

Sherry McCormack Consulting

"Maximizne Online Image for Real Estate Pros"

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REFERRALEXCHANGE



WEBINAR SERIES

5 Secrets to Optimizing Your Online Image

Presented by: Sherry McCormack

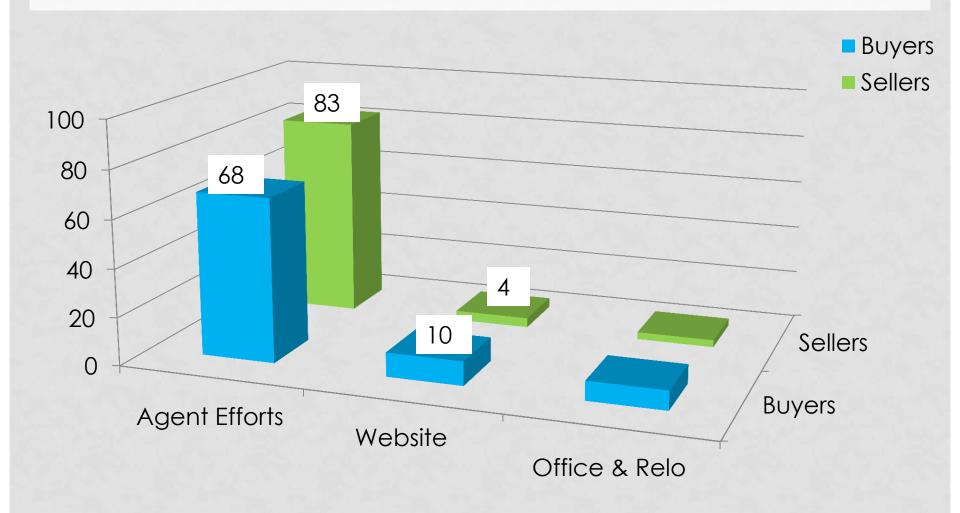
WEDNESDAY, FEB 17TH 11:00AM - 12:00PM PST

Your online image can make or break your real estate referrals

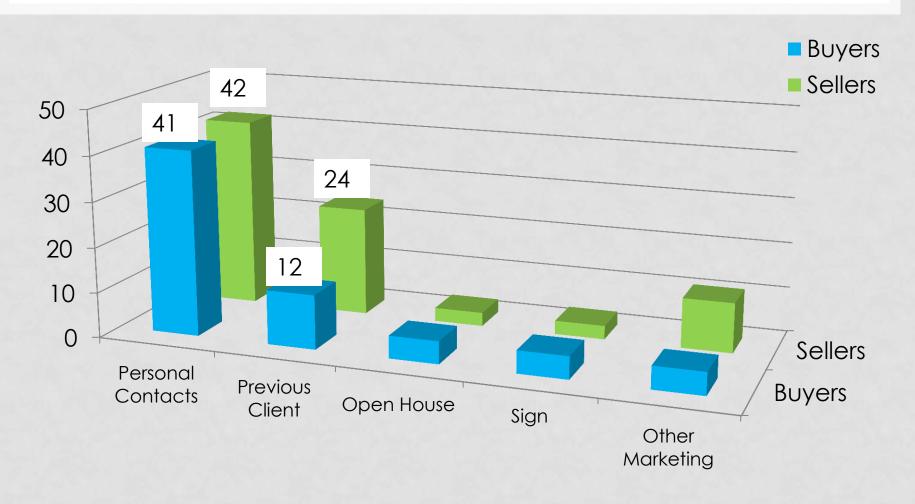
What Info Sources Do Buyers Use?



Where Do Transactions Come From?



Best ROI for Agent Activity?



How do you best leverage your contacts?

Make SURE they can find you online!

SECRET #1

Know where your information needs to be

Where do you start?

Google Yourself and start with the first sites that come up for you right now.

Where do you start?

Then begin to work on the following profiles in this order

What Online Profiles?

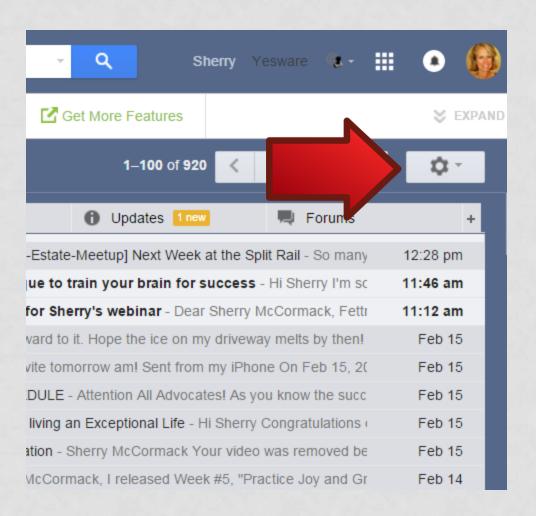
- 1. Email
- 2. Real Estate Portals
- 3. Social Media Sites
- 4. Your Websites & Blogs
- 5. Search Engines & Directories

