

Title: Three Steps to Building Successful Partnerships

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Step 1: Call or email your agent prior to sending them an invite to Total Expert

- Make sure to include the Total Expert value prop for agents in your messaging:
 - Agents get a free version of Total Expert, which includes:
 - CRM and lead management
 - Marketing tools such as Single Property Sites, Lead Capture Apps, Print Marketing, and Every Door Direct Mail
- Attach co-marketing one-pagers to easily entice agent:
 - [Benefits of Total Expert](#)
 - [Lead Capture Apps](#)
 - [Lead Management](#)
 - [Print Marketing](#)
 - [Single Property Sites](#)
 - [FAQ](#)

Example email:

"Hi [Agent First Name],

I currently use a platform called Total Expert for my CRM and marketing. I have the ability to extend an invitation that would offer you a free Total Expert account.

This platform would provide you access to the following tools:

- Lead Management / CRM
- Open house flyers and other print content
- Single Property Websites
- Lead Capture Apps
- And more!

I would love for you to be able to leverage this technology. Let me know if you're interested and I can send you an invitation. In the meantime, [here is a quick video](#) if you want to learn more!

Step 2: If your agent expresses interest, send them a co-marketing invitation via Total Expert

Not sure how? Click here to learn how to [invite Co-Marketing Partners to Total Expert!](#)

Need additional help? Watch this [step-by-step training](#).

- Our best practice is to fill out as much information as you can for the agent before sending the invitation to make it as easy as possible for your agent to sign up.

Step 3: Show your agent the value of Total Expert

- Ensure your **Co-Marketed New Listing Alerts** are turned ON in your account settings > notification settings
Not sure how? Click [here](#) to learn how to update your notification settings

Each time you get a Co-Marketing New Listing Alert email from your Co-marketing Partner, create marketing materials for the property and email them to your partner. We recommend creating a Single Property Site, Open House Lead Capture App, and Print Marketing flyer for each listing. Not sure how? See below:

Single Property Website

[How to create a Single Property Website](#)

[How to post a Single Property Website to social media](#)

Print Flyer

[How to create a co-branded Print Flyer](#)

Lead Capture App

[How to create an open house Lead Capture App](#)

Example email:

"Hi [Agent First Name],

I saw that your property at [property address] just hit the market – congratulations! I went ahead and created some marketing resources for you to use to promote your property. See below:

- Single Property Website (insert link)
- Open House Lead Capture App (insert link)
- Print flyer (attach to email)

Again, congrats on your new listing! Let me know if I can help you in any other way"