



Client Engagement Strategies That Work



Kim Knapp, CRS



Sonia Guardado, CRS



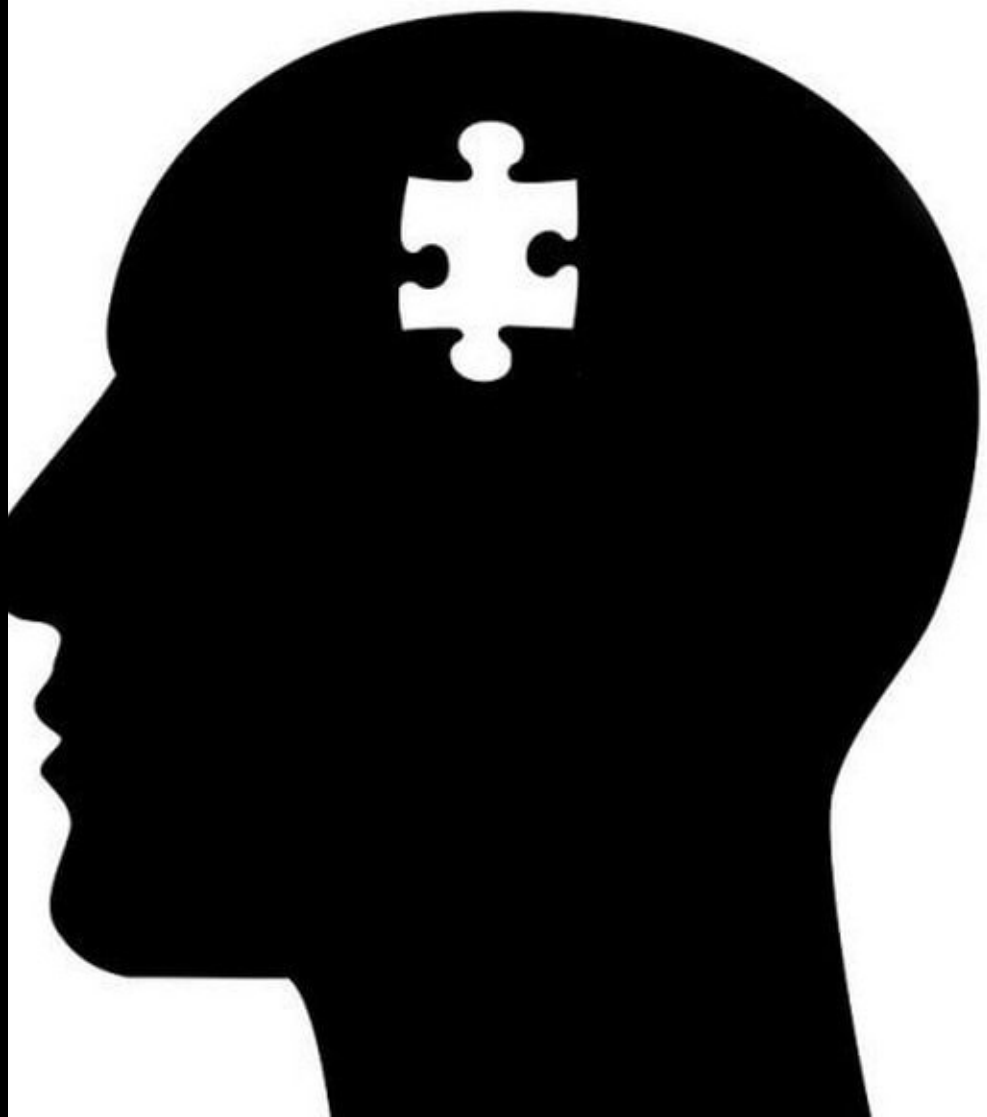
Fran Bixler, CRS



Deanna Foerman, CRS

THE **GOLD** STANDARD

CRS Week 2023



TOP OF MIND AWARENESS



The Reticular Activating System (RAS)

