

— 5 Ways to —

# Stop Losing 93% of Your Listings to Competitors

Andrew Flachner

Chris Drayer

# Perfect Storm for Reinvention

# NETFLIX

Market realities for Netflix

1

## Increased Competition

Hulu and Amazon Prime battled Netflix for viewers.

2

## Content Scarcity

Securing high-demand shows became increasingly difficult.

3

## Rising Acquisition Costs

Marketing expenses soared 48% year-over-year in 2018.

4

## Subscriber Churn

Netflix lost 970,000 accounts in Q2 2022

# Perfect Storm for Reinvention

Market realities for real estate agents

1

## Increased Competition

More agents are fighting over fewer listings.

2

## Limited Inventory

High rates and prices have slowed transactions.

3

## Rising Cost of Leads

Lead prices have climbed considerably.

4

## Swelling Dead-a-Bases

Neglected databases mean lost clients to competitors.

# Entrepreneur

## Lessons in Personalization: What Netflix Can Teach Marketing & Sales Teams

Businesses looking for ways to meet buyers where they are can glean three core lessons from the king of personalization: Netflix.

**N**etflix is the industry standard when it comes to personalization and capturing an audience's attention. For years, it has captivated viewers and kept them glued to their devices, delivering hour after hour of content by collecting large amounts of [user data](#) and creating personalized journeys to provide relevant content. We've grown accustomed to and expect this level of customization and responsiveness in our consumer lives. But what about in the B2B buying and selling landscape?

The background of the slide features a light beige color with faint, stylized line art of various leaf shapes, including palm and fern-like leaves, scattered across the surface. The main title is centered in a large, bold, orange font.

# **The Hidden Cost of Neglecting Your Audience**

# The Hidden Cost of Audience Neglect

*From the Tom Ferry + Reevaluate Case Study*

## 8 agents w/ 500k contacts represented

500k contacts in the test, from 8 databases: included a single agent, a small team and a mega team.

## 12 Months of Data

12 months of data for this study — the results would have been scarier had we looked further

**93%**

Agents' SOI contacts sell with a competitor due to inconsistent follow-up and disengaged databases.

# The Hidden Cost of Audience Neglect

Contacts in these databases sold their homes—but worked with other agents.

**5,161**

**LOST** Listings sold by other agents

**\$2.57B**

**LOST** Listing volume sold by other agents

**\$50-\$70M**

**LOST** Listing commissions earned by other agents

*Data from the Tom Ferry + Revaluate Case Study, which included 500,000 contacts across 8 different real estate businesses. More info at [blog.revaluate.com](https://blog.revaluate.com)*





# Building the Flywheel for Growth

*Focus on SOI for ROI*

ELITE RETREAT 2025



# Flywheel for Growth

1

## **Cost-Effective:**

Cheaper than acquiring new leads.

2

## **Builds Trust:**

More loyalty, repeat business. Reduces churn.

3

## **Automates and Scales:**

Simplifies outreach and grows effortlessly.

4

## **Self Sustaining Flywheel:**

Invest effort once, get paid again and again.

