

Disclaimer

We consider these to be best practices for using Breakthrough Broker; however, you should always consult with your sales manager or legal department to ensure that these practices are compliant with your company policies and local/state laws.

7 Steps to Success

by Breakthrough Broker



Breakthrough Broker is designed to help you stay top of mind and help your real estate agents sell more homes. To help you make the most of our partnership, we've outlined a few best practices. Use these easy steps to gain a competitive advantage over your competition and increase month over month orders.

Step 1

Refer Agents

Consistency is key to staying top of mind. We encourage you to refer 5 to 10 agents per week to Breakthrough Broker (that's only 1-2 a day).

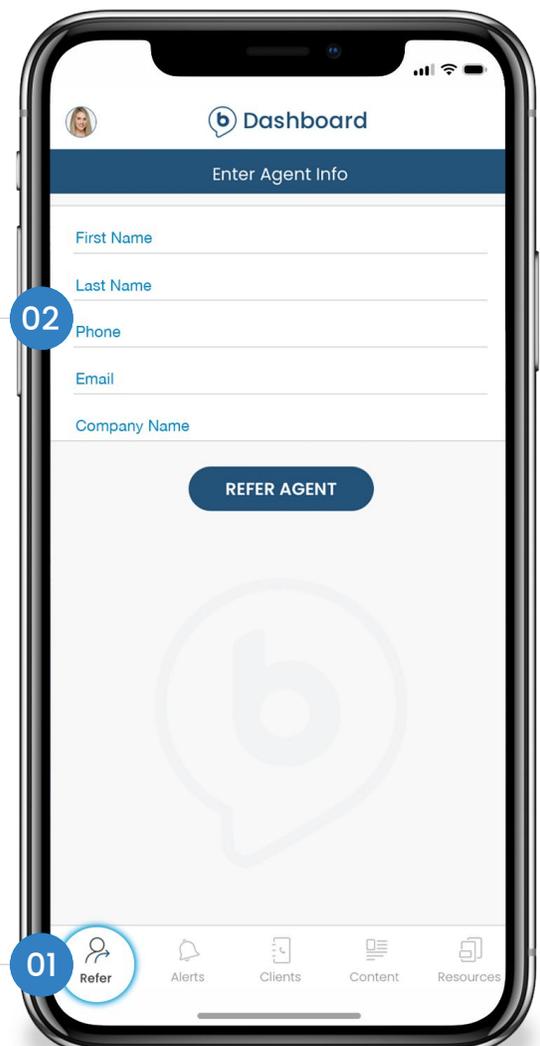
Here's how:

01 Refer Tab

Log in to your Breakthrough Broker Dashboard on BreakthroughBroker.com or your BB Hub app ([iPhone](#) or [Android](#)) and select the **REFER** tab.

02 Agent Info

Enter an agent's full name, email address, phone number, and zip code. They will receive an email asking them to accept an invite to Breakthrough Broker.

