

The IXACT Contact Real Estate Success System

Your roadmap to a *brighter future*

- ✓ More referrals
- ✓ Higher lead conversions
- ✓ More repeat business
- ✓ Easier business management



IXACTContact
an Elm Street Technology Company

The Tale of Two Realtors

Meet Jessica and Trevor. Two real estate agents who, like you, are good at what they do and eager to succeed.

Trevor is struggling, working long hours and chasing after hyper-competitive online leads. He's not making the income he wants and feels exhausted.

Jessica, however, is thriving. She's attracting lots of referrals and converting more leads. As a result, she's consistently reaching her income goals and enjoying the career of her dreams.

What's making the difference?
[Read on...](#)



JESSICA



TREVOR

A Tale of Two Realtors...

a Closer look

What's going on?

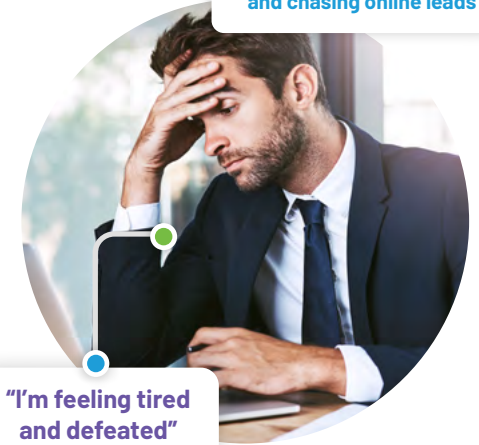
When we take a closer look, we see the big difference lies in their approach to marketing.

Trevor is focused primarily on “purchasing” online leads. He sinks a lot of money into online ads and also subscribes to an online lead service.

As a result, Trevor spends most of his days aggressively following up and trying to convert these leads. It's a tough grind.

To make matters worse, all of the “hard selling” that is required simply isn't his style. It's certainly not the vision he had when he became a Realtor.

Focuses on “buying”
and chasing online leads



“I'm feeling tired
and defeated”

Focuses on building her
network and relationships



“I'm living
the dream!”

Jessica, by contrast, is focused primarily on building relationships. She uses the industry's best CRM and automated marketing system, **IXACT Contact**, to stay in touch with past clients and other qualified contacts. That system also automates her lead capture and follow-up, so she gets new prospects into the pipeline quickly — and converts them more often.

To her growing network of contacts, Jessica is seen as the go-to Realtor. As a result, she attracts more and more referrals each year, as well as turns more leads into listings.

And because **IXACT Contact** makes her business so much easier to manage, she has more time and less stress.



So... Which Realtor Would You Rather Be?

In the following pages, you'll learn how to do what Jessica is doing.

We'll walk you step-by-step through the two proven Success Systems included with **IXACT Contact** that will:

- ✓ Generate more referrals from past clients
- ✓ Convert more leads into listings.

We'll also show you how **IXACT Contact** is so much more than a place to store contact information. It's a **virtual marketing assistant** that automates your stay-in-touch communications, and makes managing your marketing a breeze.

Ready to get started? Read on...

The Trouble With Online Leads

Focusing on “online leads” is tempting. After all, the promise is that you’ll be able to receive all the leads you want.

However, relying solely on online leads means you have to work just as hard each year to make the same income. It’s a hamster wheel. You’re not building a repeatable business that grows each year.

With the **IXACT Contact Real Estate Success System**, however, you’re on a proven path to attracting more referrals and converting more leads. A path where you’re building relationships and becoming increasingly seen as the agent-of-choice to your database of contacts.

It’s a brighter future.

Which Type of Realtor Are You?

According to research by T3 Sixty, there are four types (or “Agent Personas”) of Realtors.

Both **Prospectors and Converters** love cold calling and hard-selling. They’re hard-driving and aggressive – well-suited for playing the online leads game.

Networkers and Marketers have a different vision for their businesses. They want a career where their reputation, growing network of contacts, and relationship-building marketing drives their success.

86% of Realtors are Networkers and Marketers. If you are, too, then trying to build a business solely on online leads is definitely not for you. Instead, build a brighter future with **IXACT Contact**.



The Power of Relationships

IXACT Contact lets you focus your marketing on building relationships. When you're continually building a network of clients, prospects, and referral partners, and staying in touch with those people in just the right ways, wonderful things happen. You get more and more referrals each year. You get more repeat business. You convert more leads.

