

Playbooks

Meet Real Estate Tech

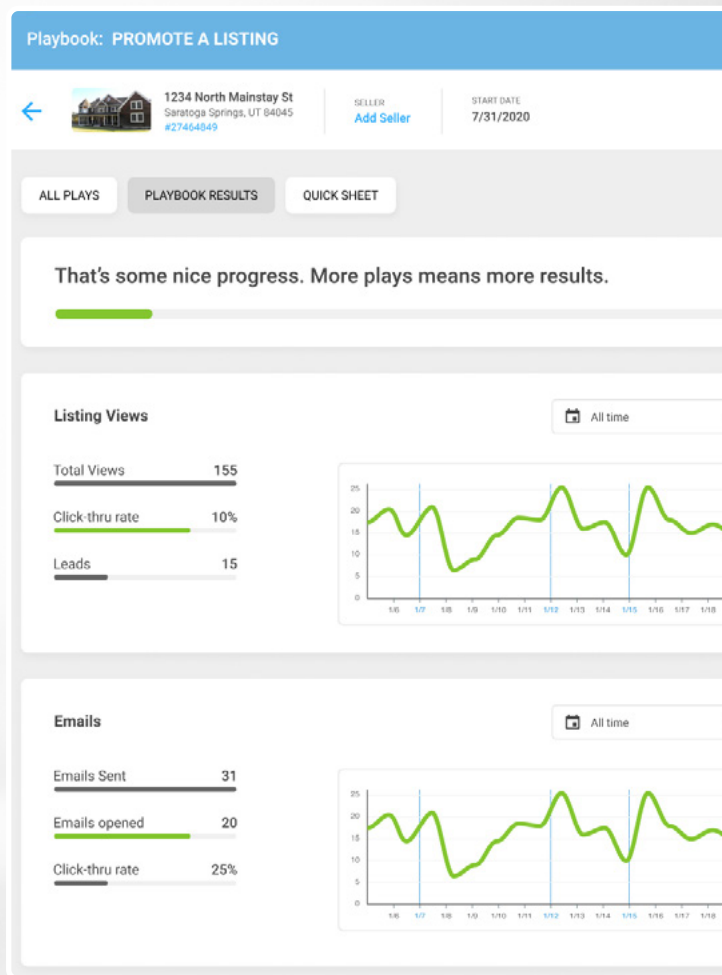
How tech-enabled playbooks are driving productivity and profit



What's a Playbook?

The idea of “playbooks” has been around for decades. We’ve heard such phrases as “I got it from my opponent’s political playbook” or “I learned it from a sales playbook.” The word actually gained popularity from the National Football League’s “playbook,” termed for a notebook containing diagrammed, strategic football plays.

The best playbooks in any use-case are those that go beyond a simple “how-to” manual and become something that the user can do quickly and efficiently to drive repeatable results. In real estate, the concept of “playbooks” – following a proven step-by-step process that ensures the highest likelihood of success – is the backbone of how agents, teams, and brokerages run a profitable business. The challenge with playbooks? It can be hard to find the right plays and even harder to bridge the various technology gaps to make them scalable.



When Playbooks Meet Tech (Inside Real Estate Tech, That Is)

At Inside Real Estate, we saw an opportunity to combine the most powerful features within kvCORE with the proven strategies and tactics of top-performing agents, teams, and brokers to create the first-ever tech-enabled playbooks in real estate.

Playbooks within kvCORE are not just a reference to best practices. They are a powerful combination of tech automation and agent best practices in a simple, automated experience.

They are proven, automated and integrated combinations of actions and tools that drive bottom-line results with the most straightforward interface.

Playbooks are an opportunity for our customers to increase productivity and achieve better results by more fully allowing the technology to work for them, not the other way around.

Playbooks in kvCORE are an end-to-end curated set of activities built around common goals for our users. Based on best practices and proven results of top agents using kvCORE, they're like wizards that help brokers, agents, and teams drive outcomes at speed.

THE RESULT?



