



**CMLS2019**  
The **MLS** Moment

# THE FUTURE IS FACE TO FACE

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HOW TO LISTEN:  
PERSONAS, JOURNEYS AND TAKEAWAYS

“**LISTEN** MORE THAN YOU TALK.  
NOBODY EVER LEARNED  
ANYTHING BY HEARING  
THEMSELVES SPEAK.

— Sir Richard Branson

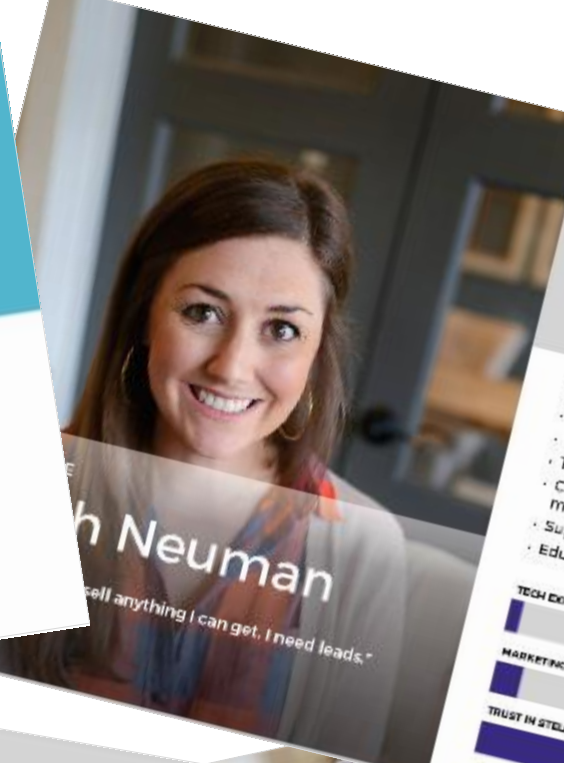


# WHAT'S A PERSONA?

*Personas are fictional characters, which you create based upon your research in order to represent the different user types that might use your service, product, site, or brand in a similar way. Creating personas will help you understand your users' needs, experiences, behaviors and goals.*



# Stellar Personas



Sarah Neuman  
"I can get anything I need leads."

**ABOUT**  
Sarah has been in real estate for less than two years. She works for a big franchise, because she needs and wants the support. She's a single mom. Money is tight, but she trusts what Stellar has to say.

**AGE** 42  
**OCCUPATION** AGENT  
**INCOME** \$20,000  
**PRODUCTION** 6 SIDES 2017  
**LOCATION** METRO  
**BROKER TYPE** LARGE FRANCHISE

**NEEDS**

- Accurate Data
- Leads
- Training
- CRM research, transaction management
- Support
- Education

**FRUSTRATIONS**

- Lack of income, leads & direction
- No network
- Afraid of failure
- Ignorance of how things and people really work in real estate

**TECH EXPERTISE**  
VERY LOW

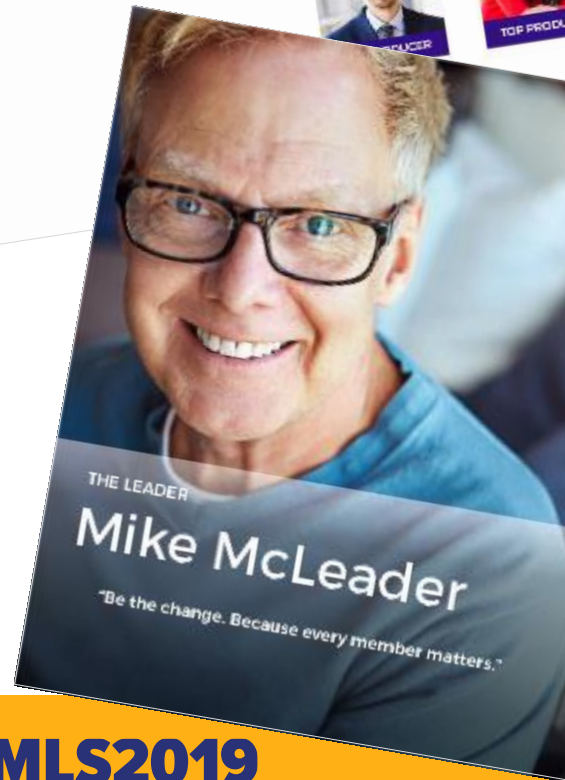
**MARKETING ACUMEN/SOCIAL MEDIA**  
LOW

**TRUST IN STELLAR**  
HIGH

**CURRENT FEELINGS**  
Lost Hopeful  
Stressed Overwhelmed Busy

**PERSONALITY**  
Friendly Nervous Thriving Optimistic Thankful

AGENT  
\$150,000+  
25+ SIDES 2017  
METRO/RURAL  
BEST SPLIT



THE LEADER  
Mike McLeader  
"Be the change. Because every member matters."

