

# What's the next BIG thing?

Peter Brewer & Tara Christianson

# Who are we?

- **Tara Christianson**
  - Century 21 Washington DC (Tech Trainer - Social Manager)
  - NAR (Speaker - Writer - Facilitator)
  - Happy Grasshopper (Editor)
  - Private Clients Oz-NZ-USA (Online Strategy)
  - Inman Conference Speaker - Facilitator - MC

# Who are we?

- **Peter Brewer**

- REIQ/REIT/REINSW/REISA (Digital Trainer)
- Franchise and Independents (Digital Trainer/Coach)
- Private Clients Oz-NZ-USA (Online Strategy - Traditional Real Estate Coach)
- Lead Generation Company ([whatsmyhomeworth.com.au](http://whatsmyhomeworth.com.au))
- Inman Real Estate Technology Ambassador
- USA Study Tour Leader

**What's the  
Next BIG thing?**

**THE  
LAST BIG THING  
YOU DIDN'T FINISH!**

**It's been 9 years...**

**1404**

4



**What we've reviewed at  
Inman San Fran and NYC  
and Locally in 2017**

# Speed Personalisation

**[Marketing]**

**Next Big Thing**

# Facebook Ads

# VIDEO

*If your 2017-2020 marketing strategy doesn't include an obsessive focus on using video, you're simply not serious about your business.*

# [Animoto Report]

89% of ALL people watch video on social **3 times per week**

96% of Millennials Aged 18-34 watch **4 times per week**

63% of ALL people watch a video on social **at least once a day**

PERCENT OF CONSUMERS THAT SAY WATCHING A VIDEO ON SOCIAL MEDIA INFLUENCED THEM TO **MAKE A PURCHASE** IN THE PAST MONTH, BY SOCIAL NETWORK:



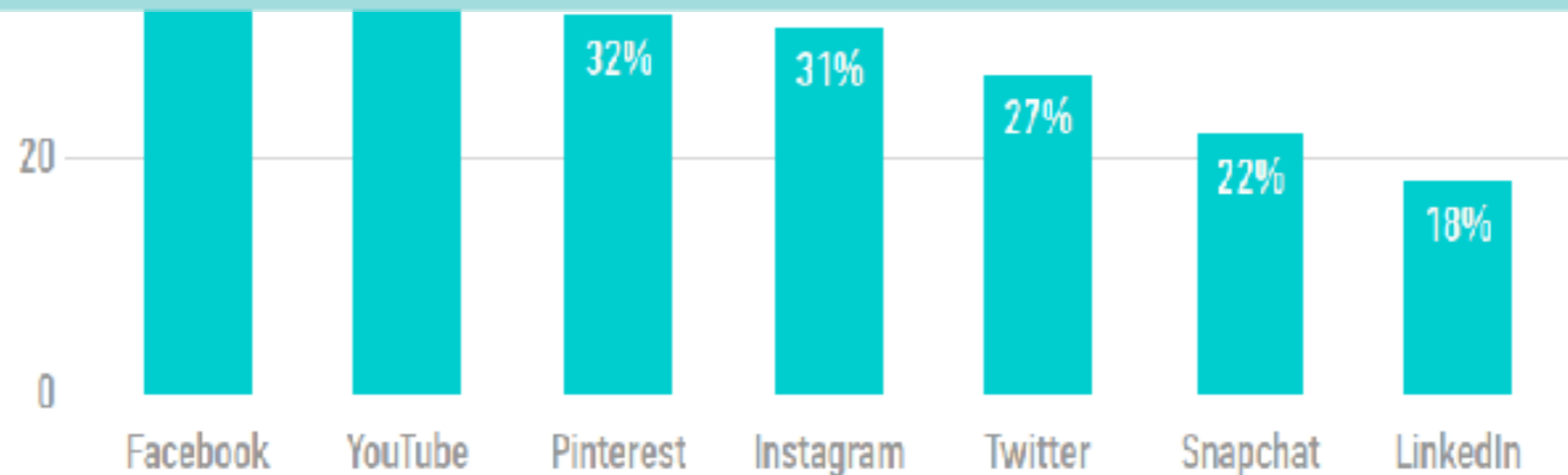
Storytelling & Narrative



A behind-the-scenes look at their brand



Timeliness to a trend or topic



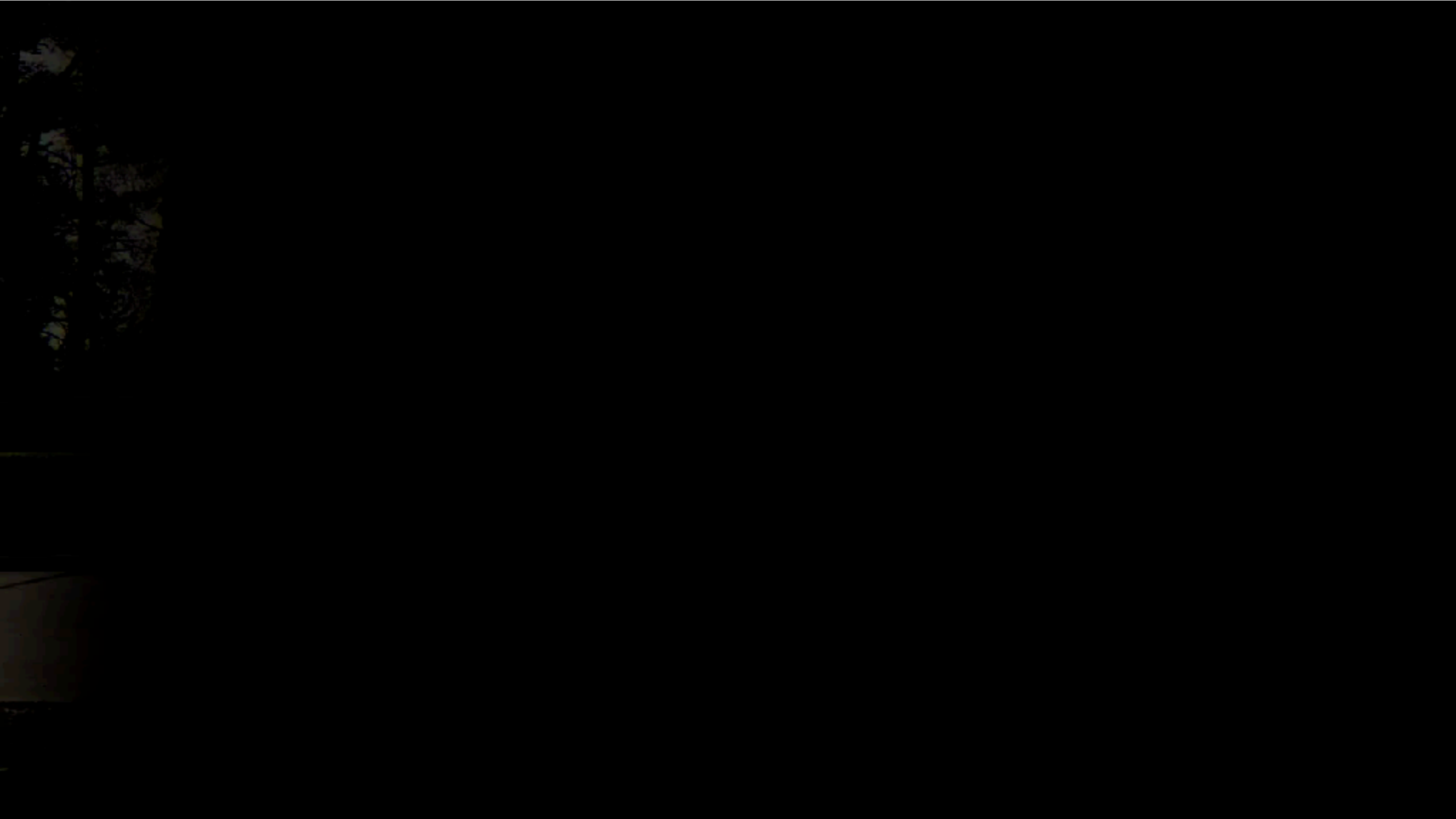
# FAQs





# Market Knowledge





# **Social Proof**



**Build relationships  
early**

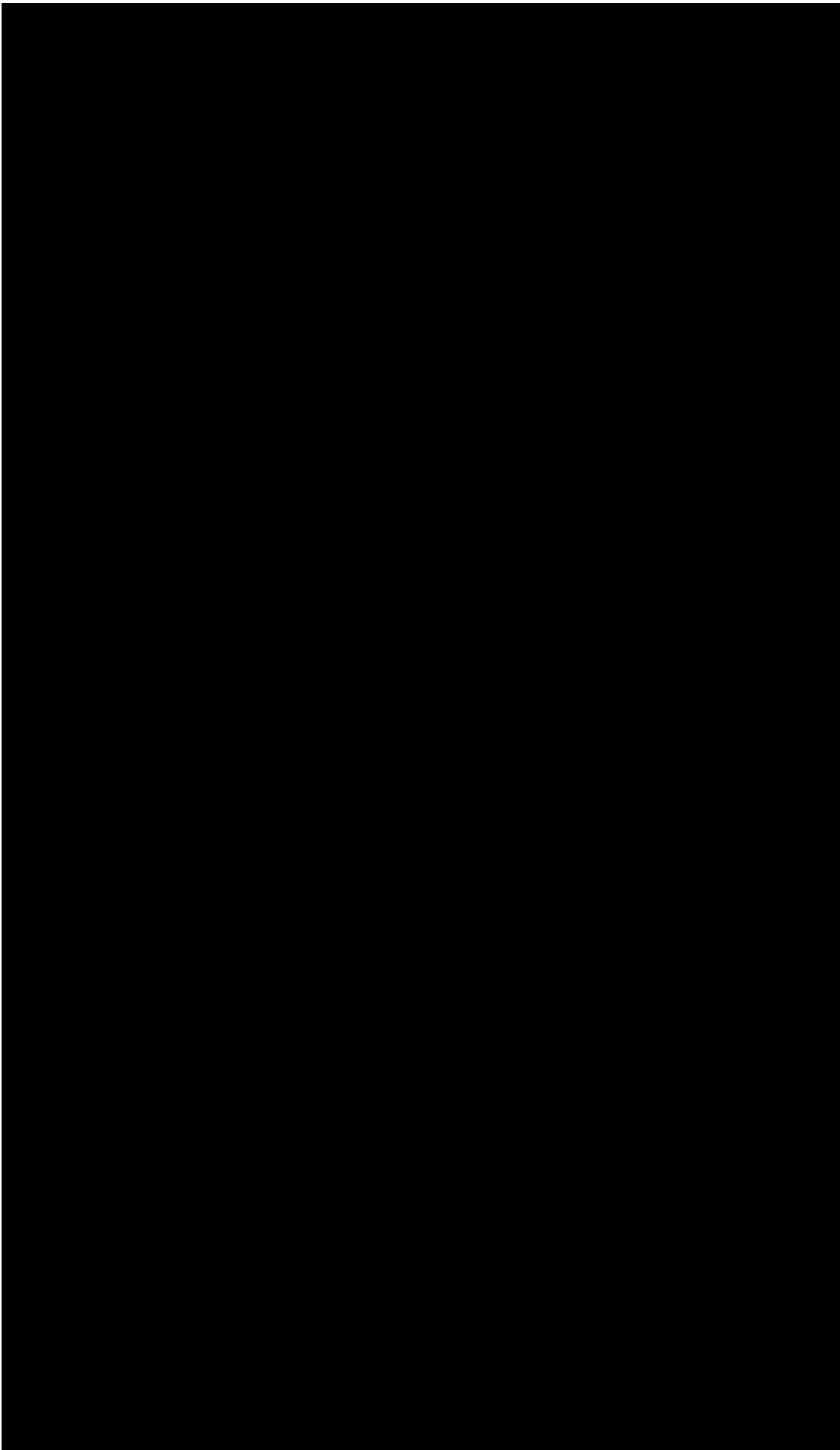


Professionals

woody point



**Use Humour**  
**Be Short and Sweet**



**Consistency**

**Use Transcription**

**Tease - Don't Oversell**

**Promote - Promote - Promote**

**FUTURE:**

**360 VR**



## **360 Video and Stills**


Choose your own adventure


-Marketing property?

-Maintenance inspections?


# Easily capture and produce a polished 3D virtual tour **in 30 minutes or less**


 Capture

 Brand

 Generate leads

 View statistics

 LIVE virtual showings and open houses

 Showcase property

Use Ricoh Theta S, SC, or any 360° camera to capture property



**FLIGHT  
CENTRE®**



# Virtual Renderings







# **[Rise of the Machines]**

Real Estate Agents won't be replaced by technology; they'll be replaced by Real Estate Agents who effectively use technology...

**“Mediocrity will be replaced by machines.”**

**Guess these stats**

**41% in 2013**

**>60% in 2017**

**How do we prevent that?**

**AI**

Automatic reply: Professionals Inbox x



**Alastair Lias** via [pglprofessionals.onmicrosoft.com](mailto:pglprofessionals.onmicrosoft.com)

Oct 5 (6 days ago) [Share this email](#)

to me

Hi,

I am currently on leave until Monday. For urgent matters please contact Central Support on 07 38461800.

