

WHY YOU NEED TO GET OUT OF SOCIAL MEDIA NOW!



Real Estate Inner Circle™
REIC™
Coaching... *for Results!*

rE-generation™
(ur online 4 sale sign)

Pre-Face

This e-book isn't about why social media is fad. It's not. It's about how you can take yourself, your time, and your money out of the equation and still get in-bound leads in your email every morning.

If you're like most real estate agents, [the more leads you get, the more business you close](#).

Most agents just don't know how to get the effortless leads they need by getting themselves out of social media!

As one of North America's most in-demand real estate coaches, I see how much of a drain social media is on most agents. That's why I wrote this report.

Once my clients realize the information I'm about to share with you, their whole mindset on social media changes dramatically.

The ones who get out of the social media grind work less and make more money. I can help you do the same exact thing!

- John Alexandrov
CEO, Real Estate Inner Circle

Doesn't Social Media Seem a Little Too Good to be True?

Everywhere you turn, people are telling you to put your time, money, and energy into “learning” or “figuring out” social media.

The fact that you are reading this means you're probably skeptical about spending so much time on Facebook and Twitter.

If you're like most people you've already tipped your toe into the social media water. And you've probably noticed that it didn't result in a lot of new business for you, right?

Well I am about to show you how you can get your toe out of the water AND get the new business you are looking for.

All I ask is that you keep an open mind and remember that **you're running a business.**

You wouldn't want to waste time and money on something that could hurt, even devastate your business right?

Unfortunately social media can do just that.

I'm going to tell you the story of how I lost months of potential revenue because of social media. You'll be surprised to know it can (and is) happening to others just like you and me.

Thankfully you have a choice. You don't have to go down that path anymore.

On the following pages you're going to discover how getting out of social media will save you months of time, save you tens of thousands of dollars, and generate you hundreds of leads.

Spending a few minutes a day on social media to get hundreds of leads is too good to be true...but [getting out of social media and getting those leads to your inbox is happening right now!](#)

Social Media Is Not a Fad

A fad is something that goes away. That's not happening folks. **That's not** why I am saying you should get out of it.

You need a Facebook account. You need a blog. You need to be where your potential customers are...and there are literally millions of them on social media sites.

Sooner or later social media will be the #1 place online to reach potential customers. So don't write it off. It's not going away.

And you **CAN** get **effortless leads** out of it. Isn't that the whole point? I'm going to be very blunt about this...

**THE PRIMARY REASON TO SPEND BUSINESS HOURS ON
SOCIAL MEDIA IS TO GET WARM IN-BOUND LEADS!!**

So why am I telling you to get out?

It comes down to one simple question...

Are You Interested in Social Media or are You Committed?

The difference between interested and committed is HUGE.

People who are interested in social media...

1. Have a facebook account and update it once in a while
2. Might have a blog and write on it once in a while
3. Played around on twitter but are not really sure what to do with it
4. Browse around ActiveRain.com

That's 99% of you. Do you really expect to sell a home or find buyers this way?

If so, I'm sorry to say "It Isn't Happening!"

99% of people don't get any leads out of social media. They get some good branding but they don't make money.

On the other hand...

People who are committed to social media...

1. Have a dedicated facebook page for their business that has a dynamic welcome page with an opt-in form and lead capture system
2. Have over 1,000 facebook fans and update them with great content consistently
3. Have a blog they write at least 3 times a week
4. Their blog has an opt-in form and lead capture system
5. They have similar blogs on ActiveRain.com, Trulia.com and all the other real estate social media websites.
6. They have a twitter account and spend time every week making connections with potential leads in their market
7. They follow up on the leads that are coming in from their social media sites...and they close more business!

That's 1% of us.

Boy, being committed is a lot of work!

For more on what it takes to be committed to social media, download our free internet marketing checklist here ----> [Internet Marketing Checklist](#)



Commitment = Time

You might have noticed that being committed to social media takes some sophistication. What it really takes is **a lot of time**...time that you probably can't afford if social media doesn't pay off.

If I told you to set-up a Facebook fan page with a dynamic welcome page and an opt-in form and lead capture system how long would it take you to set-up?

Ready. Set. Go. I'll give you a month to figure it out, but most people give up after a week or so. I know I did the first time I tried it.

