

# Fall '21 Release

## THE FUEL YOU NEED FOR 2022



# Giving You Even **MORE** to Power Up Your Year



**ENHANCED**  
Collaboration



**INCREASED**  
Efficiency



**SIMPLIFIED**  
Usability





# Fall Release '21

## OVERVIEW

## The Excitement is Palpable

We couldn't be more excited to announce the 2021 Fall Release! Just look at the new features and functionality we're adding to kvCORE Platform:

1. **Sphere Playbooks** that help you power up your sphere of influence
2. **Sell Pages** for improved lead capture of potential sellers
3. **CORE Present** now has even more powerful client activity tracking + AI
4. **Pond Notifications** to keep everyone on top of pond account leads
5. **Squeeze/Landing Page History** that lets you track the success of your pages
6. **Hashtag Management** lets you edit, delete, and/or merge existing hashtags
7. **Analytics Export** lets you manipulate and analyze kvCORE in Excel

Playbook: Work Your Sphere

**Work Your Sphere**

We will create a playbook that can be run every single day. Agents will be able to set targets/goals to help them stay on track. Ultimately, this playbook will help an agent convert a Sphere contact relationship into a client.

Get started

Convert your sphere contacts into clients. [Open the Playbook](#)

Category	Count
Friends&family	23
FacebookFriends	46
Coworkers	15
Neighbors	22
ChurchFriends	18
Uncategorized	31

Total Sphere Contacts: 159

Build relationships & stay top of mind.

Fill in the gaps in contacts' details

Nice job... You are all caught up!

# Power Up YOUR SPHERE





# Power up your SPHERE OF INFLUENCE

FALL '21 RELEASE



## SPHERE PLAYBOOKS

We're thrilled to introduce two new Sphere Playbooks designed to help any agent organize, nurture, and fully leverage their SOI. Plus, no previous sphere experience is required!

### NEW SPHERE PLAYBOOKS OFFER:

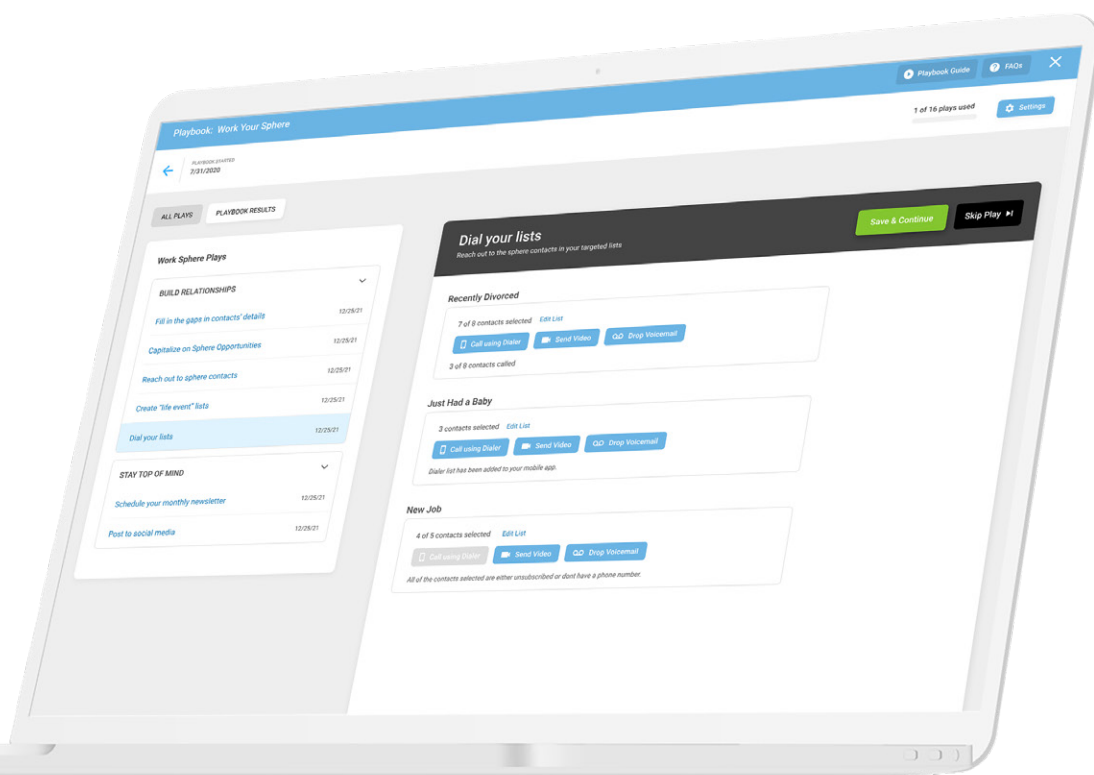
- Tools for lead nurturing and engagement
- Increased participation in automated campaigns
- Help organizing, dialing, and creating follow-up plans
- Everything you need to track your progress and continually work your sphere of influence

