

Sales Meeting

BROCKPORT OFFICE – 4/20/22

In the absence of value,
there is price



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Agenda

- 1st Priority – Mary Kern
- Children’s Free Care Fund
- Videos
- Market Inventory
- Market Conditions
- Hanna Concierge



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1st Priority

- Mary Kern



5 year – 10 Year Treasury (^TNX)





Chairpersons:

Joanne Bocach &
Kim Donley

Charity
Euchre Tournament Proceeds to Benefit the
CHILDREN'S FREE CARE FUND

Sunday, April 24, 2022
Brockport Elks Lodge
4400 Sweden Walker Road | Brockport NY 14420
Registration starts @12 Noon, play to begin at 1pm

\$25 Tickets
Call or stop in today to reserve your tickets!

150 PLAYER LIMIT!

**50/50 RAFFLE
CASH PRIZES
DOOR PRIZES
CONCESSIONS & DRINKS**

585-637-2810
Brockport Howard Hanna
9 Main Street
Brockport NY 14420

The Final Push!

FINISH

Howard Hanna
Real Estate Services
Brockport Office

1st Priority
MORTGAGE
www.ThePriorityMortgage.com
NMLS 3429800

Are you using video?

HERE ARE SOME STATS THAT WILL GET THINKING...



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12 Video Stats You Can't Ignore!

- 94% of marketers agree video has increased understanding of their product or service (Hubspot)
- 73% of homeowners say they are more likely to list with an agent who uses video (NAR)
- Most popular video types made by marketers in 2021 included (Wyzowl)
 - Explainer videos (72%)
 - Presentation videos (49%)
 - Testimonials (48%)
 - Sales Videos & video ads (42%)



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12 Video Stats You Can't Ignore!

- 403% more inquiries are driven from listings with video (NAR)
- 9/10 viewers said they wanted to see more videos from brands and businesses (InVideo)
- 51% of home buyers use YouTube as their number one destination for a search (NAR)
- Social media videos generate 1200% more shares compared with images and text combined (WordStream)
- Marketers who use video grow revenue 49% faster than non-video uses (WordStream)



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12 Video Stats You Can't Ignore!

- YouTube (88%) is the most popular platform among marketers for sharing videos, followed by Facebook (76%), LinkedIn (66%), and Instagram (65%) (Hubspot)
- 81% of marketers say video has helped them generate leads (Hubspot)
- 1/3 of all online activity is spent watching videos (WordStream)
- 90% of people discover new brands or products via YouTube (Google)



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Bottom Line

- Video isn't going away
- If you aren't doing it, you are leaving business and money on the table.
- Why aren't we doing it more?
 - People are intimidated by camera shyness
 - Not enough time
 - Think it's too complicated.

In this competitive market,
we must go outside our comfort zone.

What is the downside of trying?



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An experiment...

- Combine an “unsolicited CMA”
- And a video with no frills
- Let’s take a look...
- <https://youtu.be/q1BhfwWY7to>



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Market Inventory



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Current Single Family & Condo for Sale

(as of 4/18)

- Monroe County – 389 (351)
- Brockport School Dist. – 3 (7)
- 14420 – 3 (6)



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Market Conditions



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Market Conditions –March – Brockport Office

Year	Listings	Written (Units)	Closed (Units)
'18	10	\$2,727,300 (17)	\$2,089,600 (21)
'19	11	\$2,586,392 (21)	\$1,492,110 (15)
'20	11	\$2,693,500 (19)	\$1,949,400 (14)
'21	14	\$6,715,941 (40)	\$2,735,175 (19)
'22	9	\$2,332,262 (13)	\$3,995,300 (23)



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Hanna Concierge

BY MOVE EASY



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How does this service benefit me?

- It's marketed to YOU
 - Your name and your face!
- Customizable
 - You can add your own network of pros
- Helps you stand out from the competition
- More robust but in same spirit of HH Home Services
 - Helps with managing mail forwarding, utility/internet service, address changes to license and more!
- It's FREE
 - Free, Free....Free, Free, Free...Free.....Free for life!



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Let's take a look around...



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WHY USE HANNA HOME CONCIERGE



Stay Top of Mind

with your clients for life

You are offering the same white glove service to all of your clients so you can stay top of mind with them for all things Real Estate.



Dedicated Concierge

Get help with your move!

Your clients have a dedicated concierge that will be able to help them with any of their moving and home needs.



Vendor Relationships

An entire network of professionals at your clients finger tips

You can put your entire network of trusted professionals in your client's pocket. That way, any time they need help, you can provide the solution!



Repeat and Referral Business

A great experience goes a long way

Become the hero on all things Real Estate and your clients will come back to you for questions on their next property!



SERVICE DETAILS



Hanna Home Concierge is your client's moving and home assistant! Your concierge will be able to set up your client's services and utilities.

Pre Move



Moving Date

Post Move





Adam Klock

Adam Klock

Welcome to your Lifetime Concierge



As part of our unparalleled service, you have free access to the Hanna Home Concierge moving dashboard! You can complete all your moving related tasks like forwarding your mail, updating your utilities, booking movers, finding moving deals and lot more.

First up - Click the button below to complete your registration to access your dashboard. You will also receive an introduction call from our Relocation Concierge in the next 48-72 hours to answer any questions you may have.

Get Started

Schedule a Call

Click above to schedule a call or login to do it yourself.

Here are the Top 3 things to do



1. Set up a call with your concierge

First up, schedule a time with your concierge soon to get the most of the service.



2. Mortgage

Be sure to check if you are getting the best mortgage rates for your new home.



3. Home Insurance

Ask your concierge to compare rates and help you save on your home insurance.

[Get Started](#)



Kenneth Strong

Dedicated Concierge

Kenneth Strong has been assigned as your dedicated concierge. He will reach out to you via email. If you have any questions, please feel free to schedule a call with him directly to get started.

[Schedule a Call](#)

- Automatic for clients under contract
- Agent will receive an email to let you know that Hanna Concierge will be reaching out to your client.
 - Agent can opt their client out of service from this email.
- You can add past clients AND potential clients.
- Let them experience what HH has to offer!

2022 Big Open House Events

- 4/30 & 5/1 – Weekend
- 5/25 & 5/26 – Twilight
- 7/20 & 7/21 – Twilight
- 9/17 & 9/18 - Weekend





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Thanks for coming!