

Diamonds on the Floor of a Brokers Office

How to Work Exclusive Real Estate Information

Networking and Lead Generation

Presented by Gary Nusca, CCIM, CIPS
ICIWorld Society of Real Estate Brokers & Salespeople

www.iciworld.com (Since 1994)
www.worldrealestatenetwork.com

Mastering the Powers of the Internet



Gary Nusca, CCIM, CIPS



- Experience helping 1,000+ Real estate brokers use the Internet & Information Services since 1994.
- Real estate broker since 1974.



Internet Business Coach and Mentor

Speaker at real estate boards and offices



 Founder and President: The Market ICIWorld Commercial & Residential Real Estate Network









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Instructor Lineup

- Judy Kazimer, CCIM
- Connie Allen, CCIM, CIPS
- Aziz Kanjee, CIPS
- Michael Avey, CIPS
- Alan Lake, C21 International Investment
- Zan Molko, ABR, ASP, ASA, Real Estate Broker
- Doris Parreno, Realtor, Certified Trainer
- Sabrina Di Marco, MBA, Broker, SRES
- Invitation to industry professionals in North America to present ICIWorld education.

40% of the world population has an internet connection today. 88.5% Canada USA http://www.internetlivestats.com

Mastering the

Mobile Internet Usage

ICIWorld is a society of real estate brokers and salespeople networking exclusive real estate and providing world wide marketing listing services on mobile devices, computers, daily with people from 138 countries.

Membership is open for all licensed real estate brokers and salespeople in the world

ICIWorld.com | www.iciworld.mobi for all mobile devices. 416-214-4875 Gary Nusca, CCIM



Global Real Estate Marketing and Networking - Search 24/7



- Android App: Play Store Search ICIWorld Install
- iPhone App: App Store Search ICIWorld Install Make Connections - FREE! Do Business - Make Money - Anytime

Choose an Information Tool - Mobile Websites wreils.com | nreils.com | www.ICIWorld.mobi

Mobile websites For All Mobile Devices Worldwide Add shortcuts

use no resources All Powered by ICIWorld.com (Since 1994)

Commercial AND Residential

World Real Estate Information Listing Service A Society of Real Estate Brokers and Salespeople

Readership and people interested in real estate from 138 countries

For All Realtors Unlimited Advertising & Networking ICIWorld Content of Listings, Haves

- and Wants Trigger Leads from YOUR WEBSITE
 See 50+ Pages of Testimonials Online
- Mobile Websites with 3 Major World Networks \$16.50
- Install ICIWorld App for Androids & iPhones
- Search in Seconds FREE. Reach the World in Seconds

ICIWorld.com Gary Nusca, CCIM 416,214,4875 131 Bloor St. W., Suite 200 Toronto, Ontario, Canada M5S 1R8

Now worldwide real estate marketing can be permanently free. Here's How.

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ICIWorld is basically free. Here is how.

- VIP Corporate Card 100's in discounts through out the year. Samples \$220 US savings to rent a car, \$200 off a Lenovo Laptop, savings to Canada's Wonderland, Aquariums, Sports, Entertainment, Travel, Hotels, Rent A Car, Ice Cream, and more.
- Referral program, refer first one \$79 off, get 4 to join and get 3 months for each one, a year free.
- Do referrals trigger leads off your website with the ICIWorld Widgets of listings on your Website. One broker has done fifteen referrals and made \$45,000. Re/Max agent in Peterborough.
- Sell real estate. too numerous to list here. See Testimonials.

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iPad, iPhone, Android Apps, Other Useful Programs For Computer

- Evernote.com Keep everything in sync for all of your notes, web clips, files and images are made available on every device and computer you use.
- Keepass.info
- Dropbox.com
- Workspace Macro Pro
- Magic Jack, Skype, Whats App
- Instagram

- Search inman.com apps
- Find iPhone
- speedtest.net
- Paypal
- · Snipping tool in windows
- Snag it
- · 88 things google
- Your Suggestions?