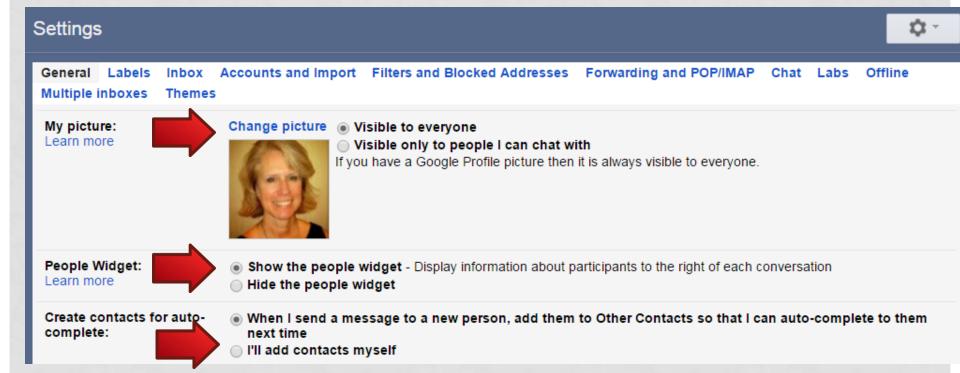
1. EMAIL

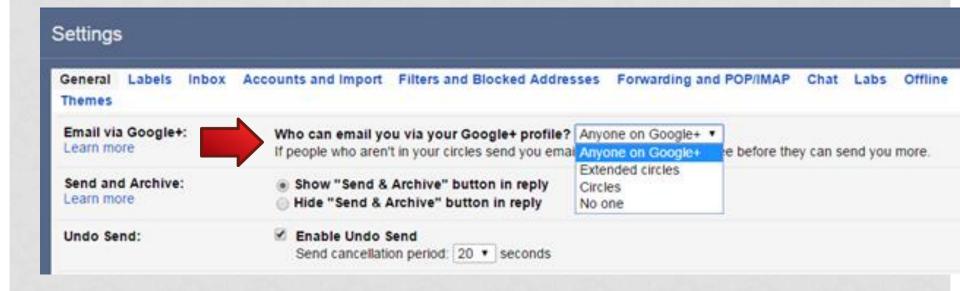
Edit your settings

- Add your Photo
- Add your contact information
- Add a signature
- Adjust settings

Open your Settings







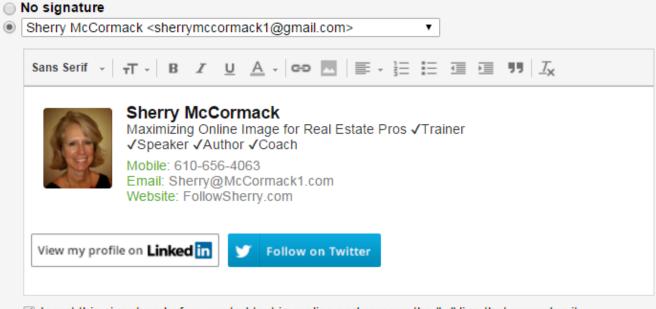
Settings



General Labels Inbox Accounts and Import Filters and Blocked Addresses Forwarding and POP/IMAP Chat Labs Offline Multiple inboxes Themes

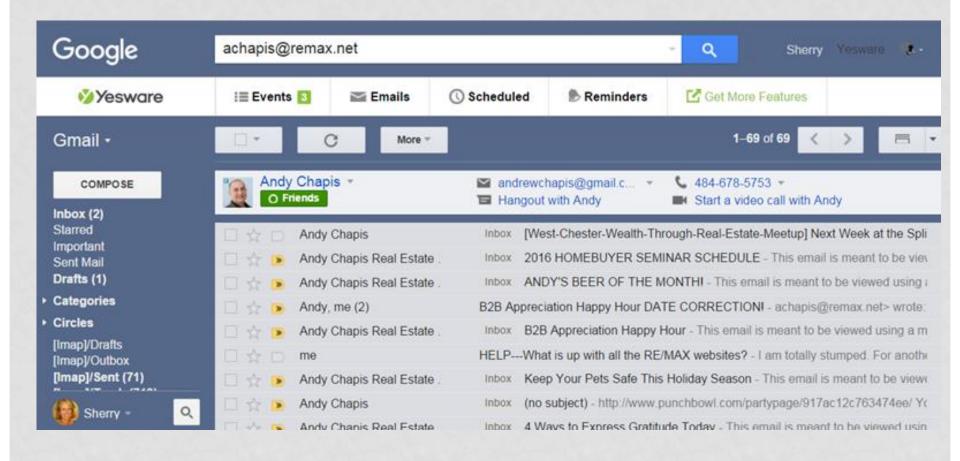
Signature:

(appended at the end of all outgoing messages)
Learn more



✓ Insert this signature before quoted text in replies and remove the "--" line that precedes it.

www.WiseStamp.com



2. REAL ESTATE PORTALS

Realtor.com

realtor.com[®]

Zillow



Trulia

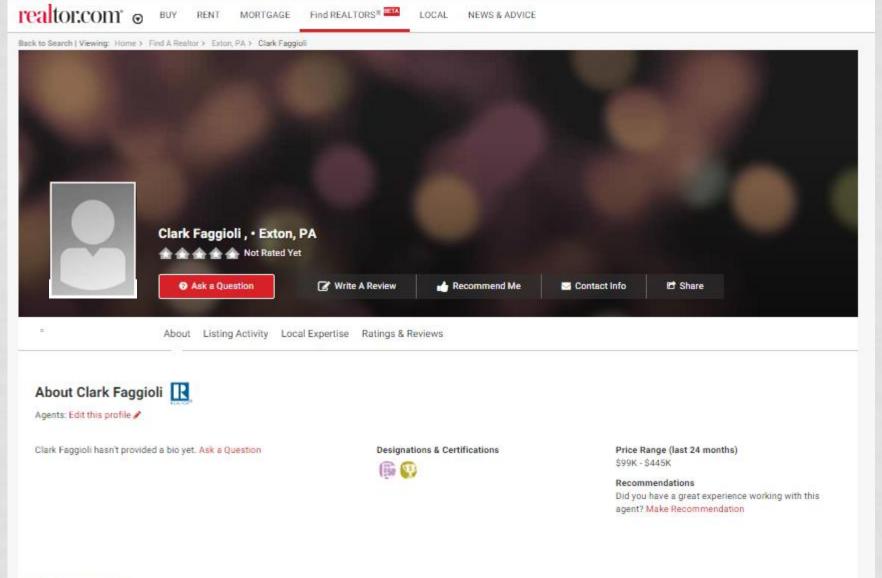


Homes.com



Before





SECRET #2

Make sure your contact information is at the TOP of every personal biography section

