

MAKE YOURSELF REMARKABLE.

MARKETING FOR GROWTH START WITH
A GREAT CLOSING EXPERIENCE.



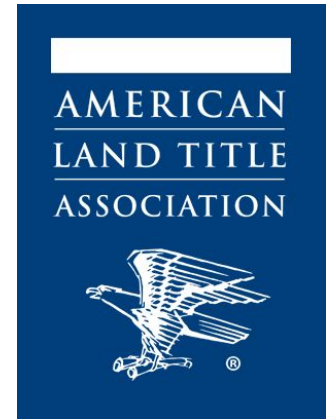
ANDI BOLIN
CELEBRITY TITLE



BRIAN COOPER
UNIFIED TITLE



BILL SVOBODA
CLOSESIMPLE



HOW TO GET AHEAD & STAY AHEAD IN A CROWDED & COMPETITIVE MARKET.



QUESTION:

***WHAT HAVE YOU BEEN
TALKING ABOUT LATELY?***



YOUR REAL COMPETITION.

DON'T CONFUSE YOUR "COMPETITION" AS JUST OTHER TITLE COMPANIES. YOU ARE BEING COMPARED COMPANIES THAT YOU NEVER THOUGHT YOU WERE EVEN COMPETING AGAINST.

NETFLIX



THE RITZ-CARLTON®

amazon

Zappos!
com



lyft

UBER

HOW TO GET AHEAD & STAY AHEAD IN A CROWDED & COMPETITIVE MARKET.



MAKE SOMETHING *REMARKABLE.*

SOMETHING WORTH TALKING ABOUT.



SETH GODIN
/ PURPLE COW

CHANGE THE CONVERSATION.



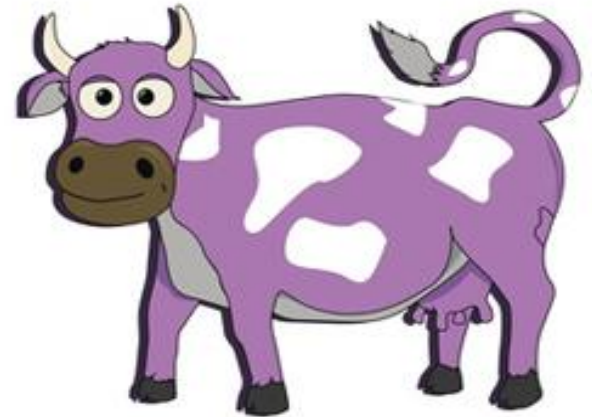




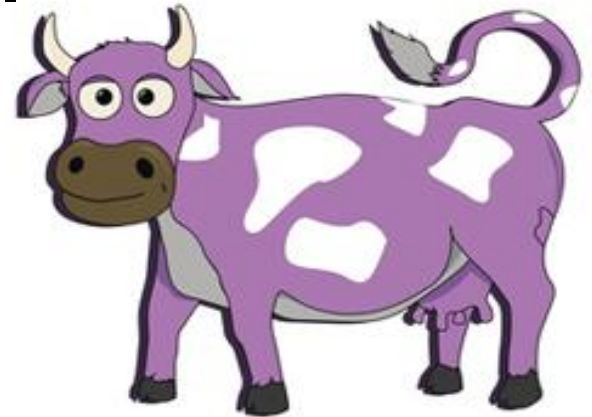
**JIMMY
JOHN'S**



**HOW WILL YOU CHANGE THE CONVERSATION
WITH YOUR CUSTOMER TO DIFFERENTIATE
YOURSELF FROM THE COMPETITION?**

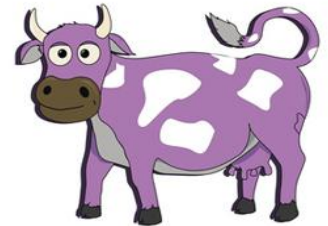


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- 1- Create a Closing Process that attracts the attention of Real Estate Agents.**
 - 2- Create a Closing Process that is unforgettable for Consumers.**
 - 3- Stay in touch post-closing to remain top-of-mind for future referrals and deals.**



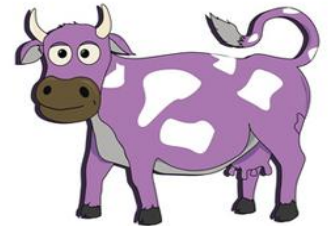
1 / CREATE A CLOSING
PROCESS THAT ATTRACTS
THE ATTENTION OF REAL
ESTATE AGENTS.

[WHAT DO THEY WANT?]



1 / CREATE A CLOSING PROCESS THAT ATTRACTS
THE ATTENTION OF REAL ESTATE AGENTS.

***WHAT TWO COMPANIES HAVE SET A
STANDARD AND WHY? THEN... CAN
YOU APPLY THOSE THINGS TO YOUR
BUSINESS?***



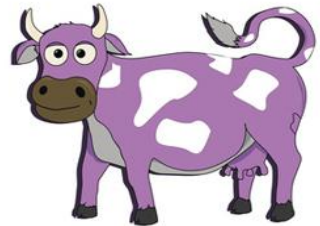
QUESTION:

***WHEN WAS THE LAST TIME YOU ASKED
YOUR BEST REAL ESTATE AGENTS WHAT
THEY WANT OUT OF THE CLOSING
EXPERIENCE & FOR ANY IDEAS ON HOW
TO MAKE IT EVEN BETTER?***



2 / CREATE A CLOSING
EXPERIENCE THAT IS
UNFORGETTABLE FOR
CONSUMERS.

[WHAT DO THEY WANT?]





2 / CREATE A CLOSING EXPERIENCE THAT IS
UNFORGETTABLE FOR CONSUMERS. **[CARE MORE]**

***DON'T OVERCOMPLICATE IT
... IF THIS COULD BENEFIT
THE CUSTOMER, DO IT NOW.***



QUESTION:

***WHAT ARE TWO THINGS YOU OFFER
(OR COULD OFFER) TO YOUR CUSTOMERS
THAT ARE DISTINCTLY DIFFERENT THAN
YOUR COMPETITION, TO SHOW THAT
YOU CARE MORE?***



QUESTION:

***RIGHT NOW, WHERE ARE YOU FINDING
NEW INSPIRATION AND IDEAS?***

... Podcasts

... Books

... Mentor Groups

... etc.



**3 / STAY IN TOUCH
POST-CLOSING TO REMAIN
TOP-OF-MIND FOR FUTURE
REFERRALS & DEALS.**





CUSTOMERS vs REFERRALS

**“A CUSTOMER IS *ALWAYS* A REFERRAL SOURCE,
BUT A REFERRAL SOURCE IS *NOT ALWAYS* A CUSTOMER.”**

~ Andrew Acker, D. Bello Associates

3 / STAY IN TOUCH POST-CLOSING TO REMAIN
TOP-OF-MIND FOR FUTURE REFERRALS & DEALS.

**OWN THE HANDSHAKES,
NOT JUST THE BILLBOARDS.**

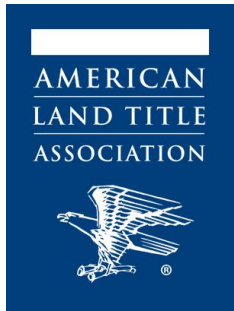


QUESTION:

***WHAT IS ONE WAY THAT WILL HELP YOU
STAY IN TOUCH WITH YOUR CUSTOMERS
AND REFERRAL SOURCES?***



WHAT MAKES YOU *REMARKABLE?*



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