

SOPHISTICATED SELLING

SUCCESSFUL MARKETING STRATEGIES FOR REALTORS®



-YOUR INSTRUCTOR-

VINNY SULLIVANO

- Owner/Operator of Five Rings Marketing, LLC.
- Prior Executive Roles at Multiple PGH R.E. Brokerages.
- Licensed RE Agent 2015-2022.
- Politically-Minded, currently working with several local Politicians.
- Husband to Jen / Father to Cara (6) & Maximus (5).
- Hobbies: Custom Aquarium / Terrarium Designer, Video Game Aficionado, & Creator.



WHAT YOU WILL LEARN TODAY



BACKGROUND & DEFINITIONS



AVATAR CREATION & ASSESSMENTS



SOCIAL MEDIA MARKETING WORKFLOWS

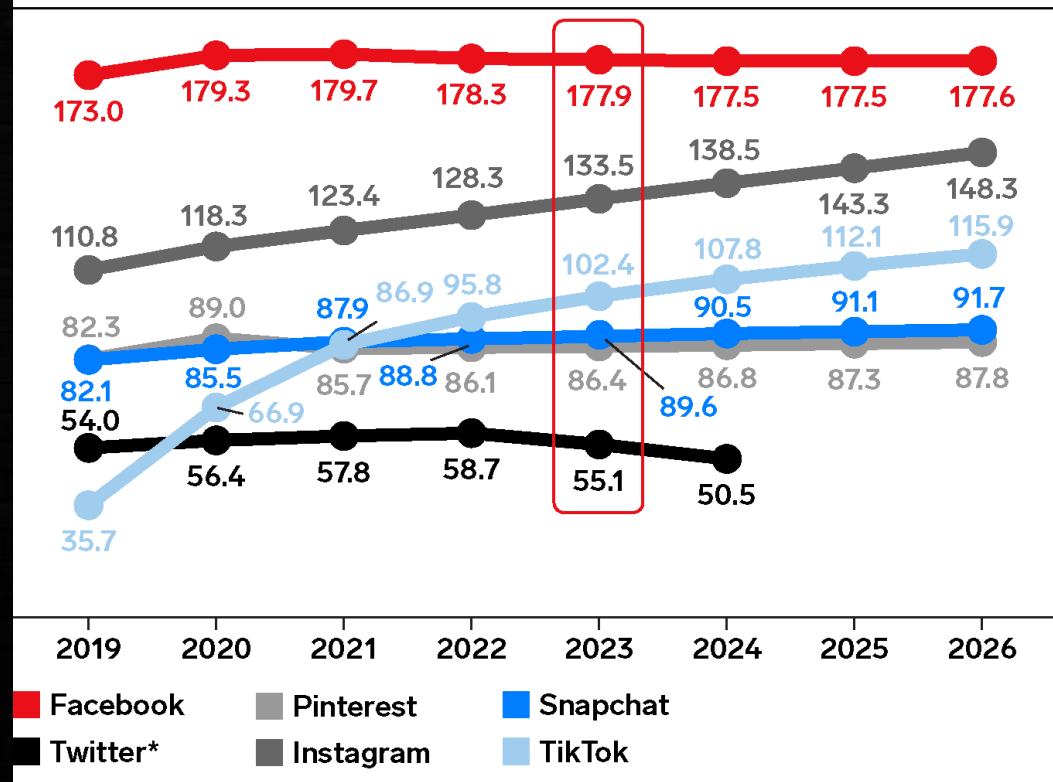


MEASUREMENTS & MESSAGE REFINEMENT

STATISTICS / DEMOGRAPHICS OF SOCIAL MEDIA USERS

US Social Network Users, by Platform, 2019-2026

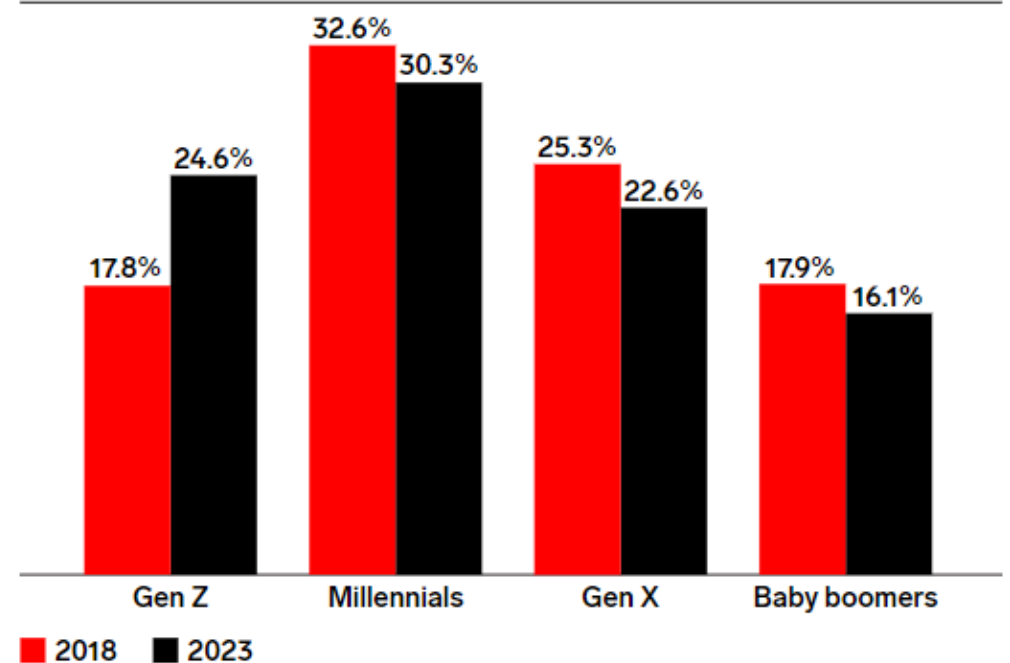
millions



Note: internet users of any age who use each social network via any device at least once per month; *due to the current uncertainty surrounding Twitter, our forecast ends in 2024
Source: eMarketer, Dec 2022

US Social Network Users, by Generation, 2018 & 2023

% of total



Note: internet users of any age who use a social network via any device at least once per month; Gen Z are individuals born between 1997 and 2012; millennials are individuals born between 1981 and 1996; Gen X are individuals born between 1965 and 1980; baby boomers are individuals born between 1946 and 1964
Source: eMarketer, Dec 2022