Controls sleeping, waking, and attention

A sophisticated filter

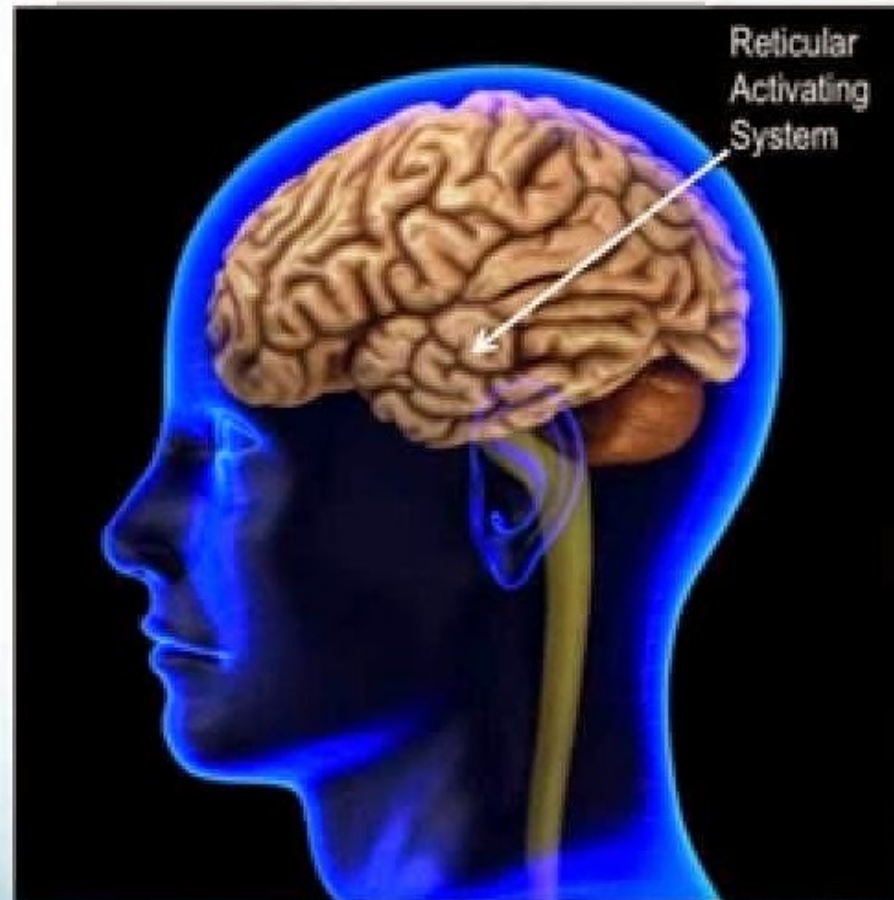
Creates blind spots to the junk

Acts like an Executive Assistant

Allows you to focus on what you
VALUE

Allows you to perceive a
THREAT

Supports you when you set
GOALS



Most people spend more time
planning a one-week vacation
than they spend planning their life.

Michael Hyatt

Fran Bixler

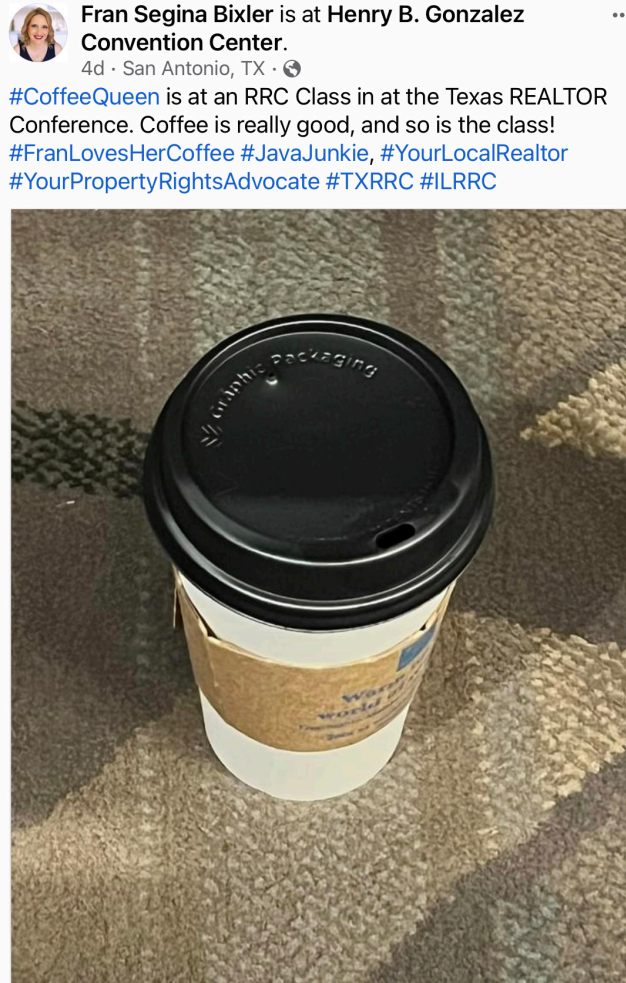


Develop an Online Brand And Be Seen as Your Community Advocate

Develop Online Brand with Hashtags – Be Seen – Be Memorable



When a member of the family who owns a local coffee company that distributes to our grocery stores calls to you at your grocery store parking lot, "Hey, Coffee Queen!" You know your branding is working.



Find your perfect personal brand that people can connect to and remember you with humor.

What are you already known for within your family and friends? You might be able to turn that into a friendly hashtag.

Use that personal brand to compliment your business.

Ask me how many organic leads I have gotten as #CoffeeQueen!

Be Seen as a Community Cheerleader



According to legendary football coach Vince Lombardi,
“leaders aren’t born, they are made.”

Re-invent yourself –
create your own leadership identity in your community!
If celebrities can re-create themselves – so can you!

