

BOOT CAMP

for beginners



SOCIAL
marketing  nut

LEVEL/UP

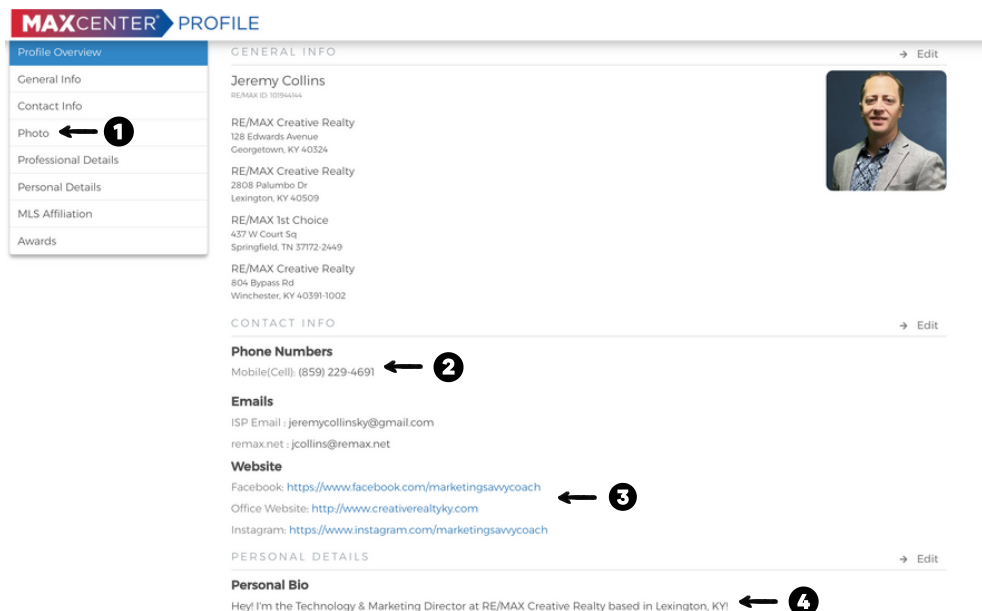
Jeremy Collins
Level/up Academy

Heather Holliday
Social Marketing Nut

GETTING STARTED CHECKLIST

Update MaxCenter Profile:

- ❶ ☐ Update Profile Photo
- ❷ ☐ Update Phone (Make sure It Is set to "Mobile")
- ❸ ☐ Update Website Info : Add Facebook, Linkedin, Twitter..etc
- ❹ ☐ Update Personal Bio



MAXCENTER PROFILE

Profile Overview

- General Info
- Contact Info
- Photo ← ❶
- Professional Details
- Personal Details
- MLS Affiliation
- Awards

GENERAL INFO → Edit

Jeremy Collins
RE/MAX ID: 10294334

RE/MAX Creative Realty
128 Edwards Avenue
Georgetown, KY 40324

RE/MAX Creative Realty
2808 Palumbo Dr
Lexington, KY 40509

RE/MAX 1st Choice
437 W Court Sq
Springfield, TN 37772-2449

RE/MAX Creative Realty
804 Bypass Rd
Winchester, KY 40391-1002

CONTACT INFO → Edit

Phone Numbers ← ❷

Mobile(Cell): (859) 229-4691

Emails

ISP Email : jeremycollinsky@gmail.com
remax.net : jcollins@remax.net

Website

Facebook: <https://www.facebook.com/marketingsavvycoach> ← ❸
Office Website: <http://www.creativeirealtyky.com>
Instagram: <https://www.instagram.com/marketingsavvycoach>

