

What to Do When a Listing Goes Cold in a Hot Market
Jeanne Taylor Abernathy shares tips. pg. 30



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FOR THE NEW YEAR**

*Make
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**2018 LEADERS REVEAL
MAGIC MOMENTS IN THE
PROFESSION AND WAYS TO
HELP MEMBERS THRIVE.**

2018 Leadership
from left to right:
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DIGITAL MARKETING

ALL-IN-ONE PLATFORM LETS REALTORS® FOCUS ON DEALS

Solution Integrates
Marketing, CRM
and Website

BY LISA A. BEACH

About a year ago, Anthony Malafronte, a sales associate and team leader with My Tampa Agent at Florida Executive Realty in Tampa, connected with a couple poised to be empty nesters as all three kids headed off to college. The couple was not yet ready to sell but they had responded to a Facebook-boosted ad, created by Malafronte via Curaytor, a marketing company, allowing Malafronte to capture their contact information, input it into a CRM and call the couple to determine their needs.

To stay in touch with the couple, Malafronte and his team tapped into Curaytor's C.A.B. marketing philosophy: **Create** relevant content. **Advertise** that content. **Blast** that content to potential customers. Curaytor is a full-service, digital marketing program focused on helping real estate professionals with lead generation and drip marketing. Using promoted blog posts and emails supplied by Curaytor, Malafronte sent the couple a steady stream of valuable,



3 All-in-One Platforms

BoomTown!:
boomtownrai.com

IXACT Contact:
ixactcontact.com

Zurple:
zurple.com

relevant content, such as market data and strategies for getting a home ready to sell.

When they were finally ready to sell, the couple called Malafronte because of their consistent communication.

Malafronte, who previously used a hodgepodge of keep-in-touch tactics, mastered the art of customer cultivation, thanks to Curaytor. The service integrates several tools and systems—including email marketing, website, Facebook ads and customer relationship management (CRM)—into a single platform to help sales associates capture and convert online leads.

“So much of what we’re

doing right now, like blogging, we were just not doing or even considering before,” points out Malafronte, who’s been using Curaytor for four years.

“I wondered how we’d drive people to our website, and what to do with them when they came there, but I don’t wonder anymore. Curaytor has given us proven strategies and tested concepts to [increase] our Web traffic.

Here’s how Malafronte uses Curaytor:

1. CREATE AN INTER-CONNECTED WEB PRESENCE. Curaytor coaches agents to “build a people-first business

“I am extraordinarily patient, provided I get my own way in the end.”

—MARGARET THATCHER, PAST PRIME MINISTER OF UNITED KINGDOM

“A simply executed plan is so much better than overthinking it and not executing it. Curaytor has given us the roadmap to do this on every level possible.”

—ANTHONY MALAFRONTE, TEAM OWNER, MY TAMPA AGENT AT FLORIDA EXECUTIVE REALTY, TAMPA

in a digital age.” It provides a sleek, professionally designed website, with each listing getting a customized landing page. “In the past, we may have driven people to our site, but we didn’t have the landing page to collect information, a quality CRM to collate customer information and activity, or the content to keep them there,” explains Malafronte.

He describes Curaytor’s major components—Facebook ads, CRM and website—as a closed triangle whose elements work seamlessly together. “Today, our content is always fresh, pertinent and updated. Our marketing drives people back to our site. We get to know them, and they get to know us. A prospect is much more likely to stay with us, rely on us and look to us for information and advice.”

2. GENERATE ACTION PLANS FOR PROSPECTING.

Taking the guesswork out of prospect cultivation, Curaytor uses webinars and training sessions to coach agents on what to do and when, so they can create step-by-step action plans, regardless of where prospects are in the buy or

sell cycle. The personalized action plan provides drip email campaigns interspersed with other tools (such as text messages, blog posts and current market data) to keep prospects engaged.

3. PROVIDE USEFUL CONTENT.

From consumer-friendly local stats and helpful blog posts to attention-grabbing videos, Curaytor helps provide engaging content. For example, Curaytor assists Malafronte and his team with blog content to post on his website, such as a monthly Hillsborough County Market Report, buyer/seller success stories and local content (i.e., “6 Tampa Bay Breweries to Check Out”; “How to Find a Mortgage Lender You Like”). Prospects can sign up for the weekly blog posts, keeping them engaged until they’re ready to buy or sell.

With pricing starting at \$1,275 per month, Curaytor can quickly pay for itself, says Malafronte. “We closed \$5 million in business through 17 deals that we wouldn’t have otherwise had, from people who have been in our database for three months or longer,” Malafronte says. #

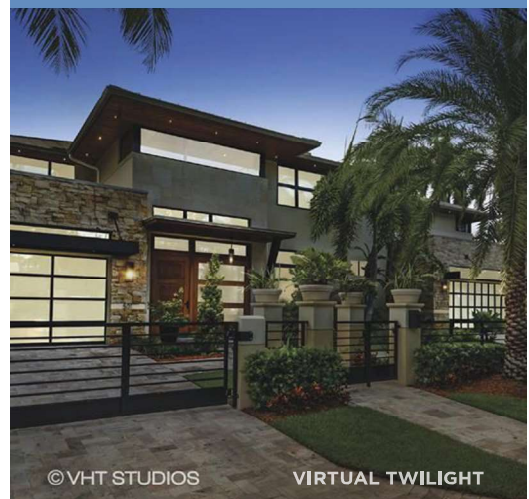
Lisa A. Beach is an Orlando-based freelance journalist, content marketing specialist and copywriter.

GREAT IDEA! Curaytor features live interviews with its leadership team and top-producing real estate professionals through a podcast called #WaterCooler, available on YouTube and iTunes. Podcast episodes cover topics such as generating leads through Facebook, making videos, converting leads, building sales pages, creating email marketing strategies, crafting effective text messages, pitching, closing over the phone and more.

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