# Flywheel for Growth

## **Repair and Enrich**

Fix your database and fill in missing details



## **Automate and Personalize Your Nurture**

Keep your SOI engaged with personalized outreach



## **Turn Signals into Action**

Track signals and trigger automated workflows



## **Measure, Refine, Scale, Repeat**

Analyze results and expand your SOI efforts

# Flywheel for Growth

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Step 1

# Repair and Enrich Your Database

*From the Tom Ferry + Revaluate Case Study*

**250K**

Missing mailing addresses

**125K**

Missing email addresses

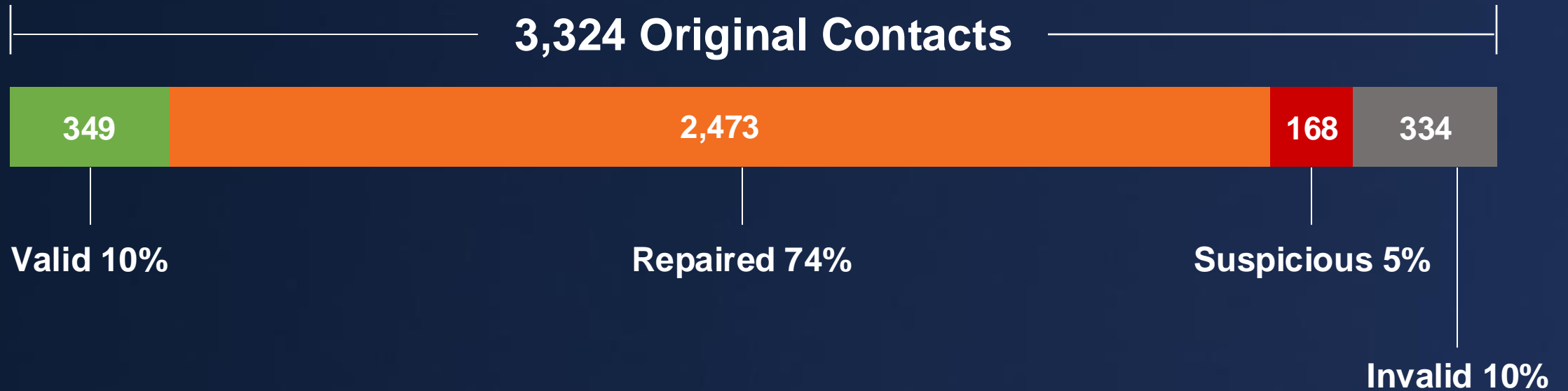
**70K**

Missing phone numbers

Step 1

# Repair and Enrich Your Database

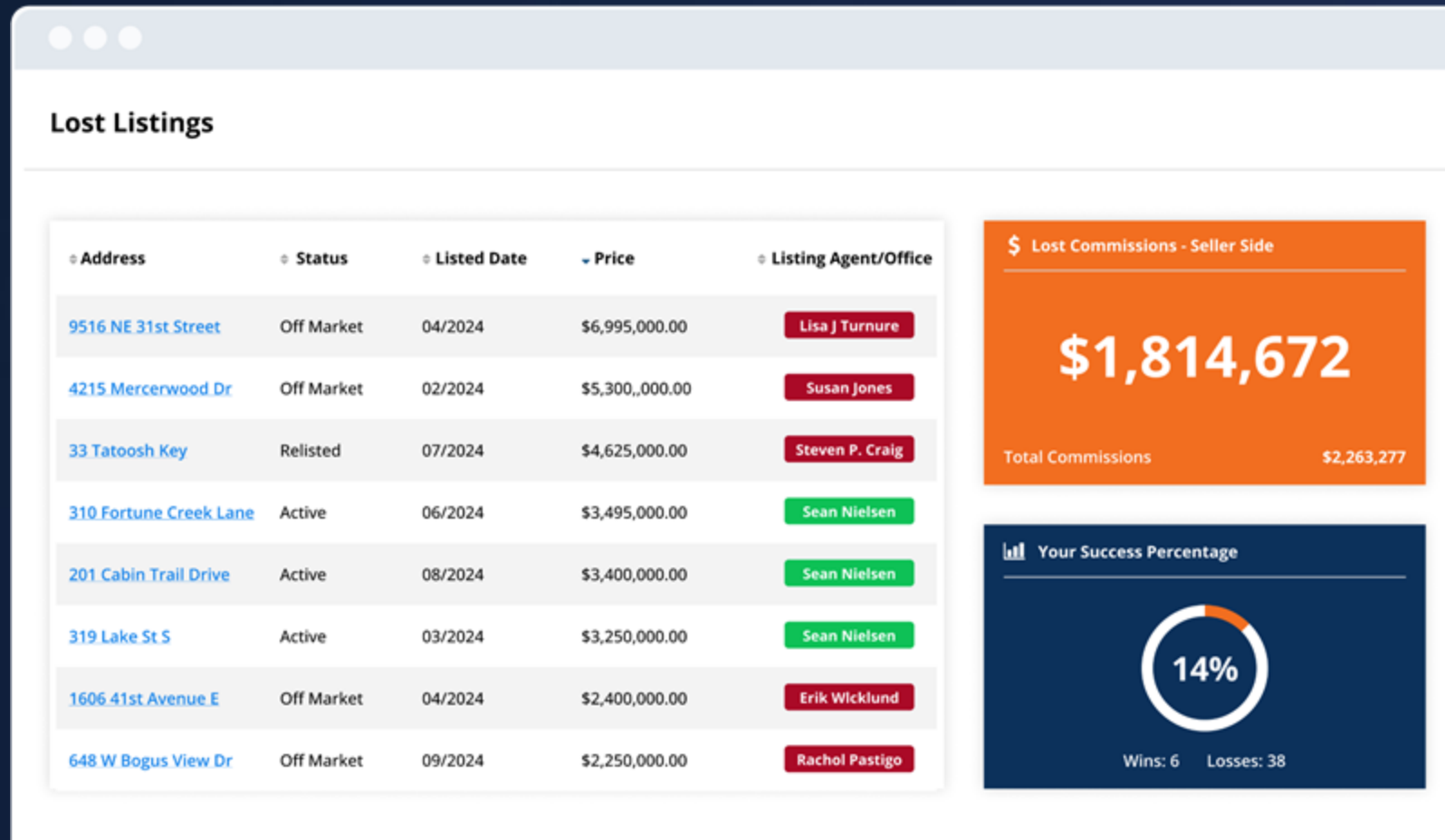
*From the Tom Ferry + Revaluate Case Study*



