

# TOP 6 HOMEBOT HACKS

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HOW TOP PRODUCERS  
ARE MAXIMIZING  
THEIR USE OF  
HOMEBOT



# 1 behavioral targeting approach

## LEVERAGE THE POWER OF BEHAVIORAL TARGETING WITH HOMEBOT'S ACTIVITY FEED

With Homebot's timeline-style activity feed, you can get to know which of your clients are most engaged in their Homebot digest with behavioral insights (i.e. how many times they are opening the email)

Top agents are often victims of their own success. With thousands of clients, how do you figure out who to reach out to? We recommend carving out an hour a day (or an hour a week) to scroll through the activity feed. Target your outreach based on behavior, and follow up with a simple call to your clients. All you have to say is "Hi Maggie, I was just checking out your Homebot, how've you been?"

One of two things will be happen: Either you'll spark a conversation with your client and identify an area that you can help out. Or, your client will be so impressed by your timely outreach, that now you'll get your next referral.

30-day performance

	HOME SENDS	HOME OPENS	HOME VIEWS
🏠 Homeowners <small>More Details</small>	170	104 61%	69 40%
🔍 Buyers <small>More Details</small>	79	35 44%	15 18%

a day ago

**GIVE MAGGIE A CALL**

**Woohoo!**  
Respond to your CMA right away!

**Tina Dubois** 🏠  
viewed home | viewed home 12 times | viewed home's market 4 times  
4 days ago | Over the last 30 days

**Victor Sandoor** 🏠  
viewed home's market | viewed home | viewed home's market  
5 days ago | Over the last 30 days

**Ken Burns** 🏠 🔍  
viewed home | viewed home 4 times | updated buyer profile | buyer viewed markets  
6 days ago | Over the last 30 days

**Terry Winslow** 🏠  
viewed home's market | viewed home 4 times | viewed home's market | viewed home's market  
6 days ago | Over the last 30 days

# 2 share your lead gen page

GET MORE LEADS AND LINK TO YOUR "PURL".

Bookmark this page and have it ready at all times for people to enter their address and immediately receive their first Homebot

(P.S. PURL STANDS FOR "PERSONAL" URL).


 homebot

Build more wealth with your home

Find out what your home is worth:

Add your street address...



 Trusted by millions of homeowners nationwide



Hi, I'm Demo Lender. Please  
enjoy your free Homebot

# 3 host an event & open house



Open houses can be a drag, because most people that walk through are just lookie-loo neighbors. Now with Homebot, you can turn them into prospects.

Turn your open houses into farming events that are within your target neighborhood. Make sure you have Homebot up and ready to go!

Host a variety of events like workshops, happy hours, classes and networking events.

# 4 FOLLOW UP LEADS & REFERRALS

HOMEBOT DIGESTS HAVE A VIRAL TENDENCY.

Homebot will help you generate new leads and referrals that will come in through the PURL. Leads are created either through direct sharing, social sharing, or from your existing clients referring them, and they will automatically start receiving Homebot digests.

You can wait, and let Homebot send them monthly updates. Homebot will keep them warm with monthly engagement, and when the time is right, they will send you a direct message or CMA request.

**OR GO ABOVE AND BEYOND:** You can start to reach out right away and introduce yourself. Top producers actively farm their list of leads to find new clients.

Woohoo!

Client Referrals &  
Leads, Automatically  
Nurtured

OWNERS BUYERS LEADS ISSUES ADD CLIENT **NEW**

Generated leads

your homeowner and buyer leads who have expressed interest in Homebot through your lead capturing channels.

NAME	EMAIL	PHONE	LEAD SOURCE
Rice, Drew Homeowner	[REDACTED]	[REDACTED]	Your Lead Page
Messmer, Anthony Buyer	[REDACTED]	[REDACTED]	Your Lead Page
Diggs, Taylor Buyer	[REDACTED]	[REDACTED]	Your Lead Page
Baskin, Lucy Homeowner Buyer	[REDACTED]	[REDACTED]	Your Lead Page

# convertmore websitevisitors

# 5

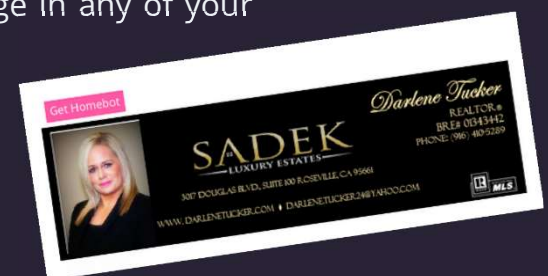
PLACE HOMEBOT'S LEAD GEN WIDGET ON YOUR WEBSITE, CONVERT MORE VISITORS

You can place the Homebot lead gen widget on any landing page to convert more of your website traffic into leads. Remember these leads will automatically start receiving monthly updates from Homebot, so you can sit back and wait for them to engage with you!