In a real sense, you become the #1 agent in a very exclusive and lucrative niche: your contacts. The more people know, like and trust you, the more your business will grow.

Consider the following scenarios...

- A past client knows, likes and trusts you, so they often **recommend you** to friends and neighbors.
- A new lead checks out your website and gets the sense that you're the kind of agent they want to work with, so they **call you**.
- A current prospect sees that you're the kind of agent who cares about the relationship, so they **hire you**.
- A home service provider respects and trusts you, so they **refer you** to their clients.

Imagine if a growing number of other people felt the same way? You can make that happen with the **IXACT Contact Real Estate Success System**.

Your network is your goldmine of potential business

- ✓ Most sellers looking for a Realtor will ask someone for a recommendation.
- ✓ The average homeowner is in a position to recommend an agent an average of 3 times a year.

- ✓ You are far more likely to get referrals from past clients if you stay in touch.
- ✓ 91% of buyers will use the same agent again (if that agent stays in touch.)
- ✓ A lead is more likely to convert if you follow up quickly, stay in touch, add value, and build that relationship.

Let's Walk Through the IXACT Contact Real Estate Success System

It starts with your database

A well-managed database is key to building relationships and getting contacts to “know, like and trust” you. It’s also crucial for capturing and following up on leads. That’s why **IXACT Contact** offers the best CRM in the industry, built for real estate agents. It fully automates all your contact management activities, making it quick and easy for you to add names, manage contacts, and build relationships with those people.

Who should you add to your database?

- Past clients.
- Current prospects.
- Previous prospects with potential.
- Referrals you’ve received.
- Industry contacts.
- Neighbors you know.
- Family and friends.
- Past colleagues.
- The opportunities are endless!

The more you build your network, the more your business and income grows.

But as important as your database is, you must stay in touch with these contacts in the right ways and at the right frequency.

[Here's how...](#)



What's your database worth?

Let's look at the referral potential from past clients.



Say you have
30 qualified
contacts
in your
database...

They'll each know
an average of

three

people per year
who are moving.

If you stay in touch
the right way, you
can reasonably
expect to get

20%

of those leads.

Over the next
year, that's

**18
leads**

It's likely you'll
close at least

4 of those.

(Remember, they're
not cold leads, they're
referrals.)

That will result
in about

5 transactions

(Some will both sell
and buy with you.)

Based on getting **\$12,000**
of the commission per
transaction, that's

\$60,000

If you factor in spin-off
referrals and repeat
business, that number just
keeps getting bigger! As
your database continues to
grow, so will your income.

Success System Ingredients



Goal Setting and Tracking

When you set and track goals, you create certainty. You can see the finish line. You gain momentum.

In **IXACT Contact**, you can set financial goals and performance goals and then track your progress with insightful charts and graphs.



e-Newsletter

An e-Newsletter sent each month to your contacts positions you as the expert in all things real estate and home related, and keeps you top of mind. Your e-Newsletter should be packed with value: market updates, home tips and advice, how-to articles. It should also include a personal message from you. Your monthly e-Newsletter is a cornerstone for relationship building.

IXACT Contact includes an eye-catching and high-value e-Newsletter your clients and prospects will look forward to receiving. We do the writing, design and emailing for you.



Relationship-building calls

Whether it's by phone or online meeting, calls are powerful because they enable you to answer questions, get updates, and further build the relationship. How you approach these calls is crucial. Keep the focus on them rather than you.

IXACT Contact will automatically remind you who to call each week!



Birthday and Move-In Anniversary Best Wishes

Who doesn't like to get a call or card on their birthday or receive a greeting from their Realtor on their move-in anniversary? Your contacts will appreciate the gesture and see you as the kind of agent who cares.

IXACT Contact will automatically remind you of these dates, so you never miss these opportunities to build the relationship. Automated birthday and move-in anniversary e-Cards are another popular option.



JUST LISTED e-Flyers and JUST SOLD e-Cards

Letting contacts know of your listings and solds sends a powerful message: You're the kind of agent that clients trust to get results.

IXACT Contact includes templates for JUST LISTED e-Flyers and JUST SOLD e-Cards. You can customize them in minutes. The system will email them for you.