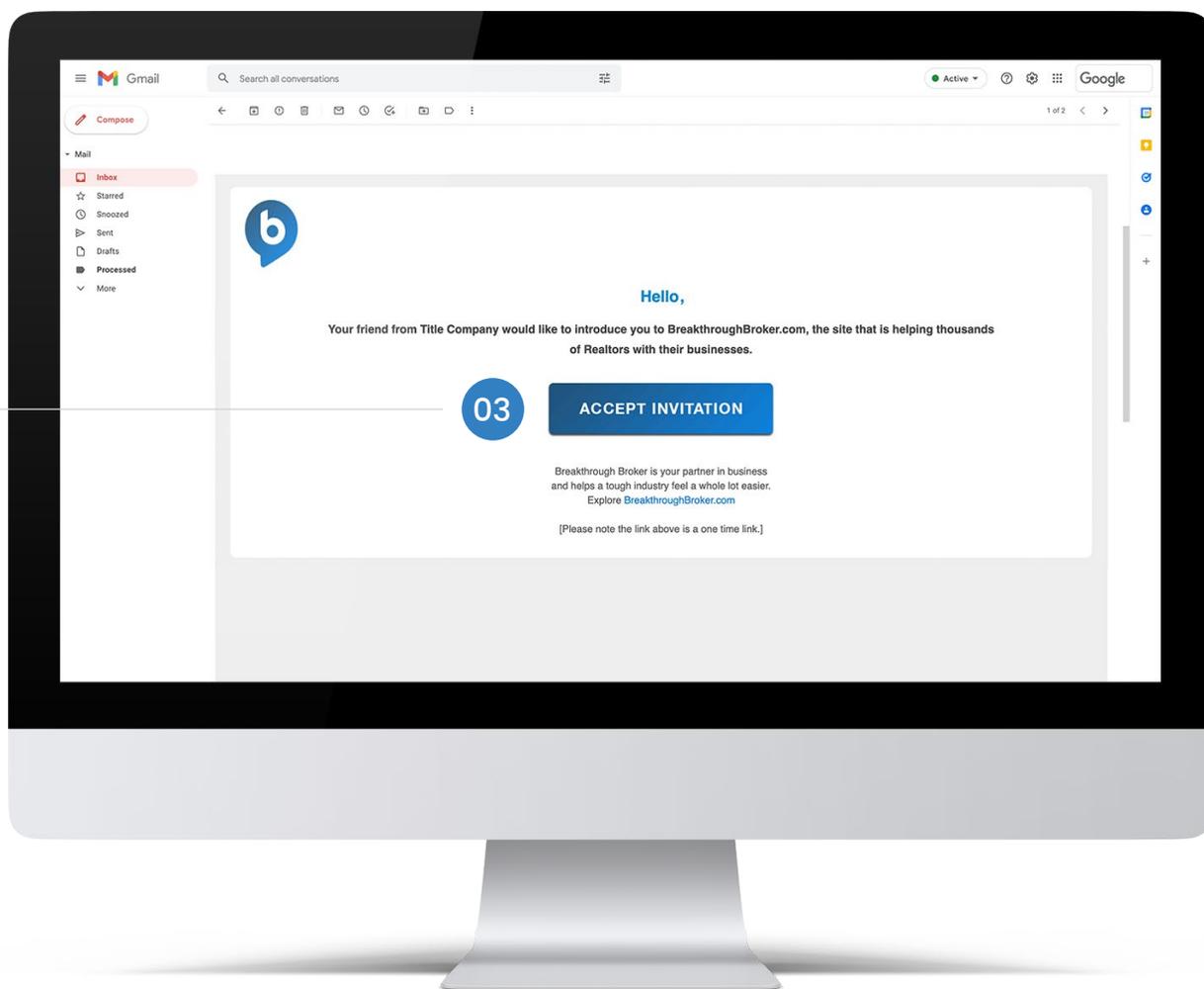


Step 1 Cont.

Refer Agents

03 Email Notification

Your agent will need to accept the invitation found in the email.



Follow Up

Once you refer an agent to Breakthrough Broker, follow up to let them know their trusted Title Partner is sharing a great resource with them. The easiest, most effective way to catch an agent's attention is by selling the twice a week emails. Here are some ways to do that via phone, text, or email.



Phone Script

"My best agents are LOVING this Breakthrough Broker site. I assumed you would love it, so I already set you up! The best part is, it's free and you don't have to do anything EXCEPT check out the weekly emails. They will be sent to your inbox every Tuesday, Thursday, and Sunday and they will highlight various strategies, tips, templates, and field guides. I can't wait to see what you think."



Text Script

"Hi _____ (name) _____, my best agents are LOVING this Breakthrough Broker site. I assumed you would love it, so I already set you up! It's no cost to you. Check out the emails every Tuesday, Thursday, and Sunday highlighting various strategies, tips, templates, and field guides. I can't wait to see what you think!"

Step 2 Cont.

Follow Up

Copy and
paste this!



Email Script

Hi _____ (name) _____,

I hope this message finds you well! My best agents are LOVING this Breakthrough Broker site. I assumed you would love it, so I already set you up! The best part is it's free and you don't have to do anything EXCEPT check out the weekly emails. You'll receive emails every Tuesday, Thursday, and Sunday highlighting various strategies, tips, templates, and field guides. I can't wait to see what you think."

Here's a sneak preview of some of Breakthrough Broker's new content and marketing items.

[What's New on Breakthrough Broker](#)

[Breakthrough Broker Marketing Templates](#)

[Breakthrough Broker Top Content](#)

[Breakthrough Broker AMP Overview](#)

