

Figure I.1

ENTHUS [I AM
IASM
SOLD MYSELF]

Figure 1.2

HOW HUMANS COMMUNICATE

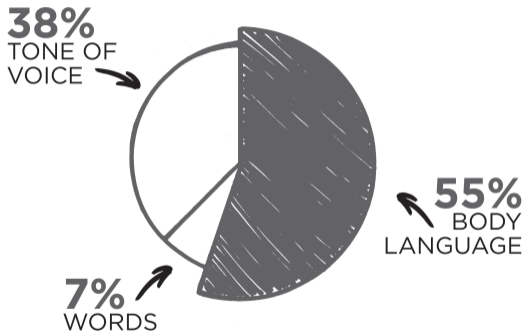


Figure I.3 How Humans Communicate

I'd like to set up a time this afternoon to discuss Curaytor, pricing, etc.

J

Sent from /website.html, via Internet explorer, 2mth ago

[Redacted]



Sent from /website.html, via Internet explorer, 2mth ago

Sent 2mth ago

J

Hey Jessica, Sure. What time are you available and what is the best number to reach you?

[Redacted] - how about 1 pm central.



Sent from /website.html, via Internet explorer, 2mth ago

Sent 2mth ago. Seen

Sure! We will give you a call then :)

Figure 1.1



Hi, I would like to schedule a demo. I was interested in past and am know looking for my broker



Sent from <http://www.curaytorsystems.com/>, via Chrome, 2mth ago



Sent 2mth ago



Hey Nick, Great! I see you spoke to Neal a little while back. What is the best day & time for you for a demo? Does tomorrow work?