**ABOUT**  
Mike's a committed, highly professional agent who came into real estate after a successful career in corporate sales. He's built his business on relationships and trust, and wants to serve his fellow members.

**AGE** 45  
**OCCUPATION** AGENT or BROKER  
**INCOME** \$65,000-  
**PRODUCTION** 20+ SIDES 2017  
**LOCATION** METRO  
**BROKER TYPE** INDEPENDENT

**NEEDS**

- Accurate Data
- Marketing Tools
- Things that make me look smart to my client (e.g. research or marketing materials)
- CRM
- Transaction Management

**FRUSTRATIONS**

- Inaction of others
- Doing things the same old way
- Politics and red tape
- Incompetence

**TECH EXPERTISE**  
MEDIUM HIGH

**MARKETING ACUMEN/SOCIAL MEDIA**  
MEDIUM

**TRUST IN STELLAR**  
HIGH

**CURRENT FEELINGS**  
Optimistic Excited Interested  
Confident Busy Motivated

**PERSONALITY**  
Risky Caring Entrepreneurial  
Analytic Detailer Team Player



THE TOP PRODUCER  
Bruce Hustle  
"Get out of my way. I got this."

**NEEDS**

- Accurate Data
- Recognition
- Mobile Tools

**TECH EXPERTISE**  
MEDIUM

**MARKETING ACUMEN/SOCIAL MEDIA**  
HIGH

**TRUST IN STELLAR**  
LOW WHO ARE YOU???

**CURRENT FEELINGS**  
Pushy Confident  
Savvy Ready to Break the Rules

**PERSONALITY**  
Competitive Demanding Impatient  
