars on xPressdocs and EveryDoorDirect (EDD)
 - Namebadges--merrillshop.com/Century21 (Choose "Affiliated" only)
- **My C21 Site**
 - Another Website provided to you by CENTURY 21 (
 - Residential English and Spanish
 - Commercial
 - High SEO
 - Publish & Link back to C21Affiliated.com/yourname
 - About Yourself
 - Initial Setup –
 - Your website URL: _____c21.com
 - Select English or English & Spanish
 - Personal Profile
 - Personal Tag-Line & Footer Text (Include your phone #)
 - Communities Served
 - Featured Area/Location
 - Visitor Welcome Message – Include Hyperlink to your C21affiliated.com/yourname agent website (Drive traffic to your C21Affiliated site)
 - Local Content
 - Local Property Search
 - Listing Options & Featured Properties
 - Preview & Publish
 - Preview/Publish
 - Preview
 - Publish

- **Zap**
 - Predictability Website and Mobile App, PLUS a CRM for managing your clients
 - 21Online – ZAP - Tools & Resources
 - Complete Pre-Launch Videos
 - Meet with your Team Leader to be marked as Trained and have your website turned on
 - Watch 5 Launch Videos that are on
 - OnlineOffice.C21Affiliated.com >Resource Center >ZAP Learning
 - Post-Launch Videos
 - Website is <http://new.myzap.com>
 - Log in credentials are the same as your 21online.com log in credentials
- **Preferred Client Club (PCC)**
 - Info Kit--Day 2 folder
 - Video
 - Sign-up
- **Business Benefits**—Discounts for you and your client
 - Telecommunication – Cell Phone Discounts
 - Office Supplies/Hotel/Car/Truck/Technology/Flooring
- **C21University** - Make sure you click *LOG IN* when the website loads
 - How To Videos
 - Browse Courses
 - Course Schedule

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Day 3 – ToolKit CMA & RPR (Realtors Property Resource)

ToolkitCMA

- Activating your Toolkit CMA Account
 - 21online.com > ToolKitCMA
- Edit Your Agent Profile
- Reviewing your Preferences
- Presentations Available
 - Listing
 - Pre-Listing
 - CMA Only
 - Expired Listing Presentation
 - FSBO Presentation
 - Buyer Presentation
 - Buyer Property Tour
 - Fine Homes Listing Presentation
 - Fine Homes Buyer Presentation
 - Fine Homes Property Tour
- Flyers

RPR (Realtors Property Resource)

- Setting up your Account
- Searching
- Neighborhood Reports
- And more!