Rae Miller,  
Engel & Volkers  
Kirkland, WA

# The Deals You're Losing

Free database audit



# Flywheel for Growth

## Repair and Enrich

Fix your database and fill in missing details



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Step 2

# Automate and Personalize

Because you watched shows about Anti-Heroes and Moral Ambiguity >



## NETFLIX

Netflix says **80% of watched content** is based on algorithmic recommendations

Step 2

# Personalization that hits home

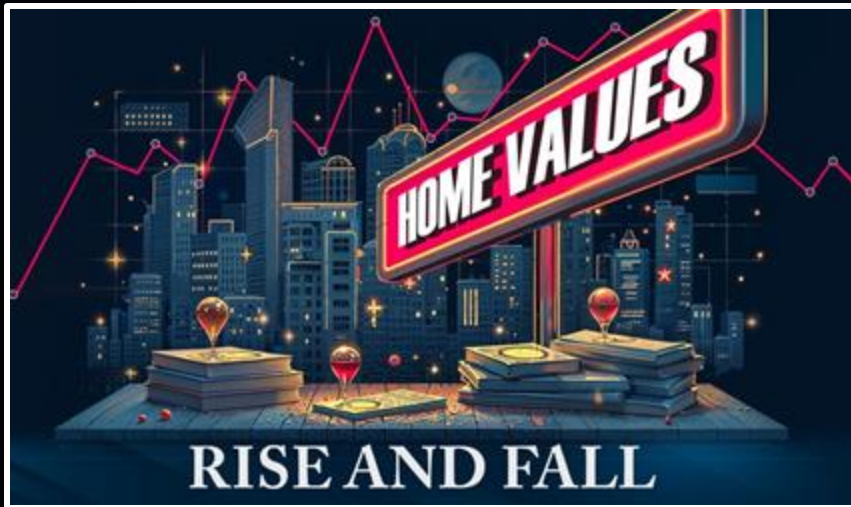
Because you live at 123 Green Street >

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Step 2

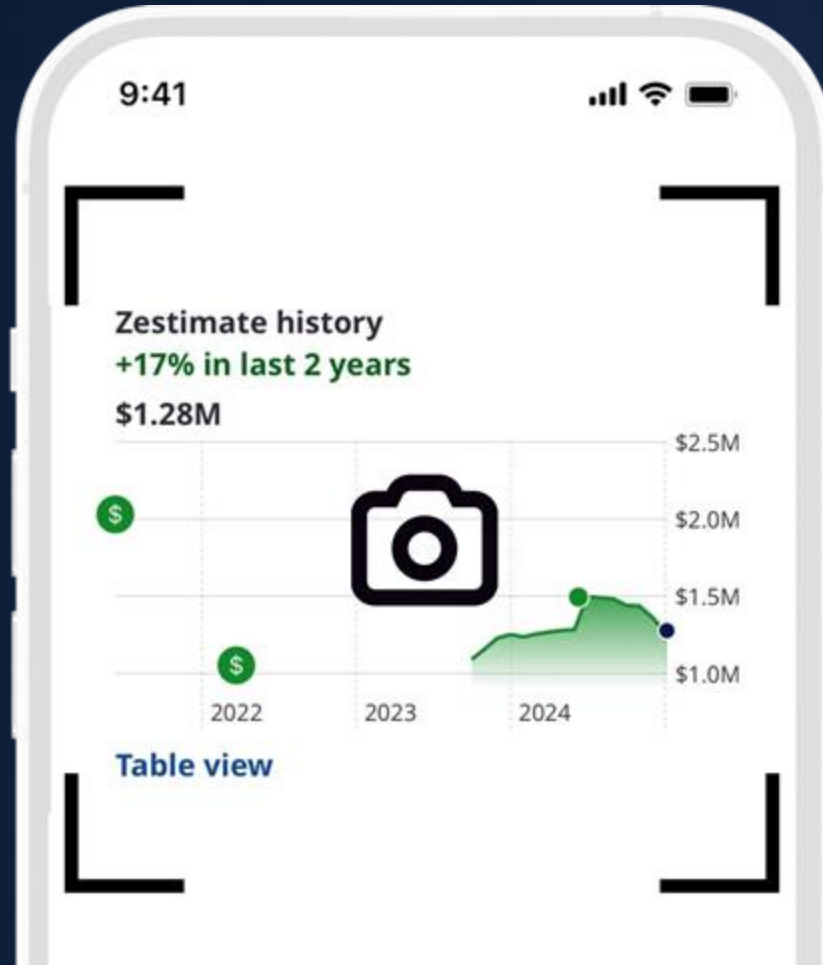
# Personalization that hits home

Because you live at 123 Green Street >



Step 2

# Personalized ZMA



## How to Execute:

### TEXT 1

Hi [First Name], You're going to love this! I was on Zillow earlier today checking out your home.

### TEXT 2

Since you bought this home in [YEAR], Zillow estimates your home's value has increased [\$]

### [INSERT SCREENSHOT]

Your current Zestimate is [\$]

### What do you think?

I have my opinion  
but I'd love to hear your thoughts!

# Personalized *and automated* ZMA

***Subject Line:** Following Up on Our Conversation*

Hi {First Name},

I wanted to follow up on our text thread from earlier about your home's value. While algorithms like the Zestimate can provide a ballpark figure, they're just estimates and don't account for all the details that make your home unique.

To give you a clearer picture, I'll be setting you up with a **Home Value Alert**. It will include:

- **Two separate value estimates** for your home.
- A list of **recent neighborhood sales** that directly influence your home's value.

And of course, if you ever want a more detailed, professional opinion on your home's value, just reach out - I'd be happy to help!

Best,


[Your Name]