Real Estate and other Apps

- Realtor.ca
- cmhc.ca/en/en 003.cfm
- floorplanner.com/magicplan
- canadianmortgageapp.com/
- haikudeck.com make slides stunning
- Arcgis for rural a must!
- MyReco carries credentials
- TinyScan
- Scanlife
- Calculator Pro
- Units Plus | Convert Units
- Adobe Reader

- The Weather Network
- Yellow Pages
- Social Media Facebook Page Manager, Twitter, LinkedIn, YouTube, google+, Pinterest,
- All have amazing apps for free at the App Store.
- ICIWorld
- Microsoft 365 \$165/yr. 8 in a family. All office suites. Each user 1 TB. One drive.
- Hpeprint send a doc to print

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Top CCIM Commercial Apps

- 10BII Calc Financial Calculator (\$5.99) "If the iPad saves you from having to pull your laptop out, this app saves you from having to carry your 10BII calculator, says Jonathan Epstein, CCIM, of Berger-Epstein Associates, in Allentown, Pa.
- Dropbox (free) Debi Carter, CCIM, vice president of Hudson Peters Commercial in Dallas, uses the Dropbox app to access property fliers, video, and pictures on the go. She shares files by saving them to a public Dropbox folder and sending the links to clients and colleagues.
- LogMeIn Ignition (\$29.99) Remotely access work files and programs via an iPad with LogMeIn. Users can also remotely log in to their desktop to view Flash Websites, which the iPad doesn't support. The GoToMvPC and Remoter apps offer similar features.
- The Analyst (\$9.99) Developed by Blyncc, a tech company co-founded by Todd Kuhlmann, CCIM, this app includes lease vs. own analysis and investment analysis tools, financial calculators, and an environmental risk summary report generator.
- Springpad (free) This app organizes notes, images, and places that users want to remember and syncs them on an iPad, iPhone, or computer. Springpad also can retrieve product information from a barcode scan and includes location-based features like business searches
- Air Sharing HD (\$9.99) The iPad has built-in support for printing to any of HP's 28 AirPrint printers. Printing to a non-AirPrint printer is possible with Air Sharing HD. It has to be networked with a Mac OS X or Linux computer - it's not compatible with Windows. PrintCentral for iPad (\$8.99) is an alternative to Air Sharing HD Mastering the Powers of the Internet

- Google Earth (free) Commercial real estate pros can use Google Earth to show clients aerial property images Geo-located Wikipedia articles and user-submitted photos provide additional location information.
- GoodReader (\$4.99) "GoodReader is an excellent app for storing and opening almost any file," says Joseph W. Edge, CCIM, president of Sherman & Hemstreet Real Estate in Augusta, Ga. The ann works with Microsfot Office, iWork, audio, and video files. It also can be used to view and annotate PDF files. Office2 HD (\$7.99) and Documents To Go Premium (\$16.99) have similar features, and iAnnotate PDF (\$9.99) and SignMyPad (\$3.99) include a set of PDF tools.
- Penultimate (\$1.99) With "photorealistic" paper designs and a selection of ink colors, Penultimate positions itself as the stylish alternative to other note taking apps. Notes and sketches are organized into notehooks and can be shared as PDFs. For free alternatives, try Evernote or Springpad.
- CamCard (\$6.99) Networking pays dividends in commercial real estate, and the business card is the currency of in-person networking, CamCard digitizes and organizes those cards and also has features for adding supplemental information. Contact information can be exported to Excel, which makes it easy to import new contacts to Outlook and other e-mail programs
- See more at: http://www.ccim.com/ciremagazine/articles/10-tablet-apps-commercial-real-

REAL ESTATE and ICIWorld

- Highest return on investment of ANY industry on the internet
- \$11 Trillion of Buyer Contacts can help you.

Examples how knowing about buvers and sellers

- \$43 Billion in Real Estate Business Contacts
- One Lead = \$10,000's in commissions
- Business in Ontario and . . . around the World.