PERSONAL DETAILS → Edit

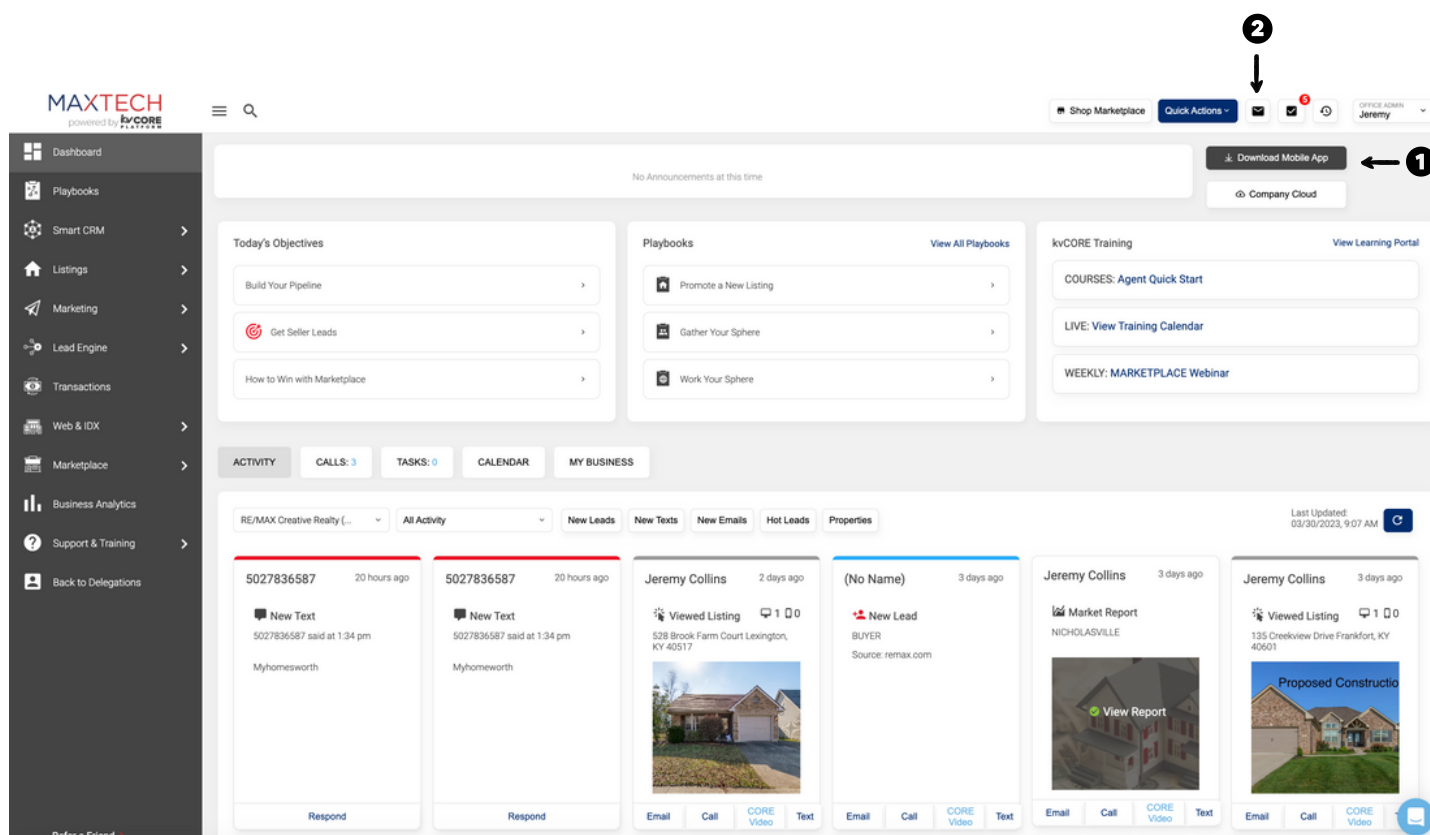
Personal Bio ← ❹

Hey! I'm the Technology & Marketing Director at RE/MAX Creative Realty based in Lexington, KY!



DASHBOARD OVERVIEW CHECKLIST

- 1 ☐ Download Mobile Apps
- 2 ☐ Sync Your Email




The screenshot shows the MAXTECH dashboard interface. A sidebar on the left contains navigation links: Dashboard, Playbooks, Smart CRM, Listings, Marketing, Lead Engine, Transactions, Web & IDX, Marketplace, Business Analytics, Support & Training, and Back to Delegations. The main content area includes sections for Today's Objectives, Playbooks, kvCORE Training, and a central Activity feed. Annotations include a '1' with an arrow pointing to the 'Download Mobile App' button in the top right, and a '2' with an arrow pointing to the 'Quick Actions' dropdown menu in the top right.



PROFILE UPDATE

- ❶ ☐ Update your From Name
- ❷ ☐ Update your From Email Address
- ❸ ☐ Update your Email Signature
- ❹ ☐ Enable "Include signature on all outgoing email"

Agent Profile Save Cancel



Jeremy Collins
Office Manager
Joined: 01/11/2023

Agent MLS ID: Lookup my Agent ID

Agent NRDSID:

Ext. Vendor ID: 101944144

Contact Info

Cell Phone
 859-229-4691 ☐ Show on site

Work Phone
 Work Phone ☒ Show on site

Direct Line
 ☐ Show on site

Email
 jcollins+7734@remax.net

From Email: (do not use a Yahoo or AOL email address)
 jeremycollinsky@gmail.com ❶

From Name:
 Jeremy Collins ❷

☒ Use "Email From" For Notifications?

Website
 https://jcollins.remax.com

Social Media & More

Facebook
 https://www.facebook.c...

Twitter
 Twitter URL

LinkedIn
 LinkedIn URL

YouTube
 YouTube URL

Pinterest
 Pinterest URL

Instagram
 https://www.instagram.c...

License #

Position
 - Select Positions -


About Me

Hey! I'm the Technology & Marketing Director at RE/MAX Creative Realty based in Lexington, KY!


Signature

Paragraph B I

System Font 12pt



Jeremy Collins
RE/MAX Creative Realty / RE/MAX 1st Choice
Marketing Coach
 jcollins@remax.net
 (859) 229-4691



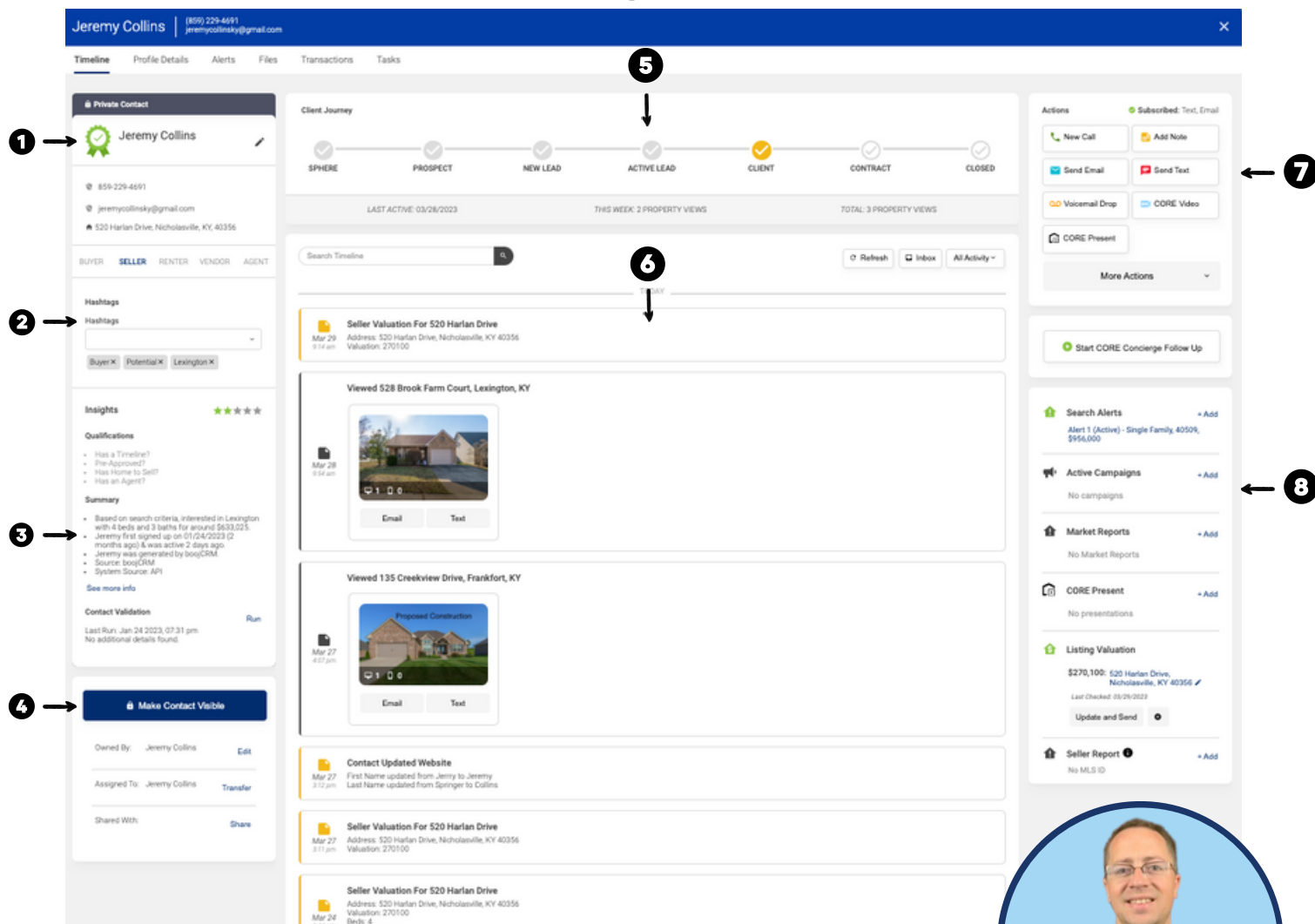
☒ Include signature on all outgoing email ❸

