

AGENT PLAYBOOK:

# Attract & Engage Agents with Co-Marketing



# Proven Plays for Attracting Agents

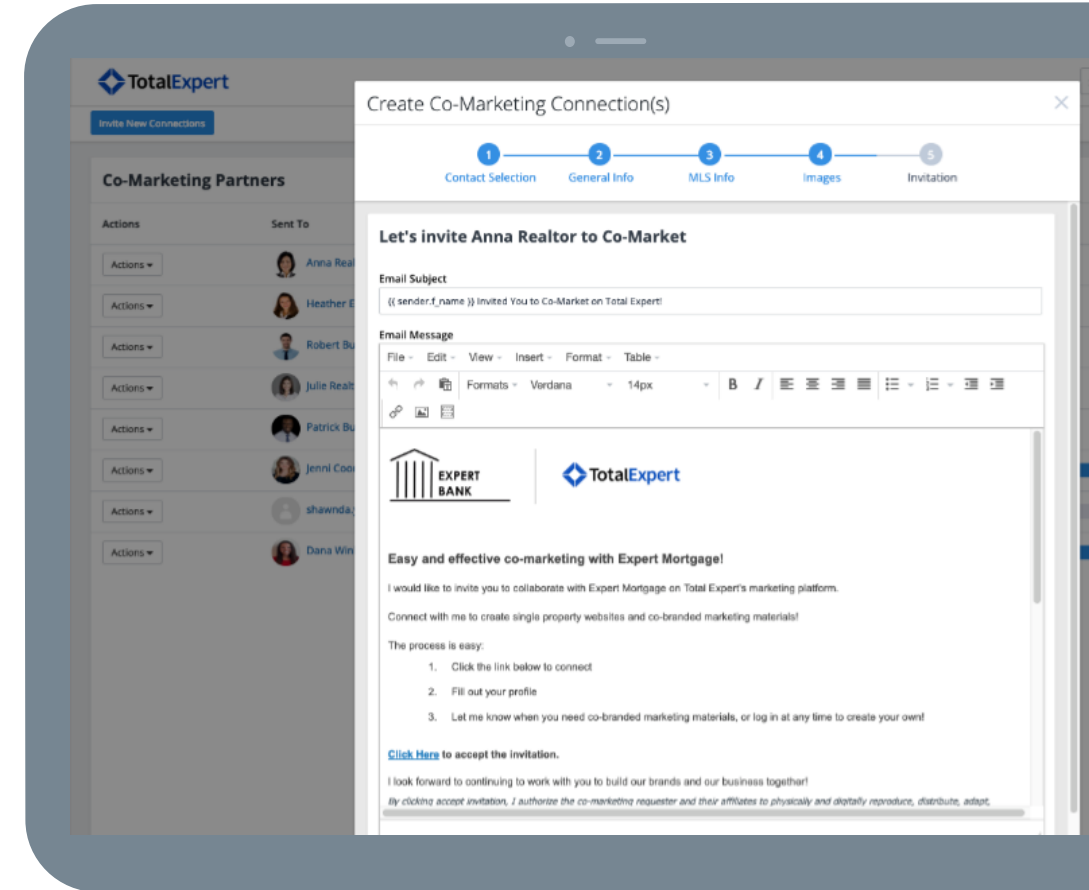


# Laying the Groundwork with Agents

- **Start 1:1 first** — quick touchpoint (in-person/text/email) before the invite
- **Set yourself as a CMP** to learn the portal and demo confidently
- **Get the agent's MLS ID upfront** — make it a prerequisite (most important step)
- **Book a 15-min setup** (Zoom or in-person) to activate the account together
- **Send the CMP invite ahead** (same day or day before) so it lands on time
- **Pre-fill their profile** as much as possible; they can edit later
- **Show ready-to-use templates** (2–3 examples) to prove immediate value

# Why Agents Love Total Expert

- Agents gain access to Total Expert at no cost
- Ability to track relationships and marketing materials created
- Live chat support available six days a week



# Key Features & Benefits

## Co-Marketing Tools:

- Print Marketing Library
- Lead Capture Apps and Open House' Follow-Up
- Single Property Websites
- Social Media Content & Posting