Regards

Alastair Lias

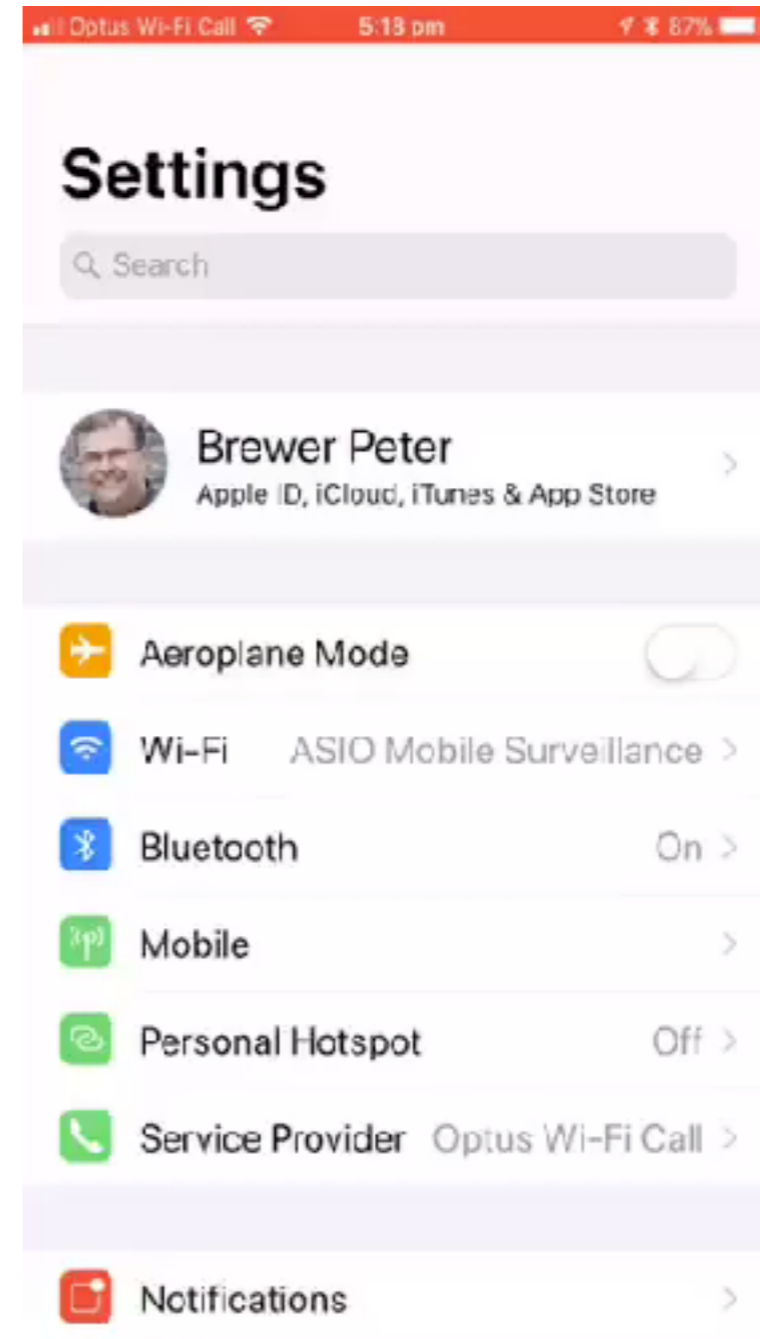
General Manager

Professionals Service Centre



# What kind of AI?

- Autoresponders via Text
- Enable Digital Assistant
  - [enablo.com](http://enablo.com)
- Predictive analytics
  - Smartlists - Active Pipe



**Autobots**

What is Rita?

# Rita Case Study



Justin Watt  
Watt Realty  
Aspley, Qld

A process of over 10 individual steps across 2 systems with unique business logic conditions.



