

Hi CBD Brokers,

I wanted to take some time and do a detailed recap of the class we had in June. The feedback was overwhelmingly positive because there was so much useful content. Because there was so much information, we decided to break up this into more bite size emails...5 parts in total. So if you attended the class, these emails will help you remember some of the highlights and ideas you will want to focus on. If you were not able to attend, you will find this very useful information. Either way, please take some time and work your way through these emails and pick one or two of your favorites and get them implemented into your marketing/technology plan right away.

Part 1: CloudCMA

Damon Alton, Director of Business Development, presented at our class. It was announced that CBD has made the CloudCMA software available to all of our brokers. The fee for this service is paid for by CBD, so there is no cost to our brokers to use this premium service. All the feedback from our brokers regarding the reports and software has been very positive. So if you haven't signed up yet, now is the time. We have also imported all of our CBD and CB National marketing material into their system so it is easily integrated into your CMA reports.

Here is the link to sign up for your CloudCMA account: https://cloudcma.com/signup/plans/cb_danforth

To register for training: <http://webinar.cloudcma.com>

How to generate leads through "What's my house worth" within CloudCMA. This is one of the best ideas I have ever heard! You can post a link to your website, social media sites or in your email signature line that allows a prospective client to get an instantaneous CMA emailed directly within minutes. The best part is that you also get an email letting you know that someone is interested in the value of their home with all their contact information. This is an absolute no-brainer...do it!!

Quick informative video on What's My Home Worth: <https://youtu.be/tzig9KjWSPM>

How to set up "What's my Home Worth" <https://www.youtube.com/watch?v=ioTP691eW34>

CloudCMA Support:

- support@cloudcma.com
- 855.977.8834

We will be sending the other 4 emails out on a twice a week basis until finished. Please let us know if you have any questions or comments!

Thanks and have a great evening,

Dave Danforth

Broker/Owner

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