After





Back to Search | Viewing: Home > Find A Realtor > West Chester, PA > ANDY CHAPIS





Agents: Edit this profile &

CONTACT Andy Chapis of RE/MAX Preferred Realtors 1595 Paoli Pike, #101, West Chester, PA 19380 √Cell 484-678-5753 ✓Office 610-719-1700 ✓AndrewChapis@gmail.com

I have been helping home buyers and sellers since 1986 in Chester and Delaware County, specializing in residential real estate. I bring to the table an old school way of doing business, with a do the right thing Sheelifty. IMIC Corn West Charter 7-2016 time to build a relationship with my clients, and understand them as people to

Years of Experience: 30

Specializations: Absentee Seller Representation, Buyer Representation, Consultations, Corporate Lunch and Learns, First time buyers, Residential Real Estate, Seller Representation, PA Home Buyers, West Chester,

Areas Served: Coatesville, Downingtown, Exton, Manual Course Making Mark Charles

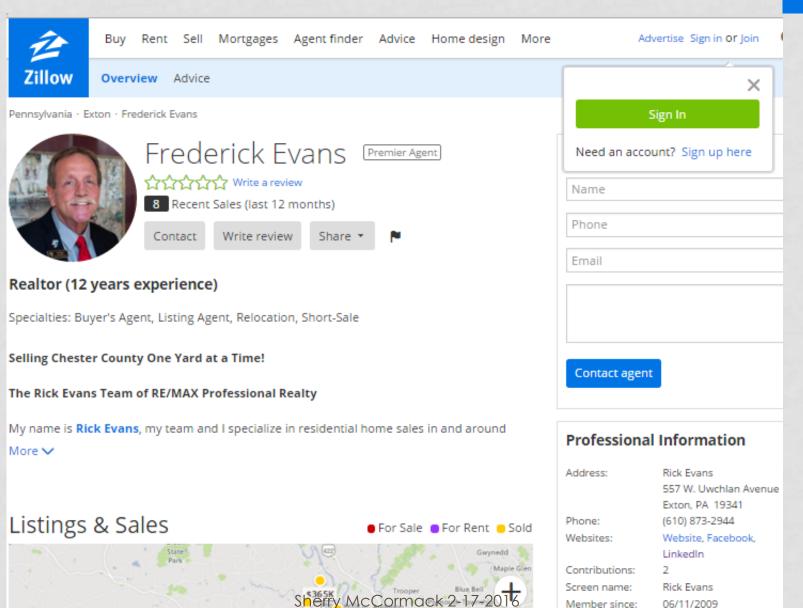
Recommendations

13

Before

East Earl





After





Buy Rent Sell Mortgages Agent finder Advice Home design More

Advertise Sign in or Join

8

Overview Advice

Pennsylvania · Exton · Frederick Evans



Frederick Evans Premier Agent

మామామామ Write a review

8 Recent Sales (last 12 months)

Contact

Write review

Share *



■ For Sale ■ For Rent ■ Sold

Realtor (13 years experience)

Specialties: Buyer's Agent, Listing Agent, Relocation, Short-Sale



The Rick Evans Team ~ www.RickEvansHomes.com Cell 484-888-9523 ~ Direct 610-873-2944 RE/MAX Professional Realty Office 610-363-8444x3019 557 W Uwchlan Ave, Suite 100, Exton, PA 19341

More V

Listings & Sales

	State Park	No.	Gwynedd Maple Glen
	100	\$365K	Trooper Blue Bell
East Earl		\$329K \$1.29M ;415K \$778K	Audubon Plymouth Township Norristown
olland	Marsh Cre \$5	- PEEDIN	Cormack 2-17-2016
Salisbury	Sta Park	Lionville 202	Berwyn

Contact Frederick Evans

Name

Phone

Email

Contact agent

Professional Information

Address: Rick Evans

557 W. Uwchlan Avenue

Exton, PA 19341 (484) 498-2285

Websites: Website, Facebook,

LinkedIn

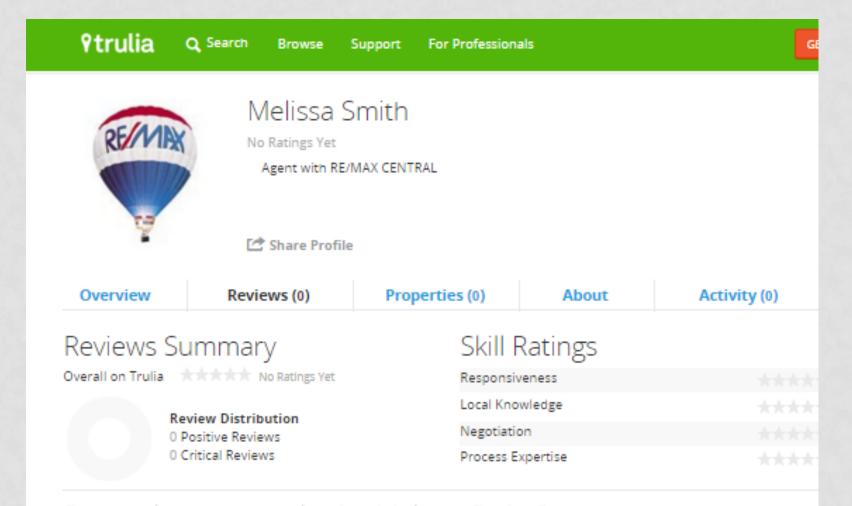
Contributions:

Phone:

Screen name: Rick Evans Member since: 06/11/2009

Before





Do you know or work with Melissa Smith?