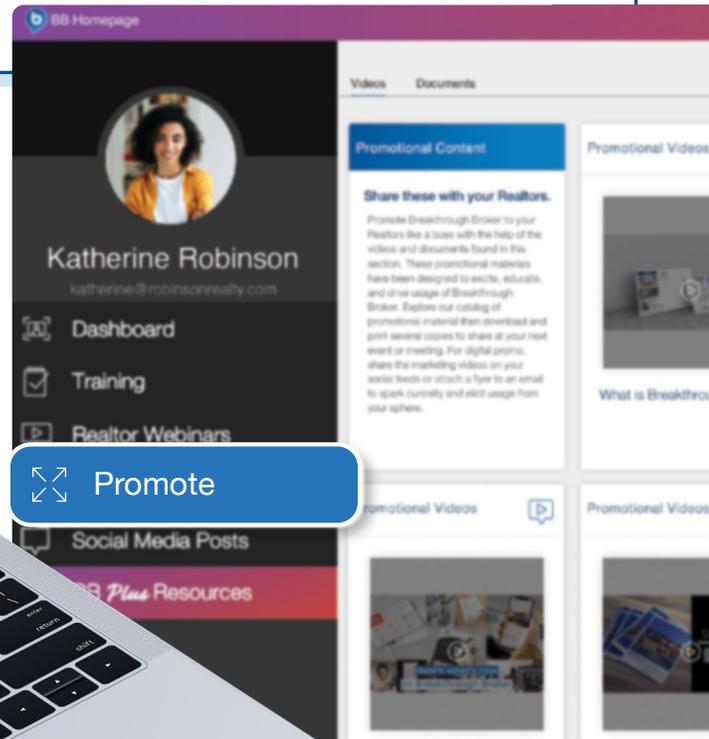
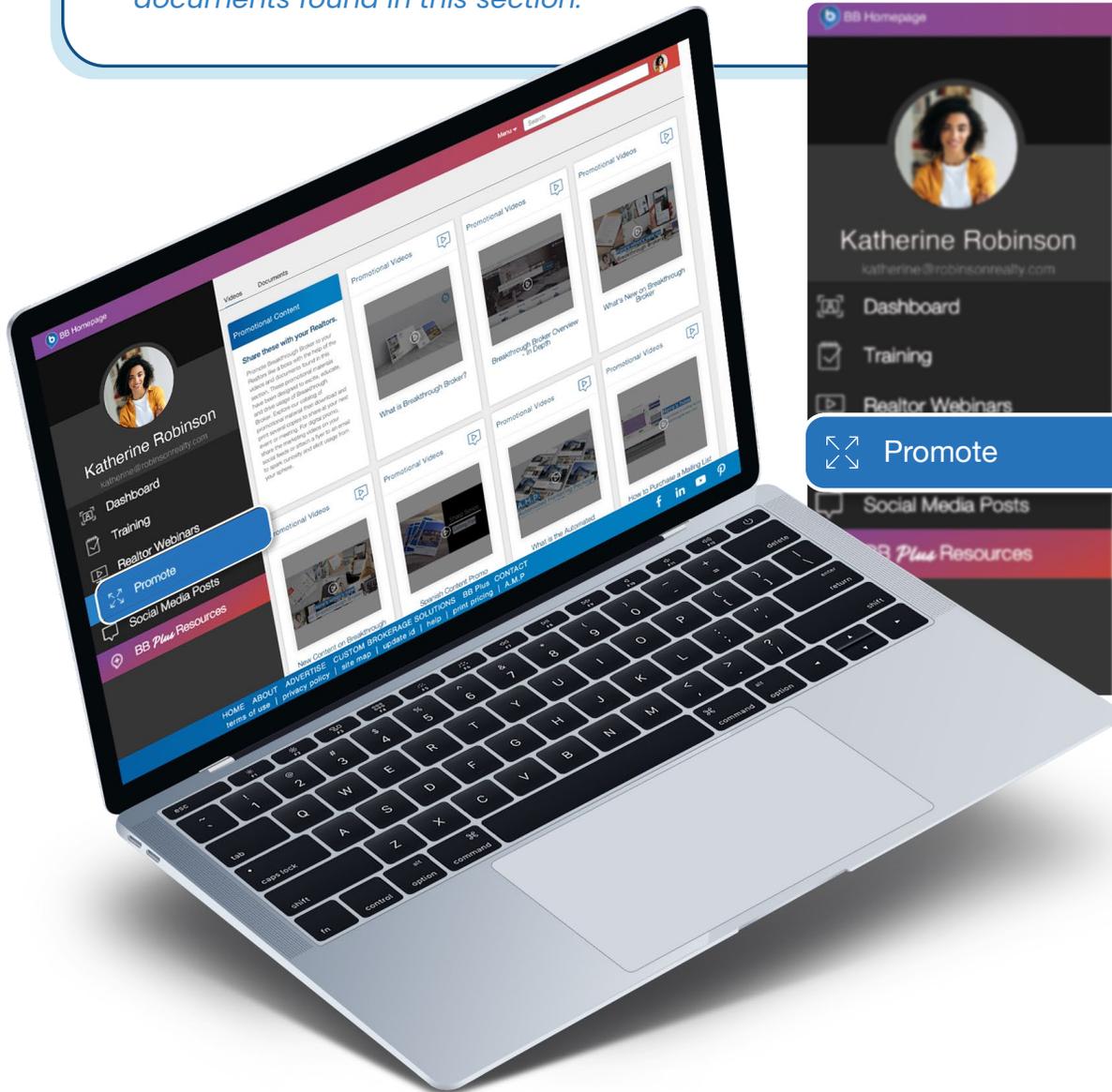
Let me know if I can help you with anything. I'm looking forward to hearing your thoughts!