Entity to show in text/SMS signature
RE/MAX Creative Realty



CONTACT RECORD

- 1 Validation Run
- 2 Hashtags
- 3 Contact Insights
- 4 Contact Privacy and Share Settings
- 5 Client Journey
- 6 Client History
- 7 Action Items : Call, Text, Email
- 8 Search Alerts, Campaigns, Market Reports



Jeremy Collins | (859) 229-4691 | jeremycollinsky@gmail.com

Timeline | Profile Details | Alerts | Files | Transactions | Tasks

Private Contact

1 → **Jeremy Collins**

859-229-4691
jeremycollinsky@gmail.com
520 Harlan Drive, Nicholasville, KY, 40356

BUYER | **SELLER** | RENTER | VENDOR | AGENT

2 → **Hashtags**

Hashtags
Buyer X Potential X Lexington X

3 → **Insights** ★★★★★

Qualifications

- Has a Timeline?
- Pre-Approved?
- Has Home to Sell?
- Has an Agent?

Summary

- Based on search criteria, interested in Lexington with 4 beds and 3 baths for around \$633,025.
- Jeremy first signed up on 01/24/2023 (2 months ago) & was active 2 days ago.
- Jeremy was generated by boqCRM.
- System Source: API

See more info

Contact Validation Run

Last Run: Jan 24 2023, 07:31 pm
No additional details found.

4 → **Make Contact Visible**

Owned By: Jeremy Collins Edit

Assigned To: Jeremy Collins Transfer

Shared With: Share

5 → **Client Journey**

SPHERE PROSPECT NEW LEAD **ACTIVE LEAD** CLIENT CONTRACT CLOSED

LAST ACTIVE: 03/28/2023 THIS WEEK: 2 PROPERTY VIEWS TOTAL: 3 PROPERTY VIEWS

6 → **Client History**

Seller Valuation For 520 Harlan Drive
Mar 29 9:14 am
Address: 520 Harlan Drive, Nicholasville, KY 40356
Valuation: 270100

Viewed 528 Brook Farm Court, Lexington, KY
Mar 28 9:54 am
Email Text

Viewed 135 Creekview Drive, Frankfort, KY
Mar 27 4:57 pm
Proposed Construction
Email Text

Contact Updated Website
Mar 27 3:12 pm
First Name updated from Jerry to Jeremy
Last Name updated from Springer to Collins

Seller Valuation For 520 Harlan Drive
Mar 27 3:11 pm
Address: 520 Harlan Drive, Nicholasville, KY 40356
Valuation: 270100

Seller Valuation For 520 Harlan Drive
Mar 24 1:41 am
Address: 520 Harlan Drive, Nicholasville, KY 40356
Valuation: 270100
Beds: 4