Home Owners Association

Run for a board position:
President, Vice President,
Treasurer, Secretary,
Communications, Director
Help plan the Newsletter
Join a Committee

Neighborhood - Help Organize

Concerts in the Park
Food Truck Night
Fourth of July Bike Parade
Ice Cream Socials
Movie Night in the Park
National Night Out
Spring Egg Hunt

Be Seen as a Community Resource

Know what is happening in your community:

- Attend HOA Meetings
- Attend City Council and Planning and Zoning Meetings
- Start a Newsletter
- Be a Room Parent or Troop Leader
- Do data entry for School Directory
- Go to meetings: School Board/PTA
- Run for office for School Board/PTA
- Volunteer as Chaperone

Join the PTA!



BE INFORMED • BE ENGAGED • BE HEARD
JOIN YOUR HOMEOWNERS ASSOCIATION
ATTEND THE EVENTS, GET INVOLVED, KNOW WHAT IS HAPPENING

Be Seen as a Community Advisor



SAFE SUBURBS USA ADVISORY BOARD



Join Your City's Leadership Clubs

(go to meetup.com)

Chamber of Commerce

Crime Stoppers

Exchange Club

Historic Society

Humane Society

Jaycees (Junior Chamber of Commerce)

Junior Woman's Club

League of Women Voters

Rotary (invitation only)

Safe Suburbs USA

Senior Services

Attend City's Leadership

Programs/Events

Take a First Aid Class or CPR Class

Sponsor National Night Out

Participate in Holiday Parades

Attend Cultural Events in your Community

Children Museums Events or run for Board of Directors

Citizens Police Academy

Become a Volunteer Fire Fighter

Be Seen as a Chamber of Commerce Member



Business & Professional Development Events

Business After Hours
Business Power Hour
General Membership Luncheons
Inside Naperville Series!
Leadership Institute
Member Success Orientation
New Business Ribbon Cutting Ceremonies

Special Events:

Signature Events
The Gala
State of the City Address
Four Under 40
Annual Golf Outing
Toast to Our Members
Inside Naperville Series!
Economic Forecast

Committees & Networks

Ambassadors Committee
Business Works Committee
Commercial Real Estate Professionals
Network
Corporate Social Responsibility Committee
Diversity, Equity & Inclusion Committee
NACC Student Networks
College Network
High School Network
Not-For-Profit Network
Small Business Owners Roundtable
Speaker's Bureau
Women In Business Network
Young Professionals Network

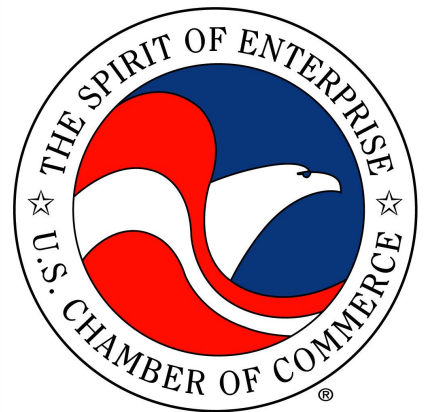
Be Seen as a Community Leader

Vince Lombardi also said,
“individual commitment to a
group effort –
that is what makes a team work,
a company work,
a society work,
a civilization work.”

Serve on a Local Committee

Accessible Community Task Force
Advisory Commission on Disabilities
Building Review Board
Financial Advisory Board
Historic Preservation Commission
Human Rights and Fair Housing Commission
Liquor Commission
Local Museum Board
Planning and Zoning Commission
Police and Fire Pension Committee
Public Library Board of Trustees
Public Utilities Advisory Board
Riverwalk Commission
Sister Cities Commission
Special Events Community Arts Commission
Transportation Advisory Board

Be Seen as a Community Advocate



HOA

BE INFORMED • BE ENGAGED • BE HEARD
JOIN YOUR HOMEOWNERS ASSOCIATION
ATTEND THE EVENTS, GET INVOLVED, KNOW WHAT IS HAPPENING

Join the PTA!



JOIN ME AT THE

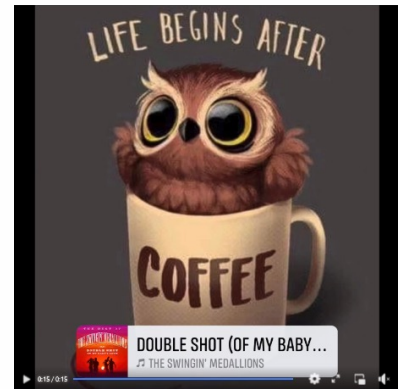

LABOR DAY PARADE



Keeping Retailers & Residents Safe in the Suburbs

Safe Suburbs USA PAC will host a panel of experts that will review area crime stats, safety tips, home & business security measures, and the implications of the SAFE T Act. Networking and Q&A time included. Light appetizers included and cash bar will be available. Join us for this great opportunity to learn important safety information and network with area community leaders!

Monday September 18th 6:00-8:00PM Maggiano's 240 Oakbrook Center, Oak Brook



Planning & Zoning Commission



Deanna
Foerman



Business Partner with
local school(s) – teachers

Business Partners 23/24

Home of the
RAMS
4th year



AND

Home of the
OWLS
1st year



Lake Asbury & Spring Park Elem.