Thanks, _____ (name) _____

Step 2 Cont.

Follow Up

Your dashboard includes a **PROMOTE** section where you have access to promotional content for your agents. *Explore our catalog of material and how-to videos to promote Breakthrough Broker to your agents with the help of the videos and documents found in this section.*



Step 3

Demonstrate Value

Use these items!

Give your agents specific ideas for leveraging the content on Breakthrough Broker. Feel free to copy and paste any of these content suggestions into an email to agents or try it with your own favorite content from the site.

Listing Showcases

- Choose your design and create your listing's website, no experience is required.
- Create and share with your sphere via email, text, or social media.
- Market your listing without involving a third party and directly communicate to potential buyers.

Community Reports

- Customize with your listing's address and share with potential buyers.
- Share at your next open house.
- Download and include in your listing presentation.

Homebuyer's Roadmap

- Customize with your agent information and hand it out to any potential buyers.
- Customize then post this to your Facebook or LinkedIn.
- Write a blog post including other valuable tips, tricks, and information about the home buying process.

Step 4

Post on Social Media

Getting active on social media can boost your engagement with current connections and help generate new leads. Use any piece of content on Breakthrough Broker to create a scroll-stopping post.

First, find a piece you love. Here are our favorites:



Social Media Posts from Your Dashboard

One of the easiest ways to stay in front of your real estate professionals is by connecting with them on social media. Within your BB Dashboard you will see a tab named "Social Media Posts". We have a wide range of posts for you to download and use! Once you've found a post you love, download the photo by simply clicking 'Download Image' in the bottom right corner of each tile. You also may have noticed that when you hover over each tile it darkens and displays white text; this is your caption. If you don't want to create your own, click 'Copy Caption' and paste it into the post you're creating.

Step 4 Cont.

Post on Social Media

One Breakthrough Broker Title Partner posted a picture of the Seller's Roadmap on Facebook, with an offer to help agents get their own branded version and 94 agents responded in the comments!



Hint

Don't include the link to the piece of content in the post. You want your clients or prospects to contact you so you can continue the conversation.

For more shareable content:

[10 more social posts & copy you can use to engage agents.](#)

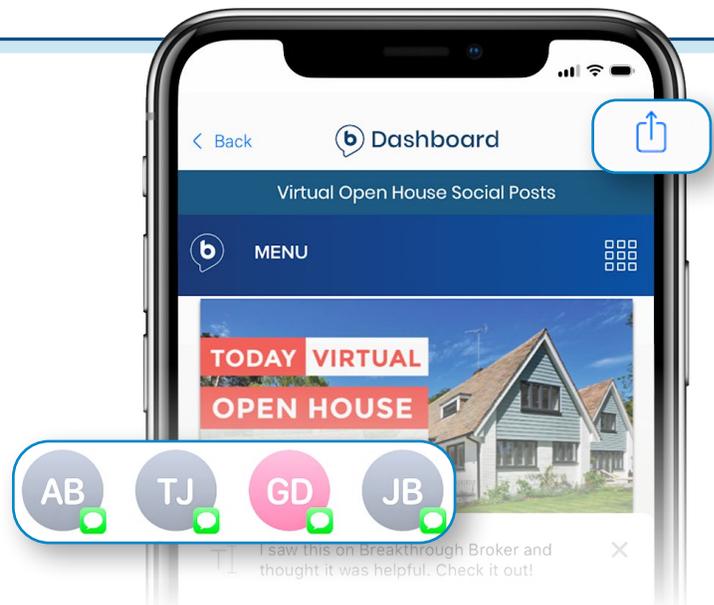
Step 5

Text & Email From the App

If you haven't already, download the BB Dashboard app on your [iPhone](#) or [Android](#) (ask Jenn, your Breakthrough Broker Client Success Manager, which app to download). Go to the **CONTENT** tab in the app to text or email a piece of content to agents. You can do so by selecting the piece of content and clicking the **SHARE** icon in the top right corner of the screen. Try to choose a piece of content that's relevant to the specific agent you're reaching out to.

