



Sales Tactics

Tips for growth

⦿ **What we're going to cover**

- ✔ How to make your website a sales tool
- ✔ Technology to streamline sales
- ✔ Best practices for sales demos

Lead engagement: easy access to Sales

- Phone number
- Live chat
- Schedule a demo
- Email or form fill

The screenshot shows the iHomefinder website interface. At the top right, a red arrow points to the phone number (866) 700-8855. The navigation menu includes 'FEATURES', 'PLANS & PRICING', 'WEB DEVELOPERS', and 'RESOURCES'. The main heading reads 'Accelerate your real estate business with iHomefinder', with a sub-heading 'IDX website, real estate CRM and marketing platform built for your success'. Below this are two buttons: 'Schedule my demo' and 'Start my account'. A row of five house icons is displayed, with the middle one highlighted in red. On the right side, a chat window is open, showing a message from 'Charlee' (Customer support) that says 'Would you like to see a real client example using our IDX in your area?'. A red arrow points to the chat window. At the bottom left, a 'Contact Us' form is shown, with a red arrow pointing to it. The form includes fields for first name, last name, email, phone, and a message, along with a 'Submit' button.

Contact Us

Ask about our products, pricing, IDX coverage or any other topic. We'll respond to you promptly!

If you are an iHomefinder client or partner, please complete our support request form for help.

* First name

* Last name

* Email

* Are you currently an iHomefinder client or partner?
Select...

Phone

Message

The chat window shows a header for 'iHomefinder' with a user profile for 'Charlee' (Customer support). The chat history includes 'Charlee joined the chat' and 'Chat started'. A message from Charlee asks, 'Would you like to see a real client example using our IDX in your area?'. At the bottom, there is a text input field with the placeholder 'Type your message here' and a 'zendesk' logo.

Clear Call to Action on each page

✓ Get leads into the sales funnel

✓ Goals: purchase or schedule demo

Standard	Popular Premium	Premium + CRM
\$54.95/mo	\$89.95/mo	\$134.95/mo
\$99 One-time setup fee	\$99 One-time setup fee	\$99 One-time setup fee
for UP & COMING AGENTS	for EXPERIENCED AGENTS	for TOP PRODUCING AGENTS
Sign Up Now	Sign Up Now	Sign Up Now

iHomefinder

iHomefinder.com

15-min iHomefinder IDX Demo and Q&A Call

15 min

iHomefinder will call you

Please select a date & time for us to call you. We're excited to answer your questions and show you how our service will help grow your business!

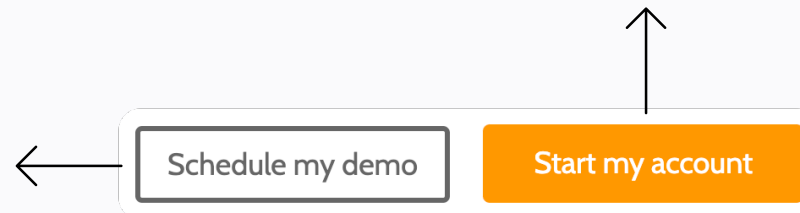
Select a Date & Time

February 2023

SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28				

Time zone

Pacific Time - US & Canada (5:12pm)



② Technology to Streamline Sales



- Product Demos
- Meetings
- Call & text



- Book calls or zoom meetings
- Form fill lead capture
- Meeting reminder



- Improve outreach
- Accelerate sales cycles
- Streamline onboarding



- CRM – free option available

Why you need a CRM

- Organize and distribute your leads
- Track communication & lead status
- Insight/accountability
- Optimize response time



🕒 Why is Response Time So Important?

✅ “Speed-to-lead” - Speed is the key to Lead Conversion

Metrics regularly prove the faster you respond to leads, the more likely you are to guide them through the funnel and eventually convert. If your leads encounter delays — even short ones — you run the risk you’ll lose them forever.

Essential CRM Features

Lead/Contact record

- Activity Tracking
- “Status” and/or “Stage” Indications
- Task or Meeting Creation

The screenshot displays the iHomefinder CRM interface. At the top, a navigation bar includes 'Contacts', 'Conversations', 'Marketing', 'Sales', 'Service', 'Automation', and 'Reports'. The main content area is divided into two columns. The left column shows contact details for Jade Thomas, a Partner Manager/Channel Sales, with email partners@ihomefinder.com. Below the contact information are icons for various actions: create, email, call, video call, calendar, and more. The 'About this contact' section lists fields for Email, Phone number, Contact owner, Last contacted, Lifecycle stage (set to 'Lead'), and Lead status (set to 'New'). Red arrows point to these two fields. The right column shows the 'Activities' tab, with a search bar and tabs for Activity, Notes, Emails, Calls, Tasks, and Meetings. Red arrows point to the 'Activity' tab and the 'Tasks' and 'Meetings' tabs. Below the tabs, there is a filter section for 'Filter activity (19/27)' and 'All users'. The activity list shows an email tracking event: 'Email tracking' where Jade Thomas opened an email titled 'Hey Jade, Let's Connect!'. Below this is a detailed view of the email, showing it was sent to Jade Thomas and contains the text: 'Hi Jade, Do you have time for a quick demo this week? Please pick a time HERE. Powered by HubSpot.' At the bottom, a 'Lifecycle change' event is noted: 'jade thomas updated the lifecycle stage for this contact to Lead. View details'.