**Time Saved**  
780 hours  
approximately per year



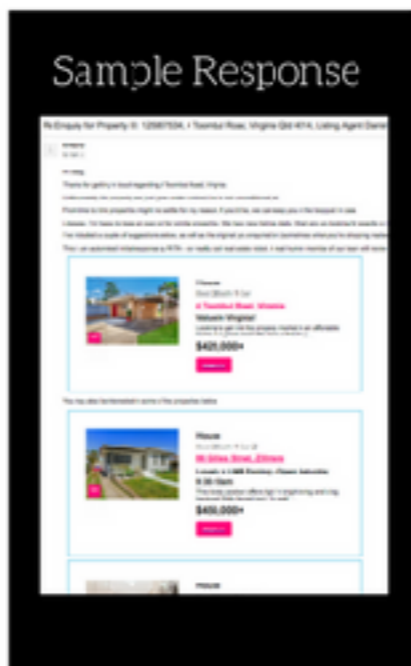
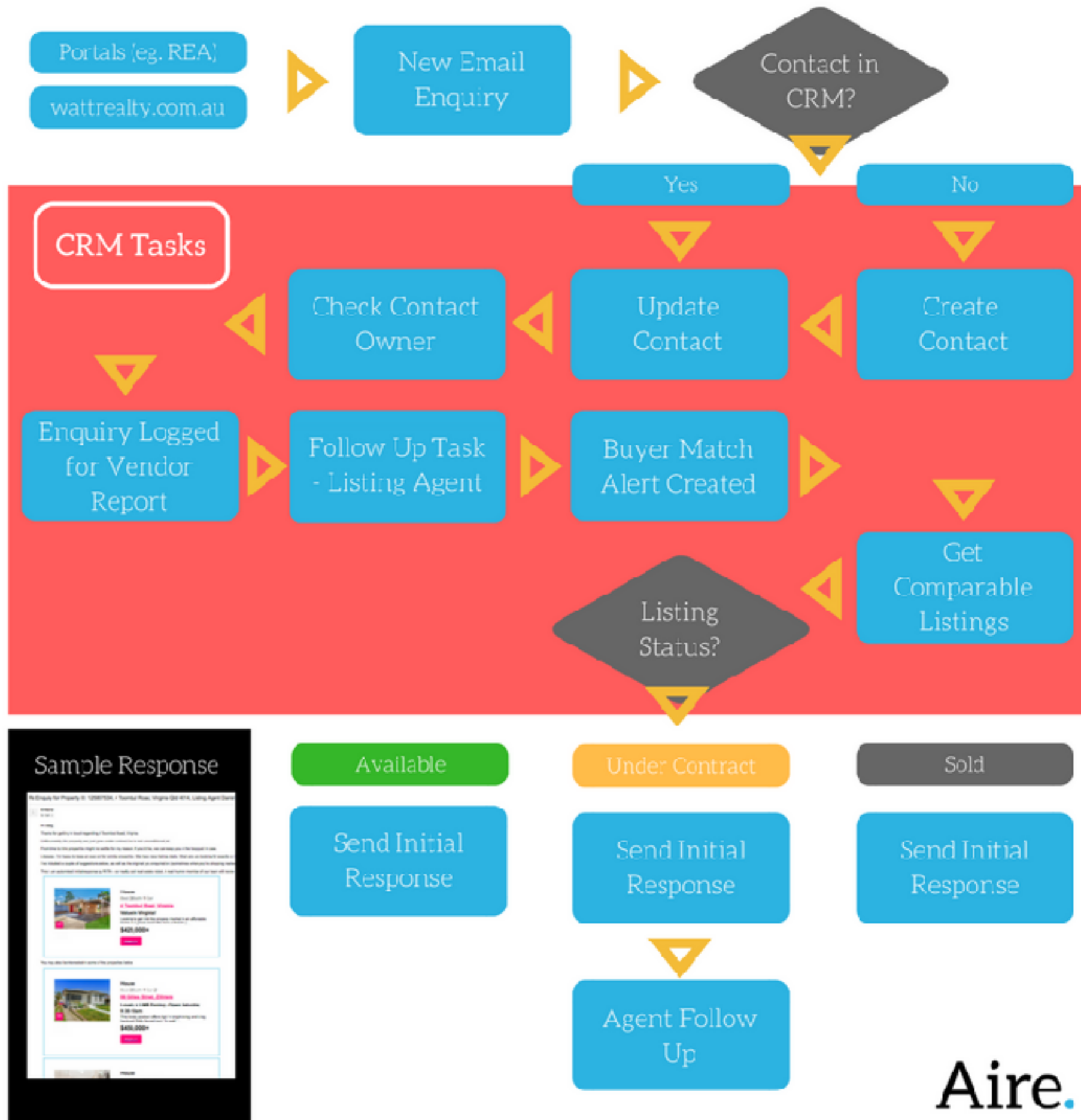
**Dollar Value**  
\$31,200.00  
per year at \$40 per hour



**CX Impact**

- Faster response times
- No enquiry missed
- More information
- Agent has time to call