Today around 1pm would be great. Or tomorrow 12pm would work too. Pacific times



Figure 1.2

THE ANATOMY OF A PERFECT LANDING PAGE

HOW DESIGN TRANSLATES TO USERS

TEN KEY LANDING PAGE FEATURES THAT DRAW IN USERS



Figure 1.3

AVG LENGTH OF TOP PERFORMING CONTENT

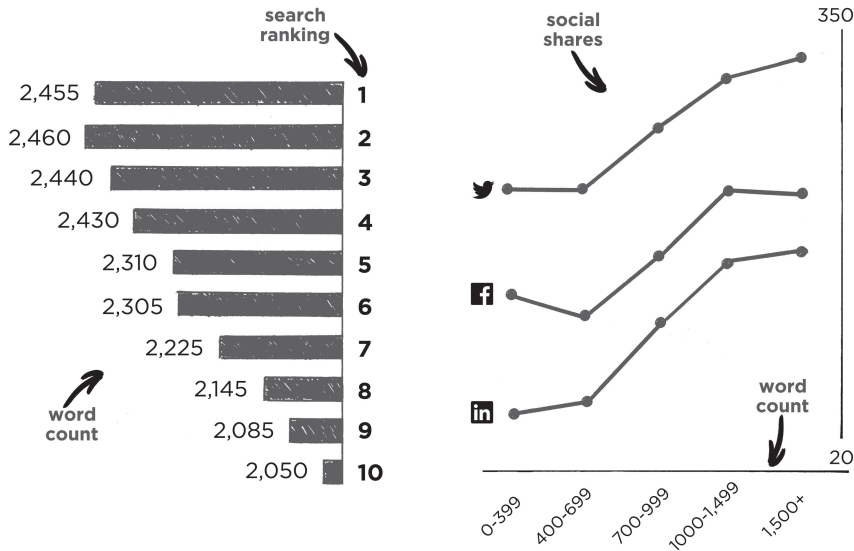


Figure 2.1 Average Length of Top-Performing Content

REFERRAL TRAFFIC FROM GOOGLE VERSUS FACEBOOK

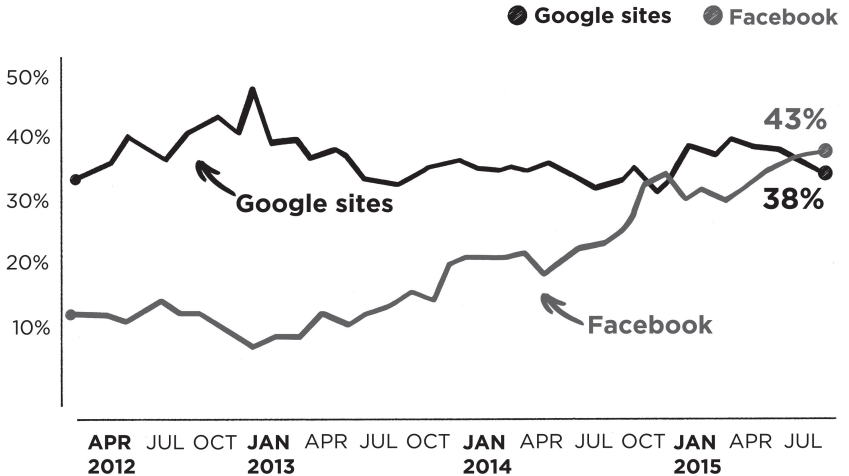


Figure 4.1













Page		Total Page Likes	From Last Week	Posts This Week	Engagement This Week
1	 National Association of ...	225.1K 	▲ 0.4%	26	9.3K 
2	 Top Producer Systems	47.2K 	▲ 0.5%	3	10 
3	 Tech Savvy Agent	34.2K 	0%	1	15 
4	 Real Estate Trends	20.5K 	0%	0	0 

Figure 4.2

Reach: Organic / Paid Post Clicks Likes, Comments & Shares


















Published	Post	Type	Targeting	Reach	Engagement	Promote
07/16/2015 2:23 pm	 Chris and Jimmy JUST announced their first ever real estate conference!! Here is a special audio m			7.6K 	150 190 	Boost Post
08/27/2015 1:55 pm	 Our co-founder Chris Smith was just featured in T he Huffington Post for his advice on internet lead			1.1K 	98 15 	Boost Post
06/25/2015 3:52 pm	 We were pumped to see Curaytor mentioned in th is new article about the future of online ad spend i			3.7K 	70 82 	Boost Post

Figure 4.3


Post Details Reported stats may be delayed from what appears on posts X

 **Joe Taylor Group w/ Simply Vegas Real Estate** added 7 new photos.

Published by Joe Herrera [7] · July 21 · 

~ Last Chance!! - 3900 Sqft - 1/2 Acre Lot - Pool/Spa ~
 Instant Info Access: <http://bit.ly/MYGR3900>

The Amazing new listing features: 3900 SqFt, Huge Lot, Pool/Spa + BBQ & RV Parking. 4 Beds, 3 Car Garage... EVERYTHING!




32,839 People Reached

607 Likes, Comments & Shares

467 Likes	425 On Post	42 On Shares
119 Comments	84 On Post	35 On Shares
21 Shares	19 On Post	2 On Shares

9,894 Post Clicks

7,582 Photo Views	952 Link Clicks	1,360 Other Clicks 
-----------------------------	---------------------------	--