Seasonal Family Photo Sessions



**2023
PORTRAITS**



**I CHOOSE
YOU**

**I CHOSE TO GIVE YOU A
CANVAS FAMILY PHOTO FOR
CHRISTMAS!**

**Bring your family and meet us at
Spring Park!**

**Nov. 26th / 3-6pm: RSVP now as
time slots are on a first come,
first serve basis.**

****Weather Permitting - If it rains, I
STILL CHOOSE YOU and will reach
out with an alternate day and time***

RSVP TO:
DEANNA FOERMAN
904-707-0564



Monthly Connecting

#3 emails

#1 print mailing

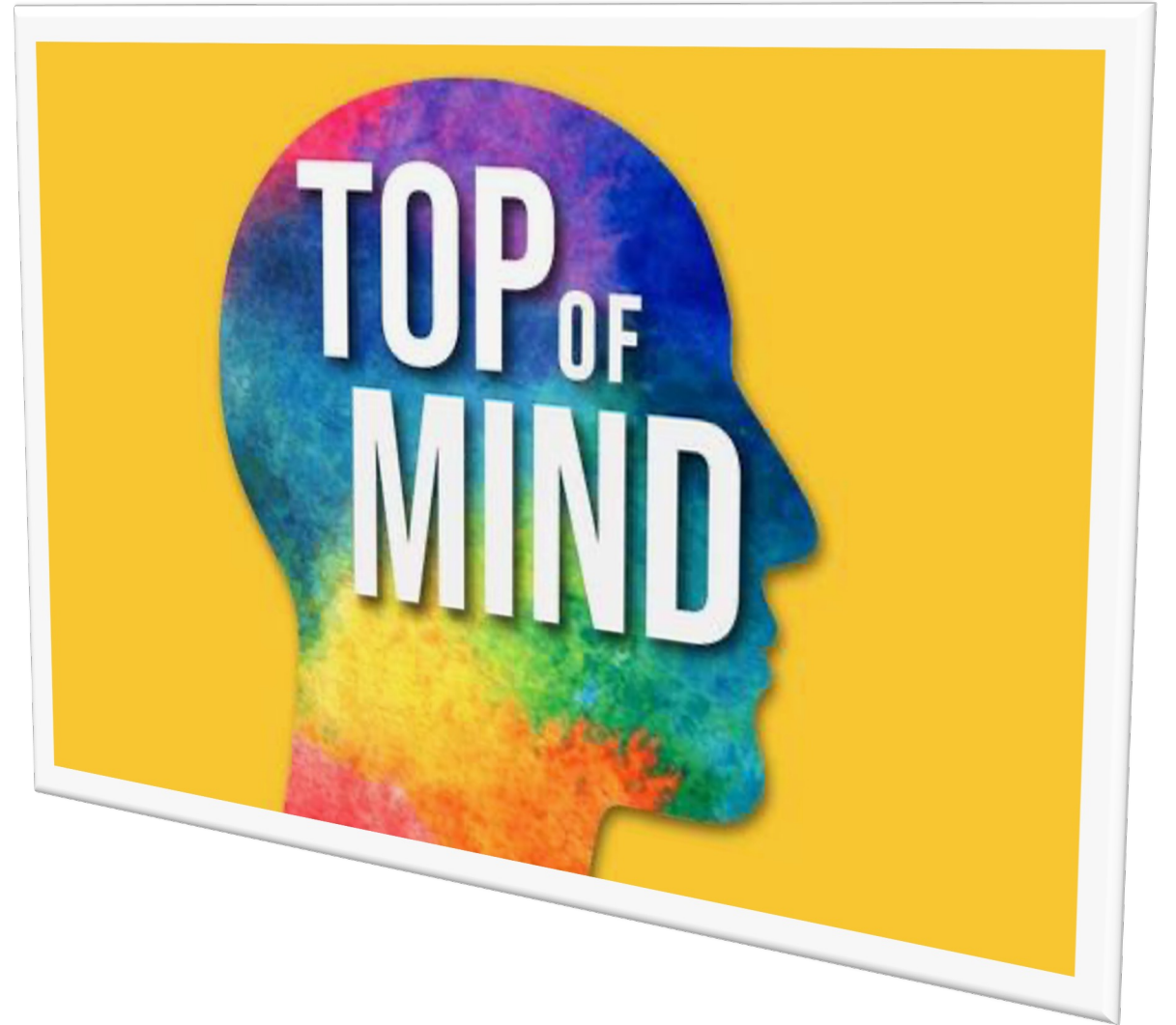
Birthday, Wedding and Anniversaries

Popby's

Personal notes sourced from Social Media

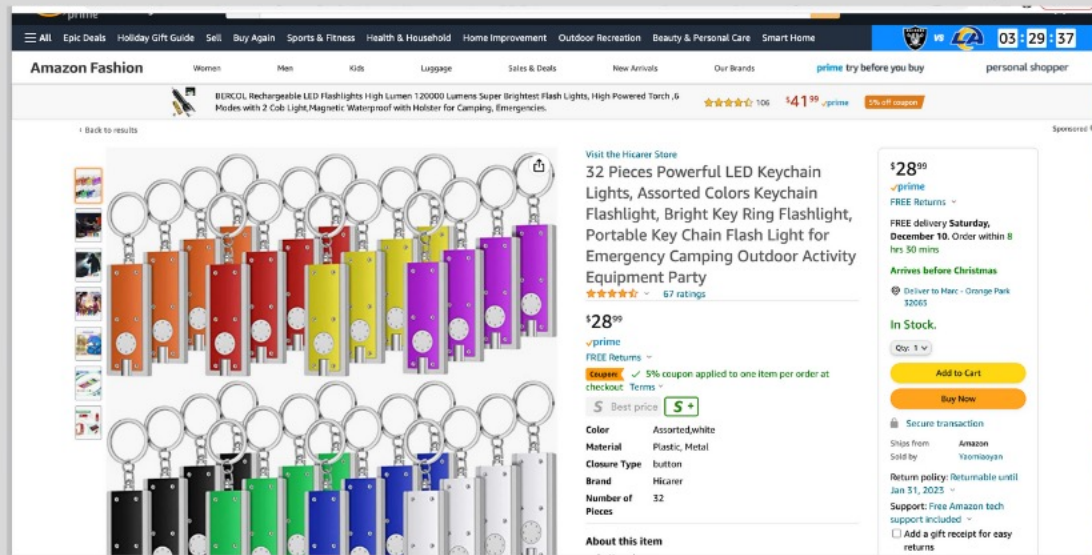
Monthly calls F.O.R.D.

LOLO



May

Keychain Flashlights - Amazon Snack size ziploc bags.



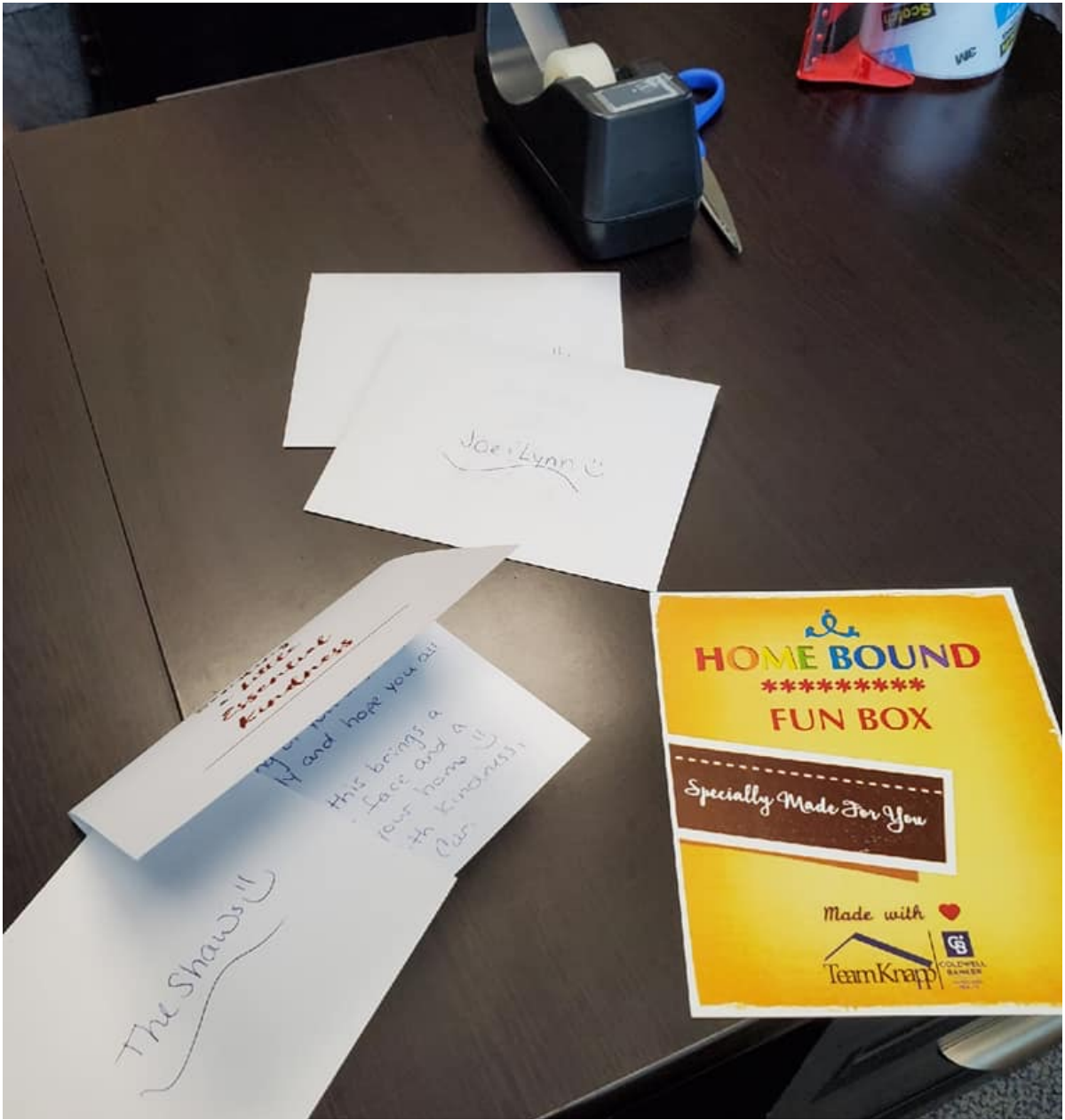
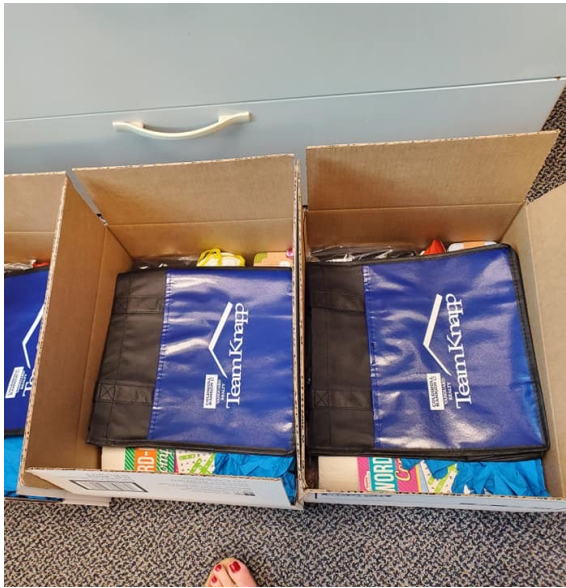
Tag Line: May you
always let your light
shine!

