



***Zap the GAP!***  
***Communicating with Generational***  
***Dynamics***



**Terri Murphy**  
**Author, Coach, & Communications Strategist**

MurphyOnRealEstate.com  
Terri Murphy Communications, Inc.  
516 Tennessee St., Ste. 219 • Memphis, TN 38103  
(901) 767-0000 • 800-647-9166

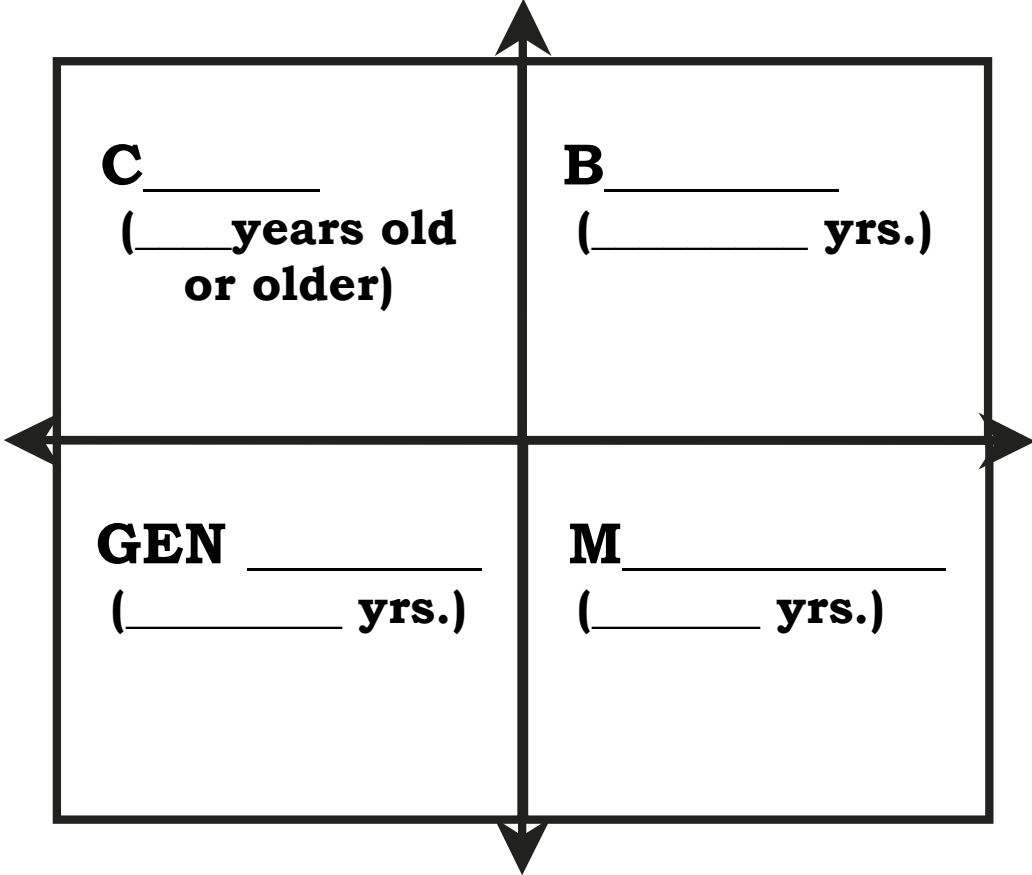
**Be Consumer Focused**

The Big Attitude Shift: From A \_\_\_\_\_ Focused to  
C \_\_\_\_\_ Focused

New Communication \_\_\_\_\_

New Engagement Strategies: \_\_\_\_\_

**Generational Dynamic Matrix**



What you could ADD to your marketing mix that you are currently not using?

New Platforms: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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## Re-View How Agents Go to the Marketplace

### The New focus:

1. Presenting vs. Counseling:

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2. Strategies for Sellers: Updating Listing Presentations

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3. Strategies for Buyers: Updating Buyer Presentations

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4. Strategies to incorporate new data: CMA/Market Trends:

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5. Develop a Premium Marketing Program:

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## Connection using the WEB and WEB Service

### Web Sites. Vs. Blog Sites

1. Websites – Do's & Don'ts

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2. Communication Channels

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3. Marketing vs. Advertising

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4. Automated Messaging

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5. Automated 24/7 Real Time Information Systems:

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### **Re-Engineer Service Delivery Platforms**

**Consumers want 24/7 real time delivery of information and services:**

1. Defining what platforms best serve all 4 generational preferences:

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2. Video: The KEY to Engagement

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3. Virtual Tours: Good, Very Good & Excellent: Consumer Preferences:

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### **Connection with Social Media & CRM**

**Social Media Channels:**

1. LinkedIn: \_\_\_\_\_
  2. Facebook: \_\_\_\_\_
  3. Twitter: \_\_\_\_\_
  4. YouTube: \_\_\_\_\_
  5. Pinterest/Instagram/Snapchat: \_\_\_\_\_
  6. Professional Networks & Local Searches: \_\_\_\_\_
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