Share your experience by writing a review. You'll help others in their search to find the perfect agent!

Write a Review Now



Ptrulia Buy Sell Rent Mortgage Find an Agent More For Professionals

Search by neighborhood, city, zip or address

Q



Kathy & Tom McQuilkin Pro

PREMIER AGENT

**** (3)

(484) 551-5039 Agent with RE/MAX Professional Realty

Specialties: Staging, Buyer's Agent, Listing Agent...

License Number(s): #099362

Share Profile

Overview

Reviews (3)

Properties (88)

About

Activity (16)

About Kathy & Tom McQuilkin



Contact Information for Kathy and Tom McQuilkin:

Call Kathy at 484-467-6954 or email kathleen@goprofessional.com

Call Tom at 484-467-1616 or email tmq@goprofessional.com

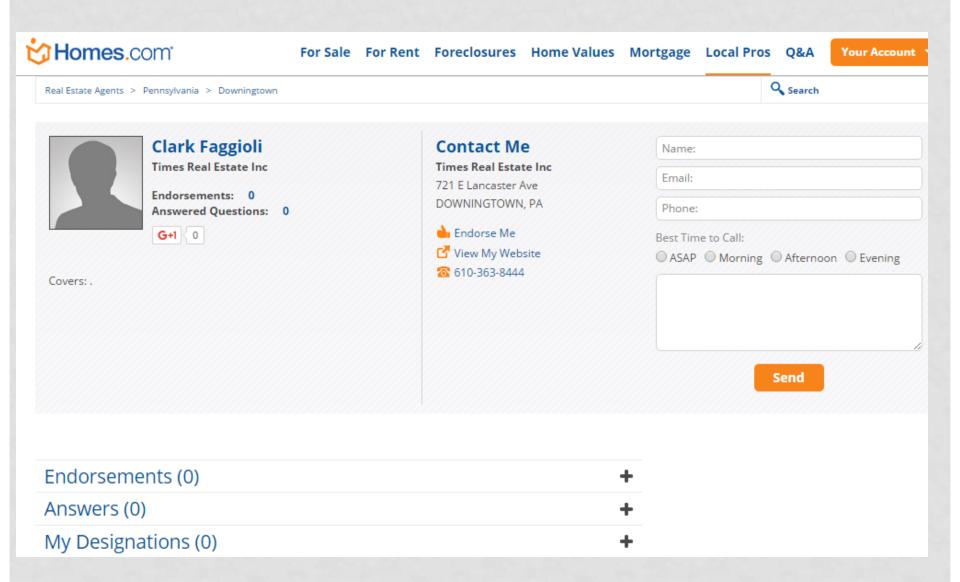
RE/MAX Professional Realty, Exton, PA - Main Offfice: 610-363-8444, x8672

Kathy and Tom McQuilkin offer over 30 years of full-time, caring, knowledgeable and professional real estate services to consumers in the Philadelphia, PA suburbs. In addition to providing services to Corporate Relocation and Human Resources Departments, Kathy and Tom McQuilkin provide wise representation for residential real estate transactions for ✓Home Buyers ✓Home Sellers ✓Investors ✓Landlords ✓Tenants ✓Builders/Developers as well as ✓Land or ✓Farm Purchasers or Sellers.

Sherry McCormack 2-17-2016

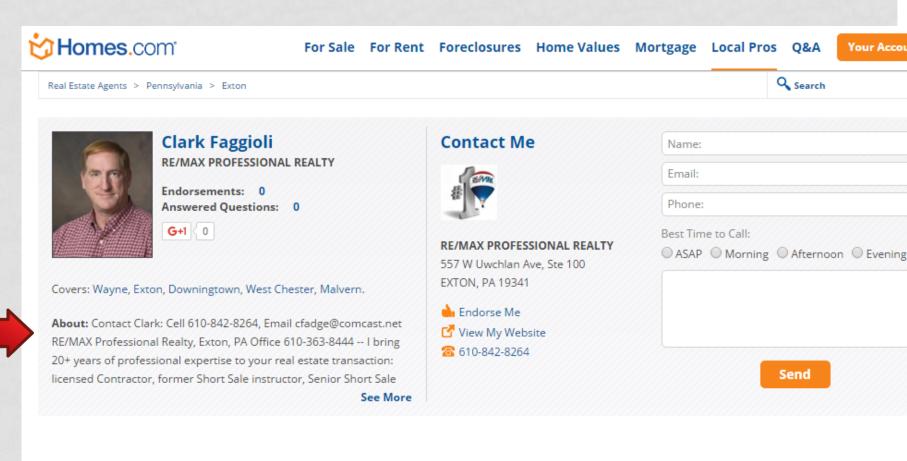
Before





After





Endorsements (0)	+
Answers (0)	+
My Designations (2)	+

SECRET #3

Make sure ALL of your contact information is complete and consistent

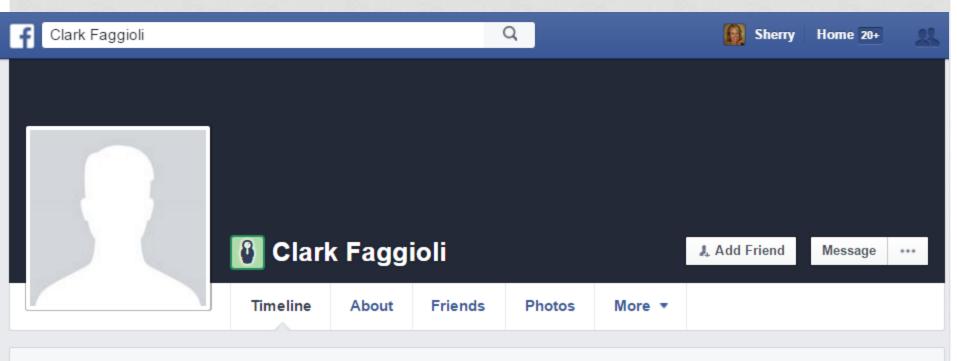
SOCIAL MEDIA SITES

- Facebook
- LinkedIn
- Twitter
- Google Plus

- YouTube
- Pinterest
- Instagram

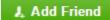
Before





DO YOU KNOW CLARK?

