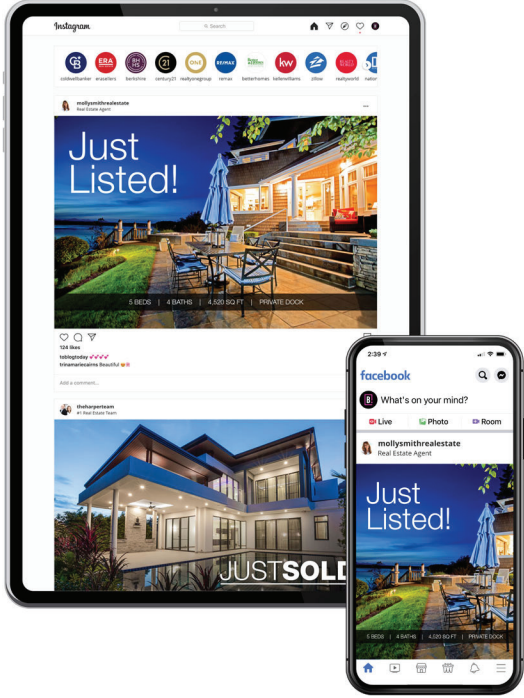




RECRUIT & RETAIN TOP PRODUCERS

Give your agents the right resources so they can spend less time marketing and more time capturing listings or making sales.



We all know recruitment is a year-round game, but as listing season is slowing, what are you doing differently to recruit top producing agents to your company and continue to grow your market share? What are you doing to set the table for a successful end to listing season and to start recruiting top producers to your company?

To understand the steps necessary to recruit the best agents in your area, you have to ask one question: What motivates today's agent to leave or join a new real estate brokerage? *(Hint: it's not just commission splits!)* 46% of brokers say 'keeping up with technology' is one of the biggest challenges facing their firms in the next two years! So, how can you get to a place where you feel great about leading the pack when it comes to the technology you provide?

CONTACT US TODAY!
866.200.0676 | backatyou.com

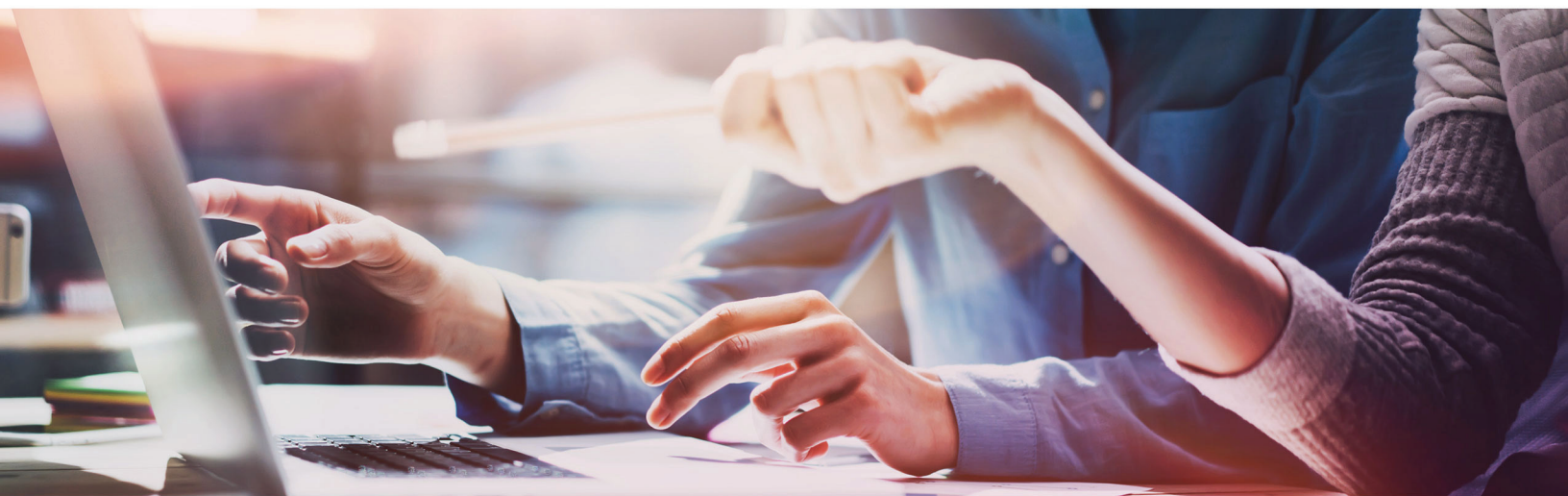
BACK AT YOU!

DOES TECHNOLOGY HELP RECRUITMENT/RETAINING?

Learning how to recruit and retain top real estate agents is an art. We're here to help develop a clear value proposition to present to agents and show them how working with you and your team will further propel their real estate careers.

The secret? Invest in technology that makes agents better. Real estate technology is an indispensable part of an agent's selling process, and agents overwhelmingly support tech tools provided by their brokerages. And according to recent numbers, only 29% of agents are completely satisfied with broker-provided technology.² That sounds like an opportunity!

