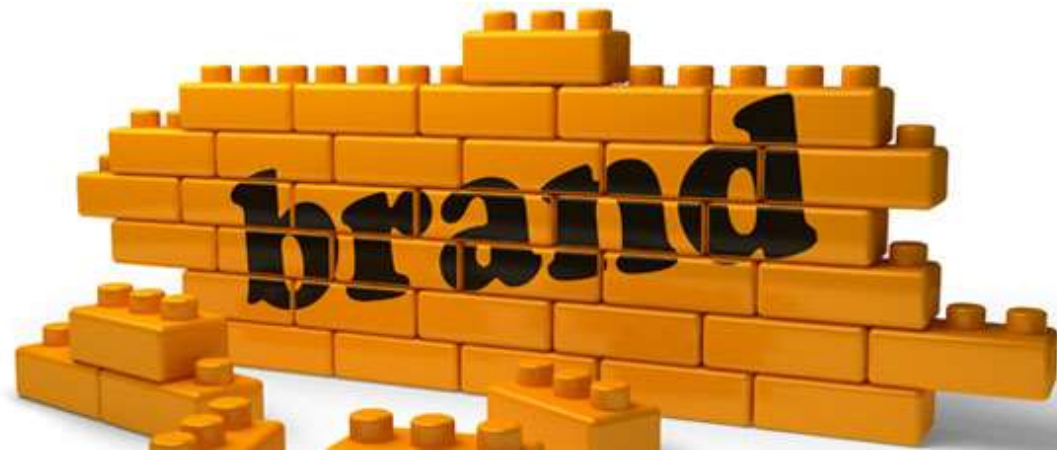




with Jarrod Carman

IT IS ABOUT:

- Profile of your brand
- The likeability of your brand
- Value to the customer



WHAT DOES YOUR BRAND SAY ABOUT YOU?

