



Market Quest for Real Estate

**Chris Carter
Market Focus, Inc**



Market Quest Quote



Digital Newsletters

Holiday, Seasonal and Birthday Ecards

Prospect Video Email Marketing Campaigns

Email Marketing System

Full Customer Relationship Management (CRM)

- Economic Commentary
- Real Estate News
- Customized to Agent

REAL ESTATE REPORT



April 12, 2016

ECONOMIC COMMENTARY



Best of All Worlds Revisited

The first quarter of 2016 is in the books. It was a pretty wild quarter to say the least. We started the quarter with the news that the Federal Reserve had started raising interest rates and plenty of international turmoil. The stock market underwent a healthy correction and based upon the preliminary data for the fourth quarter's economic growth, the economy ended 2015 limping. Many were pessimistic regarding the outlook for 2016 and it seems with good reason.

Then the unforeseen happened. The economy created over 600,000 jobs in the first quarter, interest rates moved lower and the stock market recovered all of its losses to move into "break-even" territory for the year. The fourth quarter's economic growth also turned out to be higher than previously reported with subsequent revisions and even oil prices, which also plunged in the first quarter, recovered somewhat.

So where does that leave us for 2016? Are we going to continue to produce jobs, enjoy low interest rates and see the stock market continue to go up from here? That would indeed be the best of all worlds, but unfortunately we can't guarantee this scenario. It would be nice. One factor we should be watching is corporate profits, which are starting to be released for the first quarter. If corporate profits don't start growing again, it is unlikely stocks will continue to prosper. When they meet at the end of the month, the Fed's assessment will be interesting to see.

REAL ESTATE NEWS



A little known program sponsored by the Department of Housing and Urban Development allows police officers, teachers, firefighters and emergency medical technicians to buy certain homes for half price. But financing these purchases comes with some strings attached. Called Good Neighbor Next Door, this program deeply discounts foreclosure properties in areas designated as in need of revitalization. The homes are owned by HUD and first offered only to fulltime educators and emergency responders who serve these areas. In return, the workers must agree to live in the home for at least three years. To be eligible, buyers may not own any other residential property or have owned a home within the previous year. Although the home price is halved, buyers must still be able to qualify for a loan equal to the full price, said John Zubretsky Jr., the owner/broker of Weichert Realtors, the Zubretsky Group in Wethersfield, Conn. The loan amount, though, will be only for the discounted price, said Mr. Zubretsky, a specialist in HUD properties. But in



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This is customized text for the weekly newsletter

Market Focus Ecards



- Holiday & Seasonal
- Birthday
- Referral Thank You
- Referral Request
- Business Thank You
- Wedding Anniversary

Happy Thanksgiving

John,

It's Thanksgiving, a time for sharing and giving thanks. As we gather with family and friends, I hope you are doing well and have much to be thankful for. I look forward to hearing from you when you are in need of my services.



Tony Jenkins

Real Estate Agent
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Email Me



Visit Website





John,

This is the time of year to think about all the good things that have taken place, and I wish you a joyous holiday season. I would like you to know that I appreciate the opportunity to offer my services and I look forward to keeping in touch with you in the coming year. Enjoy the holidays!



Tony Jenkins
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Email Me



Visit Website



Happy birthday.



John,

Just a simple note to wish you the best on your birthday! It's been a pleasure doing business with you, and if there's anything else you need, please don't hesitate to ask.



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Prospect Marketing

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THE REAL ESTATE PAGE

John,

How Do I Calculate My Price?

This video presents the factors to consider when calculating a selling price. I am very knowledgeable about home prices in our area and can assist you in determining your home's price. Please let me know if I can be of any assistance.



Regards,

Tony Jenkins



Email Marketing System

High Deliverability with SendGrid Account



- Dedicated Email Service (SPF,DKIM Certificates)
- Email Statistics (Open and Click Rates)
- List Management (Opt-Outs, Bounces, Blocks, Invalid)
Update Database Automatically

Email Features

- Send HTML
- Send Individual Email (Not Distribution Lists)
- Send Broadcast Email Specific Groups of People
- Personalize Email Address by Name
- Email Main Person and Spouse To Import Results

Email Service Report



Daily Email Report

Email Date: 12/07/2015
Birthday Ecards: 1
Holiday Ecards: 0
Marketing Campaign Email: 1
Real Estate Report Newsletters: 0
Coming Home Newsletters: 0

Birthdays

Name	Age	Phone
Joe Sample	35	714-255-1234

Actions

Name	Action	Phone
Jill Borrower	Follow Up	714-255-6565
Matt Green	Send Information	714-356-9899

Prospect Email

Name	Email Subject	Phone
David Houston	Things You Can Negotiate	714-665-6566

Automated Email Service-Done For You



- Daily Birthday E-Cards For You
- Weekly Real Estate Newsletter For You
- Monthly Holiday or Season E-Cards For You
- Prospect Video Email Marketing Drip Campaigns

Other CRM Features

- Import Leads From Websites, Lead Providers, Zillow with Auto Assignment
 - Lead Management Dashboard
 - Post Content to Social Media
 - Track Appointments, Tasks and Notes
 - Create Custom Content
 - Broadcast Email To All or Specific Groups of People
 - Email Statistics (Opens, Clicks)
 - Email List Management (Opt-outs, Bounces Automatic Update)
 - Print Letters, Envelopes and Labels
 - Send Postcards
 - Send Print Newsletters
- 

How To Get 1-2 Extra Deals Month



- Staying In Contact With Prospects with Video Email Increase Sales (10%+)
- Holiday and Birthday Ecards Request Referrals (10%-20%)
- Newsletter Marketing (10% Referrals)

Automated Marketing

1-2 Extra Deals Per Month

sales@emarketfocus.com
800-708-9715

Referrals Close Rate 60%
Other Leads 10%

92% Trust Personal
Recommendations

Market Quest Summary

\$65 Per Month, \$55 One-Time Setup



sales@emarketfocus.com

800-708-9715

Includes:

- Weekly Real Estate Newsletter
- 30 Real Estate Video Prospect Marketing Email
- Holiday and Seasonal Ecards
- 300 Email Library
- 5-10 New Email Added Monthly
- Full CRM System
- Broadcast Email Module
- 10,000 Emails with High Deliverability

- Month to Month – No Long Term Contracts
- Unlimited Training and Support
- Importing and Setup Done For You

Special Bonus - FREE



This newsletter is compliments of:

John Doe
Branch Manager
Phone: 555-555-5555
www.johndoe.com



Coming Home...

Nothing is more important than home, except those you come home to.

Expert Insight / Home & Garden / Dollars & Sense / Health & Wellness / Living the Good Life / The Best Possible You / Words of Wisdom / Delicious Dishes

Thought of the Month

"Be more concerned with your character than with your reputation. Your character is what you really are while your reputation is merely what others think you are."
- Dale Carnegie

Should You Pay Off Your Mortgage Early?

Talk to a financial advisor and she'll tell you there are two types of debt: bad and good. In most cases, the bad kind includes revolving debt... more



Soap Scum Removal Made Easy

Soap residue, minerals, dirt, oil, skin cells and bacteria... the scum coating bathroom fixtures worldwide is more than just soap... more



Debt Reduction Tips You Can Use Immediately

The New Year is a time of resolutions—and for many those resolutions include tackling debts. Whether bills and obligations are swamping you or... more



- Normal In Touch Today Pricing
 - \$95 Per Month for Emailing To Your List

sales@emarketfocus.com
800-708-9715

Limited Offer