To see what he shares with friends, send him a friend request.



- Worked at Changing Times Senior Relocation
- Lives in Parkesburg, Pennsylvania
- From Parkesburg, Pennsylvania

NO RECENT POSTS

To see posts on Clark's timeline, send him a friend request.

Sherry McCormack 2-17-2016 Earlier in 2015 29

After

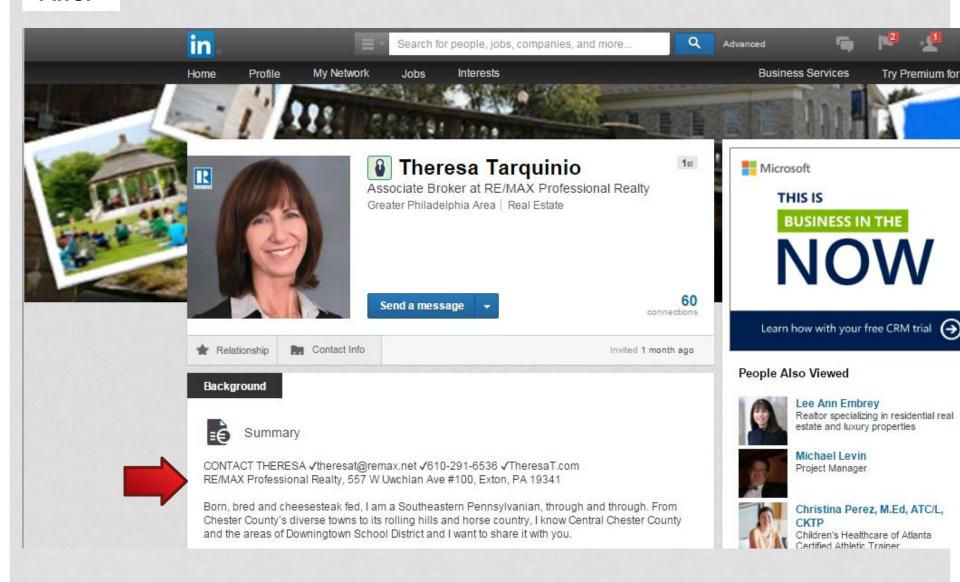




SECRET #4

Use a photo background that illustrates what you do and where you work

After





You Tube Red



RICK EVANS

Selling Chester County, PA one yard at a time! Learn about real estate, communities and events in central Chester Cou

After





Rick Evans

@RickRemax

Contact Rick Evans 484-888-9523 ~ 610-363-8444 x3019
RickEvans@remax.net Remax
Professional Realty, Exton PA
REALTOR, Certified Distressed Property
Expert

Tweets Tweets & replies

23



145

Rick Evans @RickRemax - Feb 8

Well you finally reached the age of consent! You look great, with three active boys running you around! Make sure... fb.me/4Dm1IA3Wb



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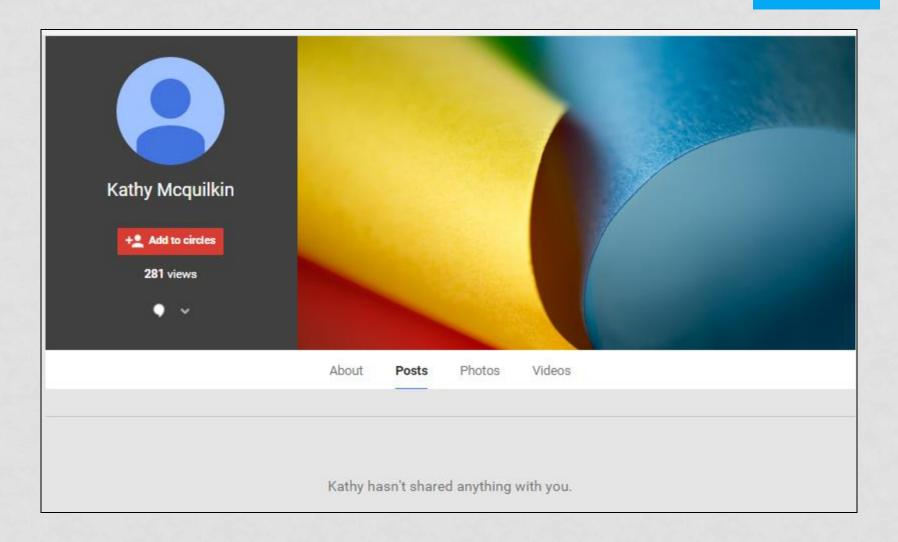
Rick Evans @RickRemax · Feb 7

Facebook sent me this last night! So cool! Did anyone else get one?