A/B Test Different Calls to Action to determine which work best for you:

- Get Your Free Property Report
- What's your home worth?
- How much can you rent your home for on Airbnb?
- How much equity has your home built?

Not a marketer? No worries, just use the PURL page in any of your performance marketing strategies.



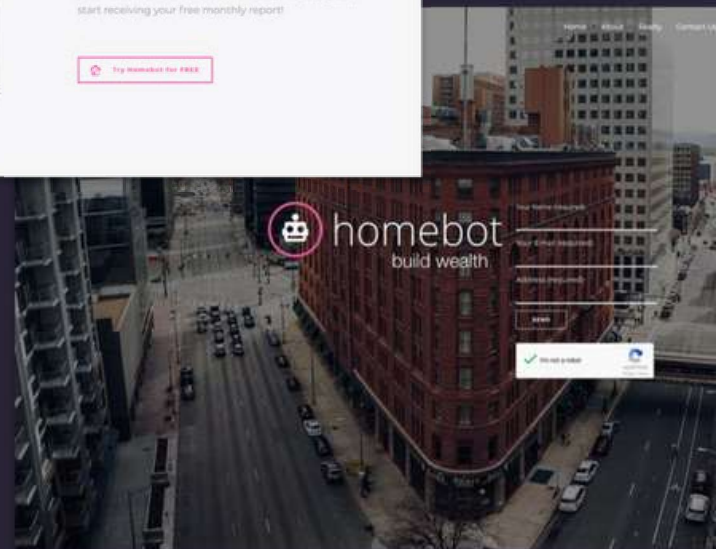
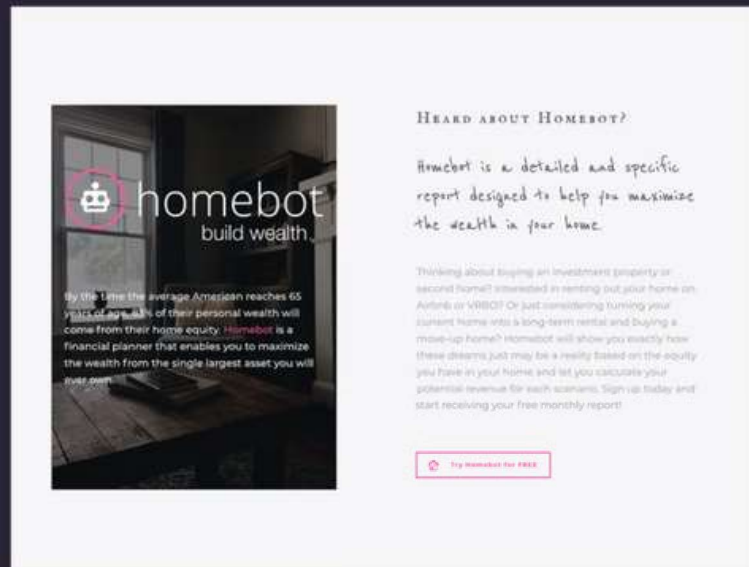
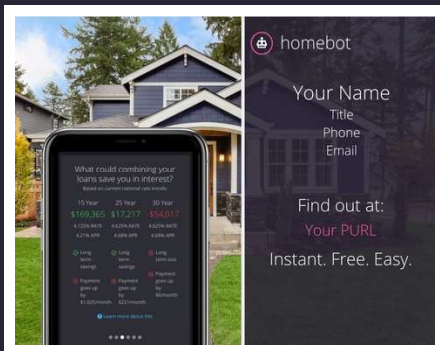
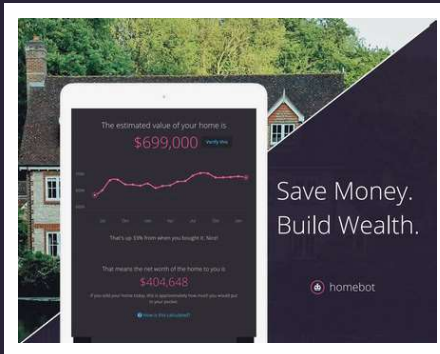
**PRO TIP:** Link to your lead gen page in your email signature