A BETTER
USER EXPERIENCE



BETTER ADOPTION
RATES



REDUCED TIME
TO ACCOMPLISH GOALS



HIGHER CLIENT
ENGAGEMENT



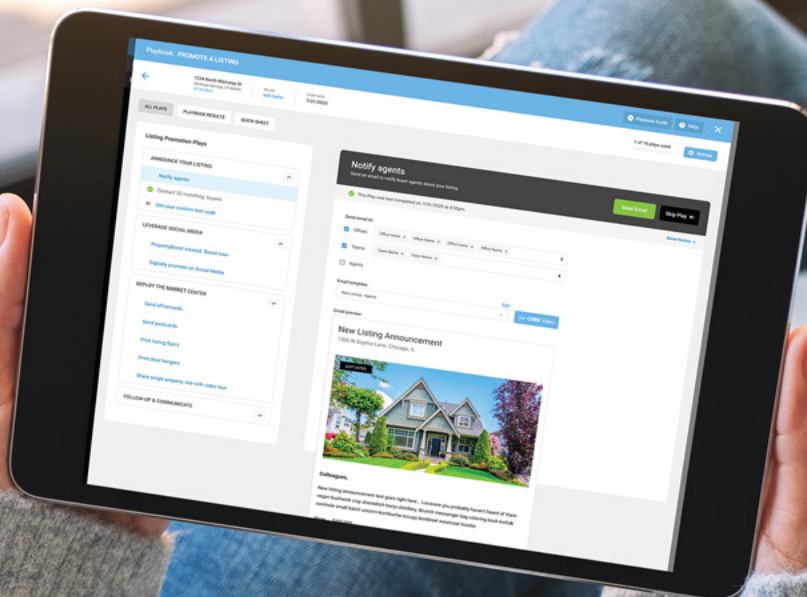
BETTER OUTCOMES
DRIVING MORE PRODUCTION

Writing the “Tech Playbook” on Playbooks

To create our playbooks, we combed through millions of activities that our customers use on a daily basis to look at the most common goals and business outcomes kvCORE users want to drive. Next, we curated the most impactful and proven set of features and activities every agent would need to accomplish those goals and put them into a streamlined and straightforward flow. Then more magic happened: we automated them.

kvCORE is the most feature-rich real estate platform on the market. Our playbooks make it easier for customers to leverage and streamline proven strategies to ensure they are following the best path towards optimizing their time and achieving results. We simplify – and automate – all the best practices around everyday real estate activities like promoting a new listing, hosting an open house, engaging your sphere, recruiting, farming, etc.

Playbooks in kvCORE are based on the guiding principles that have powered our products for years – ease of use, automation, customization, and ROI.



Four Ways Playbooks Will Be a Game-Changer to Your Business

Playbooks are an “easy button” solution that reduces the amount of time it takes for users to accomplish specific business outcomes at their highest potential. With our playbooks, users tap into the most impactful features of kvCORE, but way faster. **On average, it takes 80% less time.**



WHY IS THIS SO POWERFUL FOR AGENTS?

Agents can accomplish more in less time. Period. You save precious time in two ways. First, you don't have to do the research to know what steps to follow to ensure you get the best results. Second, when you leverage the built-in automation for each activity, your productivity level will forever be changed.

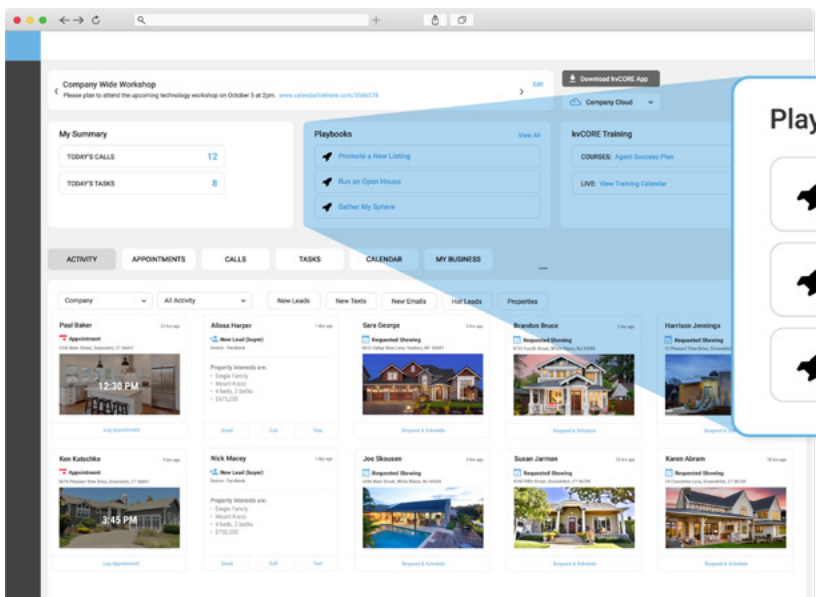
WHY IS THIS SO POWERFUL FOR BROKERS?

