



SavvyCard® for Real Estate

THIRD-PARTY ALLIANCE NETWORK MEMBER

It's never been more important to generate leads inside social networks

Simply put, successful agents excel at marketing themselves, their listings, and generating abundant new leads. And the most successful agents increasingly rely on their already-warm social media communities, like Facebook, to promote themselves and find new clients.

Now, agents can use the SavvyCard® Lead Development Platform™ to promote themselves and generate leads across their social media communities, email, and text. All within hours of their listings appearing on the multiple listing system.

No Technical Know-How Needed

The SavvyCard Lead Development Platform is designed to interact with these social network communities with push-button ease. Because it is directly connected to the multiple listing system and optimized to syndicate into leading social media platforms like Facebook, agents no longer need to be technical experts to make that happen. That's more valuable time with clients and less frustrating time in front of their computer screens creating content or maintaining a website.

Pre-Designed for Content Simplicity

That's because the SavvyCard Lead Development Platform is pre-designed to be template simple. It automatically creates SavvyCards—shareable, mobile-friendly web apps—for both the agent and each of their listings from multiple listing data. These pre-designed Agent and Property SavvyCards are embedded with many helpful tools, like IDX search and turn-by-turn directions, for both the Agent and their clients. And they're self-maintaining, so the Agent never needs to worry about keeping content up to date.



MULTIPLE LISTING
TECHNOLOGY

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Connecting to the Facebook “Sphere of Influence”

Because SavvyCard is directly integrated to Facebook, agents can evangelize themselves and their listings to their entire social media sphere of influence—including the home seller’s friends and family. And SavvyCard takes it a step further by automatically capturing leads and delivering those back to the Agent through the SavvyCard system.

What SavvyCard Users Say



Joyce Roberts, a top realtor in Jacksonville, FL, used a Property SavvyCard to market one of her listings. She shared the listing to her business Facebook page and had the home seller share the listing to her personal Facebook page. The process took Joyce less than 5 minutes. In 2 days, the Property SavvyCard for her listing received 2,791 visits from potential customers, Joyce received multiple calls from other agents, she scheduled 3 showings, and she saw a 10% jump in website traffic and Facebook likes and follows.

“I shared one listing twice, and it resulted in over 9,000 total visits to my website, and that has resulted in more business.”

JOYCE ROBERTS
REALTOR

Tom Scaglione, a top realtor in Tampa, FL, links SavvyCard to all his marketing materials to connect with prospects, engaging them with relevant content, and converting them into customers.

“My SavvyCards convert better than other types of landing pages and they capture contact information, so I link them to everything I use to communicate with people. I’ve grown my business by 20% since I started using SavvyCard.”

TOM SCAGLIONE
REALTOR



Easy For You to Set Up and Offer to Members

SavvyCard makes it simple for your organization to create value for your members. SavvyCard allows you to create powerful web applications for each member and listing in your market, for immediate use in generating new business. CoreLogic® has integrated SavvyCard into the MLS listing add/edit routine to drive awareness and adoption with members.

Agent Training & Support

Training is available from SavvyCard’s Customer Success Team. Training sessions educate agents on how best to engage with their SavvyCards and offer pro tips for optimizing lead generation.

Contact your CoreLogic representative for more information.