Step 2

# Personalized *and automated* ZMA

Estimated Home Value

Get an expert opinion on your home's value from Jason Cassity



**\$2,900,000**


Price Opinion by  
Jason Cassity Jan 10, 2025

Request Valuation Update

Provided by ATTOM

**\$3,081,000**


\$2,466,000 - \$3,820,000



Provided by Zestimate API

**\$2,760,000**

\$2,484,000 - \$3,063,600



ELITE RETREAT 2025



Step 2

# Personalization that hits home

Because you live at 123 Green Street >

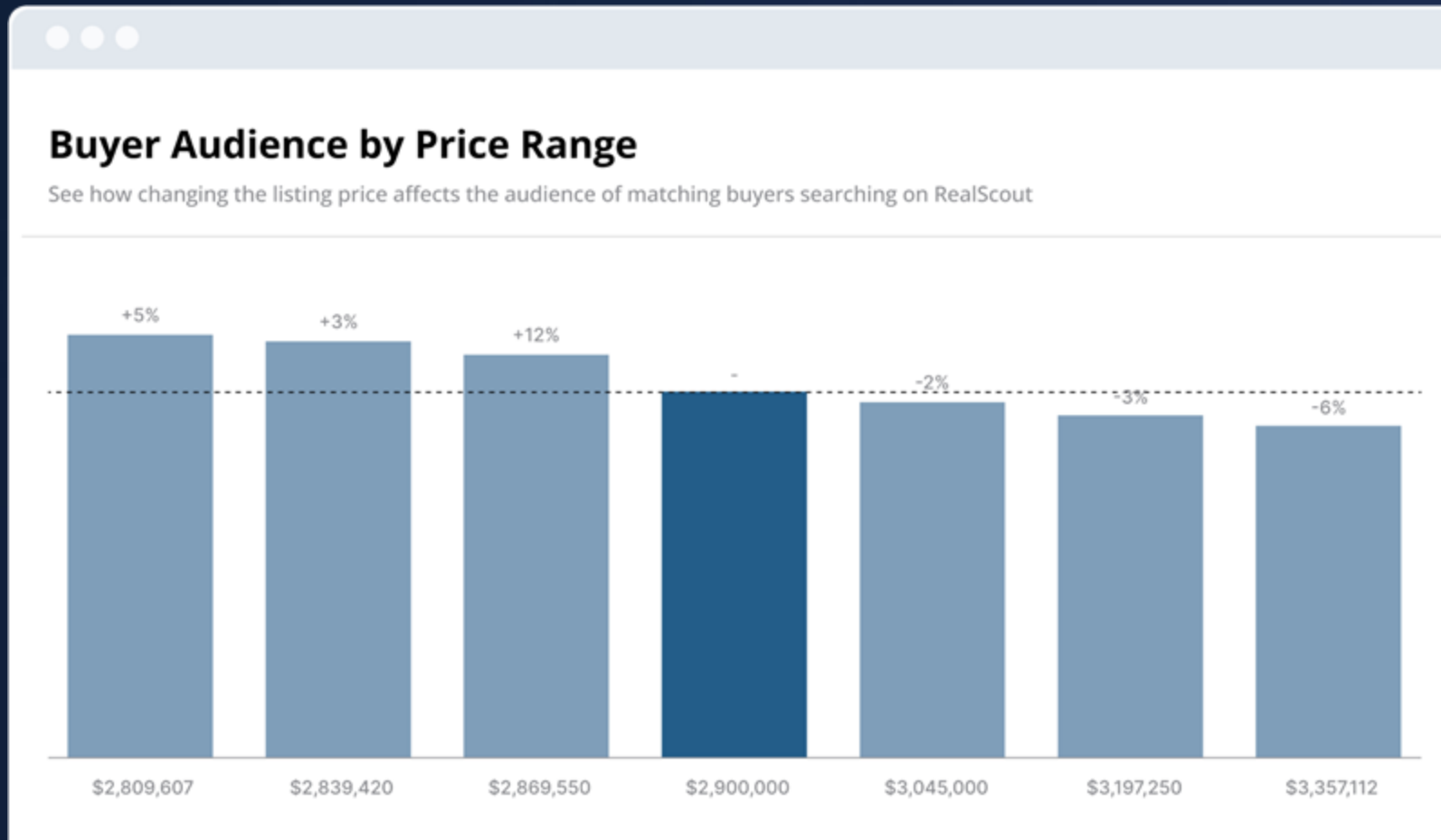




Step 2

# Personalization that hits home

*Because you live at 123 Green Street...*



Step 2

# Personalization that hits home

*Because you live at 123 Green Street...*

**Subject Line:** *What Most Agents Don't Know About 123 Green Street*

Hi {First Name},

As a homeowner at **123 Green Street**, you should know what's driving buyer demand in your neighborhood:

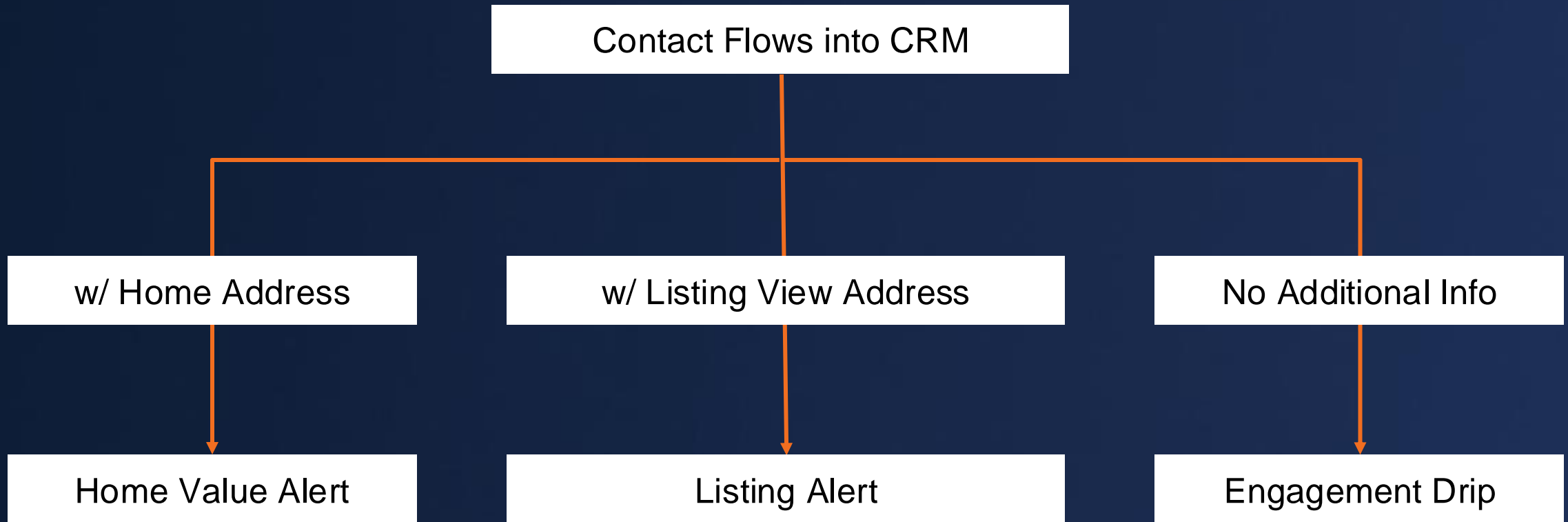
Homes priced just **5% below \$2.9M** attract **12% more buyers** - and I know this because I have access to **real-time buyer demand data** for your neighborhood.

While many agents rely solely on recent sales (comps), I can show you how active buyers are behaving right now - insights that can make a big difference in how quickly and competitively a home sells.

Would you like a **full report of buyer demand** for your neighborhood, along with a **professional price opinion** for your home?

Step 2

# And most of this can be automated



# Flywheel for Growth

## **Repair and Enrich**

Fix your database and fill in missing details



## **Automate and Personalize Your Nurture**

Keep your SOI engaged with personalized outreach



## **Turn Signals into Action**

Track signals and trigger automated workflows



## **Measure, Refine, Scale, Repeat**

Analyze results and expand your SOI efforts

“

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"Within just **24** hours of implementing, the level of engagement was astounding - nearly **700** people interacted. By the **48**-hour mark, [I landed] several meetings... including a listing appt for **\$3M**"



**Jason Wright**

Sales Partner at Coldwell Banker  
Tim Smith Group

Step 3

# Turn Signals into Action

1 Home value requests

2 Viewing or saving properties

3 Frequent views of same listing

4 Selling questions or inquiries

5 Increased engagement with market data

6 Behavioral shifts in communication

Step 3

# Turn Signals into Action



## Home Value Request

RealScout, Homebot, etc.



## Smart List - ISA Follow Up

CRM



## Showing request

RealScout, Ylopo, etc.



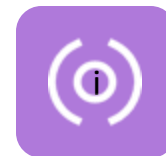
## Action Plan - Schedule Appt

CRM, Calendly



## Market activity viewed

RealScout, kvCORE, etc.