7 → **Action Items**

Subscribed: Text, Email

New Call Add Note
Send Email Send Text
Voicemail Drop CORE Video
CORE Present

More Actions

Start CORE Concierge Follow Up

8 → **Search Alerts, Active Campaigns, Market Reports**

Search Alerts + Add
Alert 1 (Active) - Single Family, 40509, \$956,000

Active Campaigns + Add
No campaigns

Market Reports + Add
No Market Reports

CORE Present + Add
No presentations

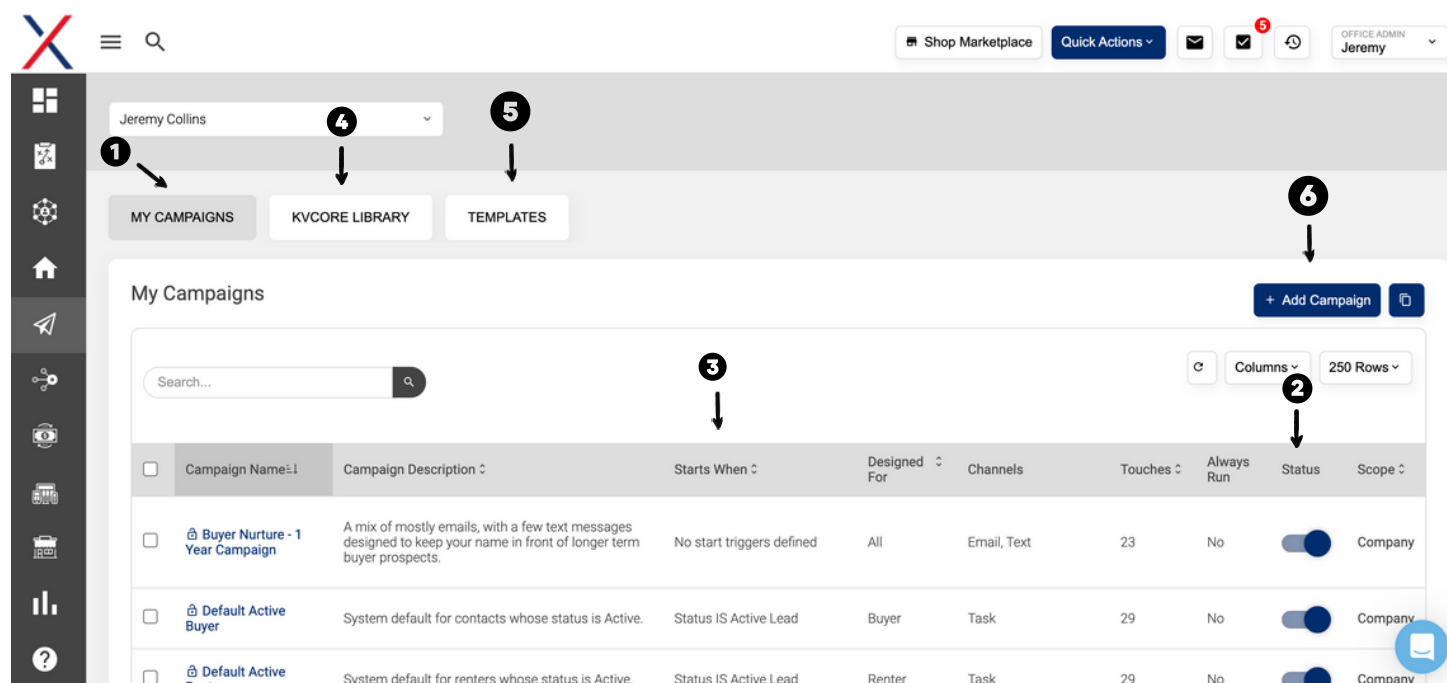
Listing Valuation
\$270,100: 520 Harlan Drive, Nicholasville, KY 40356
Last Checked: 03/29/2023
Update and Send

Seller Report + Add
No MLS ID



SMART CAMPAIGNS

- 1 Your Current Campaigns
- 2 Turn Status On or Off
- 3 When the campaigns start
- 4 Other Campaigns You Can Choose From
- 5 Templates: Create your own or choose from hundreds of ready make templates
- 6 Create your Own Campaign



The screenshot displays the 'My Campaigns' interface. At the top, there's a navigation bar with 'Shop Marketplace', 'Quick Actions', and user information 'OFFICE ADMIN Jeremy'. Below this, a sidebar contains various icons. The main content area has three tabs: 'MY CAMPAIGNS' (selected), 'KVCORE LIBRARY', and 'TEMPLATES'. A dropdown menu shows 'Jeremy Collins' with a search icon. The 'My Campaigns' section includes a search bar, a table of campaigns, and a '+ Add Campaign' button. The table has columns for Campaign Name, Description, Starts When, Designed For, Channels, Touches, Always Run, Status, and Scope. Three campaigns are listed: 'Buyer Nurture - 1 Year Campaign', 'Default Active Buyer', and 'Default Active Renter'. The 'Status' column for each campaign has a toggle switch. The 'Starts When' column for the first campaign shows 'No start triggers defined'.

Campaign Name	Campaign Description	Starts When	Designed For	Channels	Touches	Always Run	Status	Scope
Buyer Nurture - 1 Year Campaign	A mix of mostly emails, with a few text messages designed to keep your name in front of longer term buyer prospects.	No start triggers defined	All	Email, Text	23	No	<input checked="" type="checkbox"/>	Company
Default Active Buyer	System default for contacts whose status is Active.	Status IS Active Lead	Buyer	Task	29	No	<input checked="" type="checkbox"/>	Company
Default Active Renter	System default for renters whose status is Active.	Status IS Active Lead	Renter	Task	29	No	<input checked="" type="checkbox"/>	Company

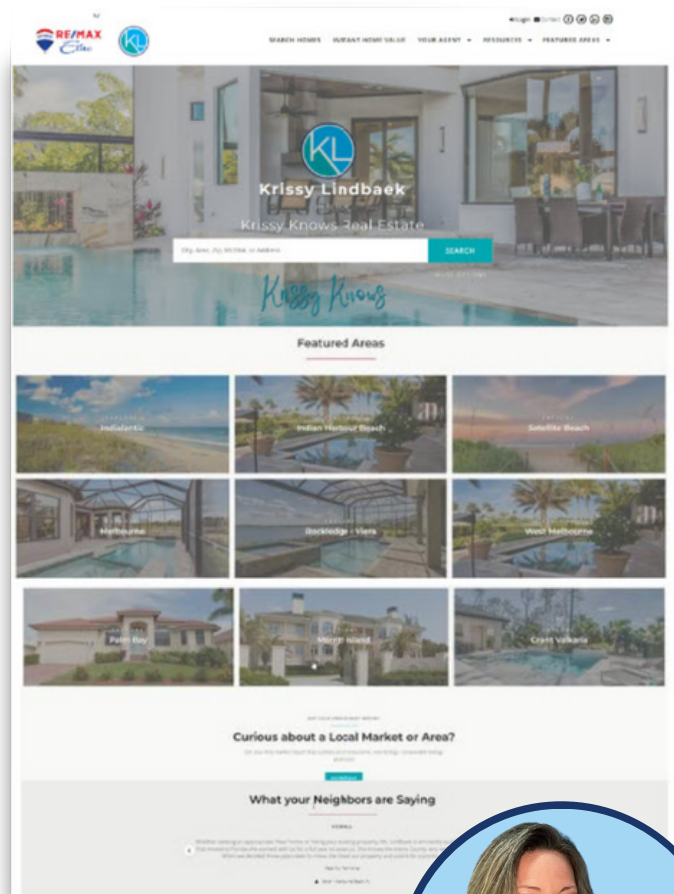
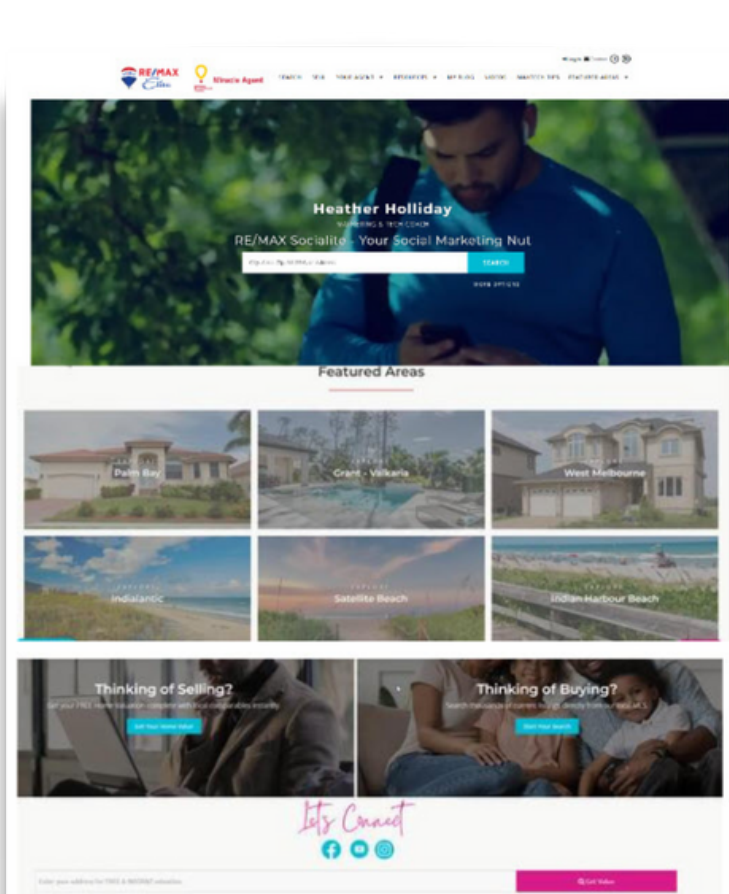