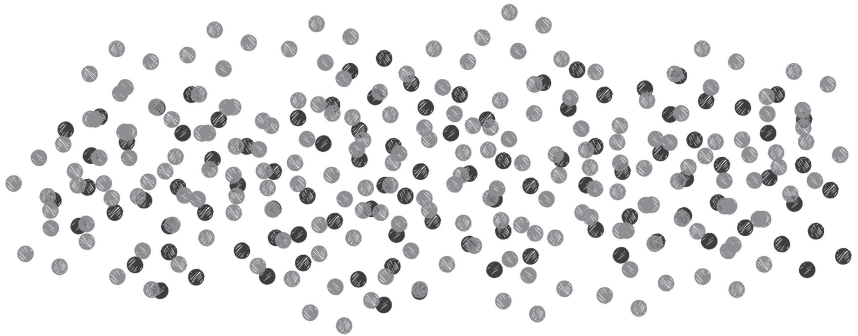
NEGATIVE FEEDBACK

7 Hide Post	4 Hide All Posts
0 Report as Spam	0 Unlike Page

Figure 4.4

LEADS VS SALES - 2011

2.9M : 4.4M



● Real Estate Leads Generated ● Annual Home Sales

Figure 6.1

LEADS VS SALES - 2014

40.6M : 5.1M

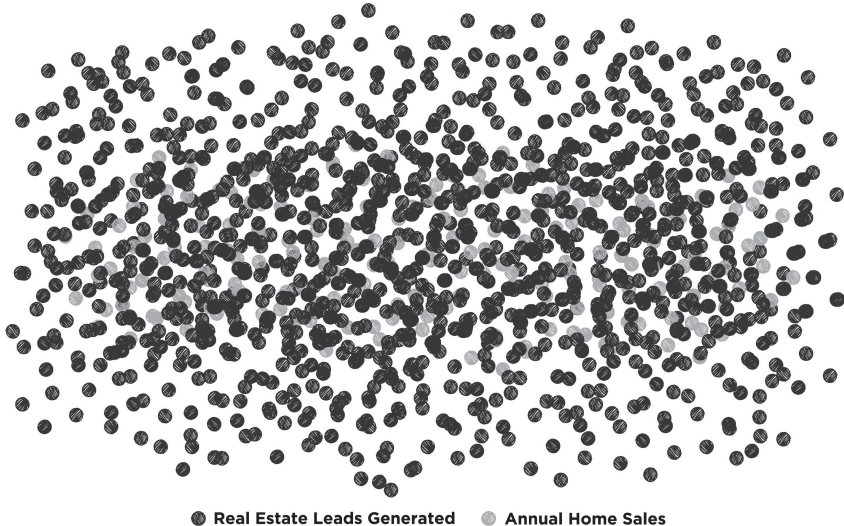


Figure 6.2

IMPACT OF SPEED-TO-RESPONSE ON LEAD CONVERSION



Figure 6.3 Impact of Speed-to-Response on Lead Conversion

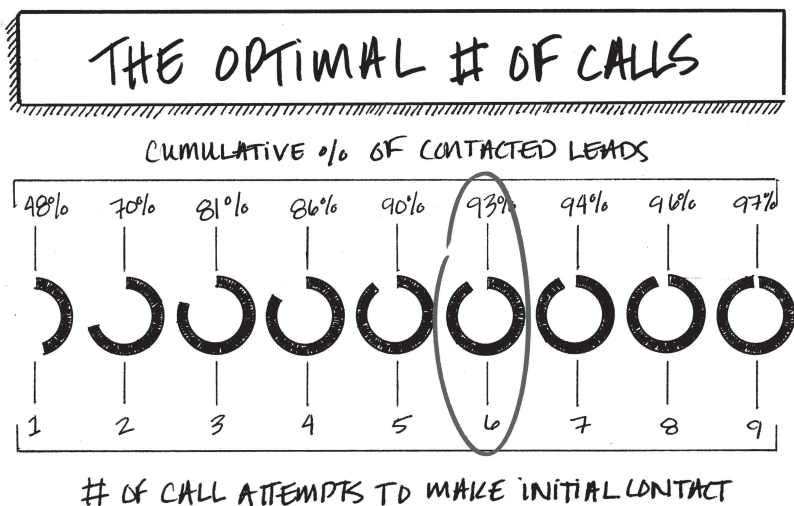
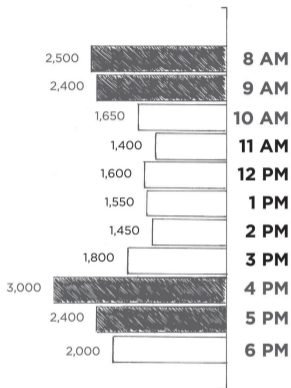


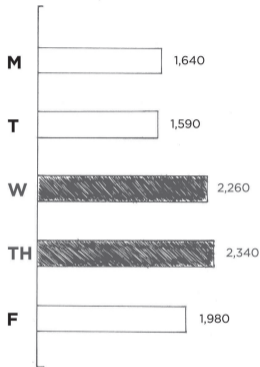
Figure 6.4 The Optimal Number of Calls

BEST DAYS + TIMES TO CONTACT LEADS

BEST TIMES TO QUALIFY* LEADS



BEST DAYS TO QUALIFY* LEADS



*Qualification is the stage in the lead nurturing process where the lead is willing to enter the sales process.

Figure 6.5 Best Days and Times to Contact Leads



Figure 8.1

Google

chris@curaytor.com



Web News Videos Images Shopping More ▾ Search tools

About 10,600 results (0.44 seconds)

Curaytor - Lead Generation and Lead Conversion

 www.curaytor.com/ ▾ (617) 925-7111

Built For Top Real Estate Teams

Marketing that works. · Exclusive by Zipcode

Water Cooler

2014 Case Study

Demo and Testimonials

Podcast

Curaytor - Real Estate Marketing That Works.

curaytor.com/ ▾

Read Our Blog · Curaytor Systems and Reviews · Chris Smith and Jimmy Mackin

Speaking Requests · Curaytor on YouTube · #WaterCooler on iTunes ...

Curaytor Systems

curaytorsystems.com/ ▾

Curaytor co-founders Chris Smith and Jimmy Mackin are two of the most influential people in the real estate industry. Their YouTube Channel (and popular web ...

Curaytor - Facebook

<https://www.facebook.com/CuraytorDotCom> ▾

Curaytor is a full service marketing firm that specializes in working with top producing real estate... ... Curaytor shared Chris Smith's photo. August 31 at 7:16am ·

Chris Smith | LinkedIn

Figure 8.2

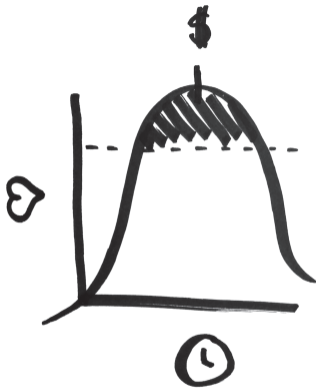


Figure 13.1