## Action Plan - Trigger Seller Drip

CRM



### Step 3

*How Gigi Lopez landed a listing by...*

# Letting Automation Do the Work



**Imported an Older Lead**

Smart Alto



**Repair and Enrich**

Smart Alto



**Triggered an Auto ZMA**

RealScout



**Consistent Drip Campaign**

Follow Up Boss

### Step 3

*How Gigi Lopez landed a listing by...*

# Letting Automation Do the Work



Step 3

*How Gigi Lopez landed a listing by...*

# Letting Automation Do the Work



**No Response**

Step 3

*How Gigi Lopez landed a listing by...*

# Letting Automation Do the Work



No Response



**Re-Engaged After 2 Months**

FUB and RealScout

### Step 3

*How Gigi Lopez landed a listing by...*

# Letting Automation Do the Work

***Subject: Your home's value***

**Hi Greg,**

Thanks for requesting a home valuation. I will start to put a report together for you. Before I do, how old is the roof? Do you have a pool?

Any other updates to the kitchen or bathroom?

Step 3

*How Gigi Lopez landed a listing by...*

# Letting Automation Do the Work



# Flywheel for Growth

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## Measure, Refine, Scale, Repeat

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Step 4

# Thumbs Up: Double Down on Winners

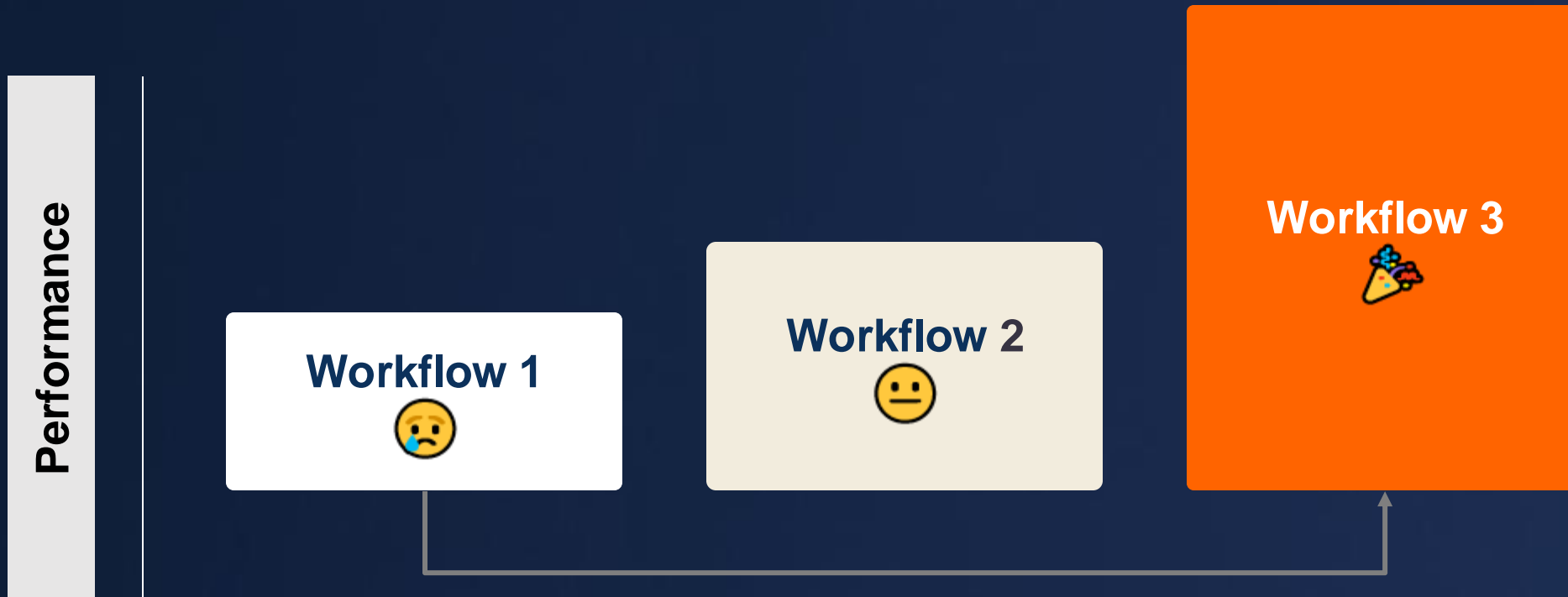
*Reallocate spend from worst performing tactics to best channel quickly*



