

**STOP CHASING, START ATTRACTING:
3 WAYS TO MAKE THE LEADS COME
YOU!**

01

WE'RE DOING IT LIVE

Organic, educational
content done right.

02

CAPITALIZING ON LIFE EVENTS

The 7 D's and how to get in front
of them.

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Q&A

Let's save all questions
until the end!

INTRO TO ME:

Co-Founder & CEO @ Humaniz - we help teams/brokerages grow!

Speaker & Coach

\$1.5B+ in lifetime real estate sales

Angel Investor (1 <3 startups)

Spent 5 years at Zillow (yuck right?)

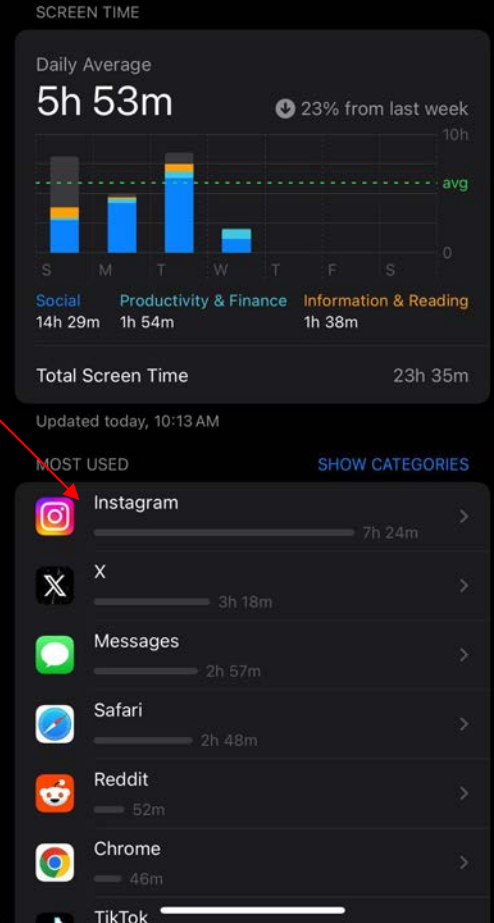
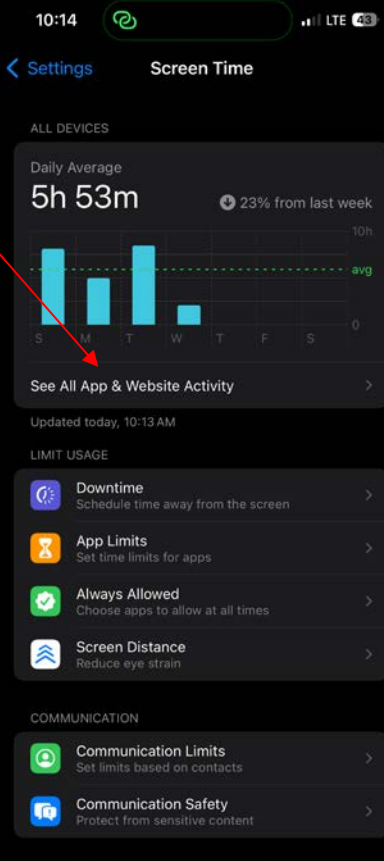
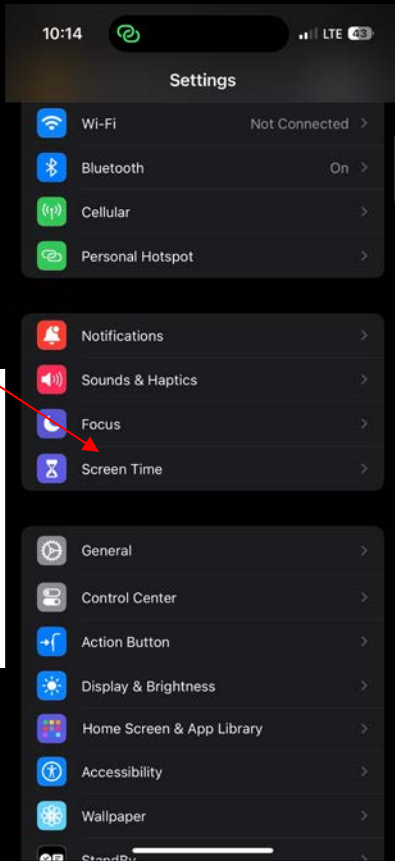
@chris.giannos ← ADD ME ON IG.



SHIT

I DON'T HAVE TIME FOR:

- 1. This shit.**
- 2. Your shit.**
- 3. Their shit.**
- 4. Half of this shit.**
- 5. Any of this shit.**
- 6. Anything that doesn't
have shit to do with me.**



01 **“DOING IT**

LIVE”

Giving without expectation leads to receiving without limitation.

THE IDEA



CONSISTENTLY

- Hyper localized, establish yourself as the area expert and “digital mayor”.
- Consumer attention span is low, short form, valuable content is the way to their hearts.
- Not huge cost barrier to starting this activity literally this coming week...tomorrow?
- Consistency builds brand awareness, you become the “Friday at 2PM person”.
- By demonstrating market knowledge, you look and sound like a pro...

IG LIVE WEEKLY MARKET UPDATES: WHY

- Decide where you're going to be discussing...zip/county/city/neighborhood?
- Get reports from KCM, and review them in detail before your first session.
- Start posting daily on your stories that you are going to be LIVE on Date/Time...hype it.
- Review the market update "outline" that I've provided here...progress never perfection.
- Get somewhere quiet and free of distraction w/good light and CRUSH IT LIVE.

IG LIVE WEEKLY MARKET UPDATES: HOW

RINSE. REPEAT. FOREVER

SAME DATE...SAME TIME...EVERY SINGLE WEEK.

02

“THE 7 D’S”

Life events are unavoidable, but present unique opportunities for you as an agent to help stressed out people.

THE IDEA

Diapers = Time To Buy/Sell?

Death = Time To Buy/Sell?

Divorce = Time To Buy/Sell?

Diplomas = Time To Buy/Sell?

Defaults = Time To Buy/Sell?

Diamonds = Time To Buy/Sell?

D'Relocation = Time To Buy/Sell?

- Strong need to transact...big changes usually equally big drive to take action.
- No shortage of them...think about how volatile and all over the place our lives are.
- With different generations both entering and leaving the housing market..time is prime.
- All realtors usually focus on macro marketing...micro marketing less competi..
- Personal experience can drive empathy when helping others like yourself...

FOCUS ON LIFE EVENTS FOR LEADS: WHY

- The Amanda Cruz Group Example: Using a wedding expo to generate buyer opps.
- Researched wedding expos in state of NJ, found one that happened monthly.
- Registered and spent <\$1k on an awesome booth set up + swag for her & team.
- Created a QR code to scan for a “win a pair of louboutin” wedding shoes (capture info)
- Received 178 top of funnel leads weekend #1 - 6 ended up getting prequalified to buy.

FOCUS ON LIFE EVENTS FOR LEADS: HOW



FREE LIFE EVENTS

GUIDE HAS 7+ WAYS

TO GENERATE

LEADS

DM ME ON IG
@CHRIS.GIANNOS
“7D”

IN CLOSING:

JUST PICK ONE AND DO IT!



PLEASE...JUST ONE...DO IT!

Q&A