## Database Management

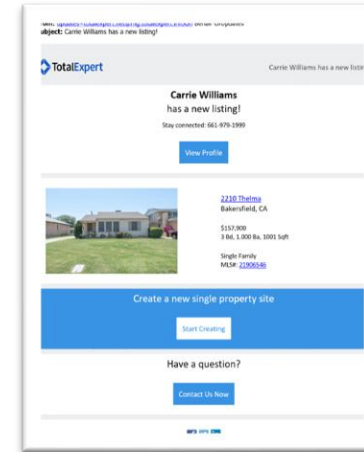
- Shared leads, notes, communication
- CRM / Groups
- Email Marketing and tracking

# Proven Plays for Engaging Agents

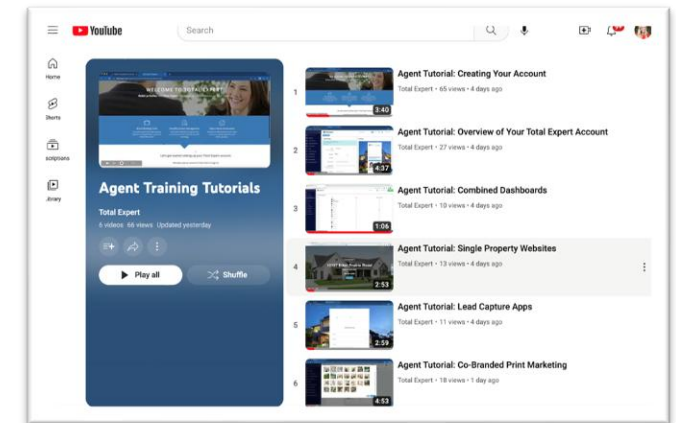


# Maximize Co-Marketing Collaboration

- **Turn on listing alerts** in account → notification settings
- **Act fast when alerts hit:** create and send co-marketing resources:
  - Single Property Website
  - Lead Capture App
  - Print Flyer
- **Show value:** share analytics and leads generated
- **Amplify reach:** post SPS on social and tag the agent
- **Empower agents:** remind them they can create SPS, LCA, and flyers too
- **Support learning:** share short YouTube training videos




Example CMP listing alert





Agent training videos

## Example Resources:

# Listing Flyer








# JUST LISTED


4300 Ridge Court  
Minnetonka, MN 55391

**BOOK A SHOWING TODAY!**  
(416) 444-4444  
(E) jonathan.realtor@example.com


Excellent opportunity to build a high end new construction home on a private, wooded, 2-acre lot on a cul-de-sac in Minnetonka! Incredible location, walking distance to Deephaven Elementary & backs up to Lake Minnetonka Regional Bike Trail! Additionally, this builder's reputation for unparalleled craftsmanship & high quality work will impress you w/ the top quality materials & high end finishes. Imagine your dream home w/ open concept living design, a kitchen w/ custom cabinetry & Thermador appliances, massive center island, a bright dining area & airy living room w/ bold fireplace. A fantastic upper layout to features a stunning Primary Suite, a Princess Suite, 2 large bedrooms w/ j&g jill bath, plus 2nd floor laundry! Convenience & incredible design perfectly blended for your needs!! To feature cozy family room, wet bar, 5th bedroom, exercise room! Incredible design is guaranteed in all of Adriatic's new builds. Build pkg range \$2.4M-\$2.9M



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# JUST LISTED

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# JUST LISTED

## Single Property Website

A screenshot of a real estate website for a property at 4300 Ridge Court, Minnetonka, MN. The website features a large, dark-colored house with white siding and a prominent front porch. The text "THE PROPERTY" is displayed above the address "4300 RIDGE COURT" in large, white, serif font. Below the address, it says "MINNETONKA MN" and "ONE OF A KIND". At the bottom, there are three blue buttons: "VIEW DETAILS", "GALLERY", and "SCHEDULE A VISIT". The browser's address bar shows the URL "sites.totalexpert.net/572651?preview=1".

## Open House Sign-In

## MLS Social Post

# Strengthening Agent Relationships Through Email



**Send a short weekly video** to keep agents updated and engaged

**Email new flyers/assets weekly** and ask how you can support upcoming events or open houses

**Track engagement** (opens, clicks, views) and **follow up with interested agents**