### HOW SPHERE PLAYBOOKS WILL HELP YOU:

- Makes adding contacts to your sphere a breeze
- Tracks results, so you know what is working
- Agents will come away with an organized, automated sphere and a plan to follow up

## TOP AGENT REQUEST:

Help me get ALL  
my Sphere of  
Influence contacts  
into nurturing  
campaigns now!



# Get and Convert SELLERS





# Get and Convert SELLERS

## Introducing the new Sell Page in kvCORE – a new and improved lead capture page for potential sellers that offers:

- Better lead capture
- Two different flows: organic and ad/squeeze page
- More content for added value to the potential seller
- 3 AVMs
- CMA with engagement heatmap and time tracking
- Dynamic consumer analytics and data visualization (just like CORE Present)
- Seamless alignment with CORE Present for easy seller presentation handoffs

Displaying Home Value Information for  
9200 SOPHIA AVE | North Hills, CA 90210

Jack Schmitt  
jack.schmitt@gmail.com

9200 Sophia Ave, North Hills, CA 90210

44,333  
Total active buyers in our office

14,735  
Active buyers in \$199,000

378  
Active buyers in Glendale Heights area

190  
Active buyers in \$199,000 in Glendale Heights area

Send to 190 targeted buyers instantly

Some of Our Potential Buyers

Buyer ID	Rating	Phone	Email	Location	Interests
1-Q28P	★★★★★	(818) 555-1234	jschmitt@gmail.com	Shorewood	Single Family, \$225,000, 3Bed, 2Bath
1-Q28P	★★★★★	(818) 555-1234	jschmitt@gmail.com	Shorewood	Single Family, \$225,000, 3Bed, 2Bath
1-Q28P	★★★★★	(818) 555-1234	jschmitt@gmail.com	Shorewood	Single Family, \$225,000, 3Bed, 2Bath

What is a Comparative Market Analysis (CMA)?

How can you benefit from monthly updated CMAs?

JONATHAN SCHMIDT  
Real Estate Broker  
jon.schmitt@johndre.com  
(818) 361-5555

JOSEPH REALTY

Get This Report Every Month

Home Value Estimates

ATOM \$1,000,500 Zillow \$1,125,500 Quintarian \$1,205,500

Pricing Perspective

Map

See What Your Home Is Worth

Instantly get a detailed Comparative Market Analysis...  
See what your neighbors are selling their home for!

Enter Your Address

Enter your home address here

NEXT

WHAT IS IN THE REPORT?

