



15 ways to use SmartCharts Pro!

1. Do you have a *Market Conditions* section on your Website? With SmartCharts, now you can.
2. Quarterly email to past clients using SmartCharts graphs to show price changes in their subdivision.
3. “Under the Hood”. This could be the foundation of a marketing and publishing campaign based purely on market intelligence. For instance:
 - For Twitter. Create a series of #underthehood hashtags and @underthehood handles such as @underthehood20 or @underthehoodGeorgetown.
 - Create an Underthehood Blog
 - Create an Underthehood Tumblr
 - Create an Underthehood Instagram to post the charts.
4. For your current Blog, create a weekly article focused on market trends. Insert a SmartChart and write 2 paragraphs explaining what the data means.
5. Post a SmartChart on your Facebook and share your market knowledge with your friends.
5. Select a market you know intimately and create a Tumblr page for it. Post one chart a week, a few photos of the local market, include a few listings from the MLS and add some written detail.
6. Get the lowdown on SP to OLP and SP to LP trends for homes that have sat on the market for as long as the property on which you’re about to put in an offer. Have objective data supporting the basis for your lower offer.
7. Direct Mail. Don’t believe for a minute that print is dead. In tandem with Just Listed and Just Sold postcards, consider publishing a series of Smart Cards using SmartCharts and send them out to your database.

8. Create an ad campaign titled: *Get Smart*. Put the ad in your local neighborhood newspaper, your facebook or a flyer in a coffee shop. Feature a chart and some copy that reads: 86 any doubts you have about Buying or Selling. Get Smart about the real estate market with data direct from the MLS. Contact me for more info.

9. Best place to be a move-up buyer. This campaign targets people thinking of selling and moving up in price range.

10. How fast will it sell?

Use The SmartChart that tracks days on market to give homeowners insight into local market activity.

11. How long might the contract period take? Use the SmartChart that tracks average Contract-to-Settle times for similar homes. Especially important if you're representing either side of a short sale.

12. Do a monthly Facebook Contest. Ask friends to guess which subdivision is the most expensive or where homes are selling fastest in your ZIP code (Find the monthly and year-to-date rankings in Explore).

13. Video. Do a 60 second market wrap up and back up your knowledge with some b-roll using SmartCharts.

14. Be the first of your competition to start discussing "Seller Success Rates" – become the go-to SME on the different fallout rates for various distressed listing segments (like short sales).

15. Embed SmartCharts on your listing details page on your Website. Every listing page can/should include a SmartChart tied to the market that home is in.