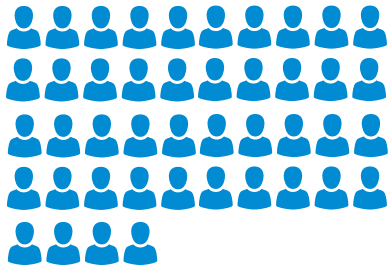


GENERATE LEADS

THROUGH YOUR OPEN HOUSE AND A SAVVYCARD FACEBOOK LEAD AD

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

KATHY KARR-GARICA, A JACKSONVILLE, FL REALTOR® GOT **44 LEADS!**



44
Qualified Leads

Cost? \$2.25 each!¹

HOW?

By running a SavvyCard
Facebook Open House Ad.

¹Industry average = \$230
Source: AdWords 2017 Benchmark Report

WHAT KATHY DID

1 INPUT LISTING
INTO MLS



2 RECEIVED PROPERTY
SAVVYCARD IN EMAIL



3 TOLD SAVVYCARD TO
PLACE OPEN HOUSE AD



4 SAVVYCARD RAN THE
AD FOR \$99



ADDITIONAL RESULTS



Total time spent
on placing ad:
< 5 minutes!

1,990 people
viewed the Open House ad

9 people
ready to buy/sell in 4-6 months

4 min. 41 sec.
average time looking at listing info

10 people
ready to buy/sell in 7-12 months

12 people
ready to buy/sell in 0-3 months

13 people
looking w/o specific time frame



**“The number of leads I got was impressive.
And they came in quickly, too.”**

Kathy Karr Garcia
REALTOR®, e-Pro, CRS, LMC, SFR, MRP, PMN Broker
2018 President of North East Florida MLS



Want Leads?
Contact us to get started!

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

A CORELOGIC® PARTNER
SavvyCard

SavvyCard® User Success Story



Kathy Karr-Garcia

REALTOR®, e-Pro, CRS, LMC, SFR, MRP, PMN Broker
2018 President of North East Florida MLS

GENERATING LEADS THROUGH AN EASY & INEXPENSIVE OPEN HOUSE FACEBOOK AD

- Event: Sunday Open House
- Marketing Tools:
 - Property SavvyCard®
 - Open House Facebook Ad
- Marketing Spend:
 - \$99
 - < 5 minutes
- Leads Generated:
 - 44 Qualified Leads

Ad Statistics

Ad reach1,990
Average time on listing 4 mins, 41 secs
Ready to buy/sell in 0-3 months 12

Ready to buy/sell in 4-6 months 9
Ready to buy/sell in 7-12 months 10
Looking w/o specific time frame 13

< 5 Minutes = 44 Leads

Kathy Karr-Garcia entered her new listing into the MLS and received an email containing a link to the resulting Property SavvyCard that had been automatically created. The Property SavvyCard (pictured above) had all the important details about her listing that perspective buyers needed to know. Kathy ordered a Facebook Open House Ad from SavvyCard to advertise an open house she was having in a few days. The results caught her off guard - in a good way! She received 44 leads in just a few days. The entire process took her less than 5 minutes, start to finish.

Assuming Kathy converts her leads at a 1% rate (nationally, that figure varies from .5% to 5%) and earns 3% in commission on a sale, and using a US median home price of \$210,200, Kathy's expected return on her \$99 ad investment is \$2,774.64. Her projected rate of return is 2,700%.

Kathy Was Impressed.

"It was a little bit crazy, how many leads I started getting once the ad started running," said Kathy. "I barely had to do anything, and the spend was minimal."

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.