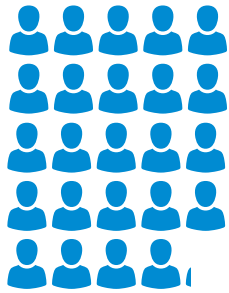


THE ULTIMATE FOLLOW-UP

Turn Strangers Into Customers - Quickly & Easily

REALTOR® Allison Kern turned 1 out-of-every 4 Facebook contacts into future customers - simply by sharing her own Agent SavvyCard to them.



481

FACEBOOK RESPONDENTS



481

AGENT SAVVYCARD SHARES



109

FUTURE CUSTOMERS

WHAT ALLISON DID

1 ADVERTISED ON FACEBOOK



2 SHARED HER SAVVYCARD BY TEXT TO 481 AD RESPONDENTS



3 109 RESPONDENTS ENGAGED WITH ALLISON VIA TEXT OR HER SAVVYCARD



ALLISON'S KEY TAKE-AWAY



Total time spent:
30 minutes!



"When people get my SavvyCard, they think it's really cool and are really happy to receive it. My SavvyCard elevates my credibility with prospects, and that's important, because I may not be the only person they're considering working with, so it gives me a great advantage. I have a 25% engagement rate: that means 1 in 4 people talk with me after getting my SavvyCard by text and once they do, I'm usually able to close them as a new customer. Very few other follow-up methods work as well."

Allison Kern
REALTOR®, Waterman Real Estate

Want To Do the Same?
Contact us to get started!

(727) 502-6012
<http://SavvySchool.SavvyCard.com>

MEMBER, CORELOGIC® ALLIANCE NETWORK
SavvyCard®

SavvyCard® User Success Story



Allison Kern
REALTOR®, Waterman Real Estate

GENERATED 109 PROSPECT ENGAGEMENTS SIMPLY BY SHARING HER AGENT SAVVYCARD THROUGH TEXT

My SavvyCard really does make getting my info into the hands of new contacts super easy, and once they see my photo, read my information and see the tools I've collected for them on my card, it's almost a no-brainer for them to decide to work with me.

Savvy Business Professionals Turn to SavvyCard

Allison Kern is no stranger to being a successful business person. For the last few decades, Allison has worked in a myriad of industries, and working as a REALTOR® with Waterman Real Estate is her latest effort. "It doesn't matter what your business is, the basics are the same," she says. "A happy customer is everything, so I'm always looking for tools that help me stay connected and service them in the best ways I can. That's one of the reasons I love my SavvyCard."

Using "Share By Text" Turns Ad Clicks Into Customers

Allison places ads on Facebook with messages like "Click here for info on homes under \$300k". Once she gathers contact info for the people who clicked, she personally texts each new contact her SavvyCard and thanks them for reaching out to her. Her SavvyCard includes her photo, bio, contact information, listings, and home service vendors in her area and she includes a note that reads "Here's my electronic business card. Please feel free to reach out to me anytime, and see what I can do to help."

"The process is simple and convenient, and through my SavvyCard, people can reach out to me by phone, email or text, however they're most comfortable. Texting it to people is lot like going to a networking event and handing out physical cards because they get to see me physically, get to know what I'm about, and learn how I can help."

Allison adds that people are very responsive to her text outreach. "When people get my SavvyCard, they think it's really cool. My SavvyCard elevates my credibility with prospective customers, and that's important, because I may not be the only person they're considering working with, so it gives me a great advantage. I have a 25% engagement rate - that means 1 in 4 people talk with me after getting my SavvyCard by text and once they do, I usually close them as a new customer. Very few other follow-up methods do as well."

Air Drops and Share by Email Generate Customers, too.

"It's also beneficial to air drop my SavvyCard to people nearby when I'm at an event," Allison points out. "I mean, physical cards are great for putting in the mail and for magnets and that sort of thing, but they're really obsolete in most face-to-face use cases nowadays. It's my electronic SavvyCard that provides the most value to my business. My SavvyCard really does make getting my info into the hands of new contacts easy, and once they see my photo, read my information and see the tools I've collected for them on my card, it's almost a no-brainer for them to decide to work with me."

To learn all the ways you can use your SavvyCard member benefit to engage new customers, visit <https://savvyschool.savvycard.com> or call us at (727) 502-6012.

(!Note: Texting should be done over a period of time in small batches to avoid being blocked by carriers, and only to people from whom you've received permission. Be sure to read SavvyCard's [Terms of Service](#) prior to implementing a text marketing campaign or activity).