Optimistic Skeptical

# OR BOILED DOWN ...

## THE TRADITIONALIST



### DON'T CHANGE ANYTHING!

Infrequent change

Product ease of use

Continued, incremental improvements to Matrix

More in-person hands-on education

Seamless login and launch experience

Keeping the MLS cost affordable

Mobile friendly

Usability

Integration between products

Search like its 2019

Robust and visual CMA

Different Client Portal

Seamless login and launch experience

Self help approach to FAQs and education

**CHANGE EVERYTHING!**

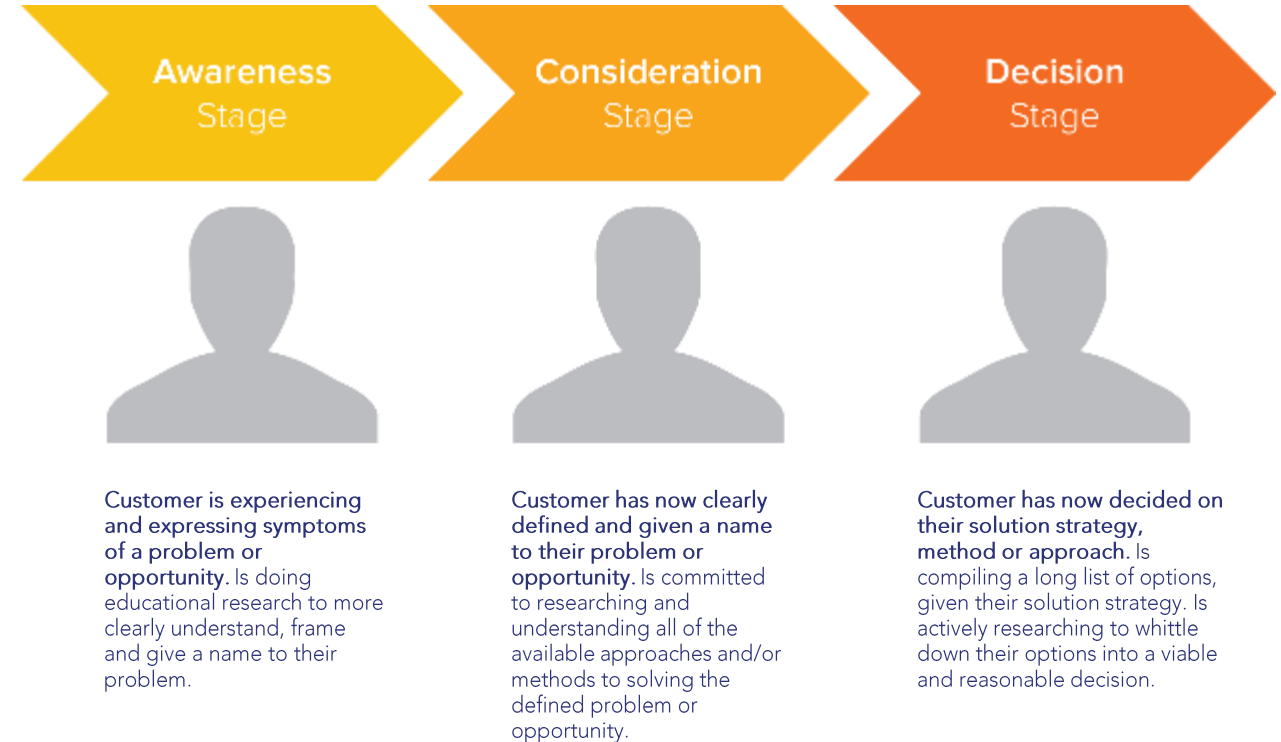


## THE MODERNIST

# WHAT'S A CUSTOMER'S JOURNEY?

The customer journey is the complete sum of experiences that customers go through when interacting with your company and brand. Instead of looking at just a part of a transaction or experience, the customer journey documents the full experience of being a customer.

*If you're asking any of your participants to engage with you and make a decision, they're on a journey.*



### Builder

**ENTRY SOURCES**

- Data Extension
- API Event
- Audience
- CloudPages
- Salesforce Data
- Event

**ACTIVITIES**

**Messages**

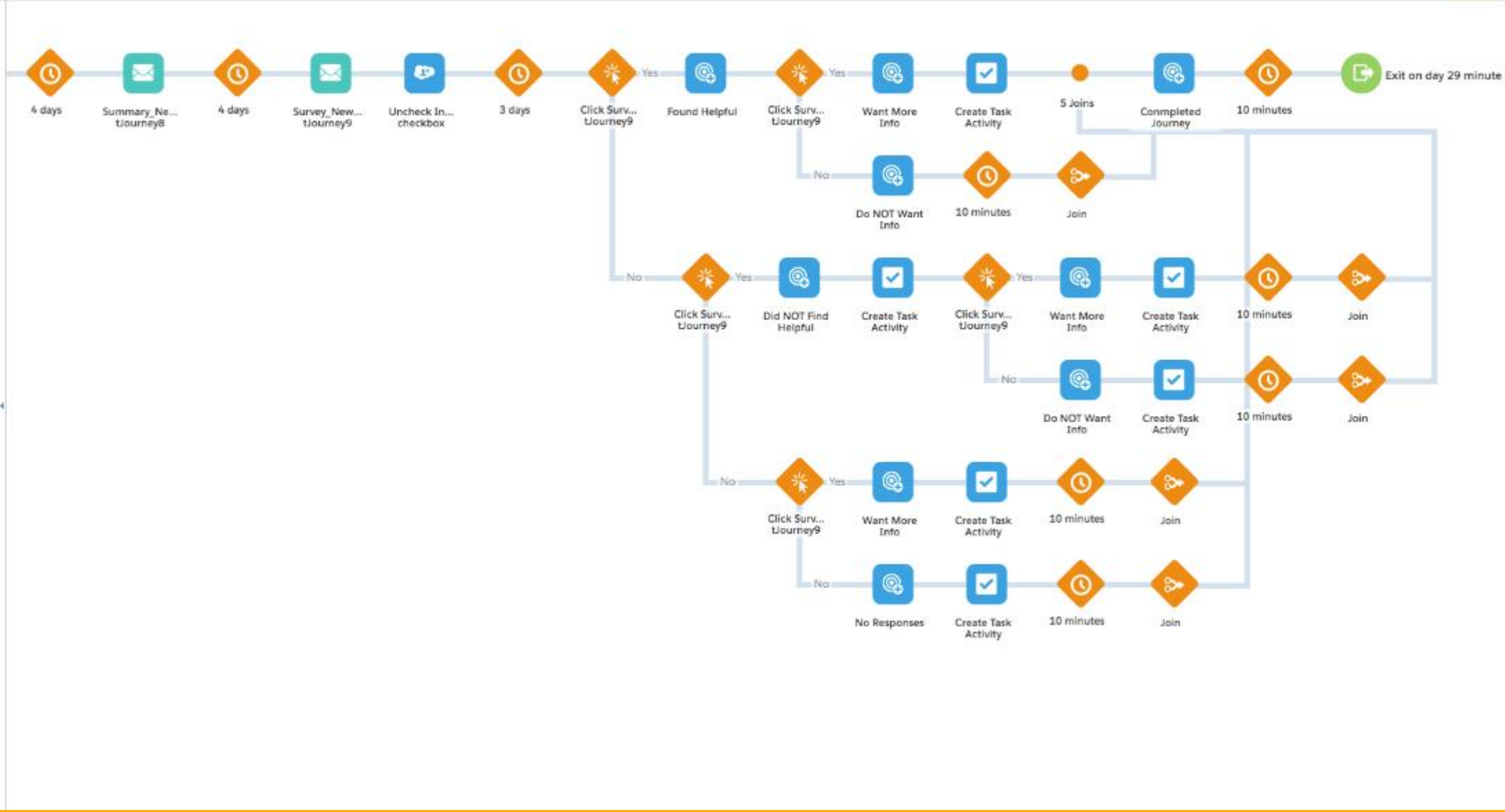
- Push Notification
- Inbox
- LINE Message
- In-App Message
- SMS
- Email