Multiple Values

Actual Sold Prices

Potential Buyers

Unlock to view Recent Similar Sales

# Get and Convert SELLERS

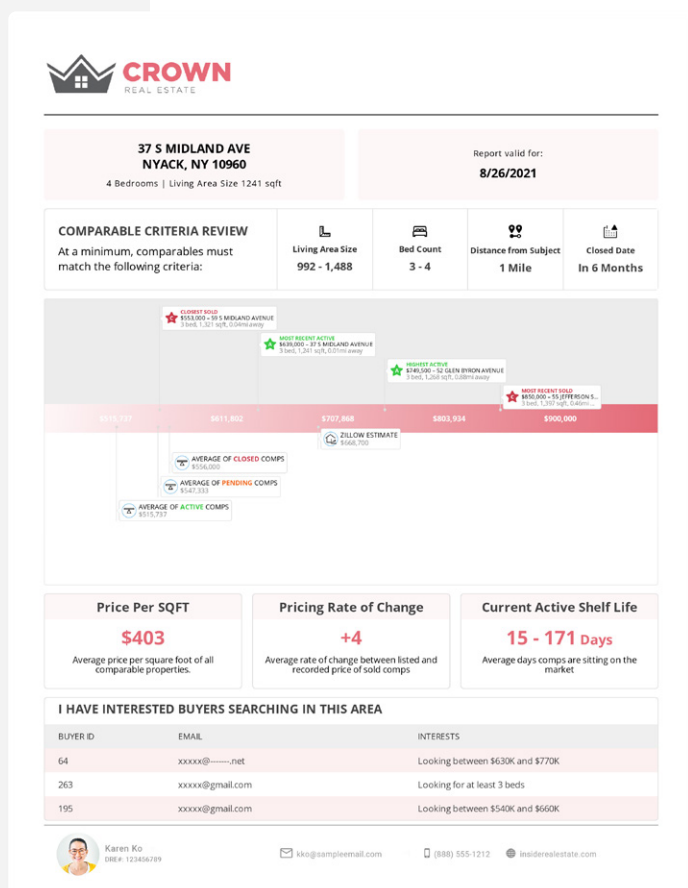
FALL '21 RELEASE



## CORE PRESENT

CORE Present now has even more powerful client activity tracking + AI to help agents close deals faster while empowering brokerages to coach and train agents based on real-time consumer feedback. The latest enhancements impressed Inman News enough to award CORE Present their elusive, perfect 5-star rating, and our ongoing commitment to innovation takes “user-friendly” to a whole new level. New CORE Present features include:

- **Dynamic consumer analytics** and data visualization that help agents understand and respond to their clients more effectively.
- **An engagement heatmap** and time tracking that helps agents see what matters most to potential clients
- **Single-page** summaries that let agents tailor the length of the presentation without compromising value
- **Guided follow-up** and scripted talking points that leverage AI



“

It lets you adjust your argument according to the individual, unequivocally proving the product's mission to 'differentiate the client, not the agent.' Do that, and you'll likely win every time.

**CRAIG C. ROWE**  
STAFF WRITER FOR INMAN NEWS





# Get and Convert SELLERS

FALL '21 RELEASE



## NEW SELLER ADS

Automatically sets up targeted Facebook ads, lead forms, and landing pages to capture seller leads from your home market. All leads are exclusive to the agent and not shared with other agents.

## NOSY NEIGHBOR

Nosy Neighbor has had incredible success since its launch, and we've continued to improve the farming tool. It's a unique, automated way for agents to leverage multiple touchpoints (i.e., postcards, landing pages, digital advertising, and email nurturing) to build a successful brand in an exclusive area. The automation and nurturing capabilities get an agent's name in front of likely sellers before they consider selling their home.