Buyer Loyalty - Have a plan

- 8-10 days after closing – Congratulations letter & address labels
- 45 days – Letter regarding filing for Homestead
- 6 months – Seasonal checklist for their home
- 1 year – Handwritten anniversary card
- 18 months – Equity evaluation (annually thereafter)
- January 15th – February 1st – Homestead Confirmation & Follow up calls













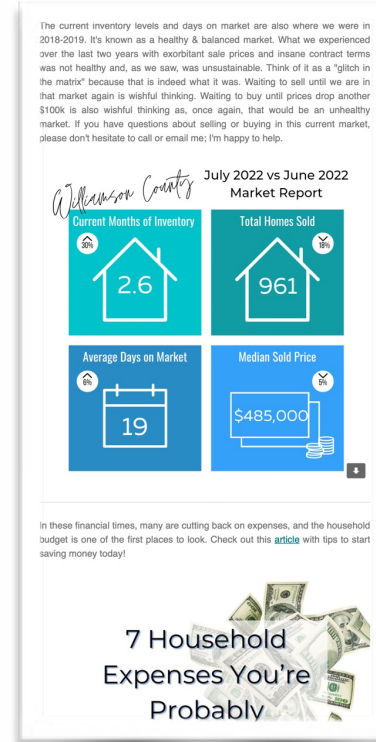
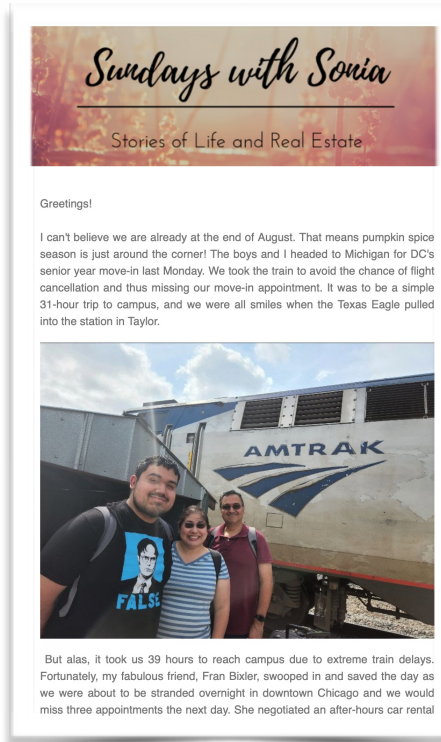


Sonia Guardado

THREE-PRONGED APPROACH

Sonia

- Digital
 - Social media
 - Weekly e-newsletter
- Print
- In-person



THREE-PRONGED APPROACH

■ Digital

■ Print

● 10 handwritten cards weekly

● Monthly newsletter

● Quarterly postcards

■ In-person

Community Connections

Sonia Guardado, Broker Associate, GRI, CRS, CNE, SRS
Sonia@MagnoliaRealty.com | 512.507.2935

ISSUE: *September 2022*

Facebook: @RoundRockHomesAndLife
Instagram: @Sonia_MagnoliaRealty

LOCAL SPORTS

SEPTEMBER HOME GAME SCHEDULES:

TEXAS LONGHORNS FOOTBALL

9th: VS. UTAH * 7:00PM
10th: VS. ARIZONA * 10:00AM
17th: VS. UTAH * 7:00PM

AUSTIN FC SOCCER

14th: VS. REAL SALT LAKE * 8:00PM
17th: VS. NASHVILLE FC * 8:00PM

ROUND ROCK EXPRESS BASEBALL

1ST-3RD: VS. OKLA. CITY * 6:55PM
4TH: VS. SUGAR LAND * 6:55PM
7TH: VS. SUGAR LAND * 7:05PM
8TH-9TH: VS. SUGAR LAND * 6:55PM
10TH: VS. SUGAR LAND * 6:55PM
11TH: VS. SUGAR LAND * 1:05PM
24TH-27TH: VS. SUGAR LAND * 6:55PM

MARKET STATS

In the July market report for Williamson County, the market continues to correct and stabilize from the 2021 frenzy that continued into Q1 2022. Inventory has increased since June 22 to just over 2.5 months to sell off everything currently for sale. The average days to sell a home rose to nearly three weeks while home prices decreased 5% since last month as sellers chase the market to find the right price for buyers rather than pricing ahead of the market and lower than comparable sales. It's essential to keep in mind that current interest rates were last on this level in 2009 so what we are currently seeing in the 5.5%-6% range are still favorable and desirable rates, not a "sky is falling" situation. The current inventory and time it's taking for homes to sell now were also where we were at in 2008-2009. It's known as a "healthy & balanced" market. What we experienced over the last two years with exorbitant sale prices and insane contract terms in a matter of hours is not healthy and, as we saw, was unsustainable. Think of it as a "glitch in the matrix" because that is indeed what it was. Wanting to sell until we are in that market again might be wishful thinking. Waiting to buy until prices drop another \$100K is also wishful thinking so, once again, that would be an unhealthy market. If you have questions about selling or buying in this current market, please don't hesitate to call or email me. I'm happy to help.

Data is for single family homes in WCO's land & sold in July 2022. Percent change reflects month-over-month comparison between June 2022 & July 2022. Data compiled using the Texas REALTORS® Data Release Project.

Meet the Tickers!

A SELLER SUCCESS STORY IN TODAY'S MARKET!

Are you wondering what it takes to sell a home quickly and for the most money in the current market? My clients, the Tickers, can tell you precisely what you need to do to stay ahead of the game and succeed at selling your home!

***Preparation:** My stager and I made recommendations on home improvement to help their home stand out. While these may not be feasible for everyone, suggestions the Tickers completed—new carpet, fresh paint, floor grout cleaning, and following the staging plan to the letter.

***Pricing:** The Tickers chose to price their home under the market to avoid price reductions. As a result, they received multiple offers within two days, with ultra-seller-friendly terms in time with 2021, ultimately selling for substantially above the listed price.

***Availability:** To make it easier for agents to show the home to buyers on a tight schedule or who just discovered the house while driving by, the Tickers stayed in an Airbnb for the weekend to permit showings without an appointment. More than 30 buyers saw their home in those first 48 hours, the most crucial time in any listing, and thus their family was not inconvenienced or stressed.

The Tickers had a home that looked great, was priced well, and could be easily shown. That added up to a recipe for success. If you'd like to find out how we can create your success story, please call me at 512-507-2935 and get started on your home-selling journey!

EMERGENCY PLANNING 101

Use these tips to help prepare ahead of an expected natural disaster or significant weather event.

Preparing Your Home

Taking the time to prepare ahead of time can help keep your family safe, as well as reducing possible damage to your property!

Outside

- Trim any branches that could fall on your home. Move any outdoor furniture and potted plants to a place that they won't become airborne.
- If you have a generator, test it ahead of time. Have enough fuel for extended use.
- Check windows to make sure they are closed or prepared for severe weather. Check for loose shutters.
- To avoid possible flooding, make sure downspout extensions are properly attached to landscaping.

Inside

- Have a flashlight (and extra batteries) for each member of the family and in each room.
- Charge cell phones and have extra chargers on hand.
- Have water and non-perishable food in case the power goes out.
- Have a room set up with supplies (food, water, blankets) that your family can shelter in if needed.
- Pack a week's worth of clothing for each family member.

Community Connections

Sonia Guardado, Broker Associate, GRI, CRS, CNE, SRS
Sonia@MagnoliaRealty.com | 512.507.2935

Look inside for more helpful info & local updates!

Sign up for our weekly email newsletter!

Check us out at: RoundRockHomesAndLife.com

WANT A COPY OF THE SUMMER MAGNOLIA JOURNAL? SEND ME AN EMAIL AND I WILL HAVE ONE DROPPED ON YOUR PORCH! SONIA@MAGNOLIAREALTY.COM
*while supplies last

LOCAL EVENTS

SEPTEMBER

2-5	Labor Day Weekend Sidewalk Sale & Dine Downtown Friday, 4:00pm - Monday, 8:00pm Downtown Georgetown
3	Round Rock Market Days Saturday, 9:00am - 4:00pm Downtown Round Rock
5	Labor Day Concert Monday, 6:00pm - 9:00pm Downtown Round Rock
10	Georgetown Market Days Saturday, 9:00am - 4:00pm Georgetown Square
16	Family Campout 2022 Friday, 4:00pm - Saturday, 8:30pm Old Settlers Park, Round Rock
17	Hutto Market Days Saturday, 9:00am - 4:00pm Downtown Hutto
17-18	Pecan Street Festival Saturday, 11:00am - 10:00pm & Sunday, 11:00am - 8:00pm 6th Street, Downtown Austin