📍 IDX Demo Best Practices: Website

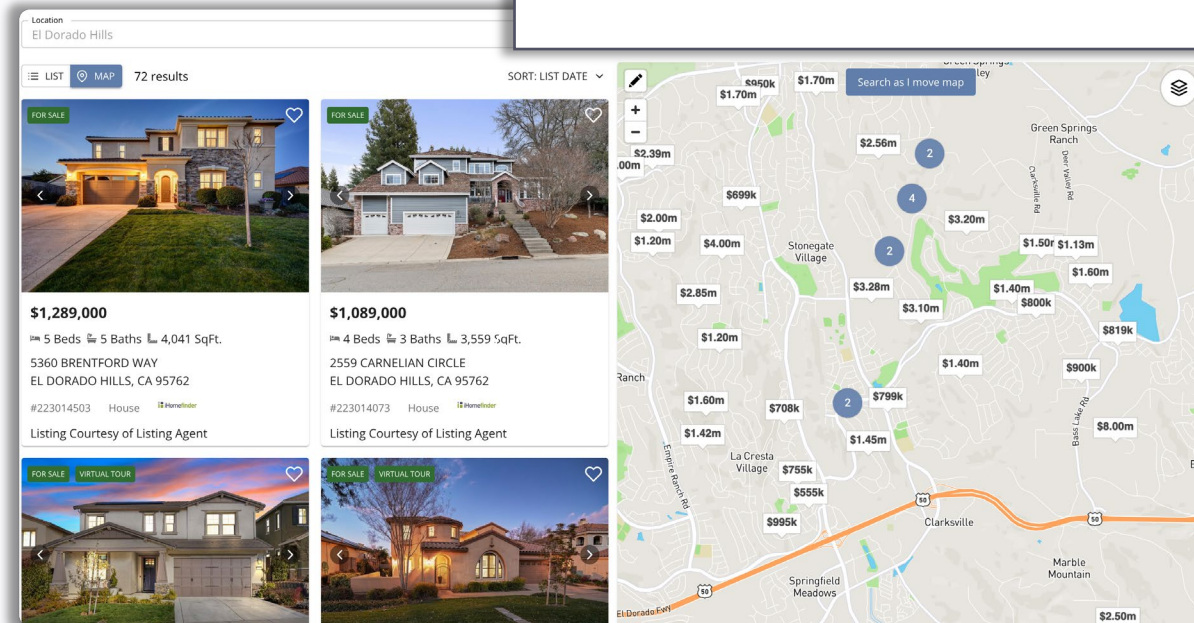


Sales Demos should cover:

- Quick Search
- Search
- Property Detail page
- Market Pages

Demo Website Must-Haves

- ✓ Premium search
- ✓ MarketBoost Market Report Pages
- ✓ Featured Listings
- ✓ Property Organizer with saved listings & search
- ✓ Seller Leads: Valuation Request / Sell My Home



🕒 IDX Demo Best Practices: Control Panel/CRM

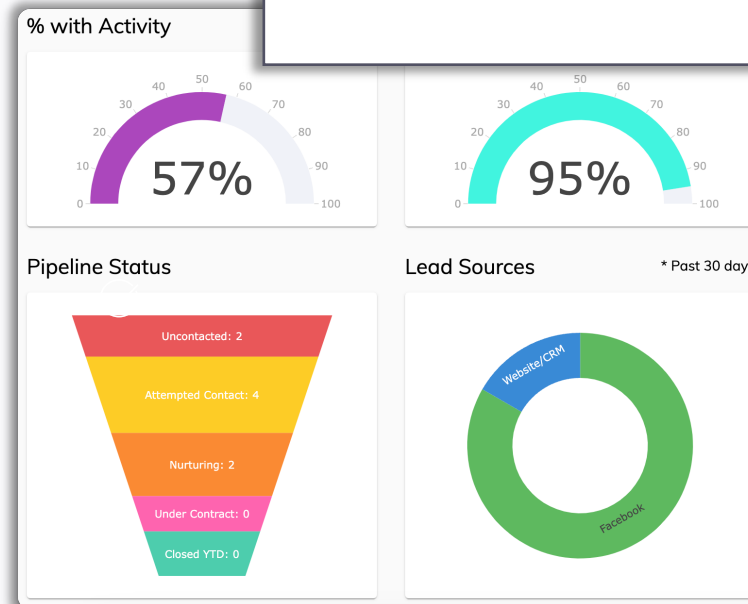
- ✔ **Control Panel demo should cover:**
 - Lead Registration prompting
 - Managing leads

- ✔ **CRM demo should cover:**
 - Enhanced lead profile
 - Marketing Automation campaigns
 - Email blast / automated greetings