STATISTICS / DEMOGRAPHICS OF SOCIAL MEDIA USERS

OCT
2022

SOCIAL MEDIA PLATFORM AUDIENCE OVERLAPS

PERCENTAGE OF USERS OF EACH PLATFORM AGED 16 TO 64 OUTSIDE OF CHINA WHO ALSO USE OTHER SOCIAL MEDIA PLATFORMS



| | UNIQUE TO PLATFORM | ALSO USING FACEBOOK | ALSO USING YOUTUBE | ALSO USING WHATSAPP | ALSO USING INSTAGRAM | ALSO USING TIKTOK | ALSO USING TELEGRAM | ALSO USING SNAPCHAT | ALSO USING TWITTER | ALSO USING REDDIT | ALSO USING PINTEREST | ALSO USING LINKEDIN |
|-----------------|--------------------|---------------------|--------------------|---------------------|----------------------|-------------------|---------------------|---------------------|--------------------|-------------------|----------------------|---------------------|
| FACEBOOK USERS | 0.6% | 100% | 72.6% | 72.3% | 77.4% | 50.2% | 44.0% | 33.3% | 49.9% | 14.1% | 33.7% | 31.3% |
| YOUTUBE USERS | 0.9% | 78.9% | 100% | 71.3% | 76.5% | 47.5% | 46.9% | 30.6% | 51.2% | 16.4% | 35.9% | 31.0% |