FEATURED LISTINGS

MAGNOLIA REALTY
LISTED BY SONIA GUARDADO, BROKER ASSOCIATE

<p>CALL FOR PRICE Coming Soon</p> <p>Your Home Here</p> <p>4 beds 2.5 baths 2,000 sq. ft. Private office • Game room • 2 car garage</p>	<p>\$525,000 2024 Escrow Available</p> <p>3 beds 2.5 baths 2,000 sq. ft. New roof • Office suite • Large backyard</p>	<p>\$615,000 2024 On Contract Sold</p> <p>4 beds 2.5 baths 2,881 sq. ft. New roof • Wood look tile floors • Private office</p>
<p>\$480,000 2024 Pending Just Listed</p> <p>3 beds 2.5 baths 2,142 sq. ft. New roof • Office suite • Large backyard</p>	<p>\$790,000 2024 On Contract Available</p> <p>4 beds 2.5 baths 2,881 sq. ft. Granite island • 3 car garage • Gated community</p>	<p>\$750,000 2024 Pending Sold</p> <p>5 beds 3.5 baths 3,025 sq. ft. Pool • Private office • Game room & Bar area</p>
<p>\$415,000 2024 County Road 191 Available</p> <p>1 bed 1 bath 800 sq. ft. 5.5 acres • Fully fenced • Storage building</p>	<p>\$520,000 2024 Pending Under Contract</p> <p>5 beds 2.5 baths 3,000 sq. ft. Pool • Screened in patio • Private office</p>	<p>\$415,000 1704 Regan St Sold</p> <p>3 beds 2.5 baths 1,855 sq. ft. Private office • Laminate & Oak floors • Large patio</p>

If your property is currently listed with another Real Estate Brokerage, please disregard this notice. It is not our intention to solicit the offerings of other Brokerages.

THREE-PRONGED APPROACH

- Digital
- Print
- In-person
 - Two weekly brunch/coffee
 - Monthly events
 - Semi-quarterly pop-bys



CLIENT EVENTS



- Financial health workshop
- Holiday visits—Easter Bunny & Santa
- Painting parties
- Night at the Ballpark
- Ice Cream Social
- Gratitude Party
- Pie Party

NEIGHBORHOOD EVENTS



Shredding Event

Sponsored by Sonia Guardado
Broker Associate | Magnolia Realty

6/12/21
10AM – 12PM

2548 SANTA BARBARA LOOP
ROUND ROCK, TX
78665

BRING YOUR CONFIDENTIAL
DOCUMENTS TO SONIA'S HOUSE
AND HAVE THEM SECURELY

- Small groups—game night, wine or book clubs, patio party, cookie exchange
- Block Party—potluck with bounce house and games
- Donut Day
- Donation Drive
- Shredding Day
- Cookies with Santa
- Small Business Expo

Calls and Thank You Notes

Listings

If Listing email: when it goes live, under contract and then closed

Buyers

Follow up after 1st meeting, under contract, and then closed

After Closing

After closing, send a personal note and token of gratitude: [giftcardlab.com](https://www.giftcardlab.com)





In the sales profession,
the real work begins after
the sale is made.

Brian Tracy

Sponsored by:  **LANDY**Insurance



Addie Owens, CRS

September 20 – Use Your Genius as a Superpower in Real Estate



Dale Carlton, CRS

September 21 – How to Analyze Investment Property



Gonzalo Mejia, CRS

September 22 – Creating Effective Digital Media Content

- September 25 – Avoiding Top Agent Costly Errors with Michael Huxtable/Real Grader – FREE to ALL
- September 28 - Is the Sky Falling? 7 Anti-Trust Tips with Rich Sands, CRS

Kim Knapp's Upcoming Live Courses:

Top of Mind Techniques to Boost Your Brand
September 25, 2023 - Virtual

7 Things Successful Agents Do Differently: A Proven Business System
October 19, 2023 – Billings, MT - Hybrid

Top of Mind Techniques to Boost Your Brand: Half Day Option 1
October 25, 2023 - Virtual

Go to CRS.com, Education, Education Catalog, Classroom Courses

Affidavit & Evaluation:

1. Go to CRS.com
2. Click on Login and log in
3. Hover over My Dashboard
4. Click on My Education

Webinar Calendar

<http://bit.ly/rrcwebinarcalendar>



Unlocking Conversion Success – September 26, 2023, 1-3 PM CDT

SELL-A-BRATION®



February 29 – March 2, 2024 – Las Vegas – Caesars Palace
Early Bird Pricing through **September 22nd**
Members: \$499 – Non-Members: \$599

CRS Week Promo through September 25, 2023

Use code: **CRS23**

30% off Certifications/Certificates, eLearning
Courses, Live/Recorded Webinars

Not a Member Yet?
50% off New Membership



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