

Georgia Association of REALTORS®

**EXPEDITION:
EXCELLENCE**

2012 Inaugural Meeting
Grand Hotel Marriott Resort, Golf Club & Spa
Point Clear, Alabama • February 8-11



Education Session B

Adapting to Shifting Consumer Communications Styles

GREC Course Code #62127

Adorna Carroll
Wednesday, February 8, 2012

You cannot receive Georgia C.E. credit for this course if you have taken it in the last 366 days.

Due to seating capacities dictated by local fire code ordinances, seating for all education sessions will be based on a first come-first serve basis. GAR will not be allowed to have attendees sitting on the floor or standing up once the room's seating is full.

In order to foster a spirit of camaraderie and to avoid the appearance of recruitment, no nametags or clothing with a company logo will be allowed in the education courses. Should an attendee have one on at the time of entering an education course, the facilitators will kindly ask you to remove the name badge or place a blank nametag over the company logo. We appreciate your cooperation in regards to this matter!



Adorna Carroll
ABR/M, SRS, CRB, GRI, SFR, SRES, PMN, ePRO

Shift Happens

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94+% of buyers & sellers go online to



- View property that is available
- Understand the process
- Follow property by location as well as price
- Determine their financial possibilities
- Determine who they will interview to represent them and their interests

All of this is done prior to contacting a real estate professional


What Consumers Want

In property has not dramatically changed ...

- Move in condition
- Location, Location, Location
- Value for the \$\$\$ spent

From professionals has changed a lot ...

- Elevated representational skills
- Effective communication
- More detailed information
- Due diligence from risks



Temperature Check

Consumers drive the real estate experience *not* Brokers and Agents

- Generational attitudes affect the process of info delivery, marketing venues and communication styles
- Retail shopping experience drives consumer expectations of the real estate experience

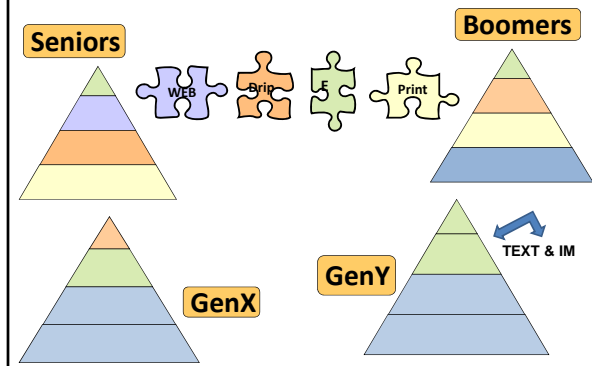


Generational Marketing

- Seniors
 - GI – 1900 to 1925
 - Silent – 1925 to 1945
- Baby Boomers – 1945 to 1965
- Generation X – 1965 to 1980
- Gen Y (Echo Boom) – 1980 to 2000
- NextGen – Next Generation – 2000+



Preferred Communication Styles



GI and Silent Generational Profile

- Loyal to people and brands
- Word is their Bond - handshake 'Seals the Deal'
- Status Quo; standardization
- Into process and policies
- Rely on 'trusted advisors'
- Pay cash rather than plastic
- "Main Street" shopping generation
- Respect specialists and experience
- Require patience; decisions are a process •



GI & Silent Generation - Approach

- Tactile & Black/White
- Appreciate personal touch
- Address by Mr./Mrs.
- Position yourself as expert
- Visit first – they will when it's time to talk about business
- Review the process thoroughly in a personal and thorough "Counseling Session"
- Do not pry but identify needs and concerns
- Offer them alternatives and options
- Under Promise and Over Deliver -



Baby Boomers – Generational Profile

- Limited loyalty
- Self-absorbed
- Unconventional
- Rebel against process and policies
- Expect specialists, designations, experience
- Pay with plastic; income rich/cash poor
- Need convenience; time is precious
- 'Trusted Advisors' takes on a new meaning
- Generally 'tactile' but you must be flexible
- No Mr/Mrs – far too informal •



Baby Boomers-Generational Approach

- “Generic warehouse” shopping implies value neutral and limited brand loyalty
- Shopping on line begins
- Color is important in marketing
- Stressed & time is a factor
- Demonstrate ‘WIIFM’ - “custom” service
- Offer solutions to ease their burden by providing quality, convenience and relief
- High maintenance/attention
- Flexible “Counseling” session
- Get it in writing now -



Enter the Facebook, Twitter, YouTube, Wii, Kinect Generation




GenX Generational Profile

- Loyalty returns if earned
- Self-reliant, skeptical, detached
- Understand process & policies
- Expect specialists, designations, experience
- Pay with plastic; income rich/cash poor
- Work hard, play hard – keep them separate
- Natural born researchers on line
- ‘One-stop shopping- drive thru” generation
- Shopping on line mainstream
- Into techno-toys; face-book; eDating -



Gen X Generational Approach
By the time they get to you they will have
Researched mortgage, property values, ancillary services, reviewed you and your website; contacted you by email or text

- Will commit in writing and partner with you
- Expect interactivity
- Flexible Counseling Session – face-talk or ‘e’
- Low Maintenance
- 1-stop Shopping
- eTransaction takes shape •






Social Networking Did you Know
<http://www.youtube.com/watch?v=6iLQrUrEw8&feature=related>

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GenY – Generational Profile

- Similar to GenX but even more techno
- Status loyal to brands and people
- Self-reliant, optimistic yet detached
- Follow process and policies
- Expect techno-tools; shop online
- Want convenience; into playtime
- Natural born researchers on line
- Expect specialists, designations, experience
- Pay with debit cards; credit may be messy
- You-Tube, Online community generation •