- ✔ **Contact us to schedule training for your sales team!**

Demo Account Must-Haves

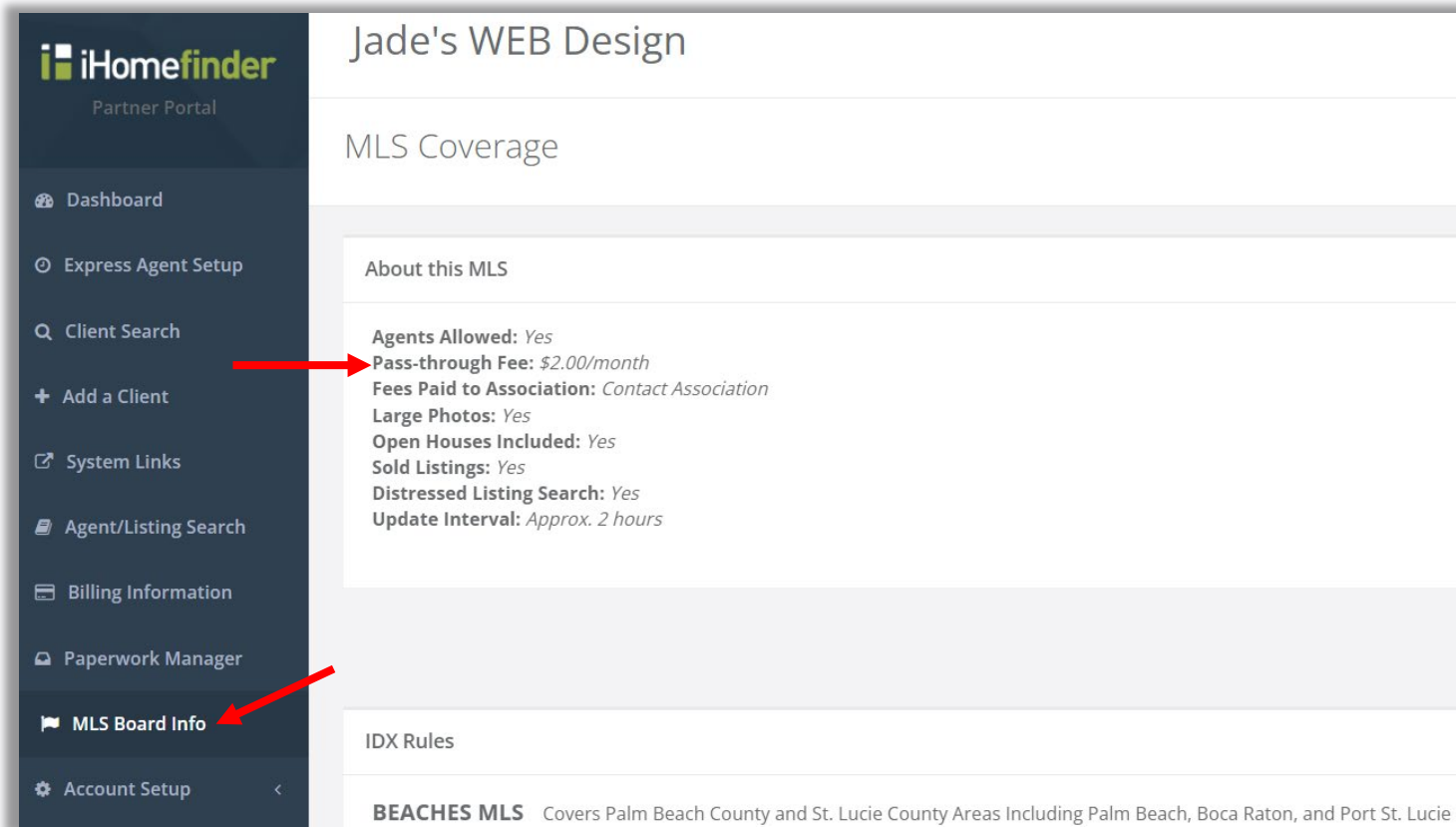
- ✔ Multiple leads with complete information
- ✔ Recent site activity
- ✔ Lead with saved search and listings
- ✔ Texting enabled (CRM)
- ✔ Email/Calendar integration set up (CRM)
- ✔ Current To-Do tasks (CRM)



Accurate Quotes – Pre-sales

What MLS or MLSs do you belong to?

- In some cases, there can be MLS specific fee that need to be disclosed ahead of time.



The screenshot displays the iHomefinder Partner Portal interface. The left sidebar contains navigation options: Dashboard, Express Agent Setup, Client Search, Add a Client, System Links, Agent/Listing Search, Billing Information, Paperwork Manager, **MLS Board Info** (highlighted with a red arrow), and Account Setup. The main content area is titled "Jade's WEB Design" and "MLS Coverage". Under "About this MLS", the following details are listed: Agents Allowed: Yes; Pass-through Fee: \$2.00/month (highlighted with a red arrow); Fees Paid to Association: Contact Association; Large Photos: Yes; Open Houses Included: Yes; Sold Listings: Yes; Distressed Listing Search: Yes; Update Interval: Approx. 2 hours. Below this, the "IDX Rules" section shows "BEACHES MLS" covering Palm Beach County and St. Lucie County Areas including Palm Beach, Boca Raton, and Port St. Lucie.



Q&A