# 6 create content

LANDING PAGES, POST CARDS, FLYERS

Time to get creative, and feature Homebot in your next print campaign. Make sure you create a custom URL for print such as:

ERNIESELLSDENVER.COM/BUILDWEALTH



bonus tip

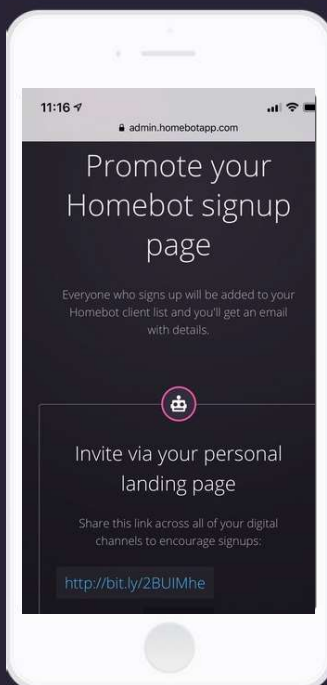
# add your PURL to phone homescreen

## HOMEBOT READY TO GO ON YOUR PHONE

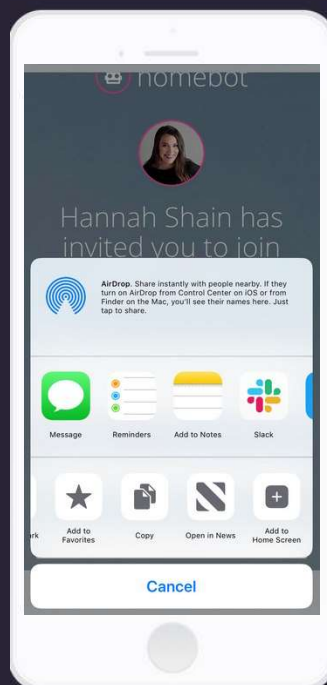
When someone finds out you are an agent, often the subject of the conversation leads to "how's the market doing? And our human nature leads us to socialize around the generic. Switch that up, and bring Homebot into the conversation. Homebot lets you get personal.

Within 90 seconds, you can have your new friends quickly type in their address and they will receive their first Homebot digest. Now you have something to talk about!

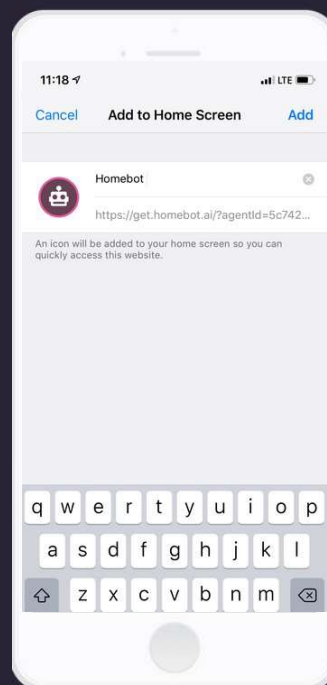
step 1



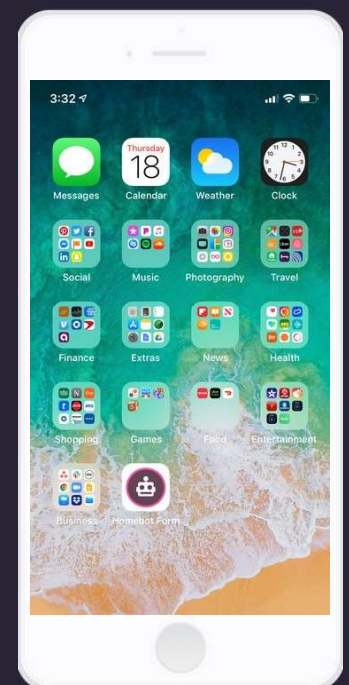
step 2



step 3



step 4







For More Information contact Scott Mullen – [Scott.Mullen@bkfs.com](mailto:Scott.Mullen@bkfs.com)  
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