New to

Sign up no personalize

You may



Andy Chapis Real Estate Team

Q Search









Andy Chapis's interests









After





Search









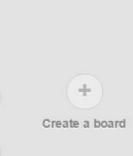
SHERRY McCORMACK

© Greater Philadelphia www.sherrymccormack.com ⋅ 🗊 🖤

Resources for Real Estate Agents ~ Sherry McCormack Consulting, Speaker & Coach Sherry@McCormack1.com ~ Reach out to me at 610-656-4063

16 Boards 61 Pins

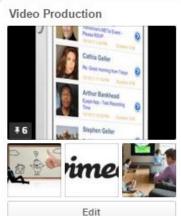
2 Likes 10 Followers 61 Following











Instagram

Q Search

Log



sherrymcc123

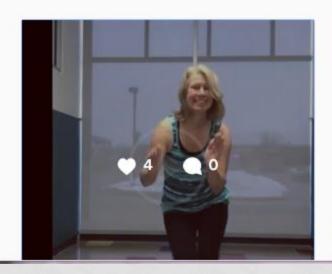
EDIT PROFILE

Sherry McCormack Online Image Optimization for Real Estate Pros ~ Sherry@McCormack1.com ~ Reach out to me at 610-656-4063 www.FollowSherry.com

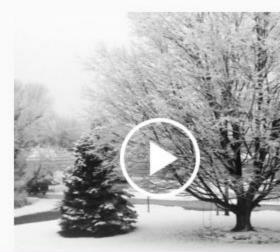
12 posts

59 followers

235 following







Sherry McCormack 2-17-2016

WEBSITES & BLOGS

- Office Agent Page
- Franchise Agent Page
- Personal Website
- Active Rain Blog
- Referral Exchange

Before



PROPERTY SEARCH

HOME VALUES

GET ADVICE

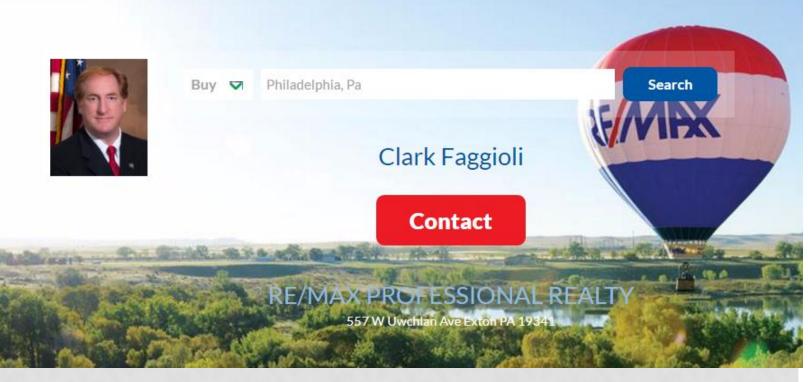
AGENTS/OFFICES

GET THE APP

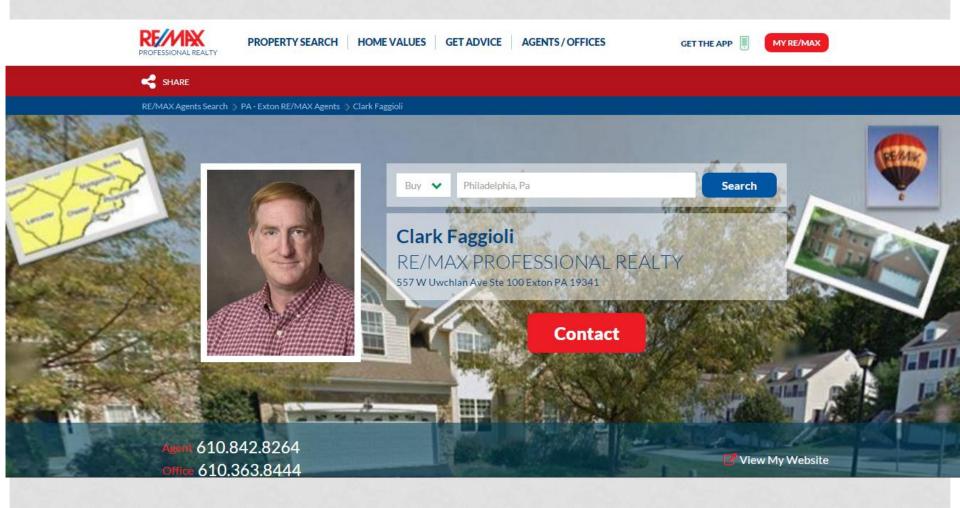




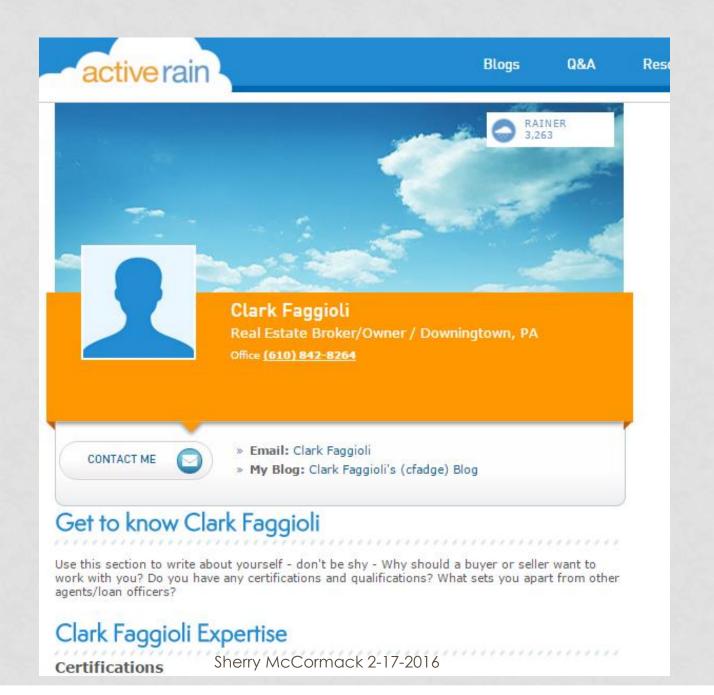
RE/MAX Agents Search >> PA - Exton RE/MAX Agents >> Clark Faggioli



After



Before



activerain

Blogs

Q&A



Clark Faggioli

Real Estate Agent / Downingtown, PA RE/MAX Professional Realty - RE/MAX International Inc. Office (610) 842-8264