Brokers can offer a sleek, modern, highly-automated experience for your agents. You'll see productivity grow, resulting in more deals. Your agents will realize the full value of kvCORE and your tech-adoption rates will increase. Your tech platform will drive results, so you'll attract more agents who'll stay loyal to you.






The Top Playbooks in kvCORE You Need to Know About Now

One of the most important (and profitable) objectives for every real estate professional is to successfully promote their listing. With the thousands of different ways and different tools available to promote listings, it's critical to choose wisely to avoid wasted time, wasted spending, and a poor outcome.



Playbooks [View All](#)

-  [Promote a New Listing](#)
-  [Run an Open House](#)
-  [Gather My Sphere](#)

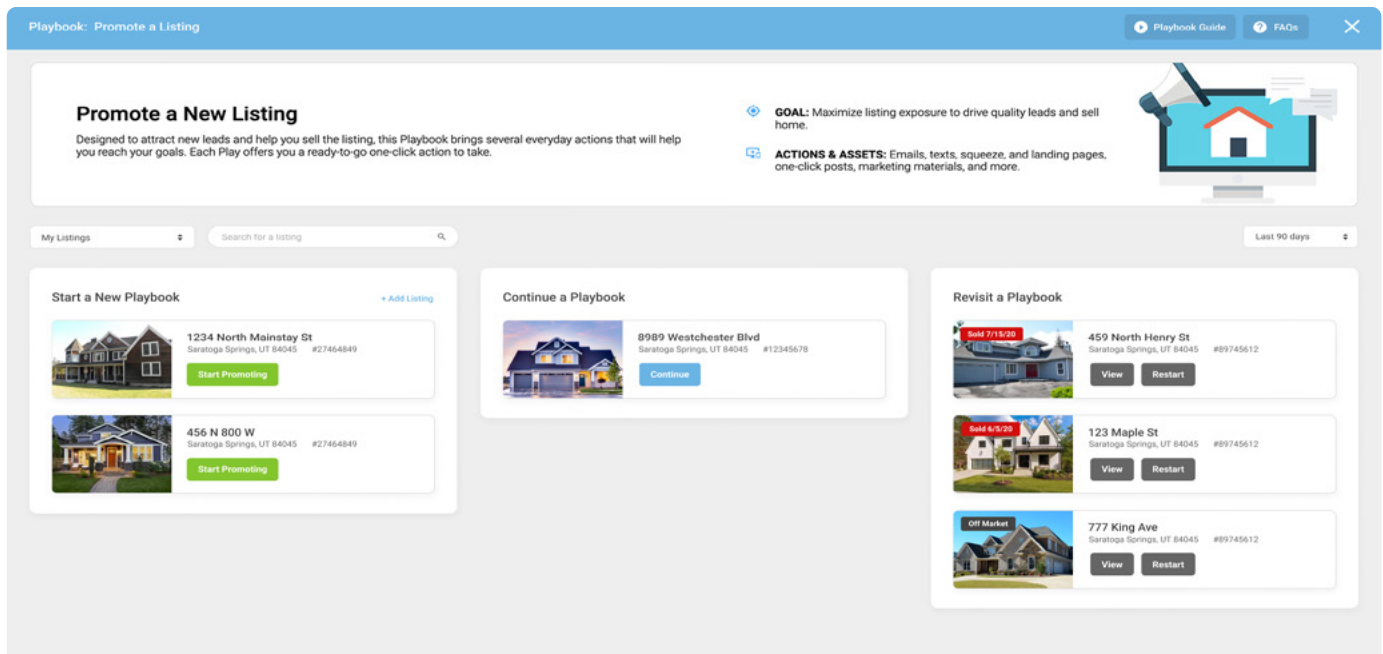
YOUR PLAYBOOKS ARE QUICKLY ACCESSIBLE FROM YOUR kvCORE DASHBOARD:

Promote a Listing Playbook in kvCORE

The Promote a Listing Playbook provides agents with everything they need to quickly leverage kvCORE to maximize listing exposure, generate new leads, and ultimately sell homes faster. Agents can customize plays and save changes as their default, so future campaigns are one click and done. Plays are placed into easy-to-use categories, and simple step-by-step instructions lead you through the playbook.

Made up of 10 of the most powerful and proven kvCORE features, our Promote a Listing Playbook is queued up for quick use.

Kickoff the Smartest Ways to Promote a Listing with One Click

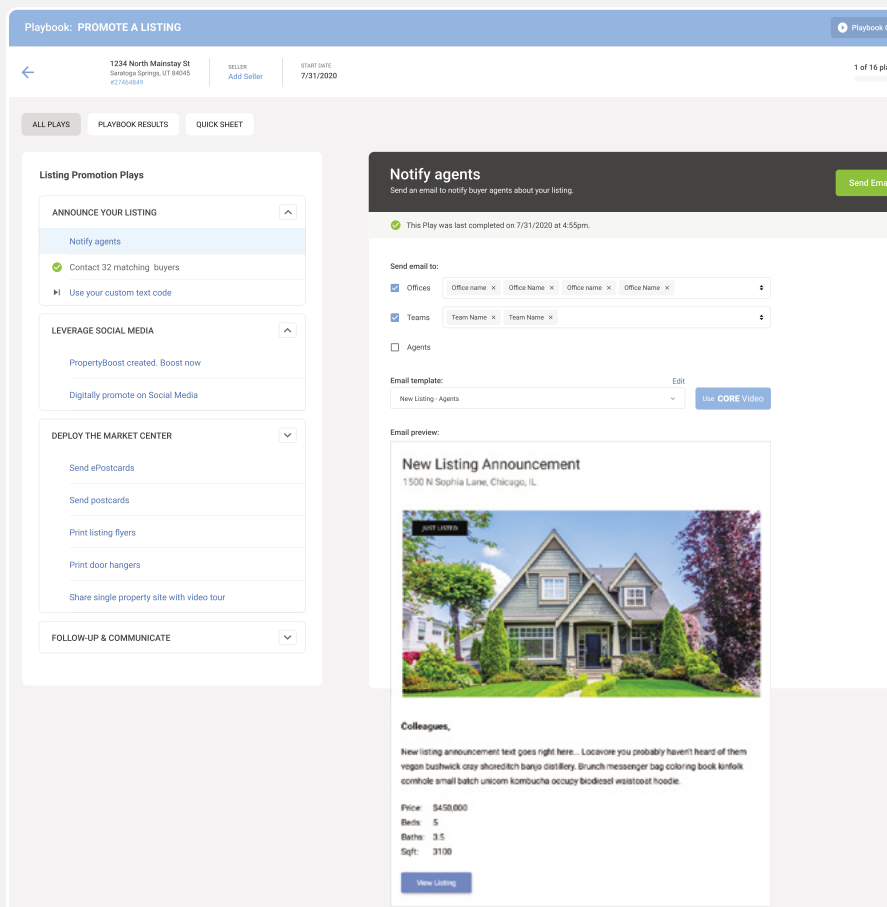


Listing Promotion Plays

The most impactful listing promotion strategies are then spelled out in a quick step-by-step guide. Within the Promote a Listing Playbook, you'll find:

ANNOUNCE YOUR LISTING: 3 PLAYS

- Notify agents within your brokerage.
- Share the listing to matching buyers throughout your brokerage.
- Utilize a custom text code for more engaging marketing.