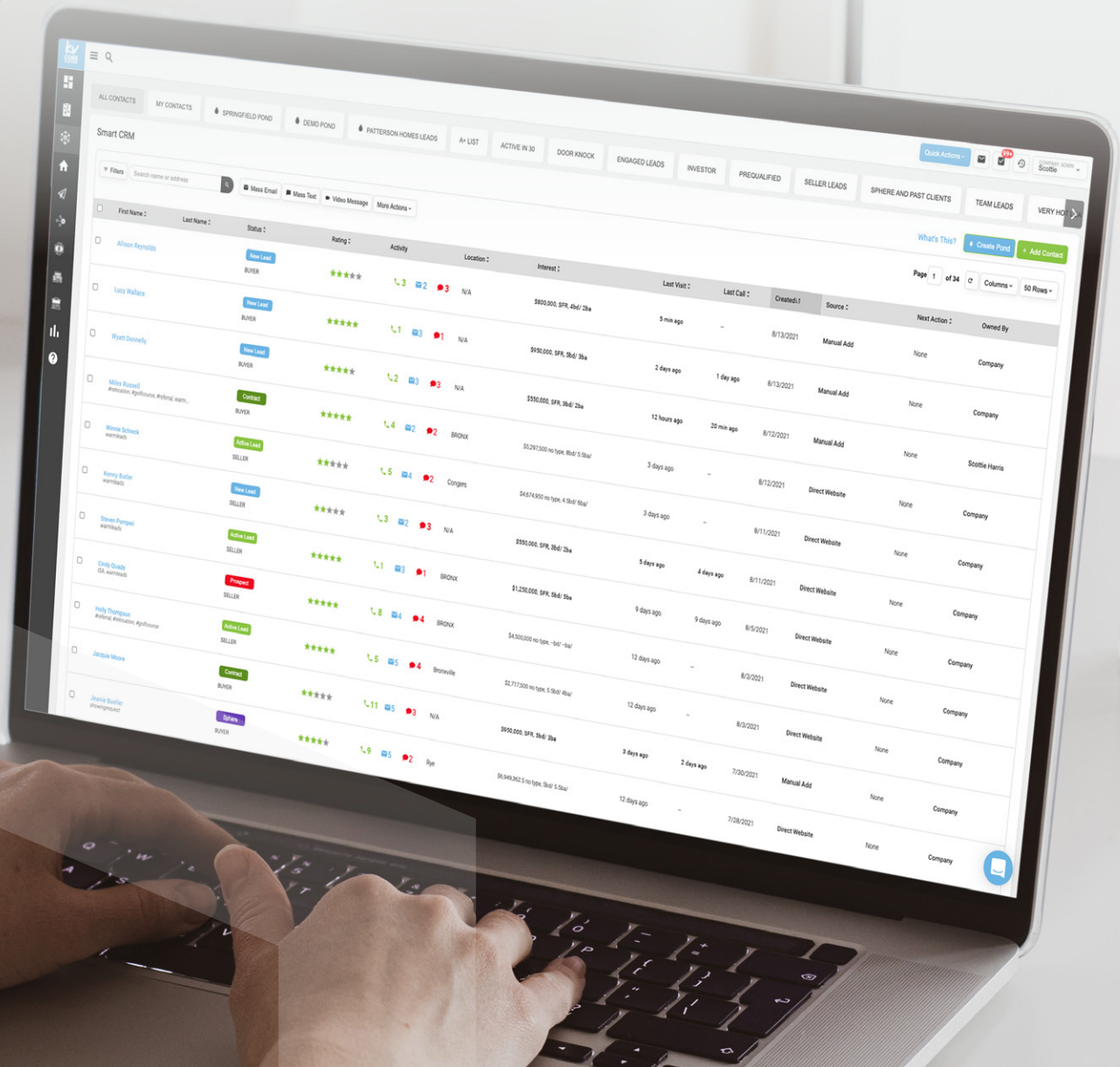
“

NosyNeighbor is for the smarter agents who realize they need a sophisticated farming program to get their brand out there over the long term. When someone is ready to sell, I'm top-of-mind for them because of all the targeted messaging that NosyNeighbor has done for me.

**MARK VENNITTI**  
HER REALTORS, COLUMBUS, OHIO



# CRM ENHANCEMENTS



The image shows a laptop screen displaying the kv CORE CRM platform. The interface includes a sidebar with navigation icons, a top navigation bar with tabs for 'ALL CONTACTS', 'MY CONTACTS', and several lead sources. The main area displays a list of contacts with columns for First Name, Last Name, Status, Rating, Activity, Location, Interest, Last Visit, Last Call, Created, Source, Next Action, and Owned By. A hand is visible at the bottom, typing on the laptop keyboard.

First Name	Last Name	Status	Rating	Activity	Location	Interest	Last Visit	Last Call	Created	Source	Next Action	Owned By
Alison	Reynolds	BUYER	★★★★★	1, 3	N/A	\$800,000, 5PR, 45d/ 2ba	5 min ago	-	8/13/2021	Manual Add	None	Company
Lucy	Wallace	BUYER	★★★★★	1, 1	N/A	\$950,000, 5PR, 3bd/ 3ba	2 days ago	1 day ago	8/13/2021	Manual Add	None	Company
Wynn	Donnelly	BUYER	★★★★★	1, 2	N/A	\$550,000, 5PR, 3bd/ 2ba	12 hours ago	20 min ago	8/12/2021	Manual Add	None	Company
Wynn	Schuck	SELLER	★★★★★	1, 4	BRONX	\$1,297,500 no type, 8bd/ 5.5ba	3 days ago	-	8/12/2021	Manual Add	None	Scottie Harris
Kenny	Butler	SELLER	★★★★★	1, 5	Congers	\$457,950 no type, 4 bd/ 16yd	3 days ago	-	8/12/2021	Direct Website	None	Company
Steve	Pompi	SELLER	★★★★★	1, 3	N/A	\$550,000, 5PR, 3bd/ 2ba	3 days ago	-	8/11/2021	Direct Website	None	Company
Chris	Greene	SELLER	★★★★★	1, 1	BRONX	\$1,250,000, 5PR, 5bd/ 5ba	9 days ago	4 days ago	8/11/2021	Direct Website	None	Company
Wally	Thompson	SELLER	★★★★★	1, 8	BRONX	\$450,000 no type, -bd/ -ba	9 days ago	9 days ago	8/9/2021	Direct Website	None	Company
Jessie	Moss	BUYER	★★★★★	1, 5	Brooklyn	\$2,717,000 no type, 5 bd/ 4ba	12 days ago	-	8/9/2021	Direct Website	None	Company
Jessie	Butler	BUYER	★★★★★	1, 11	N/A	\$550,000, 5PR, 3bd/ 2ba	12 days ago	-	8/9/2021	Direct Website	None	Company
Jessie	Butler	BUYER	★★★★★	1, 9	Bay	\$550,000, 5PR, 3bd/ 2ba	3 days ago	2 days ago	7/20/2021	Manual Add	None	Company
Jessie	Butler	BUYER	★★★★★	1, 9	Bay	\$550,000, 5PR, 3bd/ 2ba	12 days ago	-	7/20/2021	Manual Add	None	Company