CONTACT ME



Find me at: 🚹 in





- » Email: Clark Faggioli
- » My Blog: Clark Faggioli's (cfadge) Blog
- » Website: Downsizing in Chester County
- » Address: 557 W Uwchlan Ave

Suite 100

Exton, PA 19341

Get to know Clark raggioli



Completing Your Referral Exchange Profile

SEARCH ENGINES & DIRECTORIES

- Yelp
- Manta
- Angie's List
- Google Business Page
- Bing Business Page

Find tacos, cheap dinner, Max's

Near Philadelphia, PA

Write a Review Find Friends Messages Talk Events

a

Sign Up Login



Philly Home Girls



Write a Review

Add Photo

→ Share ☐ Bookmark

Real Estate Agents, Real Estate Services Detail



Serving Philadelphia and surrounding area

223-225 Market St Philadelphia, PA 19106 Old City

(215) 820-8728

phillyhomegirls.com

Request a quote - Replies in about 1 day









Kevin McGillicuddy - BHHS Fox & Roach

1.4 miles away from Philiy Home Giris

Unconventional service and expert advice: Buying, Selling, Investing, Renting. I work in all price ranges and all over center city and the immediate suburbs. I love working with clients who are also cyclists... is that... read more



Ad Stein Realty Group

By offering a complete suite of real estate services, we ensure that we meet our clients' every need. From sale or purchase to settlement, we are the experts! Expect More with Stein Realty Group, read more



Sort by Yelp Sort * Language English (30) *

Search reviews

Q

Your trust is our top concern, so businesses can't pay to after or remove their reviews. Learn more.

Start your review of Philly Home Girls.

Request a Quote Replies in about 1 day

Hi, I need help with my home improvement project. I need to have it done by the end of next week, and I live in Philadelphia. How much will it cost? Thanks!

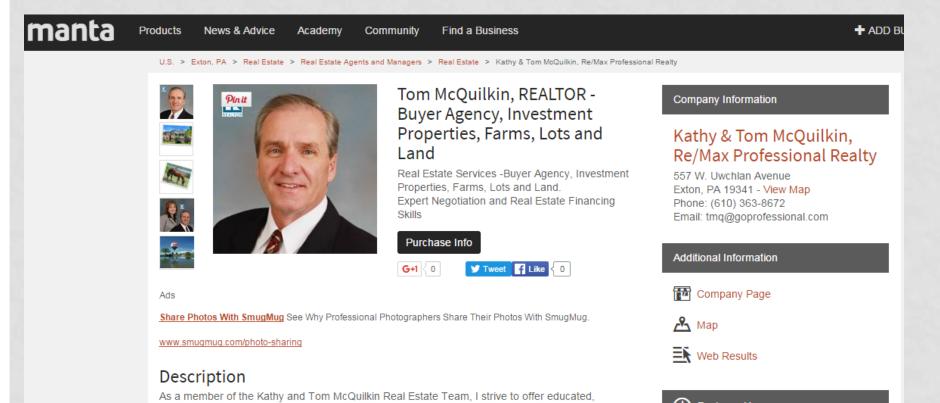
Request a Quote

Today 9:00 am - 5:00 pm Open now

Hours



Business Hours

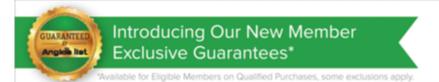




How It Works

Quick Tour In the Press Solution Center The Big Deal **Business Owners**

Angie's List: Local Reviews: Bryn-mawr: Maureen Ingelsby, Keller Williams Main Line Realty



- ANGIE'S — FAIR PRICE SERVIO

GUARANTEE

Maureen Ingelsby, Keller Williams Main Line Realty

Is this your business? Claim your profile 720 W. Lancaster Ave Bryn Mawr, PA 19010 (610) 520-0100 www.maureeningelsby.com

Contact: Ingelsby, Maureen

Business Description: License #: RS194186L Direct # 610-520-6505

Services: Real Estate Agents

In Business Since: 1991

Service Area: BUCKS, CHESTER, DELAWARE & MONTGOMERY COUNTIES.

& AREAS PHILADELPHIA

On Angie's List Since: 7/30/2008

Do your research.

Join now to read ratings and revi

Angie's List Rating for Maureen Ingelsby, Keller Williams Main Line Realty	
Total Reviews	a
Overall Grade	A
Price	A
Quality	A
Drofossionalism	0

SECRET #5

Get Reviews, Recommendations and Testimonials



Recommendations

From day one through closing, we could not have been happier being represented by Theresa and her team.

After working with two other agents in the recent past and evaluating numerous others, ou ... Show More

Brenda O. (Seller), Chester Springs, Pa. recommended Theresa Tarquinio about 1 month ago after having sold a home

Theresa took charge of the entire process. I was happy to follow her direction. I was most pleased to have three offers to select from within seven days of posting. Theresa will certainly be my ... Show More

Al W. (Seller), Glenmoore, Pa. recommended Theresa Tarquinio about 1 month ago after having sold a home Theresa is a very knowledgeable, professional agent who truly cares about her clients. Her many years of experience and knowledge of the local market are invaluable. We were very blessed to hav ... Show More

Halina Korotasz (Renter) Downingtown, Pa recommended Theresa Tarquinio about 1 month ago after having rented a home

I thank God we found Theresa! She sold our house in 6 days in the dead of winter!!! She was the highest professional, kind, considerate, always there to answer our questions honestly. She and h ... Show More

Beth & Mark K. (Seller), West Chester,Pa. recommended Theresa Tarquinio about 1 month ago after having sold a home