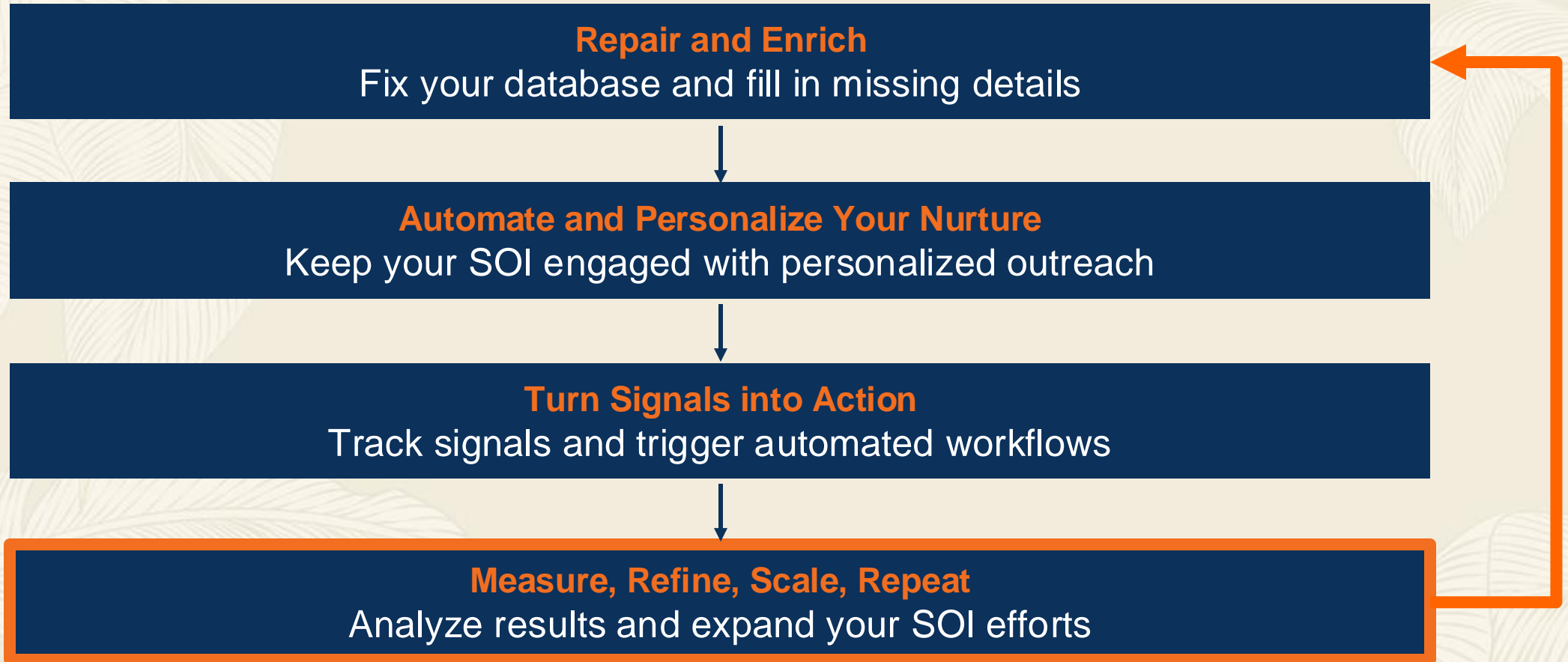
Step 4

# Thumbs Up: Double Down on Winners

*Move lead/client flow from worst performing workflows to best performing quickly*



# Each cycle compounds your success



# Let's continue the conversation

- ✓ Best practices on database repair and SOI nurture
- ✓ "Swipe and steal" templates + scripts to grow GCI



**Andrew Flachner**



# Takeaways

1

## **The Perfect Storm**

Today's market challenges create a unique opportunity for reinvention.

2

## **Retention Beats Acquisition:**

Engaging your existing audience yields the highest ROI.

3

## **Automation Scales Impact:**

Streamline workflows to nurture more clients effectively.

4

## **Data is Your Ally:**

Use behavioral signals to identify and act on opportunities.

The background features a light beige color with stylized, white line-art illustrations of large, tropical-looking leaves in the corners. The leaves are detailed with fine lines representing veins. The main text is centered in a bold, orange font.

**If you don't own your audience,  
your competitors will.**