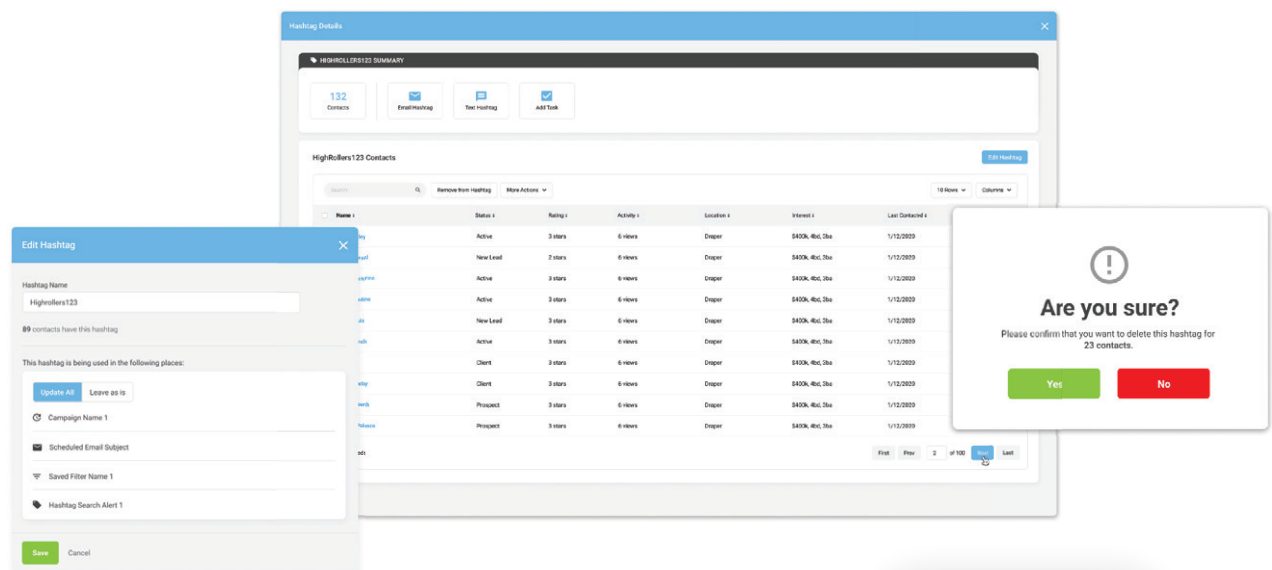




## HASHTAG MANAGEMENT

One of the most highly requested features in 2021, Hashtag Management gives agents the ability to edit, delete, and/or merge existing hashtags. Why is this so unique? Hashtag Management:

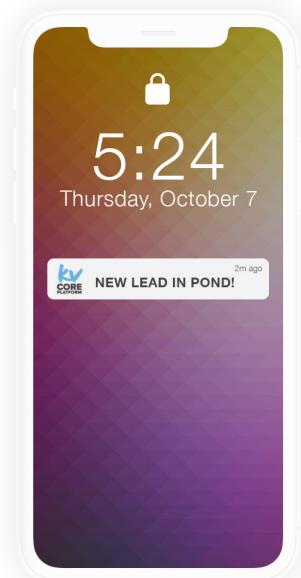
- Makes organizing (and reorganizing) your contacts easy
- Enables you to clean up duplicates and see all of your hashtags in one place
- Shows all leads assigned to a hashtag and allows you to perform mass actions
- Provides new CRM filters to EXCLUDE by hashtag (i.e., find everyone who IS NOT #creditrepair)



## POND NOTIFICATIONS

Pond Notifications now ensure agents know precisely when a new lead is available. It also notifies admins when any changes take place in a Pond Account.