CUSTOMIZE YOUR WEBSITE!

Website Settings

MAX/Tech Powered by kvCORE

There are multiple ways to brand your website to reflect your branding, area & so much more with a couple easy steps!



CUSTOMIZE YOUR WEBSITE!

Website Settings

MAX/Tech Powered by kvCORE

Color match your Logo
so all buttons match!

Template Theme

Custom

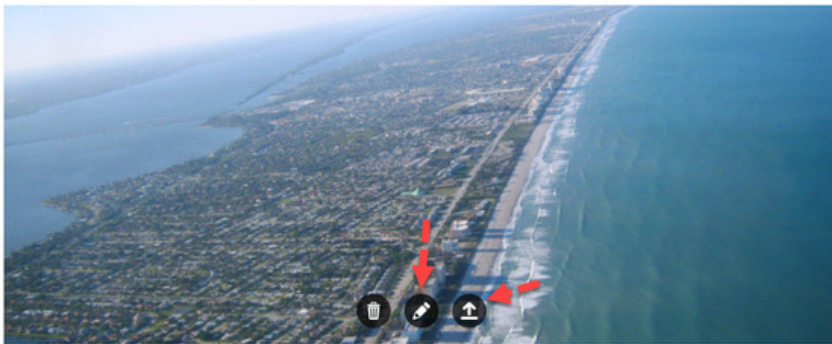
Primary color



Upload custom
headers or video!

Great images
available on canva,
pexels, pixabay,
shutterstock, etc.

Upload your own image:



Photos are regulated by copyright laws. You should have authorization from the photo owner before you use it.

Upload
secondary Logo



Miracle Agent



CUSTOMIZE YOUR WEBSITE!

Website Settings

MAX/Tech Powered by kvCORE

Add your Facebook Business Page Chat Wigit! NOTE: Don't forget to UNHIDE chat wigit in the template area of settings!

Facebook Username for Chat

Facebook ID for Chat

H3SocialNut

 Chat With Me

Hide Chat Widget





Add to your Navigation bar by adding content pages!



Miracle Agent

SEARCH SELL YOUR AGENT ▼ RESOURCES ▼ MY BLOG VIDEOS MAXTECH TIPS FEATURED AREAS ▼

Login Contact  

Select Categories for Navigation

Featured Areas x

Select Custom Pages for Navigation

My Blog x

Videos x

MAXTech Tips x



CUSTOMIZE YOUR WEBSITE!

Site Content

MAX/Tech Powered by kvCORE

Service Areas and SEO

Cocoa Beach, FL City

Add ALL of the areas you serve for the
Service Areas

This displays under your Carousels

Areas We Cover

📍 Barefoot Bay 📍 Cape Canaveral 📍 Cocoa 📍 Cocoa Beach 📍 Grant Valkaria 📍 Indialantic 📍 Indian Harbour Beach 📍 Malabar 📍 Melbourne 📍 Melbourne Beach 📍 Merritt Island
📍 Micco 📍 Palm Bay 📍 Rockledge 📍 Satellite Beach 📍 Titusville 📍 Viera 📍 Viera West of I 95 📍 Viera-Suntree N of Wickham 📍 West Melbourne

Add Keywords & Content above the
default page in this area!

Create Custom Pages for Featured
Areas using these links!

Pro Tip: Build content in your "blog",
then copy & paste the html < >
into this area!



CUSTOMIZE YOUR WEBSITE!

Site Content

MAX/Tech Powered by kvCORE

Custom Pages

Create a Custom Page using links to pages already on your website

Edit Custom Page

Title & Category

Title *
Cocoa Beach

Category *
Featured Areas or Create New Category

Page Contents

Content *

Paragraph B I [List Icons] [Link Icon] [Image Icon]
System Font 12pt [Size Icon] [Grid Icon]

URL
Optional
/areas/cocoa+beach/fl

Slug *
cocoa-beach

Meta Tag Description
Optional
Cocoa Beach, FL Real Estate and Resources

Meta Tag Keywords
Optional
Cocoa Beach, FL Real Estate and Resources

About

Blog

Join RE/MAX

Seller Video Tips

Featured Areas

Cape Canaveral

Cocoa

Cocoa Beach

Grant-Valkaria

Indialantic

Indian Harbour Beach

Pro Tip: Categories show up in alpha order in your Resource Page.

All published pages will be in your Resource page but you can add any page to your nav bar,



CUSTOMIZE YOUR WEBSITE!