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Highlights Study Profile of Home Buyers and Sellers (NAR)

- reports/highlights-from- 92% use the Internet the-2014-profile-ofhome-buyers-andsellers
- http://www.realtor.org/ presentations/presentat ion-2014-profile-ofhome-buyers-andsellers
- http://www.realtor.org/
 33% buyers were 1st time

 - 98% viewed real estate agents as useful
 - 50% used mobile website
 - 10 weeks 10 homes
 - 70% chose 1st agent
 - 9% sold without agent
 - 40% knew the buyer

Executive Member Testimonials

By Real Estate Brokers and Salespeople

- Broker Network Realtor Quest Deals/Referrals
- On Your Phone See Testimonials. Marketing on the Internet, Exclusive Additional Deals.





















Proof Everyone Can Work Exclusive Information to Make Money Cutting Edge Technology and Real Estate Information Services

Search ICIWorld.com Commercial and Residential

- 30,000+ Haves and Wants
- 75% EXCLUSIVE listings NOT on MLS
- Commercial + Residential
- Properties coming for Sale*
- FSBOs*
- Assignments*
 - ... and more!
- *Postings





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How we help you

2 Databases:

- (a) Member database
- (b) Public FSBO database*



*The public may add "haves"... "I *have* a property to sell"...

...and "wants"... "I want to buy"

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How we help you

2 Data Streams...

- (a) Commercial (ICI) listings
- (b) Residential listings*
 - * includes condos, cottages, vacation properties, etc.





The Power of ICIWorld.com for Commercial and Residential Real Estate

- 40,000+/- monthly readership 138 countries.
- The public calls you directly on your ads.
- 20,000 subscribers receive Haves and Wants Daily by Email. Free to subscribe.
- 1,500 brokers display Haves and Wants on their website. Lead Generation.

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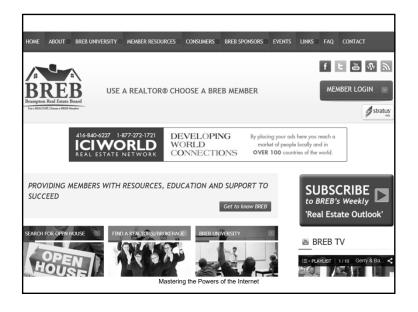
The Power of ICIWorld.com for Commercial and Residential Real Estate

- 18,000+ pages display links to listings
- 2,000,000+/- hits monthly
- 138+ countries
- Super-fast Server



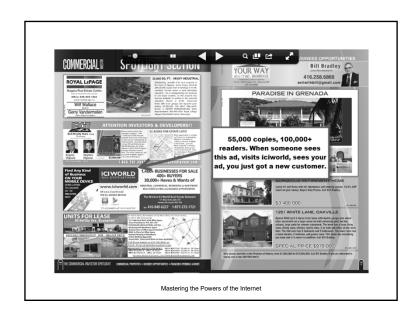
Tens of thousands now accessing listings, Haves and Wants through mobile website iciworld.mobi and ICIWorld Apps.

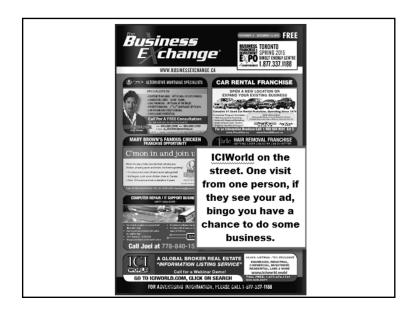


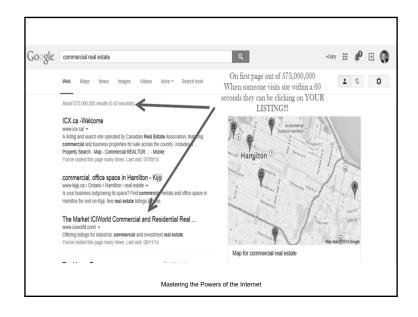












How to work real estate Have and Want exclusive information that generate leads just like real estate board listings do.