Annual Real Estate Check-Ups

For many of your clients, the home is their biggest investment. That's why they appreciate it when you visit to review the current value of their property each year. Doing an Annual Real Estate Checkup not only helps the client, but also significantly increases your chances of referrals and repeat business.

IXACT Contact will automatically remind you when it's time to schedule these check-ups.



Robert Cambert

hello@cambert.com
210-920-1234



Goro Chiyo

goro@gorohimura.com
789-214-5435



Mary Chase

mary@chaseinc.com
420-293-4256



Kate Cassidy

kate@cassidygroup.org
989-415-3443





Client appreciation events

A client event is often memorable and can reap benefits for you in a multitude of ways. You have the opportunity to meet contacts you may not have seen in a while. You strengthen relationships. And, your contacts may bring friends or family who then become potential new leads.

IXACT Contact makes it easy to plan and manage all the To Do's and communications needed to host a memorable client appreciation event.



Drip email marketing campaigns

You can boost your conversions by sending a series of relationship-building emails to targeted groups, such as past clients, hot prospects, first time buyers, expired listings, and more.

IXACT Contact makes that easy. It includes a library of over 125 professionally written emails and ready-made drip campaigns. You just pick the campaign and recipients. The system does the rest.



Text marketing

Texting has become the primary form of communication for many demographics. That's why being able to send relationship-building text messages – to individuals as well as targeted groups – is so important.

IXACT Contact's text marketing feature lets you do that, simply and easily, right from your dashboard.

The IXACT Contact Success System to Increase Referrals and Repeat Business

Set your income, referrals, and key activity goals once a year.	➤	Use IXACT Contact's goal setting tool.
Track your progress and your sales pipeline throughout the year.	➤	Use IXACT Contact visual Dashboard.
Send a professional monthly e-Newsletter.	➤	IXACT Contact writes, designs, and emails these for you, positioning you as the authority in all things real estate and home related.
Make relationship-building calls 4 times a year.	➤	IXACT Contact will remind you when to make these calls.
Make happy birthday calls and/or send e-Cards once a year.	➤	IXACT Contact will remind you in advance and will send automated e-Cards.
Make move-in anniversary calls and/or send e-Cards once a year.	➤	IXACT Contact will remind you in advance and will send automated e-Cards.
Send JUST LISTED e-Flyers 4-12 times a year.	➤	IXACT Contact includes easy-to-customize templates and will email these e-Flyers for you.
Send JUST SOLD e-Cards 4-12 times a year.	➤	IXACT Contact includes easy-to-customize templates and will email these e-Cards for you.
Schedule annual real estate check-ups once a year.	➤	IXACT Contact will remind you when to schedule these visits.
Host a client appreciation event once a year.	➤	IXACT Contact makes it easy to schedule and manage all the tasks and communications needed for a successful client appreciation event.
Provide high-value content on Social Media once a day.	➤	IXACT Contact's Social Stream will post engaging real estate, home, and lifestyle content to your Social Media daily with absolutely no work required on your end.

Add the Following Steps to the IXACT Contact Success System to Convert Leads to Clients

Respond to every new lead as fast as possible so you can be first to the lead.



IXACT Contact sends you an instant lead alert via text and/or email so you can be first to the lead, while the consumer receives an auto-response.

Follow-up with new leads you weren't able to reach on your first attempt.



IXACT Contact gives you a unique high-touch mix of phone and text scripts for 'day one' follow up.

Continue to follow up on leads you couldn't reach on day one with follow-up calls and text messages. Send daily to hot leads and weekly to warm leads.

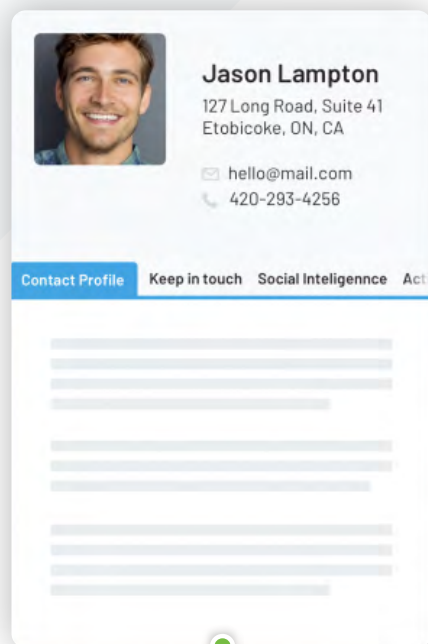


IXACT Contact will remind you when to send these with the call and text scripts provided.