Testimonials

MAX/Tech Powered by kvCORE

Testimonials

Manually copy & paste reviews to create your Testimonial page! Clients can then add their reviews right on this page! You can also sync your Zillow Reviews which will show up on the side bar.

Tell Us Your Story

NAME

Name

YOUR TESTIMONIAL

Enter Your Testimonial Here

Submit

Melissa is amazing!

If She goes above and beyond for her clients. She makes you feel more like your family and not just your realtor. From start to finish the whole process was absolutely amazing and stress-free.

Reviews on Zillow

Average Rating: 5 stars (View all 12 reviews)

"Melissa was amazing!! We moved from Arizona to Georgia and were very unfamiliar with the area. Melissa helped us narrow down areas we might be interested in. She listened carefully to what we wanted in a house and found exactly what we wanted in our second day of visiting houses. Our daughters are both planning on using her in the near future!! She is amazing and very friendly!!"

5 out of 5 stars by Becky Lynn24

"Melissa was so knowledgeable & helpful when it came to helping us buy & sell our home! I highly recommend Melissa to anyone as she helps every step of the way through the buying/selling process! She was always there for any questions or concerns we had & got immediate answers for anything we needed!"

5 out of 5 stars by Shavonne

"Melissa is the best! She helped my fiancé and I buy our first home in this crazy market. She went above and beyond to make sure we found our dream home. The whole process was stress free for us thanks to Melissa's expertise and guidance!"

With Zillow sync.

Tell Us Your Story

NAME

Name

YOUR TESTIMONIAL

Enter Your Testimonial Here

Submit

We were so lucky to have Hope as our realtor.

As first time homebuyers, it was imperative that we have a realtor we trusted, and she was exactly that! She looked after our interests, and in this crazy market, managed to get us a home we love. I would use her again and again!

Liz Randall Knoxville, TN

LOCATION

City, Area, Zip, MLS# or Address

TYPES

7 items selected

STYLE

Open

BEDS

Any

BATHS

Any

MIN

Any

MAX

Any

MIN SQR FT

0

MIN ACRES

No Min

YEAR BUILT

Any

MAX YEAR BUILT

Any

WALKSCORE

With only manual reviews.



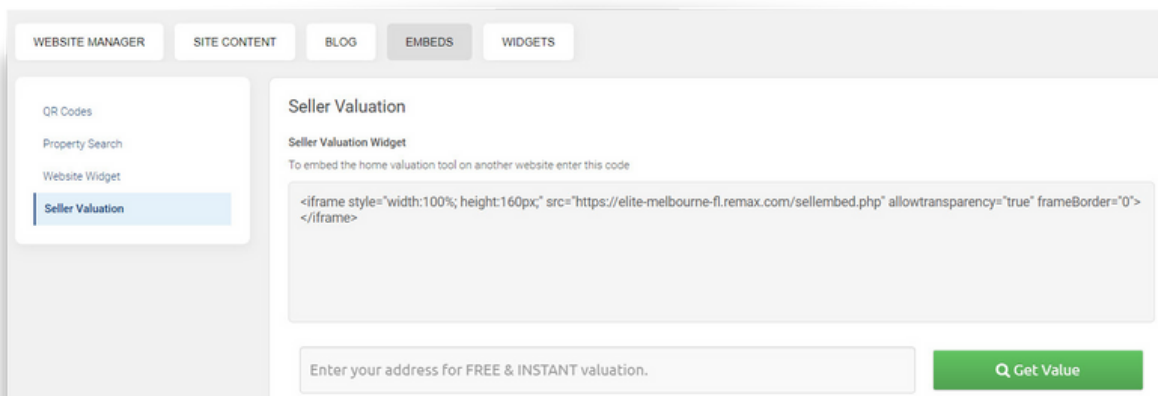
CUSTOMIZE YOUR WEBSITE!

Embeds

MAX/Tech Powered by kvCORE

Embeds

Have another website? (Wordpress, wix, etc)
Add these embeds to another website and still
generate leads! You can also embed these into
your custom pages or blogs!



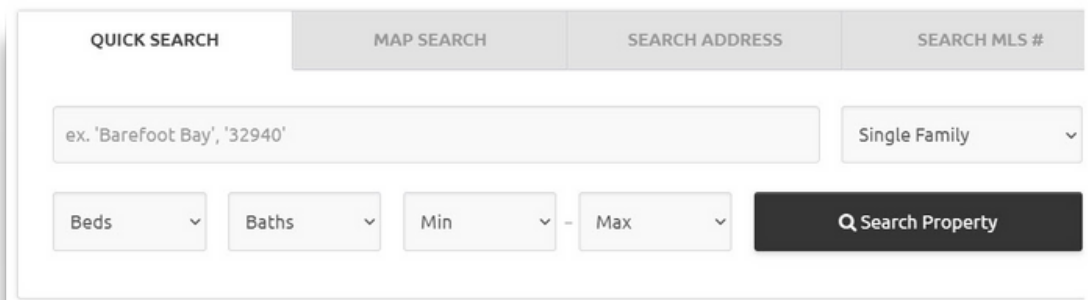
WEBSITE MANAGER SITE CONTENT BLOG **EMBEDS** WIDGETS

QR Codes
Property Search
Website Widget
Seller Valuation

Seller Valuation
Seller Valuation Widget
To embed the home valuation tool on another website enter this code

```
<iframe style="width:100%; height:160px;" src="https://elite-melbourne-fl.remax.com/sellembd.php" allowtransparency="true" frameborder="0">
</iframe>
```