- When a new lead is added to the pond, an email is sent to the agents in the pond
- When a lead is added to the pond, an email is sent to the admin or pond owner
- The admin or pond owner also receives an email when a lead is claimed from a pond.



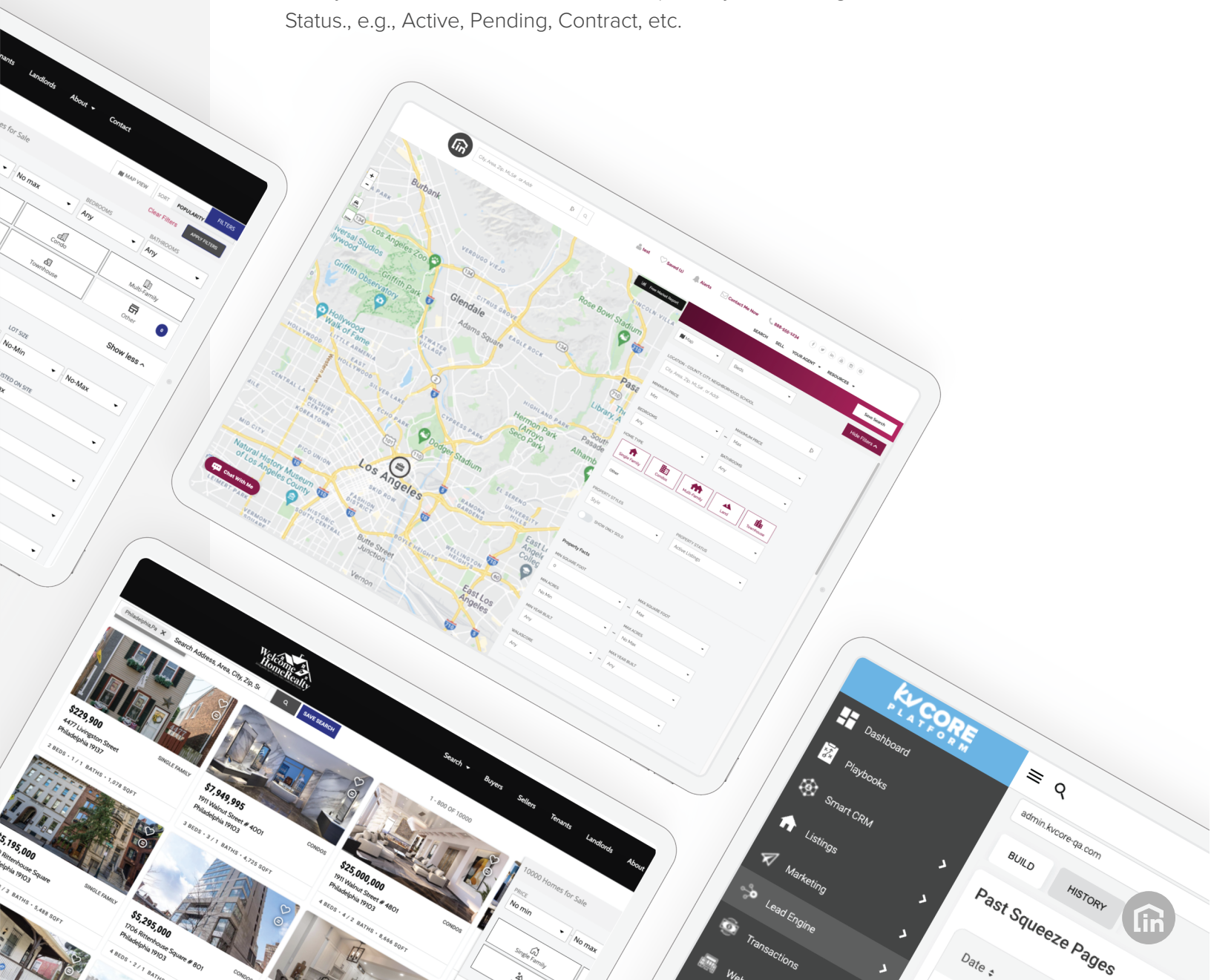


## SQUEEZE/LANDING PAGE HISTORY

Squeeze/Landing Page History is a collection of links to pages an agent has already created. This History ensures you don't have to rebuild landing and squeeze pages. They also help you keep track of successful squeeze and landing pages you've already built.