Nurture long-term leads with drip email campaigns targeted to specific prospect types. Sent bi-weekly or monthly.



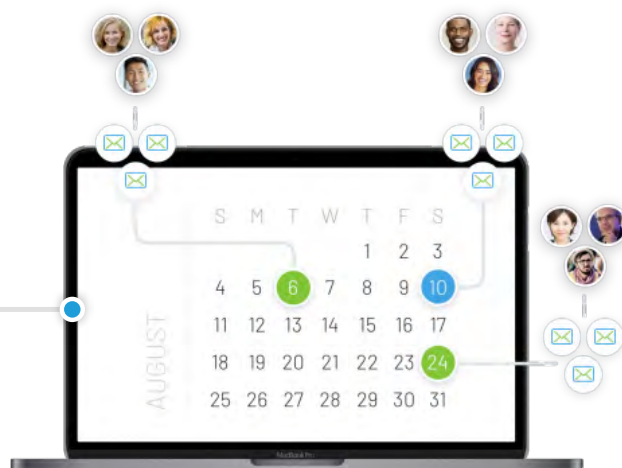
IXACT Contact includes a library of professionally written emails and ready-to-go drip email lead nurture campaigns.



“Won’t I be contacting my database too often?”

You don’t want your leads and clients to feel pestered. So, it’s good to know that the **IXACT Contact Real Estate Success System** does just the opposite. Your leads and clients will appreciate your monthly e-Newsletter, rapid lead follow-up, calls, emails, events, and other relationship-building communications because the focus is always on benefitting them. Each time you connect, they see the value.

We know this frequency of communications works because over 16,000 agents – just like you – are using this Success System and getting spectacular results.



“Who does all this work?”

The **IXACT Contact Success System** has a lot of components, all working together to help you get and convert more leads, referrals and repeat business opportunities into listings. And, the good news is, we do a lot of the “heavy lifting” for you.

We give you a dashboard, within **IXACT Contact**, where you can automate and manage all of your marketing communications.

We offer practical marketing advice, coaching and instruction whenever you need it.

Best of all, we help you get everything up and running with our one-on-one ‘concierge’ setup service.

Using IXACT Contact is like having an expert marketing team by your side, doing the work for you:

- ✓ Writing - **Done for you.**
- ✓ Design - **Done for you.**
- ✓ Emailing - **Done for you.**
- ✓ Content posting - **Done for you.**
- ✓ Blog posting - **Done for you.**
- ✓ Progress tracking - **Done for you.**

Next Steps to a Brighter Future

Want to get the power of relationship-building marketing working for you? The sooner you start using the IXACT Contact Real Estate Success System, the sooner you'll start seeing more referrals, more repeat business and higher lead conversions.

The engine that powers the Success System is IXACT Contact's award-winning real estate CRM. You can get IXACT Contact FREE for 35 Days by clicking the button below.

After your Free Trial, IXACT Contact is just \$39 per month, and you can save 15% on our annual plan.

The ROI on IXACT Contact when you follow our Success System is simply stunning! On an investment of \$396 per year, some agents see their gross commission income increase by 50%, 100%, and even more. It's really up to you. The more you work the system, the more it works for you.

Get IXACT Contact now and experience a whole new level of confidence, success, and career satisfaction.

Start Your **FREE 35-Day Trial Today**

*Rookies get 6 months free!



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ixactcontact.com | 1-866-665-0018 | info@ixactcontact.com

BONUS

A Mobile-friendly Website Focused on Lead Conversion

When we say **IXACT Contact** makes relationship marketing easy, we weren't kidding! The system also includes a ready-to-go, professionally written and designed website.

Designed for building your online brand and for lead conversion, this business-building website positions you as the go-to Realtor to your target markets. It includes lead-capture forms so you never miss an opportunity to follow-up, quickly, with an interested prospect. Captured leads are automatically added to your CRM, and you get an instant alert.

Your website will look great on any phone, tablet or desktop. And setting it up is a snap. In fact, you can launch your new website in minutes — and we're happy to help.

