

**elevate**

**Your 1st Class Journey to Success**

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#ElevateYourBiz #ElevateYourLife

# WELCOME ABOARD

## The POWER of Productivity

Welcome to the POWER of pure productivity, where real estate brokers, agents & teams save valuable time, money & vendor / partner frustrations.

Welcome to the POWER of Elevate.

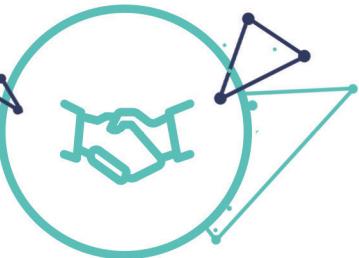
### FOR AGENTS



INCREASE  
PRODUCTIVITY



IMPROVE DAY-TO-DAY  
EFFICIENCY



1ST CLASS  
SERVICE

888-378-3868 | support@tryelevate.com

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#### ADVANCED, INTUITIVE CRM WITH POWERFUL METRICS

Now it's easier than ever to pay attention to the KPIs (key performance indicators) of your business with activity workflows, task coaching, agent-protected databases, lead response routing & tracking, and a customizable metrics dashboard.



#### EXCLUSIVE PPC LEAD GENERATION & SCRUBBING (*Elite Subscribers Only*)

No more competing against other agents for your leads. Buyer/seller leads are exclusive to you. Select from a variety of email and text nurture campaigns, and/or add our scrubbing service to your account to engage & qualify your leads for conversation.



#### HIGH SEO IDX WEBSITES

Designed specifically to be found on search engines, you and your agent's IDX websites feature rich, relevant content, an intuitive consumer interface with plenty of lead capture opportunity, and an interactive blog with automated content posted weekly.

#### AUTOMATED SOCIAL, EMAIL & TEXT (*Elite Subscribers Only*) CAMPAIGNS

Nurture your past, present & future clients with intelligent campaigns and workflows designed to provide insight and engagement with every step of your lead's life cycle.



#### FANATICAL SUPPORT & TRAINING

Dedicated onboarding and success specialists who will help you every step of the way, webinars and training on demand, an interactive help center, accompanied by live chat, email and telephone support.



#### CUSTOM CONSULTING & CREATIVE SERVICES

Looking to deliver a truly custom & unique brand experience? Visit 3sixtyfive.agency, our full service digital and creative ad agency offering a variety of services including brand consulting, creative design, campaign development, execution and analysis, copywriting, videography / photography, and more.

## BLAST OFF! / Quick Start Guide

Getting started with Elevate is easy!

Below is a checklist of information and assets you (and your agents) can begin to prepare asap.

### AGENT

- Determine your annual GCI goal (*you will be prompted for this during setup*)
- Contacts for import (*ie. address book, leads, past clients, etc.*)
- Company logo
- List of 3 - 6 towns you want to feature on your website

### Social media login credentials:

- Facebook
- Twitter
- LinkedIn
- YouTube

- Your professional bio
- Your headshot
- Client testimonials (*optional*)
- Unique domain name with admin login credentials (*ie. SellYourHomeFast.com*)
- Unique email address at your registered domain (*ie. me@SellYourHomeFast.com*)

## GAINING ALTITUDE / Key Performance Indicators (KPIs)

Elevate ensures your finger is always on the pulse of your brokerage with intuitive, customizable key performance indicators (KPIs) designed to give you access to sales forecasts, projections, and pipelines, lead status, consumer activities & more

### AGENT KPIs

#### AT A GLANCE

**GCI Projections** - with "accomplishments" gauge. (manual & MLS updated)

**Speed to Contact** - track lead response, cultivation & pipeline.

**CRM Coaching** - built-in sales methodology / coaching for suggested tasks & activities.

**Client Engagement Tracking**

**Workflows & Automation**

**CMA** - creation, presentation & distribution.

**VOIP** - enabled calling & texting.

**Email & Social** - automated drip campaigns, blog & social posting.

## REACHING ESCAPE VELOCITY / Marketing Power

Elevate empowers you with a comprehensive suite of marketing tools to help capture, nurture & convert more leads, and we help you look good while you do it!



### WEBSITES

**Stunning, responsive websites**

**Intuitive consumer experience:**

- Lead registration / login / capture
- Single sign-on with Facebook & Google

**Full MLS search**

Expanded pages: "Sell", About, Featured Properties, Contact

Blog with automatic content posting  
of relevant, life-style content

### CONTENT & BLOGGING

Buyer agent blog posts (select markets)

New listings

Reduced price listings

Sold listings

Life-style / of interest articles

### EMAIL CAMPAIGNS

Library of email templates, images & content

Automated drip campaigns for buyers, sellers,  
& more Custom, build-your-own emails,  
workflows, & campaigns

### SOCIAL MEDIA

Sync and auto-post to Facebook,  
Twitter, LinkedIn & YouTube

### TEXT/CALLING

VOIP enabled

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