## LISTING TYPE/STATUS

Listing Type/Status ensures types of properties, e.g., Single Family, Condo, etc., can be searched separately from Listing Status, e.g., Active, Pending, Contract, etc.







## CAMPAIGN SHARING

Campaign Sharing now makes it easy to share your campaigns with any kvCORE user, saving agents hours. Campaign Sharing also empowers other agents to benefit from your most successful campaigns without spending a lot of time.

## ANALYTICS EXPORT

Analytics Export gives you the ability to download a CSV of raw data, which means you can now manipulate and analyze kvCORE data in Excel.

[Download Report](#)

2 (100%)  
Success Plan Complete

Office Name

1

PIPELINE

SOURCE PERFORMANCE

KYC/ORE ACTIVITY

CONSUMER INTEREST

AGENT PERFORMANCE

AGENT SUCCESS

CORE PRESENT

Agent Success Summary

2 (100%)  
Logged In

2 (100%)  
Imported Contacts

2 (100%)  
Engaged with Contacts

2 (100%)  
Created New Contacts

2 (100%)  
Success Plan Complete

Download Report

Agent Success Details

Search

Q

Mass Email

Rows

Columns

Name	Last Login	Import Contacts	Engaged	Contacts Created	Agent Success Plan	Platform Config course	Other Courses	Sphere	Prospect	New Lead	Active Lead	Client	Contact	Closed	Archived
<input type="checkbox"/> Chase Willey	2/1/2021				25% complete	50% complete	3 completed	23	45	22	34	10	2	9	44
<input type="checkbox"/> Chase Willey	2/1/2021				25% complete	50% complete	Course Name 1 (completed)	23	45	22	34	10	2	9	44
<input type="checkbox"/> Chase Willey	2/1/2021				25% complete	50% complete	Course Name 2 (in progress)	23	45	22	34	10	2	9	44
<input type="checkbox"/> Chase Willey	2/1/2021				25% complete	50% complete	Course Name 3 (in progress)	23	45	22	34	10	2	9	44
<input type="checkbox"/> Chase Willey	2/1/2021				25% complete	50% complete	Course Name 4 (in progress)	23	45	22	34	10	2	9	44
<input type="checkbox"/> Chase Willey	2/1/2021				25% complete	50% complete	Course Name 5 (in progress)	23	45	22	34	10	2	9	44
<input type="checkbox"/> Chase Willey	2/1/2021				25% complete	50% complete	Course Name 6 (completed)	23	45	22	34	10	2	9	44
<input type="checkbox"/> Chase Willey	2/1/2021				25% complete	50% complete	Course Name 7 (completed)	23	45	22	34	10	2	9	44
<input type="checkbox"/> Chase Willey	2/1/2021				25% complete	50% complete	3 completed	23	45	22	34	10	2	9	44
<input type="checkbox"/> Chase Willey	2/1/2021				25% complete	50% complete	3 completed	23	45	22	34	10	2	9	44
<input type="checkbox"/> Chase Willey	2/1/2021				25% complete	50% complete	3 completed	23	45	22	34	10	2	9	44
<input type="checkbox"/> Chase Willey	2/1/2021				25% complete	50% complete	3 completed	23	45	22	34	10	2	9	44
<input type="checkbox"/> Chase Willey	2/1/2021				25% complete	50% complete	3 completed	23	45	22	34	10	2	9	44
<input type="checkbox"/> Chase Willey	2/1/2021				25% complete	50% complete	3 completed	23	45	22	34	10	2	9	44
<input type="checkbox"/> Chase Willey	2/1/2021				25% complete	50% complete	3 completed	23	45	22	34	10	2	9	44

# THANK YOU

**inside** real estate