ONLY
29%
OF AGENTS ARE
COMPLETELY
SATISFIED
WITH
BROKER-PROVIDED
TECHNOLOGY



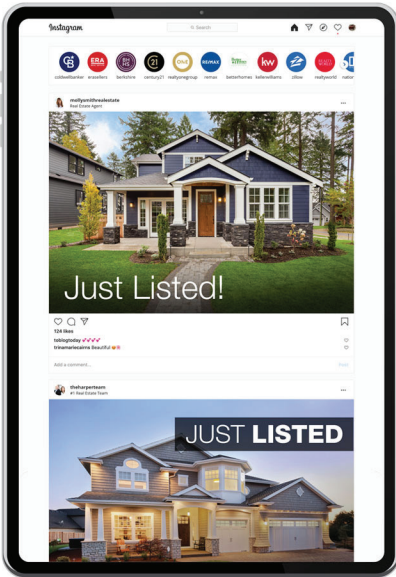
WHICH KINDS OF TECHNOLOGY ARE MOST IMPORTANT?

So, we understand a little bit about why top producing agents demand technology to make their work lives simpler and more efficient. But there are hundreds of companies out there that offer some sort of technology for real estate agents. To break through the noise a bit, let's talk about which technologies matter most to agents and will have the greatest ROI for your investment.

CONTACT US TODAY!

866.200.0676 | backatyou.com

BACK AT YOU!



AUTOMATED LISTING MARKETING

Providing an agent an automated way to promote listings on social media is a huge boost for engaging prospective clients. They can use this listing marketing technology to seal the deal during listing presentations.

Let's be honest: Most real estate professionals are saying the same things in their listing presentations by offering professional photography, virtual tours, postcards, and local newspaper ads. Of course these assets are important, but they're the industry minimum for getting the job done.

So what can you, the broker, bring to the table in order for your agents to remain competitive? Platforms like Facebook, Instagram, Twitter, YouTube, and LinkedIn help get every listing in front of thousands of local potential buyers where they're already spending tons of their time: in front of their digital screens.

The best part? Social media marketing allows your agents to market the listing to potential buyers without them having to perform a search for a particular city or house! Automating big parts of the marketing process allows for brokers to expand their reach and can also be a strong pathway to building new relationships. The more of your agents' time that is automated, the more time they have to sell houses and make the connections that are essential to success in real estate.

A QUALITY CRM

A great CRM makes a world of difference to a busy real estate agent. In fact, CRM software was ranked #1 in a list of tools agents ask their broker to provide.³ CRMs help agents organize their prospect information digitally, respond to clients, stay in touch with past clients, and automate everyday tasks. For your agents to maintain lasting client-agent relationships, they'll need to be in consistent contact with clients – that annual Christmas card isn't enough to maintain a top-of-mind presence. Without careful and thoughtful organization, it's possible to drop the ball and miss out on a great opportunity. Having the right CRM software in place will allow your agents to easily communicate with their clients on a regular basis, as well as automate the process of staying top of mind.



CONTACT US TODAY!

866.200.0676 | backatyou.com

BACK AT YOU!

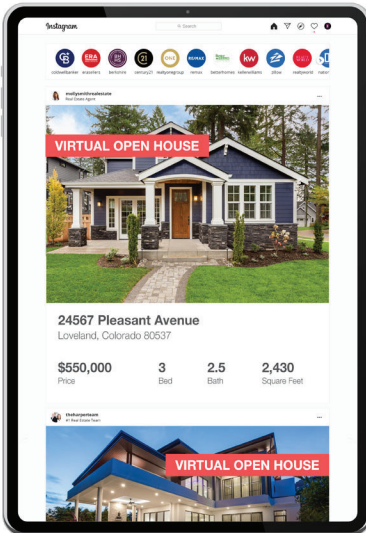
SOCIAL MEDIA TOOLS

Supporting your agents' marketing will help retain top talent, and your market share will expand as a result. This is good for the agents (they like the exposure) which will help with retention, but why is this good for you, the broker?

For brokers, social media exposure via your agents will lift your brand and increase your visibility. It's a win-win for all involved! Grow your market share by recruiting top talent with listings, AND getting your own agents to brand and market themselves. Brokerages who invest in their agents' brand offer enormous value to candidates looking to develop their real estate identity. Now that a lot of branding has gone digital, make sure you have ways to emphasize your branding initiatives with candidates so they can envision their potential growth if they were to join your brokerage.

Many agents have landing pages and lead generation tools on their websites, and that's great! However, the real value with those tools is when they're actually in front of people, and we are automatically posting them to all four social media channels. Use these landing pages anywhere and customize them to perfectly fit your agents' target markets such as single family homes, beach condos, rural properties, etc. In fact, social media was cited as the best source for generating high quality leads in a recent NAR report!

**SOCIAL MEDIA
EXPOSURE
VIA YOUR AGENTS
WILL
LIFT YOUR
BRAND
AND INCREASE
YOUR
VISIBILITY**



To recap, these tools are imperative for long term retention, and they set the table for recruiting top talent. The idea is to automate the tedious parts of the real estate life that all agents NEED, but don't have the time or know-how to do themselves. The best part is that the more you automate for your agents, the better it is for your company's bottom line!

One way to take efficiency to another level is to use one system to accomplish all these goals. 83% of businesses say their top challenge is fragmented marketing systems, which causes them to struggle with their objectives.⁵ Often, these multiple systems don't communicate well with each other which leads to frustration and more work.

Whether you're looking for any of these technologies or one system to take care of all of it, Back At You has the solution for you! Our award-winning software has elevated and accelerated brokerages of all sizes across the US and Canada.

**IF YOU'RE INTERESTED IN A FREE CONSULTATION & PERSONALIZED
RECOMMENDATIONS FROM OUR EXPERTS, CLICK HERE!**

1,2,3,4 Sources: NAR Real Estate in a Digital Age 2019 Report and 2018 NAR Technology Survey. 5 Source: EmailMonday

CONTACT US TODAY!

866.200.0676 | backatyou.com

BACK AT YOU!