This provides extra opportunities for you to make money that you do not have now.

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How to work \$\$\$ "exclusive information" \$\$\$

- It is your real estate opportunities on the Internet
- Opportunities trigger leads just like real estate board listings
- No control? There is a way! See Testimonials.
- Follow RECO guidelines Learn the three questions.
- Put agreements in place before a showing or divulging the address or identifying the property
- · Commercial and Residential Real Estate
- Newspaper advertising is costly. ICIWorld 1/10th 1 cent/line/day
- ICIWorld.com Since 1994. A global real estate brokers' Internet classified ad type Information Listing Service . . . with technology tools. As of June/2018 Free Ask How.

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Business @ the Speed of Thought



Link

First words of Bill Gates to Warren Buffet about the Internet

- "the cost to publish your information, getting your message in front of someone, talking with people around the world is zero or so close to zero it doesn't make any difference."
- ICIWorld is a World Information Listing Service
- Advertise listings AND Exclusive Opportunities
- Must manage information in the right way.
- Four Webinars Daily at ICIWorld.com, Seminars

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Has anyone ever said to you "I want to sell my property but I do not want to give you a listing at this time."

"If you bring my a buyer, I will pay you a commission."

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Opportunities to Build Your Inventory on the Internet – 7 billion people!

- FSBOs (For Sale By Owner) ie: Kijiji and more.
- Open listings
- Exclusive (non-MLS) listings
- Builders
- Expired
- · Coming for sale
- · Want to sell quietly



ICIWorld has the platform proven over 20 years

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Can you master 3 simple questions



- 1. Will you pay me a commission **if I bring a buyer?** Then negotiate the commission.
- 2. Will you give me a 48 hr. exclusive listing to show the property **once I have a buyer**?
- 3. May I advertise your property. I am going to do it *without disclosing the address*.

RECO

...A registrant shall not include anything in an advertisement that could reasonably be used to **identify** specific real estate unless the owner of the real estate has **consented in writing**.



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Coming For Sale

- When someone calls you they will ask for the address.
- You make a statement "in this particular case
 we have to put an agreement in place first,
 but if it is okay with I will put you on a list.
 When I get the agreement signed, I will call
 you back and if you are still looking, you can
 be one of the first people through the
 property. How does that sound?"

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When someone calls you

- When someone calls you they will ask for the address.
- You make a statement "in this particular case we have to put an agreement in place first, but if it is okay with you I can show it to you on Sat, come to my office and I will make arrangements for you to see it."
- On Fri. you go get a 48 hr exclusive listing agreement to show it.

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Advertise Information

"Mississauga Restaurant \$350K, Making money"

"Toronto Triplex, \$750,000 Positive cash flow, great tenants."

"Oakville 4 BR 2 Storey, \$1M, under market, not on MLS"

Most owners will give you permission to advertise in this way... as long as the address/location of the property *cannot be* aleaned from the rade overs of the Internet

More Examples

Lindsay Esso Gas Station

Brantford \$30M shopping centre

Peterborough Retail Plaza \$500K

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3

Real estate widgets that you can add to YOUR website of listings and exclusive information that make it absolutely inevitable for you to generate leads from YOUR website.

One lead can make one a lot of money.

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How We Help You

Option #1.

Widgets... active links that go on your existing website

Display listing data... multiple and exclusive... and *property information*... on *your* site... drive leads directly to YOU

Demo 50.iciworld.com



Websites
One of the most powerful tools of the
Internet

Mobile Websites
The New Internet Marketing Revolution

Marketing Strategy

See <u>50 Sample Websites</u> See iciworld.com/websites

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Why to consider having more than one website and link them together for lead generation. They are like billboards.

Understanding what it takes and how to ensure you get leads every 90 days and what to do about it if you do not.