CX = Customer Experience



# Chatbots

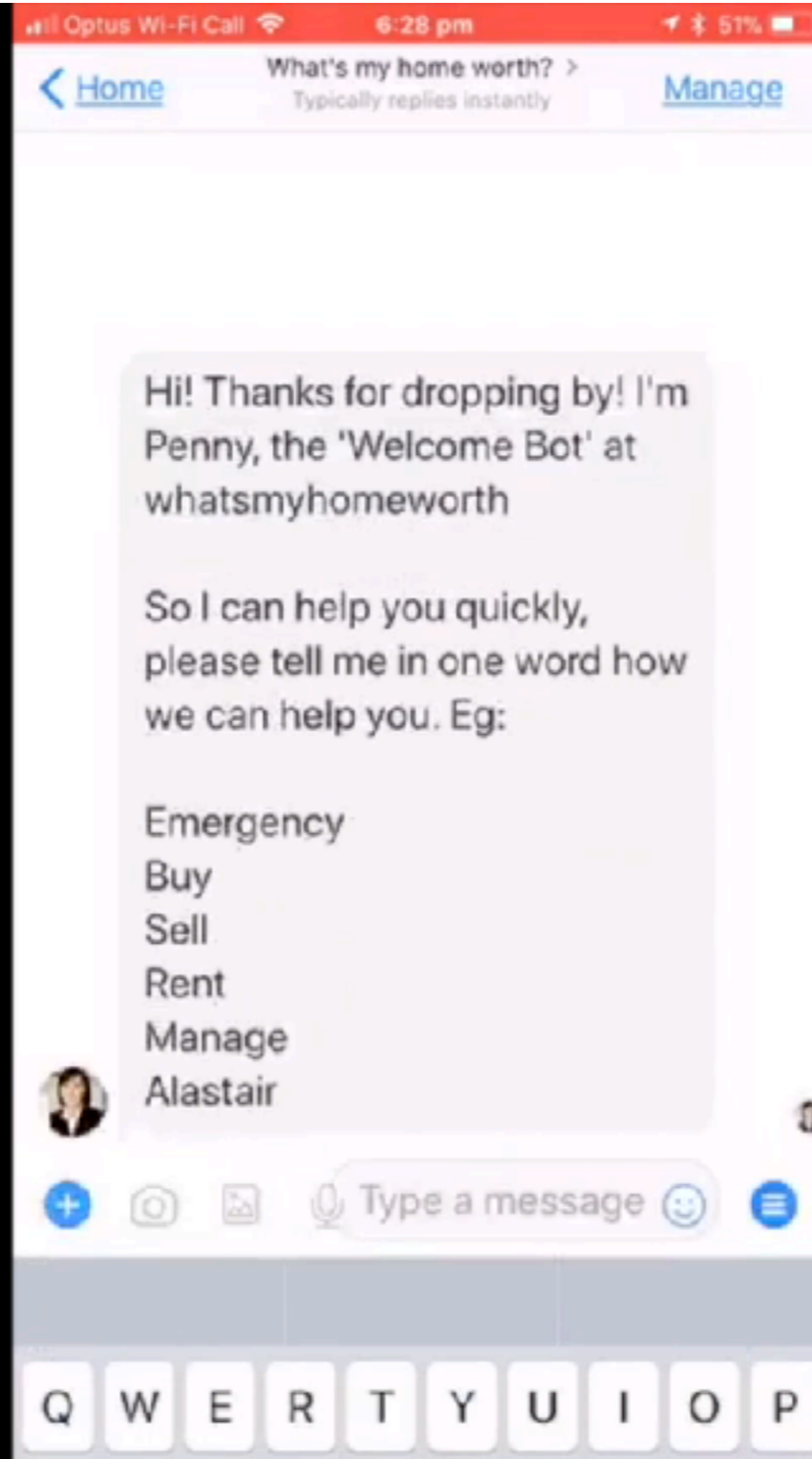


**Speed**

**Facebook**

**Website**

**Text**



**JournoBot**



# Tools for the Digital Agent

- Just Press Record
- BoxBrownie
- FB Ads
- RescueTime
- [135list.com](http://135list.com)

## **Takeaways:**

- 1. Video. JFDI.**
- 2. Facebook Ads. JFDI.**
- 3. Keep an eye on AI.**
- 4. Control technology; don't let technology control you.**

If you don't like change, you'll hate extinction even more.

**“Real estate agents won’t be replaced by technology; they’ll be replaced by real estate agents who effectively use technology.”**

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