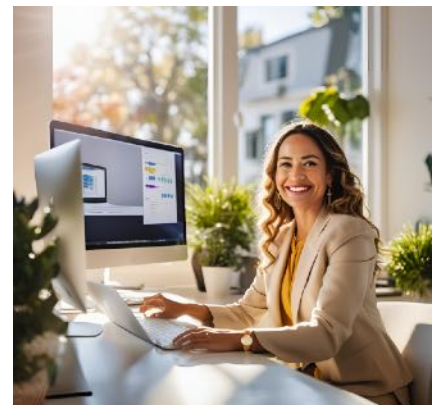




SAFEGAUARDING YOUR ONLINE REPUTATION



PRESENTED BY: *Matthew Rathbun*



ABOUT THE SPEAKER

Matthew Rathbun has traveled across the US and abroad bringing the latest information about trends, techniques, and tools to real estate agents looking to upgrade their careers. With a unique blend of geekiness, humor and in-depth knowledge of the practice of real estate Matthew makes agents think differently about the world. Matthew is a self-proclaimed 'worst- student-ever", and during each class, he puts himself in the learner's seat and brings a unique spin to how agents can increase their business and serve their clients at a higher level.

Matthew is a licensed broker in Virginia, Maryland, and the District of Columbia and Exec. Vice President of a large firm. Matthew has served in various leadership capacities in the REALTOR® Association.

Recognition

- REBI National Distinguished Educator Of The Year
- CRS National Instructor of the Year
- Virginia Association of REALTORS® - Instructor of the Year
- Fredericksburg Assoc. of REALTORS® - Instructor of the Year
- RISMedia Newsmaker – Influencer
- Virginia REALTORS® Graduate - Leadership Academy
- Fredericksburg Assoc. of REALTORS®s – Realtor of the Year
- Fredericksburg Assoc. of REALTORS® – President's Award
- Fredericksburg Assoc. of REALTORS® – Code of Ethics Award
- Fredericksburg Assoc. of REALTORS® – Rookie of the Year
- Fredericksburg Assoc. of REALTORS® – Hall of Fame

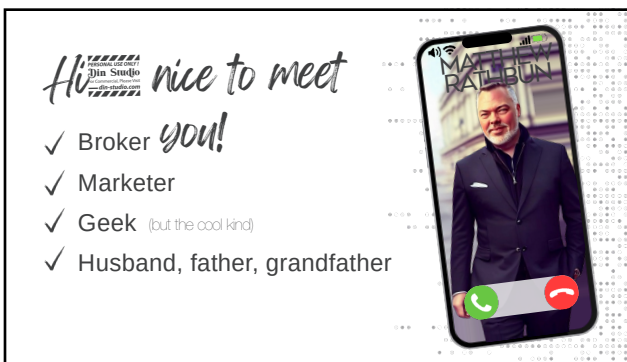
MATTHEWRATHBUN.COM



Matthew Rathbun



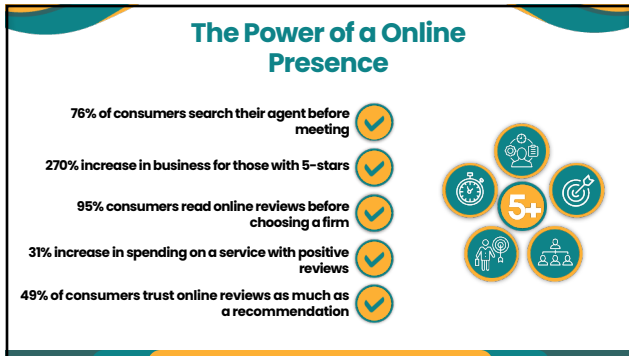
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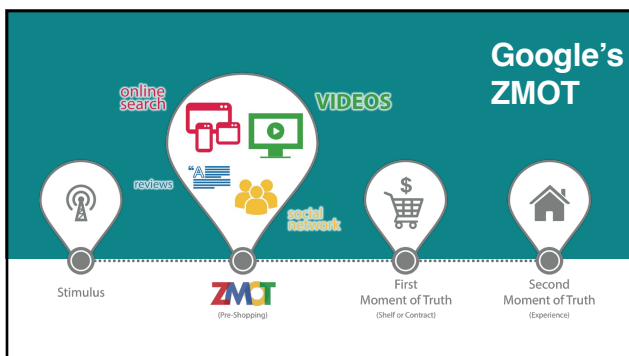
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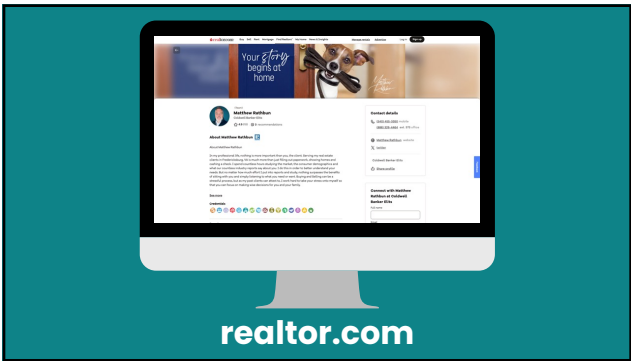
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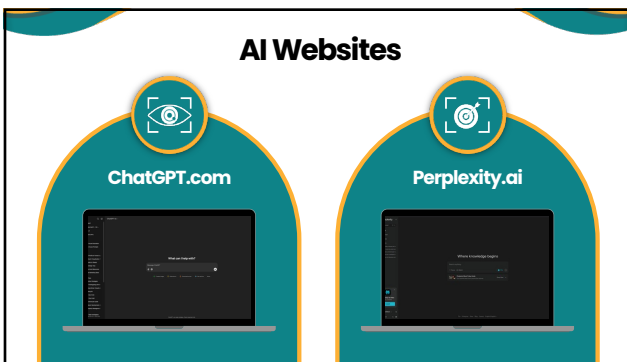
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High Valued Referral Sites for AI