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How To Promote Your Website

- What good is a website without traffic
- Monthly Live Webinar
- Forty different ways
- Recorded Video See Blog on ICIWorld
- This is where time should be spent marketing
- It is not just meta tags and key words.
- Website must be setup first to have links that generate leads $_{\text{Mastering the Powers of the Internet}}$

Know Our Pledge



• As a member of ICIWorld, if you go more than 90 days without doing business, or at the very least, without developing a new business relationship with someone you feel will lead to doing business, by using the tools we supply to you, call us... and let us train you how to do it!

Survey – Feedback 1 minute

- We appreciate your feedback
- Helps us to improve our existing tools and develop more programs that will benefit you.



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Can I do it On Line Now?

Special Seminar Offer \$240 or \$30/mo:

Save \$79 - 25% OFF (Regular \$319)

Go to www.iciworld.com,

Click on Join

Click on Corporate, make choices

Make An Appointment

ICIWorld is basically free if you use the VIP Corporate Card throughout the year and sponsor a few members and of course do deals!

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VIP.ICIWorld.com Executive Membership Society Corporate VIP Card \$100's Savings



Robert Dikho, MBA, President of Arc Real Estate Investments and Brokerage Inc. saved \$220 US renting a car in San Francisco within 2 weeks of receiving his card.

200 Vendors for Food, Entertainment, Travel, Sports, more.

Referral Sponsorship Program

Refer someone and receive 25% off a renewal of \$319 to \$240.

Each additional referral receive 3 months on a membership.





What Do I Do Now?

Special Seminar Offer:

To save 25% (Regular \$319) Special ON NOW. Day of seminar/webinar at www.nreils.com

Attach business card to application form and give credit card information

Make an appointment

Congratulations... Welcome to

ICIWorld Commercial and Residential Real Estate World Network

WORLD **NETWORKING** SERVICES

Summary

- 1. Networking in 3-7 Seconds Search and connect to do business on ICIWorld mobile App.
- 2. Network Exclusive Information. Additional Income. Trigger leads, calls, just like real estate board listings
- 3. Widgets of Listings For Your Website. Automatic. Lead Generation. Absolutely Inevitable. Do referrals.
- 4. Let Your Information & Listings Work 24/7 One Click Reach a world market 138 countries visiting monthly 20,000+/- Daily EMails to the public & subscribers. 1,500+ other broker websites, 18,000 Internet pages.
- 5. ICIWorld Corporate VIP Card \$100's discounts.

Add/Modify/Delete Listings, Haves and Wants

Listings, Haves and Wants

- Go to iciworld.com
- Click on Member Login
- Log In Member Management
- All choices are on the left
- Add Listings, Haves/Wants
- My Listings to modify, delete
- Click Latest World to Check
- Reach the world with one click

Recommendations

- · Maintain a minimum of fifteen Haves and Wants
- Modify listings every 30-60 davs with two clicks
- · Never let listings go longer than 90 days old. They are not displayed on mobile Apps for Androids, iPhones.
- · Read once the Log In Member Management Page or you can miss doing deals.

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Executive Member Training and Support

Click on Make an Appointment

- Go to iciworld.com at the top
- · On the mobile App, Click on More, Click on Log In, Click on • Measure results every 90 make an appointment
- 10 minutes before your time go to iciworld.com click on Webinar Workshops

One on One

- Ensures Our Pledge works for everyone
- days.
- Orientation printout online, a pilots checklist for a broker.

Log In Member Management Page Miss one item and you can miss doing deals

ICIWorld Educational YouTube Channel www.iciworld.tv

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Training and Support Go to iciworld.com Click on For Members

- #7 Training and Support
- www.iciworld.tv **ICIWorld Educational** YouTube Channel
- Order Widgets works 24/7
- Order Website works 24/7
- · Resources 4 Daily Webinars See Seminars at ICIWorld.com, Register Webinar How To Promote Your Website, How To Work Exclusive Information
- Our Pledge

ICIWorld Educational YouTube Channel www.iciworld.tv

Mastering the Power of the Internet Presented by ICI/ResidentialWorld Grazie Bedankt Thanks for your participation!

Video Realtor Quest _____