| WHATSAPP USERS | 1.3% | 80.5% | 74.7% | 100% | 79.0% | 48.8% | 51.4% | 35.2% | 50.0% | 13.2% | 35.2% | 32.3% |
| INSTAGRAM USERS | 0.1% | 82.9% | 75.5% | 76.0% | 100% | 52.2% | 49.0% | 37.5% | 55.8% | 15.3% | 37.6% | 31.6% |
| TIKTOK USERS | 0.1% | 83.4% | 77.2% | 72.8% | 81.0% | 100% | 49.4% | 40.3% | 57.4% | 16.7% | 39.9% | 30.1% |
| TELEGRAM USERS | 0.1% | 81.6% | 79.8% | 85.5% | 84.9% | 55.1% | 100% | 41.0% | 60.8% | 16.8% | 39.7% | 37.6% |
| SNAPCHAT USERS | 0.1% | 83.6% | 77.7% | 79.5% | 88.1% | 61.0% | 55.7% | 100% | 62.3% | 22.3% | 46.2% | 38.8% |
| TWITTER USERS | 0.2% | 83.4% | 77.5% | 75.0% | 87.1% | 57.8% | 54.8% | 41.4% | 100% | 21.3% | 41.1% | 39.5% |
| REDDIT USERS | 0.1% | 80.6% | 78.0% | 67.8% | 81.4% | 57.2% | 51.7% | 50.7% | 72.7% | 100% | 57.2% | 51.7% |
| PINTEREST USERS | 0.1% | 82.4% | 77.5% | 77.3% | 85.9% | 58.7% | 52.4% | 44.9% | 60.2% | 24.5% | 100% | 42.9% |
| LINKEDIN USERS | 0.2% | 87.6% | 75.5% | 81.1% | 82.6% | 50.6% | 56.7% | 43.2% | 66.1% | 25.3% | 49.1% | 100% |

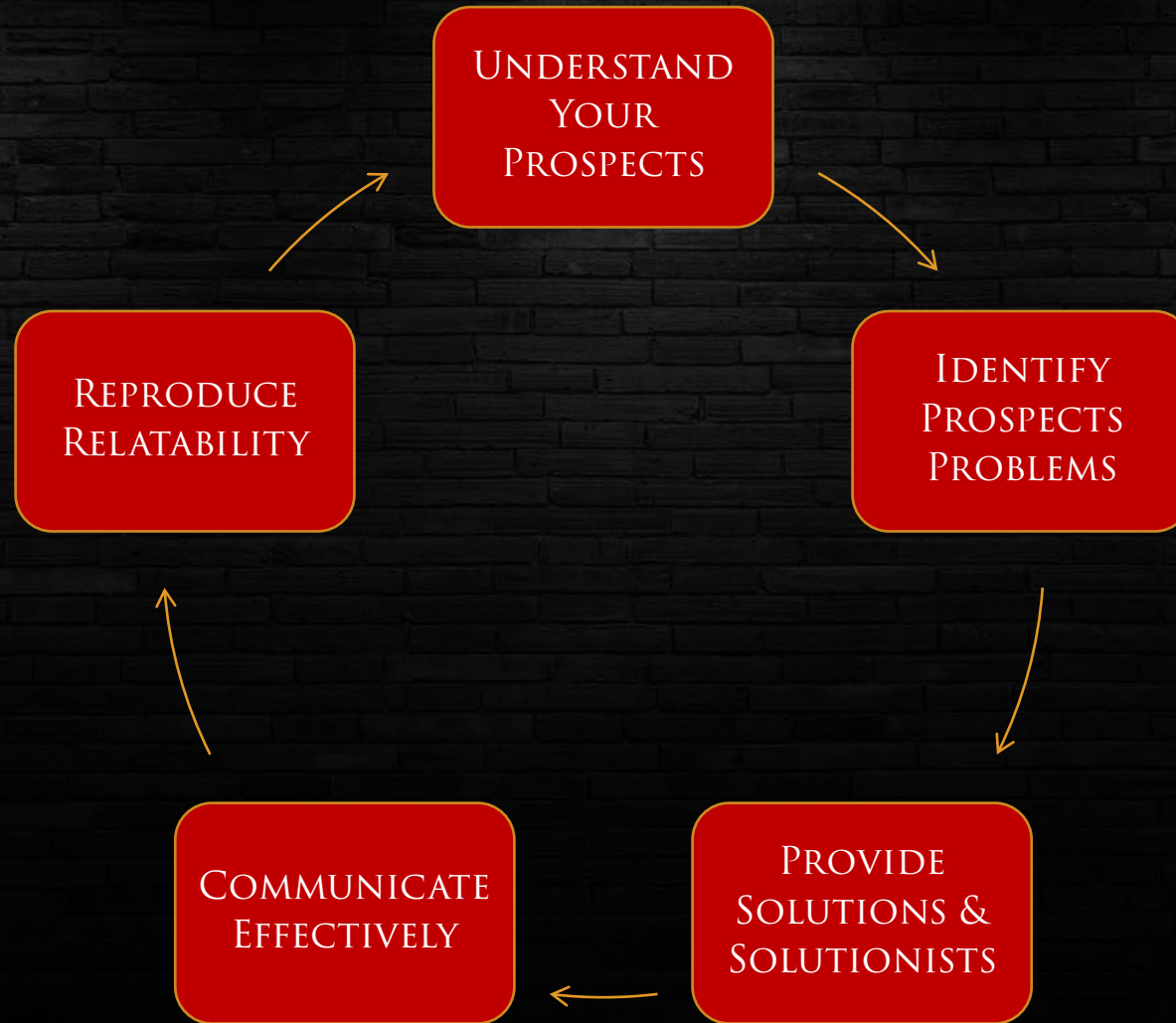
IS REAL ESTATE SALES AN ARTFORM?