Enter your address for FREE & INSTANT valuation. **Q Get Value**



QUICK SEARCH MAP SEARCH SEARCH ADDRESS SEARCH MLS #

ex. 'Barefoot Bay', '32940' Single Family

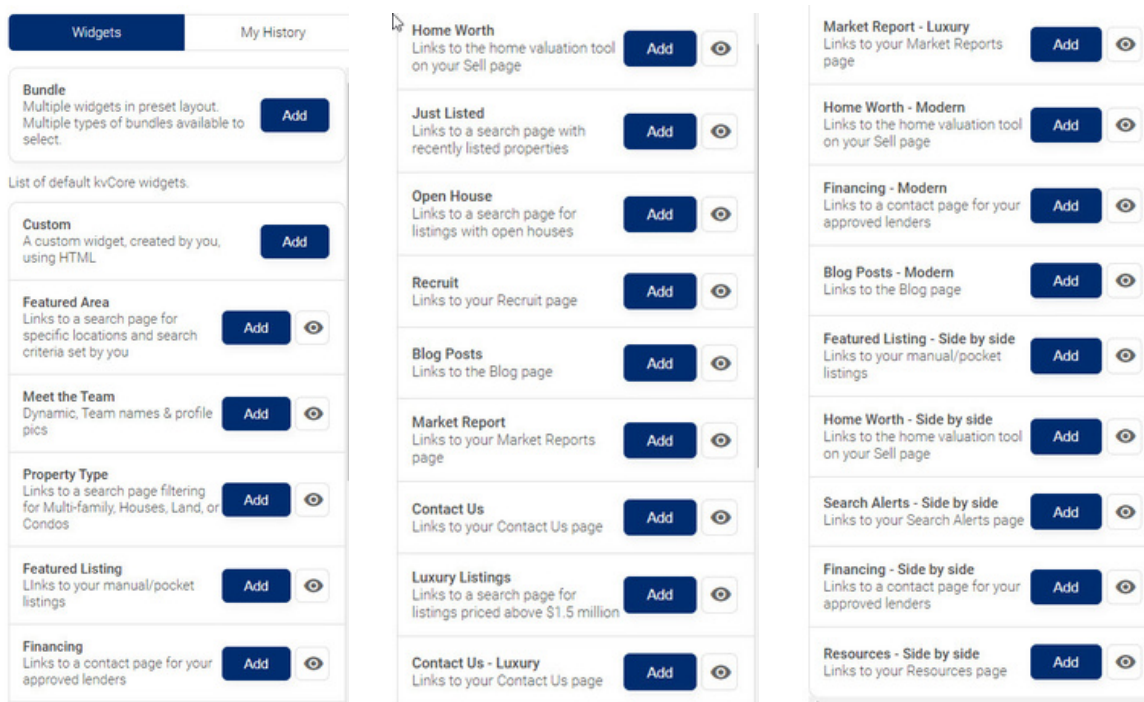
Beds Baths Min Max **Q Search Property**



CUSTOMIZE YOUR WEBSITE WITH WIDGITS!

fMAX/Tech Powered by kvCORE

Widgits allow you to give your site a more custom look!
Most allow you to edit html to change colors & content!



Updating wigits will display live on your site! You can easily remove or re-add with your customizations by going to the "History" Tab.

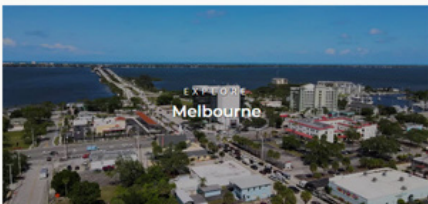
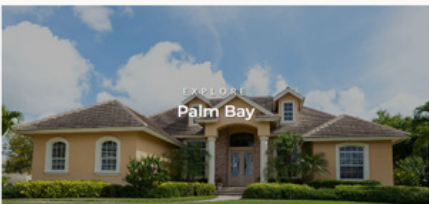
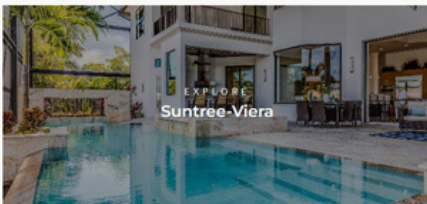
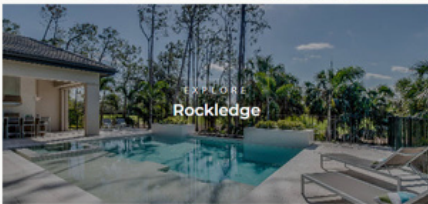

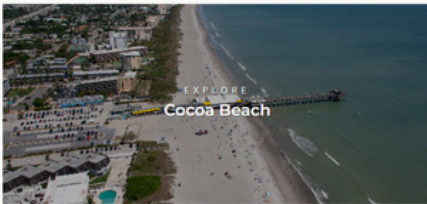
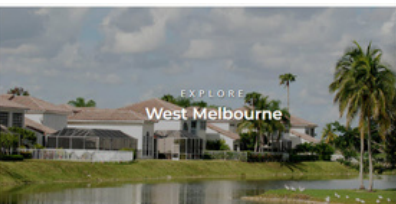


Featured Area Widgit

MAX/Tech Powered by kvCORE

Display up to 9 areas

Featured Areas

Edit Featured Area

REQUIRED FIELDS


Area Name

Location
This (and any other search criteria) are used to create the link for the featured area.

City: Melbourne, FL x

OR **DRAW ON MAP**

☐ Use geographical areas rather than MLS areas

Add Imagery


OPTIONAL SEARCH CRITERIA

Listing Type(s)

Style

Price Range
Min Max

SqFt
Min Max

Beds Baths

Acres
Min


Each block allows you to do a basic custom search or draw a map



Market Report Widgits

MAX/Tech Powered by kvCORE

Buttons are your "template color"


 **Market Report - Luxury**
Links to your Market Reports page Edit ✕

GET YOUR FREE MARKET REPORT

Curious about a Local Market or Area?

Get your free market report that outlines price reductions, new listings, comparable listings and more!

[Get My Report](#)

 **Market Report**
Links to your Market Reports page Edit ✕

Stay on top of your local Real Estate market

Get a FREE Market Report that outlines the average listing price, price reductions, new listings, and more!