It literally took me over **6 months** to get mine set up the first time (it was pretty ugly too).

And that was just my facebook welcome page!

It's easy to see how much time social media can eat up, is it not?

I'm sure you've experienced the same frustration and time drain I once did.

But I was committed.



Now...**Every day when I open up my email in the morning I have leads sitting there from the night before because of my facebook welcome page.**

And I have some from my blog. And I have some more from my eRealEstateSocial.com account.

I have the name, email, and phone # of somebody who opted-in to a report I created. Now it's just up to me to call them.

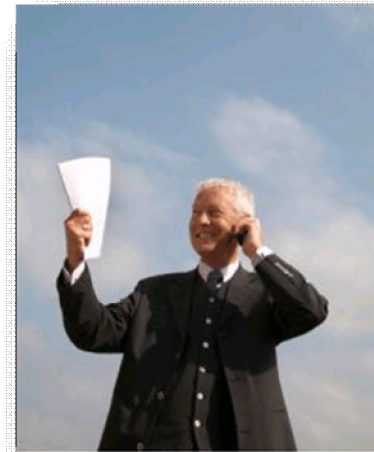
That's what a commitment to social media can buy you.

But why should you have to spend 6 months to get it?

You shouldn't! (And you don't have to if you make a smart decision)

But it's not just the time you waste being committed. It's the money.

You're going to be **amazed** at what I show you next...



“Figuring Out” Social Media Cost Me Over \$20,000 in time

My commitment to figuring out social media has cost me well over \$20,000 worth of time.

Even with the steady leads coming in today.

That’s because every hour I spent figuring out my facebook welcome page and opt-in system was an hour I could have spent lead generating some other, more proven way.

Add to that all the hours spent updating multiple accounts and it just really set me back.

Will I ever profit? If I had spent \$500 or \$5,000 instead of \$20,000 I would feel a lot better about it!

How much would it cost you to spend 6 months perfecting just your facebook page? For most agents I know, it would be **more than \$20,000 worth of time.**

At this point you might be asking the obvious question...

“How do I save the 6 months, 20 grand, and still get the effortless in-bound leads?” The obvious answer might surprise you...

It's Time for YOU To Get Out!

Imagine having the most professional facebook page for your business in your local market.

Imagine you have a blog that's stuffed with free reports, compelling original content, and links to your featured listings.

Imagine being on all the most important, new, fresh, up-and-coming, about-to-explode social media sites your customers go to every day.

Imagine smiling and printing out the leads you get in from these accounts when you open your email every morning.

That's what happens when you let us manage your social media for you! We get you out of social media and get the leads in for you.

Take a look at the next two slides.

Does it look like Real Estate Inner Circle created these or does it look like the Parsons Real Estate Team did?

You might be surprised to learn the Parsons Real Estate Team didn't have to spend any time setting these up and optimizing them!

facebook Search Home

The Parsons Real Estate Team We happen to be very familiar with this week's real estate word of the week! "Offer to Purchase": A presentation of a set of terms made by a potential buyer to a property owner to purchase his or her property. 1 hours ago

Wall Info **Welcome!** Real Estate See My List... Photos >>

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KELLER WILLIAMS REALTY **THE PARSONS REAL ESTATE TEAM**

www.TheParsonsRealEstateTeam.com 626.204.3302

Welcome To The Parsons Real Estate Team's Facebook Page!

Click Here for Your Free Analysis On How Much Your Home Is Worth!

Click Here for Your Free Southern Cal Relocation Package!

Pasadena Market Stats Featured Properties

Our priority at The Parsons Real Estate Team is to *serve the needs of our clients*. With an emphasis on integrity, it is our commitment to provide professional services unlike any other company or other agents

This is what people see when they go to The Parsons Real Estate Facebook Page!

A little different than you are used to?

Check out all the opt-in buttons!

PARSONS REAL ESTATE TEAM

HOME ABOUT US YOUR HOME'S VALUE FREE RESOURCES TESTIMONIALS LISTINGS
RELOCATING TO SOUTHERN CAL



16
JUN

How Many Homes Should Buyers Look At?



WELCOME!

