



## Interoffice Memorandum

To: Support Staff and Executives

From: Don Bonnell

Subject: Technology in 2016

Date: Friday, January 8, 2016

I hope that everyone had a wonderful Holiday Season and is ready to hit the ground running in 2016. As mentioned in our first Company Newsletter "RENA News" below you will find information you will need to know about Technology in 2016.

Our client expectations become higher each year and are now arguably higher than ever relating to how you market their property on the World Wide Web. With this in mind, the company convened 3 technology meetings in December and all were attended by 25 Executives or more to assist in developing the most effective marketing approaches for 2016. At each meeting options were offered, researched and presented and the last meeting involved the pricing for all the products and services that were negotiated. I am pleased that our Technology offering represents a massive discount to what you could do yourself on the open market for the same products!

The following are just some of the Technology training, tools and descriptions Realty Executives Northern Arizona will implement for all Executives in 2016:

- **Greatly improved Training and resources to help you with your "Power Tools"**
- **Enhanced Listings on "Realtor.com"**
- **Automated "Tour Factory" - Websites, Upgraded Tours and YouTube Videos**
- **Improved system for scheduling listing appointments and feedback System - through "Showing Suites"**

## Training

One of the largest areas of improvement identified in the Technology Meetings was the need to help everyone better understand the tools the company offers. This year we will have ongoing training sessions during the Company Meetings and additional classes dedicated to help each of you to better understand and maximize the benefits of each of our programs. When possible we will conduct these training sessions at a location where you can access your own accounts online. The times, locations and class descriptions will be presented more fully in our new Company Newsletter and at our Company Kick off meeting held on **January 21, 2016 at Yavapai Title in Prescott and other locations.** Your needed attendance at this meeting is very important so you can more fully understand the programs.

## Enhanced Realtor.com Listings

For the past 9 years we have contracted to give you the ability to enhance your listings on Realtor.com and it continues to be a popular Technology feature the company offers to all Executives. This year with our new training efforts and ongoing one-on-one Planning Sessions, conducted by Company Leaders, we will now be able to effectively show you how you can use this powerful tool more effectively and receive even more leads for you to follow-up. Features like adding more pictures, improving your personal information presentation, connecting to Social Media and adding power to your words and descriptions will be part of what you will learn in these new training sessions, so please make your schedule available to attend.

## Tour Factory System

Starting January, 2016, the very popular “**Tour Factory**” System will build automated Elegant Tours for your Residential properties “only” using the data and images directly from your local MLS system within 48 hours of activating a new listing. This represents an enhancement and change from last year’s program to only build Residential Tours but all Executives will now have their own Tour Factory account that you can log into and build any land or commercial list tours you wish. And once again, each tour will be presented in the very popular Tour Factory “Elegant” format and can be changed and/or upgraded with the other products offerings by Tour Factory if “you wish” through your own personal Tour Factory account dashboard.

If you already have an account with Tour Factory, all of your current tours and Tour Factory Dashboard information will remain so you will not lose any of your current information. If you do not have an account you will have a new Tour Factory Account Dashboard built for your use in 2016.

Once the virtual tour is activated it will be uploaded to all of Tour Factory’s syndicated websites offered. Additionally, a video will be created and can be uploaded to your own YouTube site. This requires you to have a YouTube account site and understand the Tour Factory Dashboard so your attendance at our training offerings is important.

### Some of the things that have changed or you will be able to access from the Dashboard include:

Turning On and Off Particular Tours

Ordering Professional Photography Services

Many Agent Branding Options

Additional Video Training Offerings

New and Enhanced Dashboard accounts for all Executives

Customer Service Staffed 6am to 6 pm and much more

## Showing Appointments through Showing Suite

Realty Executives Northern Arizona will continue to have a live company person answer phones, make and confirm appointments for all of our Executives listings as we continue to believe that this is one of the company’s core strengths. This year we have worked very hard, thanks to Shay Miller’s leadership, to improve the shortfalls with our current system “Showing Suites.” The system is not perfect yet but no system we have researched is, however we are confident that the people at Showing Suites are willing to work with us to make it all that we need and more.

As you know, this system will send showing confirmation emails to you, the showing agents and your clients. You can now personally set up your preferences for communications and feedback when the showing agents access your properties. The feedback will be added to your own Showing Suite account and allow you to send reports and feedback as you choose to your clients. If the showing agent fails to respond, the system will alert you for added follow-up.

You can give your home owners a login to their very own private seller console to see a list of showings, view feedback, statistical reports, and more. Other features include, **Showing Note**, a real estate mobile application that allows buyers and renters to easily create text, picture, and video notes during real estate showings. Syndicate or forward your notes with co-buyers, roommates, friends, family and social media networks. Last but not least, you can create and customize an online customer satisfaction survey to use as testimonials and/or improve your services.

## **Conclusion**

As you can imagine what I have described above is just the tip of the most comprehensive marketing offering of any company in Northern Arizona! All of the above described Technologies will be more fully discussed and described at our 2016 Kickoff Meeting in January and will be delivered at a **better price and with more options than ever before**. Please review the company Newsletter and email communication and make plans to attend the meeting so you can get all of the information. If for any reason you have questions relating to this memo please do not speculate – just ASK and we will be happy to explain.

### **Pricing for the entire Technology package replacing our current program**

- **Individual** - \$27.50 per month charged on your company bill
- **Teams of 2** - \$34.50 per month charged to the Team Leader account only for the entire team
- **Teams of 3** - \$41.50 per month charged to the Team Leader account only for the entire team
- **Teams of 4 or more** - \$48.50 per month charged to the Team Leader account only for the entire team