Load More Recommendations



Team reviews Sort by: Show: All reviews (46) Newest first **★★★★★** Highly likely to recommend 02/08/2016 - nwybranski Sold a Single Family home in 2015 for approximately \$525K in Exton, PA. Local knowledge: Process expertise: Responsiveness: Negotiation skills: **** We sought an expert in our area when we looked to select a realtor. Our home was unique in our neighborhood and had many pluses as well. We interviewed candidates and felt Theresa stood out. In addition to meeting our needs in terms of experience and awareness of our specific area Theresa More V **★★★★★** Highly likely to recommend 02/08/2016 - dmdoan70 Bought a Condo home in 2015 for approximately \$175K in King Of Prussia, PA. Local knowledge: Process expertise: **** Responsiveness: Negotiation skills: **** Theresa helped me to buy and re-sell my first home. She did an outstanding job both times. When buying my home she helped me to find the perfect home for me; she kept me within my budget and worked until we found exactly what I was looking for. She sold that home for



Reviews Summary

Overall on Trulia ***** (3)



Review Distribution

100% Positive Reviews 0% Neutral Reviews 0% Critical Reviews

Skill Ratings

Overall Rating	****
Local Knowledge	****
Process Expertise	****
Responsiveness	****
Negotiation Skills	****

Reviews

Sort: Newest First



danomcd3 reviewed Kathy & Tom McQuilkin | 11/03/2015 | Other

Tom and Kathy, helped me search for homes in Chester County, their professionalism was second to none. They know how to listen to a customer's wants and needs and are very good with finding homes that meet your criteria. Highly recommend!

tmedland reviewed Kathy & Tom McQuilkin | 12/10/2014 | Helped me sell a home

We interviewed three agents before listing our house. Kathy and Tom were, by far, the most impressive. They didn't start off by saying how quickly they could sell our house. Instead they described in great detail their marketing method and described how our whole transaction would go from listing to settlement. They gave us an honest evaluation of our property and a selling price we were happy with. The result was two signed agreements for sale on the first day the house was shown. Sold in one day!

ethicsprof reviewed Kathy & Tom McQuilkin | 07/31/2014 | Helped me sell a home

We just listed and sold a house with Kathy and Tom and cannot say enough about how great they were. They were professional and responsive at each step of the way. Thanks to the way they marketed our house, we had an offer for more than the asking price in only 1 day on the market. They took care of countless details for us as we went through the inspection and settlement negotiations.



Endorsements (35)

Displaying: 35 Most Recent Endorsements

My son and I have had dealings with Teresa, as a matter of fact we lived in one of her properties. I want you do know that she is probably one of the few Most kind and honest people out there. I would work with her without even signing a contract and I would recommend her without reservations. There is not one person who could say something unkind about her. She always has the other persons best interest at heart Halina Korotasz

- Halina Korotasz

She helped me find my first house, where I lived with comfort for the past 10+ years. Then she helped me find my second house with great patience, as there were not many houses available in the area I was looking and the house hunt took almost two years. She is constantly busy, but she is very responsive and strives to serve you at her earliest convenience. She treats her customer with courtesy and always wears a nice smile. I am very comfortable to work with her. Over the years she developed relationship with brokers, home inspectors, etc, consequently it is painless to go through all the house-buying process with her assistance. Her crew is very helpful and nice to work with. ~Buyer & Seller, Qunying D. 9/10/2014





Rick Bailey Desktop Support/ Lan Administration at Asendia

Wow what an awesome guy. My wife and I met Andy through a recommendation by another real estate agent. Andy helped us buy our first home. Being first time home owners was a struggle and Andy made it so easy. He explained everything to us in detail and sometimes even dumbed it down for us

That was 3 years ago and still today I call Andy with any household question.... more February 28, 2012, Rick was ANDY's client



Bob Batley
Vice President Business Development at Bancroft Construction Company

Andy is hardworking, honest and has his clients long term interests as his first goal. In the end, what higher compliment could I say about a real estate agent?

February 28, 2012, Bob was ANDY's client





Picking a real estate professional from the other side of the country is no easy task, but this is exactly what we had to do when we found out that my employer was relocating me from the San Francisco Bay Area to Philadelphia.

The Yelp reviews (along with their clever name) drew us to the Philly Home Girls; but it was our AMAZING agent, Sheena, that made us Home Girl Homies. The support of Sheena's office team, including Zoe, made the whole process from touring homes to negotiating offers to settlement a breeze. And we did most of it from 3,000 miles away.

One thing we did do in person was tour homes, we only had three days, and Sheena was a rock star taking us to close to thirty houses, ending some days of tours well into the evening. We found our perfect home and we love living in Philly. It was because of Sheena and the Philly Home Girls that our move to Philadelphia went so smoothly.

If you need real estate services in Philadelphia the Philly Home Girls will help you out. If you need one of the best real estate professionals in the business ask for Sheena!





Useful 1









I've bought two properties with Jeanne Whipple and her team and have always had a great experience. She is calm, patient and confident. I've also recommended at least a half dozen friends that have also purchased homes with her and all have had a stellar experience. This is the best real estate team in Philly.

Was this review ...?





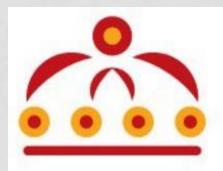




5 SECRETS OF ONLINE IMAGE

- 1. Know where your info needs to be
- 2. Make sure all your information is complete and consistent
- 3. Make your contact info prominent
- 4. Use one background image to show what you do and where you work
- 5. Get reviews!





Sherry McCormack Consulting

"Maximizng Online Image For Real Estate Pros"

FollowSherry.com ~ SherryMcCormack.com



REFERRALEXCHANGE



WEBINAR SERIES

5 Secrets to Optimizing Your Online Image

Presented by: Sherry McCormack

WEDNESDAY, FEB 17TH 11:00AM - 12:00PM PST

FREE WORKSHEET



Send an email request to Sherry@McCormack1.com

For your Online Image Worksheet