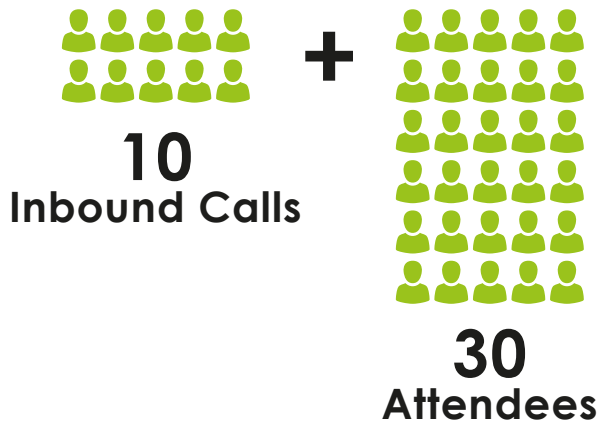


# GENERATE LEADS

THROUGH OPEN HOUSES AND FACEBOOK BOOSTED POSTS

Part of the SavvyCard® series on using Listings to generate new Leads

KEVIN BULLIS, PINELLAS COUNTY REALTOR® GOT **40 LEADS!**



Cost? \$2.50 each!

**HOW?**  
By boosting his Property SavvyCard on Facebook!

<sup>1</sup>Industry average = \$230  
Source: AdWords 2017 Benchmark Report

## WHAT KEVIN DID

1 INPUT LISTING INTO MLS



2 RECEIVED PROPERTY SAVVYCARD IN EMAIL



3 SHARED SAVVYCARD TO FACEBOOK



4 BOOSTED FACEBOOK POST FOR \$100



## ADDITIONAL RESULTS



Total time spent on boosting post:  
**5 minutes!**

**3,378**  
people viewed the listing

**39**  
people got directions

**2,212**  
people looked at photos

**29**  
people shared the listing

**169**  
people searched other listings

**10**  
people called Kevin



**“This was the only marketing I did. It was very cost-effective and took very little time.”**

**Kevin Bullis**  
Florida REALTOR®; Member, Pinellas REALTOR® Organization



**Want Leads?**  
Contact us to get started!

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

A CORELOGIC® PARTNER  
**SavvyCard®**

# SavvyCard® User Success Story



## Kevin Bullis

Florida REALTOR®, Member Pinellas REALTOR® Organization

### GENERATING LEADS THROUGH OPEN HOUSES & BOOSTED FACEBOOK POSTS

- Event: 2 Hour Open House
- Marketing Tools:
  - Property SavvyCard®
  - Facebook (Boosted Post Ad)
- Marketing Spend:
  - \$100
  - 5 minutes
- Leads Generated:
  - 10 Inbound Calls
  - 30 Attendees

#### What Prospects Did

Looked at Property SavvyCard	.....3,372
Avg time on Property SavvyCard	6 mins
Looked at Photos	.....2,112
Searched Listings	.....169

Requested Home Location	..... 82
Got Turn-by-Turn Directions	..... 39
Got School Information	..... 43
Shared Listing to Friends	..... 29

## 5 Minutes = 40 Leads

Kevin Bullis entered his new listing into the MLS. Within a day, he received an email containing a link to a Property SavvyCard that had been automatically created. The Property SavvyCard (pictured above) had all the important details about his listing that perspective buyers needed to know. Kevin shared the Property SavvyCard to his Facebook business page to advertise an open house he was having in a few days. He then boosted the post for \$100 to reach more people. The results were fantastic! He received 10 inbound calls from interested buyers, and 30 people attended his open house. The entire process took him less than 5 minutes, start to finish. Kevin walked away from the experience with a bunch of new customers and significant interest on his listing, all thanks to SavvyCard.

## Kevin Was Blown Away

“This was the easiest thing I’ve ever done to generate quality leads,” stated Kevin. “It was very cost-effective and took very little time.”

## Giving Agents Back the Power to Leverage Their Listings for Lead Generation

New listings are the most valuable assets REALTORS® have, which is why listing portals use them to generate leads, only to sell them BACK at a premium to multiple agents (not just the listing agent). SavvyCard’s agent-centric strategy enables REALTORS® to generate high-quality leads at extremely low cost, take back leads from listing portals and helps protect buy side commissions.