[Get Free Report](#)


Can edit the background color by editing the html




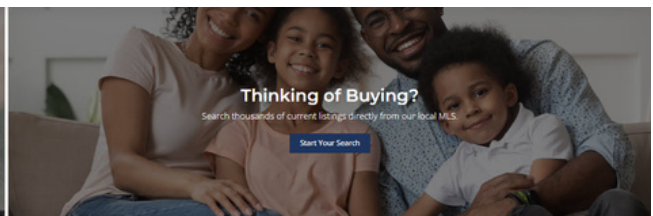
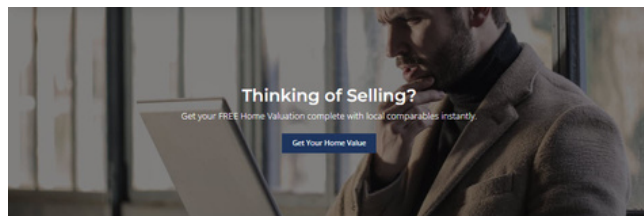
Home Value Widgits

MAX/Tech Powered by kvCORE

Buttons are your "template color"

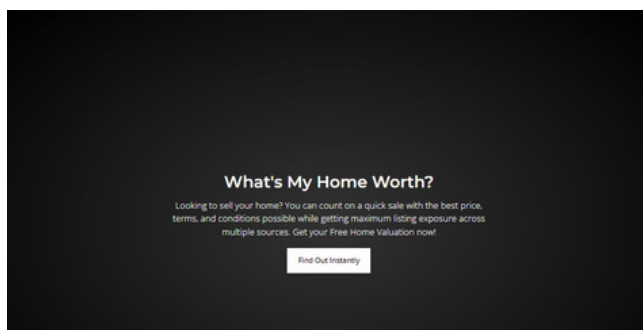
 **Home Worth - Modern**
Links to the home valuation tool on your Sell page

[Edit](#) 



 **Home Worth - Side by side**
Links to the home valuation tool on your Sell page

[Edit](#) 



Can edit the text / background color by editing the html



Contact Widgits

MAX/Tech Powered by kvCORE

Buttons are your "template color"

 **Contact Us**
Links to your Contact Us page

Edit



Still have Questions?

Let us know if there's anything we can help answer to make this important time stress-free.

Contact

 **Contact Us - Luxury**
Links to your Contact Us page

Edit



THINKING OF SELLING?

Get your home sold fast and for Top Dollar!

Listing your home doesn't have to be stressful or overwhelming! You can count on great service with years of experience through each transaction. Contact me today to determine the next steps in fulfilling this rewarding experience.

Contact Us

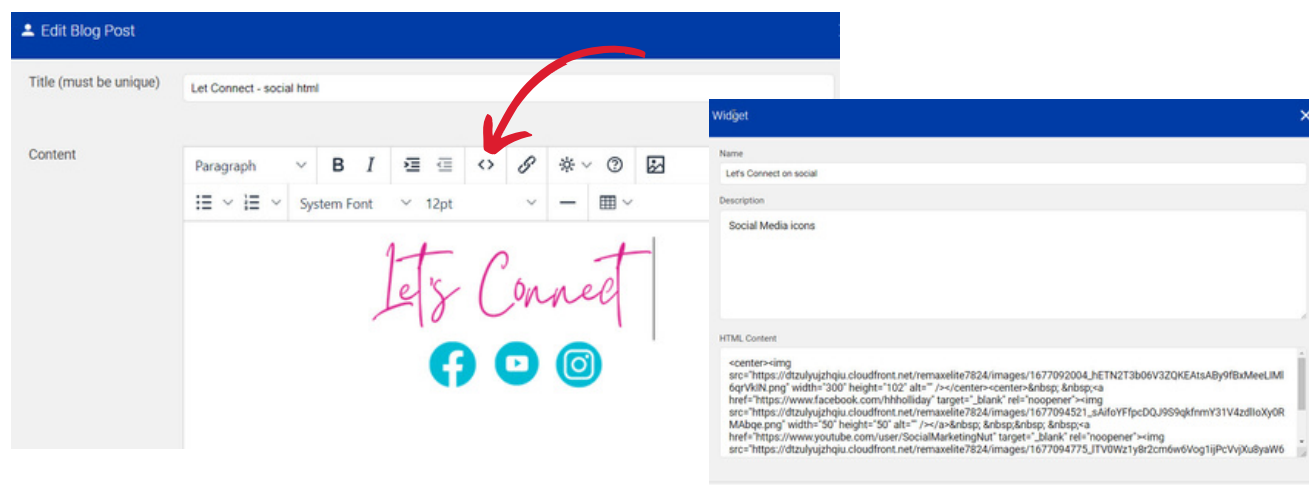
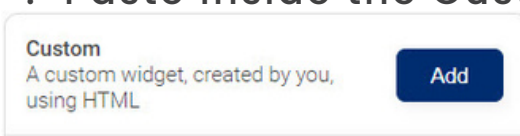
Can edit the text / background
color by editing the html



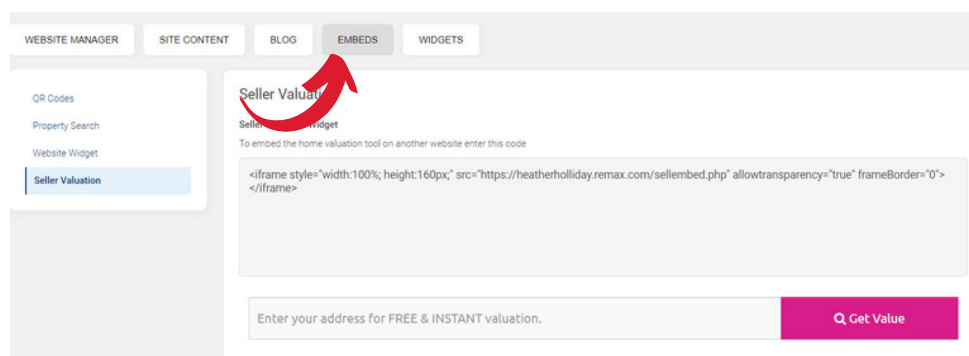
Custom Widgits

MAX/Tech Powered by kvCORE

Use your "Blog" to create custom wigits!
Design inside your "blog" - then copy the html by
clicking on the <>. Paste inside the Custom wigit block!



TIP: You can also go to your wigit area to
add those embed codes for your website!



More Resources

MAX/Tech Powered by kvCORE

Use my Canva Templates for header photos | Videos
or use my videos for your header!

- > Canva Photo Header Template
- > Canva Video Template
- > More Tips, Resources, Website Examples
Tutorials, Videos & More!