“BEING GOOD IN BUSINESS IS THE
MOST FASCINATING KIND OF ART.
MAKING MONEY IS ART AND
WORKING IS ART AND GOOD
BUSINESS IS THE BEST ART.”

- ANDY WARHOL

HOW DO WE SELL SUBCONSCIOUSLY?



UNDERSTANDING PROSPECTS



NON-
HOMEOWNERS



BEGINNER
HOMEOWNERS



EXPERIENCED
HOMEOWNERS

IDENTIFYING PROSPECTS' PROBLEMS



NON-HOMEOWNERS

- Money Management
- Emotional Immaturity
- Instability / Anxiety
- Employment Issues



BEGINNER HOMEOWNERS

- Financial Stress
- Family Planning
- Household Management
- Inexperience w/ Repairs



EXPERIENCED HOMEOWNERS

- "Time" Expenditures
- Robust Family Dynamics
- Wealth Growth
- Personal Reflections

SOLVING PROSPECTS' PROBLEMS WITH "MARKETING"



NON-HOMEOWNERS

- Offer Tips/Ways to Build Savings (\$\$\$\$)
- Interview Mortgage Professionals
- Partner with Executives / HR Pros for Talent "Building"

BEGINNER HOMEOWNERS

- Conduct Regular Interviews with Financial Planners
- Provide Updates on Local Economics / Job Opportunities
- House "Hacks" / Organization
- Meet with Repair Experts for Video "How-To's"

EXPERIENCED HOMEOWNERS

- Provide Referrals for Financial Planners
- Interviews with Estate Attorneys
- Create "Simple Tips" for Wealth Growth
- Provide Personal Growth Exp.

MY CONTENT CREATION FLOW



SUCCESS WITH YOUR EFFORTS

1. Designate 15-30 Minutes Daily for Responses and Follow-Up
2. Record Weekly Email Open Rates
3. Conduct Quarterly Audits of Social Media Marketing Platforms
4. Implement a Content/Production Calendar
5. Deploy a Real Estate Marketing Strategy Guide for Yourself & Team



THANK YOU FOR
ATTENDING

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412-439-5374