- Reddit.com
- Zillow.com
- Realtor.com
- Homes.com
- RateMyAgent.com
- Yelp.com
- Facebook Business Pages
- Government Reporting Site



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Review Collection Tools



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testimonialtree.com

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Getting Reviews Requires A Strategy

Set the expectation of accountability-by-review at the first meeting		Reviews may be about your character and work-ethic. It does not have to be from past clients	
Setup a procedure to request recommendations the day before the Settlement		Follow-up with clients at least three times in the week following Settlement until a review is received.	

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Your Online Engagement Matters



Be Active



Be Engaged



You Are Always Licensed. All Activities Are Subject To Licensure.



Political, Religious and Societal content always comes at a cost.

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Risky Online Activities

-  Being a member or engaged in online real estate groups
-  Providing advice online, without citations
-  Showing preference for a group or type of people
-  Engaging in online debate regarding social issues
-  Asking for advice or collaborating on client transactions

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Breaking Trust

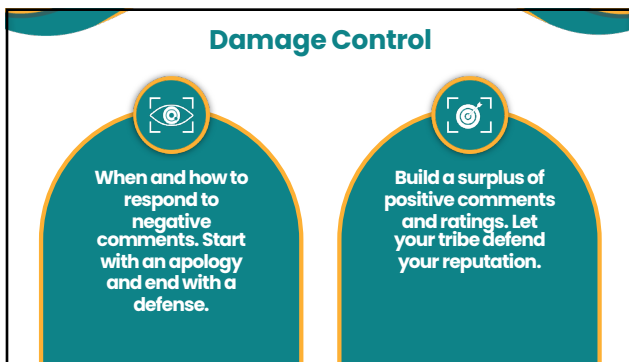


Just in case you missed 60 Minutes: A legal spokesperson advised us to post this notice. This violation of privacy can be punishable by law. NOTE: Facebook Meta is now a public entity. Every member must post a note like this. If you do not publish a statement at least once, it will be technically understood that you are permitting the use of your photos, as well as the information contained in your profile status updates. I HEREBY DECLARE THAT I DO NOT GIVE FACEBOOK META MY PERMISSION TO USE ANY OF MY PERSONAL DATA. I also don't give AI permission to look at my internet presence period. I do not agree to let anyone offer me AI without my specific authorization or permission.

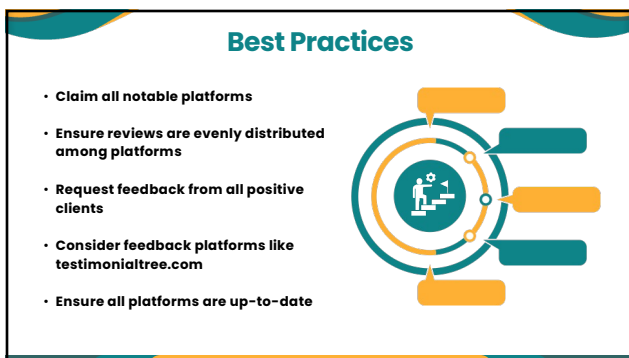
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Best Practices

- Routinely share your positive feedback on social media
- Respond to every review
- Setup [google.com/alerts](https://www.google.com/alerts)
- Use AI to help draft responses to negative comments
- Create a positive online persona



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THANK YOU!

QUESTIONS
AND
ANSWERS





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