GenY Marketing Approach

- Need interactivity with tools and in process
- Seek out professionals that are techo savvy
- One-stop shopping; packaged e-transaction
- Not vested in crossing threshold
- Expect full interactive eTransaction
- eCounseling
- Will commit in writing •





NextGen Consumers of the Future

- No land-lines
- Cell phone is complete mini PC
- Interactive TV with on-demand viewing of any programming
- Global interactive e-community
- Universal e-banking/shopping
- Telecommuting reduces need to move
- Money thru inheritance provides global freedom
- Drive-thru service expectations of everything •



Buying and Selling Process

- Global MLS of all property
- VReality tours
- License portability
- Contractual rep, buyer registry removes need for MLS compensation/procuring cause
- eBay-like transactions with on-line bidding
- Full e-transaction with digital signatures, editable PDFs; video-conferencing closing







All Property.com

- Anywhere USA
- Everywhere Else Earth

Select Language and Proceed

<p>English The Free Encyclopedia 2,000,000+ articles</p>	<p>Deutsch Die freie Enzyklopädie 192,000+ Artikel</p>
<p>Francés L'encyclopédie libre 487,000+ articles</p>	<p>Polski Wolna encyklopedia 487,000+ haseł</p>
<p>日本語 フリー百科事典 487,000+記事</p>	<p>Italiano L'enciclopedia libera 487,000+ voci</p>
<p>Nederlands De vrije encyclopedie 487,000+ artikelen</p>	<p>Português A enciclopédia livre 192,000+ artigos</p>
<p>Español La enciclopedia libre 192,000+ artículos</p>	<p>Svenska Den fria encyklopedin 192,000+ artiklar</p>

search - suche - recherche - busca - ricerca - zoeken - busca
 login - accedi - ingresar - 登录 - entrar - accedi - entrar - accedi

English

SRS
Seller Representative Specialist

All Property.

- Anywhere USA
 - **1 Main Street** – one family
 - 2 Main Street – two family
 - 3 Main Street
 - **4 Main Street** - lot
 - 5 Main Street – commercial property
 -
 - **1001 Main Street** – one family [click here for details](#)

- **RED** = Realtor® Listed
 - **Green** = For Sale by Owner
 - **Black** = Not currently for sale

NEXT 

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1001 Main Street, Anywhere USA

What other changes will the NextGen bring into the mainstream for technology and productivity tools?

- Microsoft Vision 2019 - <http://www.youtube.com/watch?NR=1&v=P2PMbvVGS-o>
- Apple iGlasses; iRing - <http://www.youtube.com/watch?v=ajPxcHVOpNI&NR=1>

So the Question Really Is ...

How will we need to adjust?

How will we help others to adapt?

Designations, Certificate Programs

A collection of logos for various real estate designations and certificate programs. The logos include: ABR (Accredited Buyer Representative), SRS (Seller Representative Specialist), RSPS (Resort & Second-Home Property Specialist), SRES (Senior Real Estate Specialist), CIPS (Certified International Property Specialist), SFR (Seller/Forfeiture Representative), green (NAR's Green Designation), Graduate REALTOR Institute, CRB (Certified Residential Broker), e-PRO (e-Professional), CCIM (Certified Commercial Investment Manager), and LAND INSTITUTE. There is also a logo for Performance Management Network.

A close-up photograph of a computer keyboard with a purple tint. The keys for '7 Home', '@', '6', '4', '3', and '2' are visible. The text 'eMarketing Tools' is overlaid in white, bold font across the bottom half of the image.

Social Networking

Two screenshots of social media interfaces. The top one is for Facebook, showing the text 'Facebook helps you connect and share with the people in your life.' and the LinkedIn logo. The bottom one is for Twitter, showing the text 'Share and discover what's happening right now, anywhere in the world.' and a search bar with 'Search' and 'Sign up now' buttons.



Discover Skype on the iPad

Experience Skype like never before, with Skype for iPad

Find out more

Screen Sharing Group Screen Sharing (Skype for Mac)

1. Download Skype for Mac: Download the latest version of Skype. Get Skype
2. Sign up to Skype Premium: Buy now
3. Make a group video call: Call back or more of your contacts
4. Share your screen: Click the Share button in the call window

Great Tool for:
Counseling Sessions
Client conversations
Catching up with
friends, family & more





ooVoo GET OOVOO MOBILE HOW TO OOVOO PREMIUM BUSINESS

Prettybussyz

12-Way HD Video Chat

See friends & meet more people with ooVoo for PC, Mac, iPhone & Android

Great Tool for
Client Counseling Sessions
Client Communications
Group Conversations
Chat with friends & family
ooVoo.com

When you purchase a plan, all participants will see all call windows, even if they are on a Free Plan.

Great options for free and monthly programs

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Buyer & Seller Counseling Sessions

Custom ePresentations – DynamicDirections.com



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YouTube Shifts ...

- Social Media Revolution
 - <http://www.youtube.com/watch?v=IFZ0z5Fm-Ng&feature=related>
- Interesting Web Statistics 2010 –
 - <http://www.youtube.com/watch?v=7XyWTGepCHo&feature=related>
- Social Media for Business
 - <http://www.youtube.com/watch?v=X9sTq3pzNQQ&feature=related>
- Social Media Marketing in 3 Minutes
 - <http://www.youtube.com/watch?v=gza8dvN8Hkc&feature=related>

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Adorna O. Carroll
Adorna@Adorna.com



- Strategic & Business Planning
- Leadership Training
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 - ABR, ABRM, WCR Courses, Resort Courses
 - SRS – Seller Representative Specialist
- GRI, CE, Ed Fairs & Conventions
- Course Development
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