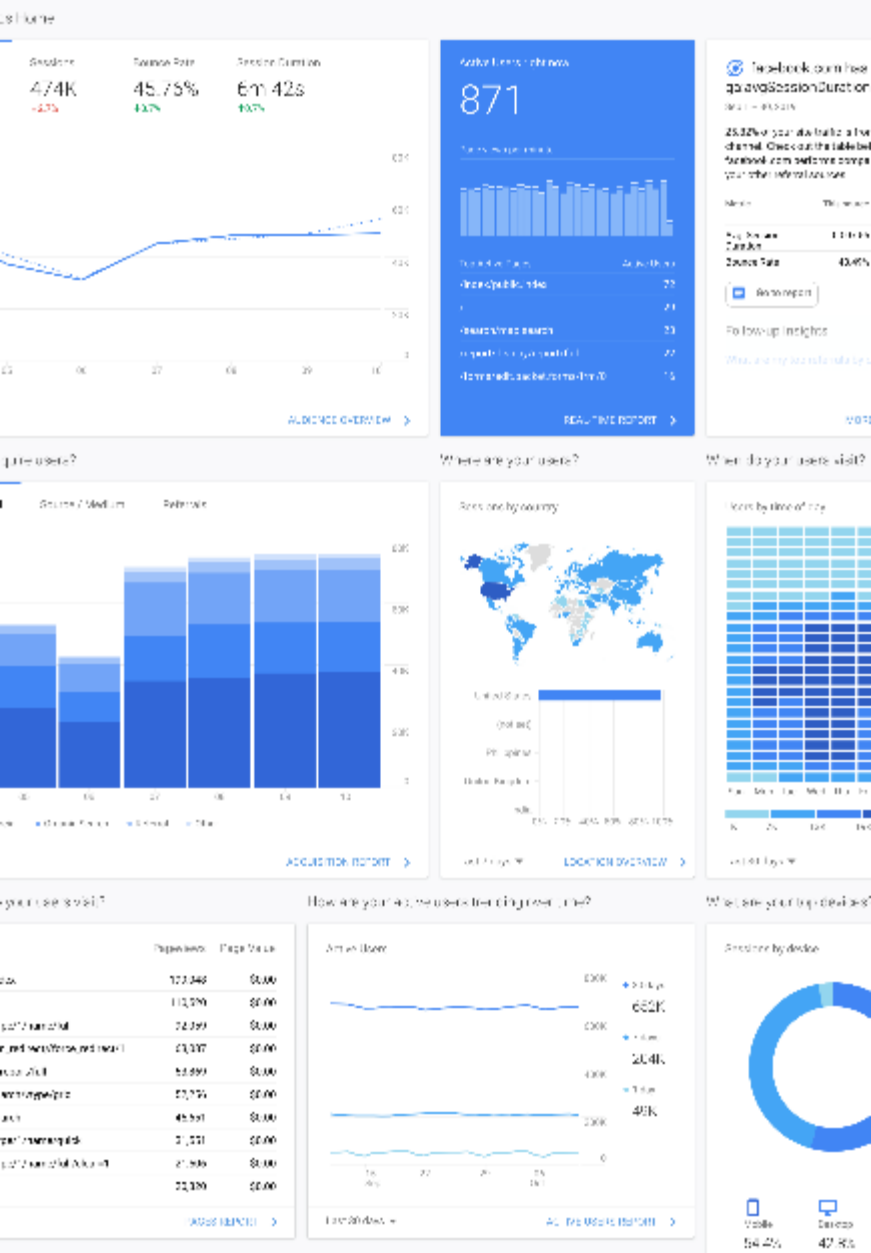
**Advertising**

- Ad Audience
- Ad Campaign

**Flow Control**

- Wait By Duration
- Wait By Attribute
- Wait Until Date
- ?
- E
- \*





# ANALYTICS



# THE TAKEAWAYS

- **Listen:** Utilize your people (trainers, support, broker reps, etc.) *and* surveys to find out what makes your customers tick
- **Design:** Think about your customers' relationship with you and design your marketing against their individual journey
- **Measure:** Pay attention to what works and be diligent about cutting what doesn't — don't wear out your welcome with inappropriate/unwelcome marketing
- **Relate:** Create opportunities for one-to-one interaction (broker office visits, outreach, training, support, etc.)



The Long and Winding Road



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TRACY@AUGUSTPARTNERS.COM



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