Promote digitally with social media
Digital marketing assets have been created for you to use.
Done
Skip Play

Squeeze Page

Link: [kicore.com/squeeze/12456457](#) Copy
Edit settings

HashTag: [playbook1234](#) Add

Post
Post
Post

Landing Page

Link: [kicore.com/landingpage/12456457](#) Copy
Edit settings

HashTag: [playbook1234](#) Add

Share
Share
Share
Share

Craigslist

HashTag: [playbook1234](#) Add

☒ Remind me to remove this listing ad in 30 days.

Post to Craigslist

Make sure to install our [Craigslist Chrome extension](#) to use this auto post feature. Instructions on how to use this extension can be found [here](#).

Virtual Tour

View Website
Edit settings

Link: [http://yoursinglepropertytour.com](#) Copy

Post
Post
Post
Send to Seller

Video Tour

View Video Tour
Edit settings

Link: [http://youtube.com/tour/123456](#) Copy

Post
Post
Post
Send to Seller

LEVERAGE SOCIAL MEDIA: 4 PLAYS

- Single property squeeze page created! Now, just post to Facebook.
- Post listing to Craigslist.
- Landing page created! Now, share it on social media.
- CORE PropertyBoost ad created. Boost now for even more leads.

Edit Landing Page
X

Preview
Start From Scratch

Preview mode
DESKTOP MOBILE

Save Changes
Cancel

FOLLOW-UP AND COMMUNICATION: 3 PLAYS

- Initiate the seller's report email series to wow your client!
- Smart campaign started to nurture leads started for playbook produced leads.
- Dialer list has been added. Follow-up with your new leads.

Initiate Seller's Report email series

Send a series of email reports to keep the seller informed of everything you're doing to make sure their property sells.

[Start Emails](#)[Skip Play ▶](#)

Send reports to:

Select seller:

Send reports to: Jennifer Peterson [Change](#)

Email preview:

SELLER'S REPORT

266 Old Mill Road, Jamestown, VA

Jed & Nancy Williamson

As promised, in this email report you will find the latest activity, updates, notes and metrics for your listing. If you have any questions please feel free to reach out to me at any time.

Showings

10

Open Houses

2

Online Views

2150

Favorites

16



Smart Campaign started

A smart campaign has been activated for all the leads that are created by using this playbook.

[Done](#)[Skip Play ▶](#)

Campaign: Playbooks - Promote a Listing follow up

[View/edit campaign](#)[Pause](#)[Restart](#)[Remove](#)

Playbook: PROMOTE A LISTING

[Playbook Guide](#)[FAQs](#)[×](#)

1234 North Mainstay St
Saratoga Springs, UT 84045
#27464849

SELLER

[Add Seller](#)

START DATE

7/31/2020

1 of 16 plays used

[Settings](#)[ALL PLAYS](#)[PLAYBOOK RESULTS](#)[QUICK SHEET](#)

That's some nice progress. More plays means more results.

Listing Views

All time

Total Views 155

Click-thru rate 10%

Leads 15



Emails

All time

Emails Sent 31

Emails opened 20

Click-thru rate 25%



Playbook Results

All Plays

All time

ALL CONTACTS

47

NEW LEADS

14

ACTIVE LEADS

3

CLIENTS

1

CLOSED

0

Name	Status	Last Contacted	Source Play	Listing Views
Chase Utley	New	2/1/2020	Squeeze Page	5
Jimmy Rollins	Active	1/31/2020	Email	2
Ryan Howard	Active	1/29/2020	Craigslist	1
Cole Hamels	New	1/27/2020	Squeeze Page	2
Shane Victorino	New	1/27/2020	Text Code	3
Chase Utley	New	2/1/2020	Squeeze Page	5
Jimmy Rollins	Active	1/31/2020	Email	2
Ryan Howard	Active	1/29/2020	Craigslist	1
Cole Hamels	New	1/27/2020	Squeeze Page	2
Shane Victorino	New	1/27/2020	Text Code	3

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1 2 3 Next

The results are displayed alongside the playbook you're using at any time. You'll also see a list of completed plays and skipped plays.

The Promote a Listing Playbook is just the beginning of the playbook technology being developed at Inside Real Estate. Here is a glimpse at other playbooks in the works for kvCORE:



THE OPEN HOUSE PLAYBOOK will help real estate professionals prepare their sellers for an open house, increase foot traffic at a scheduled open house, increase traffic online and in person, and follow-up with open house attendees.