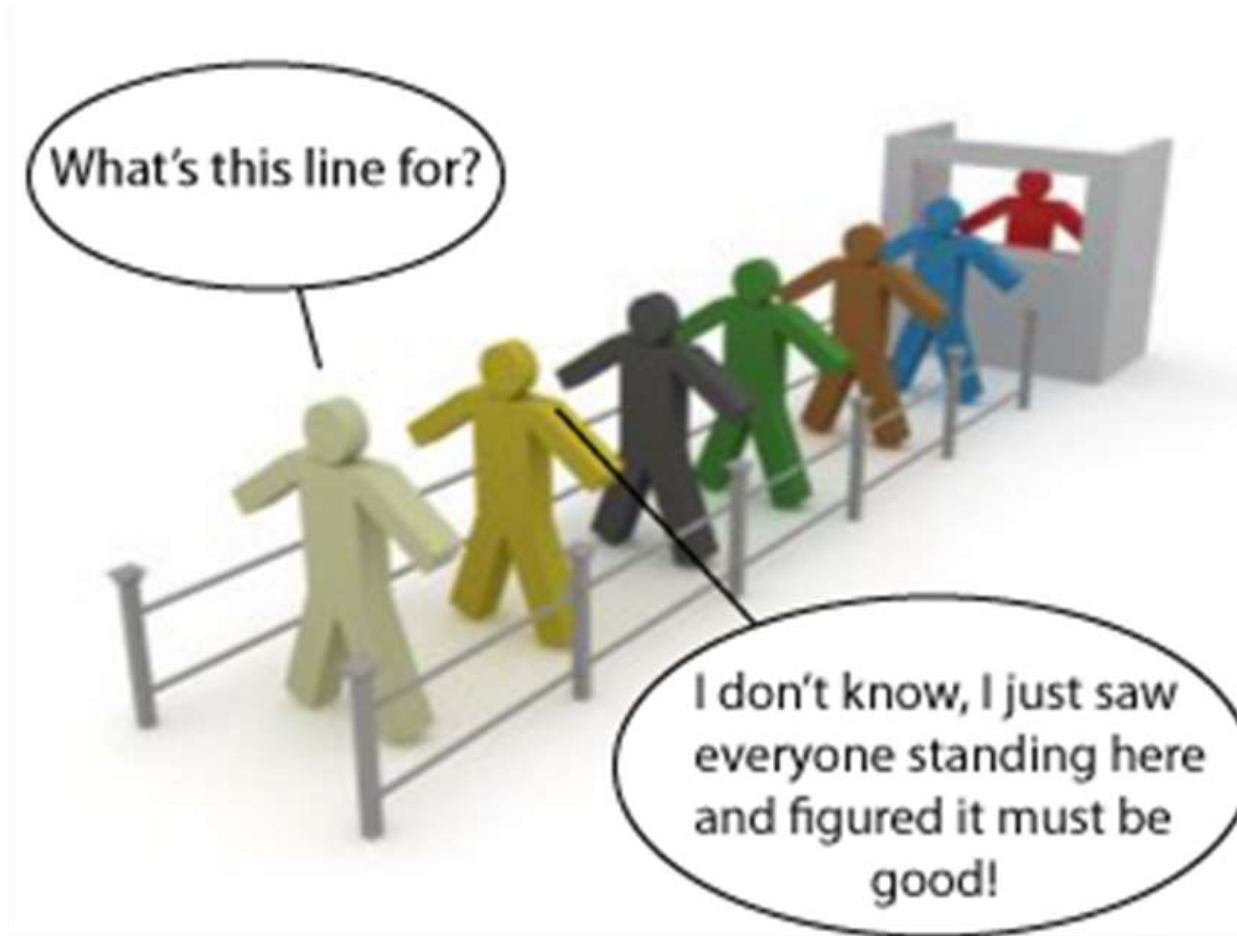


AUTOMATED RESPONSES

"We've gone from being exposed to about 500 ads a day back in the 1970s to as many as 5,000 a day today."



SOCIAL PROOF



We are not people – we are **sheeple**

SIMPLY OTHERS HAVE DONE IT
SO YOU SHOULD DO IT TOO



The Research



Many past visitors have removed the petrified wood from the park, destroying the natural state of the Petrified Forest.”

Which statement will illicit the best result?

- **Sign #1:** Informed the customer that they could be saving \$54/month on their utility bill.
- **Sign #2:** Told customers that they could prevent the release of 262 pounds of greenhouse gasses every month.
- **Sign #3:** Encouraged customers that saving energy was a socially responsible thing to do.
- **Sign #4:** Let customers know that 77 percent of their neighbours were already actively using fans to save energy.

BEING PART OF THE HERD IS SAFE



SOCIAL PROOF STRATEGY FOR REAL ESTATE

Keys to making social proof stronger:

- Positivity
- Smile
- Create likability



THE POWER OF LIKING

People love themselves and people that are just like them. So be like them!



IMPLICIT EGOTISM



TESTIMONIALS





Peninsula's best real estate agent.

My wife and I recently sold our house with Jarrod. We found Jarrod and his team honest, professional and people we could trust throughout the sale of our property. We never felt pressured to accept an offer and he did his very best to get the best outcome for us. We ended up selling our property in less than two weeks at a price higher than our expectations. I would highly recommend Jarrod to anyone and you will not be disappointed.



Rating Mr. Jarrod Carman

Mr. Carmen has represented us twice and on both occasions has done a fantastic job. He did not raise our expectations with false valuations but was realistic and achieved excellent results for us on both occasions. He is personable, knowledgeable, punctual and most importantly, does everything he says he will do. He employs excellent staff who obviously have to meet very high standards. My wife and I have, and will continue to recommend he and his team to friends and neighbors as appropriate.



**COULDN'T ASK FOR ANYMORE !!!
FANTASTIC SERVICE.**

Faultless. What a wonderful person! I have recommended Jarrod Carman and his lovely staff at Eview, and wouldn't hesitate to recommend them again and again. He would be my first port of call if we were to sell a house again in the future. Great job guys and thank you for your attention to detail, professionalism and communication, at all levels.



A Wonderful Experience

Jarrold sold our property in Mornington in a very professional and well communicated manner. His after service care is also exceptional as he is assisting us to purchase a block of land that is not even listed with him. Jarrod even went to the length of phoning town planning on our behalf to further assist. I would recommend Jarrod Carman to anyone who is looking to sell their property.

Matt.





eview
REAL ESTATE PARTNERS

Vendors

MIRROR NEURONS



HALO EFFECT



HORNS EFFECT



AUTHORITY

RULES

FAMILIARITY MARKETING



RECIPROCITY



What sort of things could you give to get back in real estate?

Look outside the industry don't just look at other agents.

Look at companies doing amazing marketing





Do people love you and put up with some little mistakes you might make. Or does your brand inflame them so badly they would like to kick you?





with Jarrod Carman