[Click Here for
Your Free Analysis
On How Much Your
Home Is Worth!](#)

[Click Here for Your
Free Southern Cal
Relocation
Package!](#)

[Pasadena Market Stats](#)

[Featured Properties](#)

Their Blog is designed
the same way!

If a buyer is looking for
information on how
many homes they should
look at, they come here!

Once they opt-
in...BOOM! A lead in
your inbox right away.

This is just one example of social media sites we've created.

Guess what the Parsons Real Estate Team is doing instead of figuring out social media?

They are doing the lead generation they are best at.

Think about that.

While you're on the phone, at community events, going door-to-door generating leads, doing listing presentations, and showing homes, your social media sites generate leads for you with **no additional effort**.

Do you see why YOU getting out of social media will make such a big difference?

On the one hand you **save the extreme amount of time** it takes to get good at it. You save the money it costs you to learn everything.

On the other hand you spend your time doing the lead generating you're best at. You still get in-bound leads from social media sites without any additional effort!

It's obvious you're realizing that you need to let us manage your social media to save you the months of time, tens of thousands of dollars, and get you in-bound leads right away.

If you're like most agents, you want to get started as soon as possible so let me take you through your options...

Three Ways To Get Started Today

The logo for rE-generation is centered on the page. It features the word "rE-generation" in a black, serif font, with a trademark symbol (TM) to the upper right of the word. Below this, the phrase "{ ur online 4 sale sign }" is written in a smaller, black, monospace-style font. The entire logo is set against a white rectangular background with a subtle drop shadow.

*rE-generation*TM
{ ur online 4 sale sign }

1. rE-Generation Basic

We create your Facebook fan page and a blog for your business that is nothing like you're used to seeing. The fan page and blog are specifically designed to get you in-bound leads in your inbox every morning using our proven opt-in techniques. **This is not a template! Your Facebook and blog are customized by our Social Media Director just for you!** One-time fee of \$167.

CLICK HERE TO ENROLL: <http://bit.ly/rE-Gen-Basic> ...you will be contacted by the person who will set-up your accounts within 24 hours.

2. rE-Generation Advanced

We create your Facebook fan page, your blog, Twitter account, Linkedin account, Active Rain account, Trulia blog, eRealEstateSocial.com blog, Real Estate Global network blog, BrokerAgentSocial.com blog, YouTube page, and **many more**. **All your accounts are customized by our Social Media Director to get you even more in-bound leads** in your inbox every morning. One-time fee of \$397.

CLICK HERE TO ENROLL: <http://bit.ly/rE-Gen-Advanced> ...you will be contacted by the person who will set-up your accounts within 24 hours.

3. rE-Generation Select

Limited to select customers we will create and customize all of the accounts included in the Basic and Advanced packages but we will actively manage them on an on-going basis.

That means we will write **all** your blog posts and press releases using the latest, best [persuasion techniques](#) that are scientifically proven to get prospects to buy. We will **distribute your articles and press releases on all your accounts and across all the sites that buyers and sellers go to.** We will write facebook and twitter updates on a consistent basis. You will have a dedicated account manager that you'll have [24 hour access](#) to so that your accounts are maximizing their lead generation ability.

You will dominate your market and you will have the leads to prove it!

CLICK HERE TO APPLY: <http://bit.ly/rE-GenSelect> ...you will be contacted by the person who will set-up your accounts within 24 hours.

If you're not fully convinced that using **rE-Generation** will help you save months of time and money...and get you in-bound leads, that's OK. Try figuring out social media and convince yourself that it's not worth a couple hundred bucks.

I'll be printing out my leads in the morning. Will you?



We Are Here to Help

Don't act too quickly. I think it's great that you want to think about getting out of social media and decide it's the right decision for you.

If you really want to know the secrets to how we help agents get in-bound leads by getting them out of social media you can email our Social Media Director, Jarred Alexandrov.

His email is jarred@realestateinnercircle.net

Use the code: **regeneration** in the shopping cart and get 10% off your purchase!

THANK YOU FOR READING THIS REPORT. I HOPE YOU HAVE A BETTER UNDERSTANDING OF WHY YOU SHOULD GET OUT OF SOCIAL MEDIA NOW (BUT STILL GET THE EFFORLESS LEADS)!