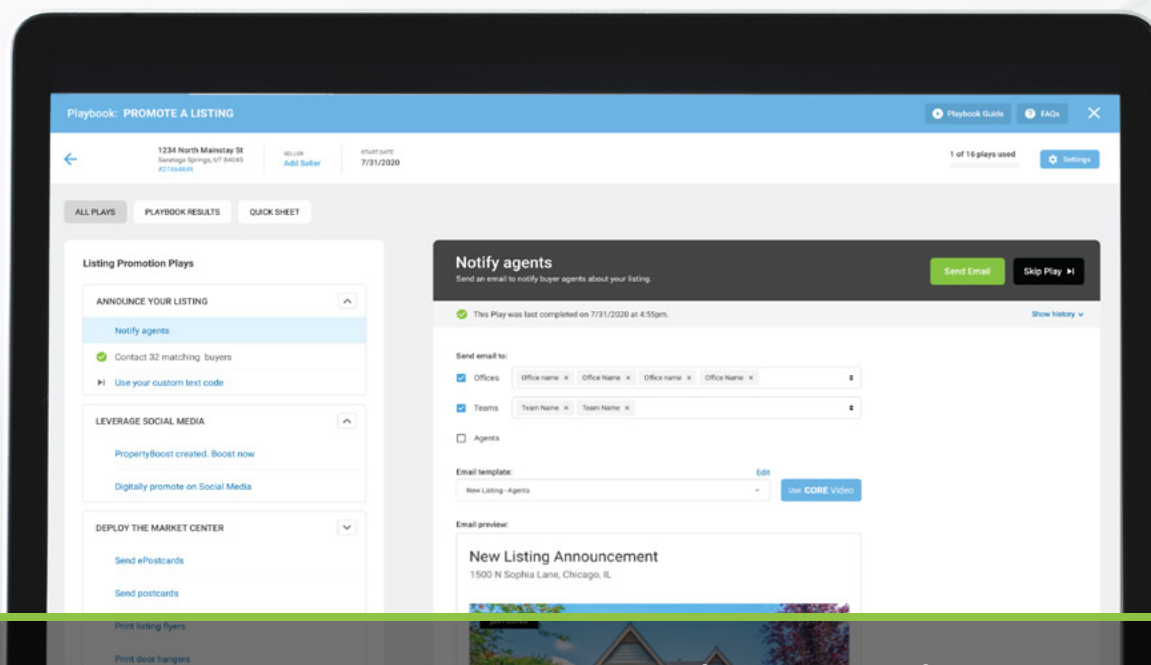


THE POWER-UP MY SPHERE PLAYBOOK will help agents who struggle to know where to start to work their sphere regularly. Power-Up My Sphere will help set up targets and goals that identify Sphere contacts, nurture them consistently and convert more into repeat clients & referrals.



THE NICHE ADVERTISING PLAYBOOK will help agents build campaigns for niche markets, and leverage Facebook and Google ad platforms, giving them more control over ad campaigns and will offer metrics for drilling down ad performance.

This emerging playbook technology will be a game-changer for brokers, teams, and agents alike. Inside Real Estate will unveil our first playbooks to the industry beginning with kvCORE's Spring 2021 Release, and will continue to expand within the highest impact areas of our customers' businesses.



See Playbooks in Action

Get a kvCORE demo

About Inside Real Estate

As the proven leader in real estate technology, Inside Real Estate is one of the fastest-growing independently-owned real estate software companies and a trusted technology partner to over 250,000 top agents, teams, and brokerages.

Built on a modern, scalable, and flexible architecture, kvCORE enables every brokerage to create their unique technology ecosystem through custom

branding, robust integrations, and high-quality add-on solutions. Inside Real Estate's kvCORE is listed on the G2 list of top software companies worldwide and is among the fastest-growing software solutions. It continues to be the top-ranked platform in the real estate vertical. kvCORE's nickname is the "Productivity Platform," and our playbooks are perhaps the most unparalleled productivity enhancement to date.