

FLORIDA

FLORIDA
REALTORS®
CONVENTION &
TRADE EXPO
pg. 15

Plus

- ☆ Alexa, Send Me Qualified Leads!
- ☆ 33 Signs of a Professional
- ☆ Photo Copyright Violations
- ☆ Sexual Harassment Complaints

JUNE 2019

THE BUSINESS
MAGAZINE
OF FLORIDA
REAL ESTATE

floridarealtors.org/magazine

Realtor

**DON'T
GET
CRUSHED
LAWSUITS** BY



ALEXA, SEND ME MORE QUALIFIED LEADS!

How to use digital assistants in your real estate business.

BY LISA A. BEACH



MICHELE BELLISARI
RE/MAX SERVICES
BOCA RATON

“Michele is the go-to Boca real estate authority,” writes Whitney P., an agent in Lexington, Ky. “She’s an amazing marketer. I listen to her Alexa Skill daily to get pumped up for my work day!”

This is exactly what Michele Bellisari, a sales associate with RE/MAX Services in Boca Raton, was hoping for when she started her Flash Briefings on Amazon’s Echo (aka Alexa) digital assistant. The mini-podcasts help her brand and market her real estate business through education, inspiration and motivation. Bellisari interviews other real estate professionals about topics such as email marketing, Yelp reviews, using virtual assistants and YouTube video strategies.

You can find her Flash Briefings, called Real Estate Influencer Buzz, in the Amazon Skill section. She also features them on her blog at <https://www.buzzsprout.com/194585>

“My intent is to get referrals from [real

estate professionals],” explains Bellisari, who’s been consistently doing daily Flash Briefings since December 2018. “I want to cross-pollinate my social media channels and my podcast to grow my audience.”

Anyone can develop a Flash Briefing Skill, and it’s free (see “Building a Flash Briefing Alexa Skill” on pg. 17). If you’re ready to try, here are some strategies:

1. BE FOCUSED.

Because Bellisari wanted to increase her referral business, she chose to do an interview-style briefing. She primarily talks about branding, social media and marketing so agents come to trust her with referrals.

2. REPURPOSE THE CONTENT.

When Bellisari creates content for one platform, like her podcast, she repurposes it for another, like Flash Briefings or social media. This helps her get more mileage out of every piece of content.

DIGITAL ASSISTANT PRODUCTS

- Amazon Echo
- Google Home
- Apple HomePod
- Sonos One
- Invoke

3. GIVE AS A GIFT AT CLOSINGS.

Echo Dots make ideal closing gifts, so she buys them in bulk on Amazon. She shares dozens of tips with customers on using Alexa, including how to sync up with smart home devices. “Every time they use Alexa, they’ll think of me,” she says.

4. BUILD YOUR AUDIENCE.

Bellisari extensively cross-promotes her Flash Briefings. She speaks about them at her Realtor social media trainings, mentions them in her emails, posts them on her social channels (including her Live Streams) and shares them on her websites.

Ready to jump on the digital assistant bandwagon? Bellisari advises, “Have some content ready to go. Record a few Flash Briefings at a time, batch them and bank them. Consistency is the key.”

Lisa Beach is an Orlando-based freelance journalist. Find her at www.LisaBeachWrites.com.



AMAZON RECENTLY MADE ITS ALEXA SKILL BLUEPRINTS EVEN EASIER TO USE. You can record a message within the Flash Briefings Blueprint, then upload the audio from your computer or fill in the template questions to post to a public RSS feed or for private use.

How to Build a Flash Briefing Alexa Skill

Before Realtor Michele Bellisari built her own Alexa Skill—a Flash Briefing—she talked with friends who were already doing it and watched YouTube videos to understand the process better. Then, she tapped into the following tools, most of which offer both free and paid plans.

- Recording app (via Anchor.FM, now part of Spotify)
- Hosting platform (via Buzzsprout)
- Design tool for creating cover art (via Canva)

Bellisari likens the process to creating a podcast, where you need a recording tool and a hosting platform. She uses Anchor for recording right from her smart phone, then uploads the audio file to her computer. She uses Buzzsprout to host her Flash Briefings and her real estate podcast (both called The Real Estate Influencer Buzz).

GETTING STARTED

Once she had the tools, Bellisari used the free Alexa Skills Kit at <https://developer.amazon.com/alexa-skills-kit> to walk through Amazon's "skill-building journey." This includes sections titled learn, design, build and launch.

Bellisari followed this step-by-step process and designed a skill. Then she moved to the build step, where she followed the fill-in-the-blank blueprint prompts. You don't need to know how to code, as Amazon handles it all on the back end. By having your host platform set up beforehand, you'll have the RSS feed link you'll need to add to the skill. Ditto for the cover artwork that you must add to the skill setup. Bellisari says Amazon requires two pieces of cover art with specific pixel sizes of 512 x 512 pixels and 108 x 108 pixels.

You must complete all of these steps before Amazon approves your skill, which typically takes a few days. If Amazon feels your skill isn't up to par, it won't approve it as-is but will tell you why so you can make the required changes to resubmit.

NOW YOU KNOW

VOICE ASSISTANTS ON THE RISE According to a 2019 collaborative report by Voicebot and Voicify, nearly 20 percent of U.S. adults (66.4 million people) use or have access to smart speakers such as Alexa. Among smart speaker owners, Amazon Echo maintains a 61 percent market share while Google Home snags a 24 percent share.



Coming Soon! Florida Realtors® Alexa Skill

Florida Realtors' Alexa Skill and Google Assistant is designed as a member engagement tool. The channel will feature a weekly news roundup; podcast on a variety of marketing and business topics; access to the Florida Realtors Legal Hotline and Tech Helpline; access to education courses; and the ability to respond to Calls For Action when activated.

FYI: NPR reported that 118 million smart speakers are owned by adults in the United States, which is a 78-percent increase from a year ago.

Amazon's Alexa assistant is now available on 100 million devices and Google says its assistant will soon be on 1 billion devices.

\$19.99 PER MONTH

100% +

COMMISSIONS

Only \$49/Sale or \$29/Lease
Economical & Professional

The Market is Slowing,
Reduce Your Costs!
Full Time & Part Time Welcome.

Experienced, Ethical Agents Only!
Included are E&O, Broker Support,
Back Office, Esign, Leads.

MEMBERS OF
MIAMI, RAPB, GFLR, FL. KEYS,
RPCRA, ORRA, NABOR.

Over \$100,000,000 Closed in 2018

LUXURY REAL ESTATE GROUP
www.100Agents.com
www.LREGFL.com
561-676-2200 or 954-812-1412



HOTEL RATES

up to

70% Off

Discounted Hotel Room Rates for
over 800,000 hotels worldwide.



To Explore Destinations and Rates:
BOOKINGCOMMUNITY.COM/FLORIDAREALTORS