Save time with the app and:

- Refer agents on the go
- Receive activity alerts
- Text or email trending content
- Share resources



Hint

A compliant text to accompany the item you're sharing will auto-generate for you when using the **SHARE** feature!

Try this too!

If Breakthrough Broker came up in a call or meeting with a client, follow up afterward by texting or emailing a promo item. To do so, navigate to the **RESOURCES** tab, select the item, then click the **SHARE** icon in the top right corner.

Step 6

Take Action on Opportunity Alerts

To find the most success with Breakthrough Broker, make it a habit to log in to your BB Dashboard or app and view your alerts at least once a day. Then pick up the phone or send an email to your clients. Use the scripts below or make your own.



AMP Alert

"Hi _____ (name) _____ ,

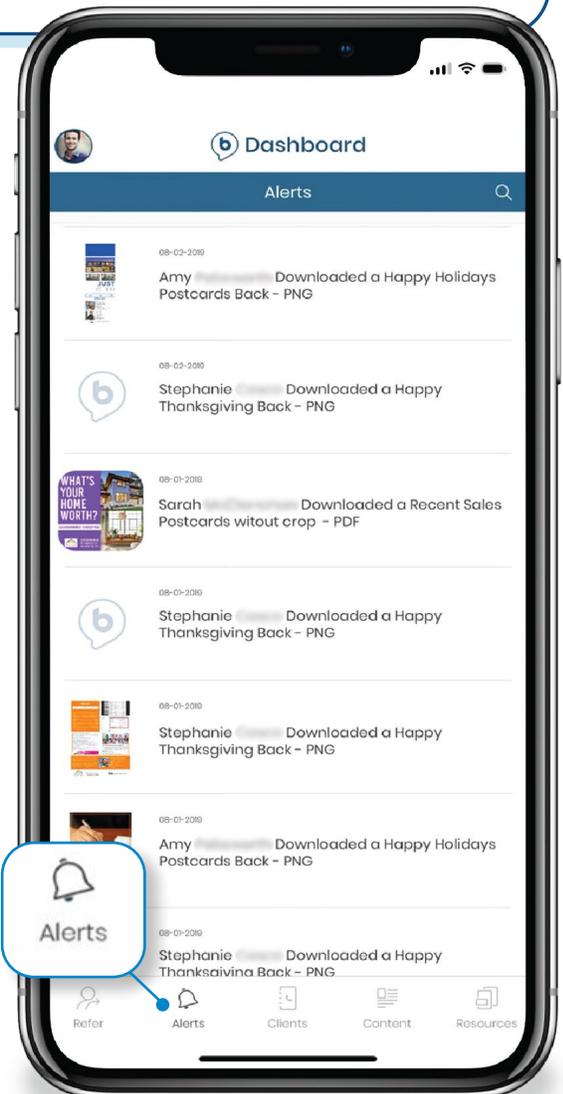
I am calling to congratulate you on your new listing at _____ (street) _____. I want to make sure you saw the ready-made Instagram post Breakthrough Broker sent you. Let me know if you need help finding the post and other 9 marketing items they sent!"



Marketing Item Download

"Hi _____ (name) _____ ,

I wanted to contact you because I was looking at my Breakthrough Broker advertising report and noticed you downloaded a Modern Listing Presentation the other day. I thought I would reach out and see if you needed anything on the title side of things."



Step 7

Objection Handling

The best way to get real estate agents to love and use Breakthrough Broker over and over is to get them interested in the weekly emails. The only sales pitch you need to make this beneficial to your business is to get your agents to look forward to the ideas, strategy, tips, technology, marketing templates, and presentations that go out every week. This will keep you top of mind and relevant to their success.



Phone Call



In Person



Email

Agent *"My company already has great resources, but thanks."*

You *"I completely agree _____ (company) _____ has great resources, so which do you love and use the most?"*

Agent *"Well I usually use the flyers and listing presentations." (or something similar)*

You *"Great! Most of my best agent partners have really good back-office tools and most even pay for a great CRM, and they still find helpful stuff on Breakthrough Broker, like the consumer infographics and some other really out-of-the-box content. So it might just be a great supplement to what you already use."*

If you have any questions or require additional training, please feel free to contact Jenn Campbell at jenn@breakthroughbroker.com