

## FIVE STEPS TO SOCIAL MEDIA SUCCESS

by Chris Dessi on September 29, 2009

Now that you've swallowed the blue pill and have bought into the fact that Social Media is here to stay, you've signed up for Facebook, Twitter and LinkedIn – here are a few suggestions on how to leverage your presence.

When engaging in Social Media business (as in life), social interactions matter. Whether you're greeting your boss first thing in the morning with a cheerful "good morning", or you're hugging a friend you've not seen too long; it's about the social interactions! If you put out love and respect, you get love and respect in return Here are a few tips to help guide your business through social media. A key hint: just act the way you do in your every day life, and you'll be OK (unless you're a complete curmudgeon).



- 1. Be Social:** Offer a platform where your customers can communicate with you. I'd recommend a Facebook page. When Mark Zuckerberg first changed the format of Facebook, everyone thought he was crazy for implementing a newsfeed that felt like TWITTER He's a genius. Facebook is now perfectly suited for the viral spread of content offered by businesses – showing up in newsfeeds around the globe. Send a virtual gift to a friend? They don't have to accept that gift and it shows up in their Facebook Newsfeed (essentially an advertisement which is not in front of the eyeballs of their friends. Genius.
- 2. Be Co-Creative:** Let go of the reins and stop being so fearful. Engage and be co-creative. IF you have a fan page, talk to your fans. Ask them for feedback, poll them, and learn from them. They're the reason you're here! J.Crew asks their fans "How do you JCrew?" Fans responded in droves offering photos from Weddings where the bridesmaids and groomsmen all don J.Crew attire. I challenge you to find more bombastic brand advocacy that occurred organically and for FREE anywhere.

*(Continued on pg. 2)*

### QUESTIONS ON THE CURRENT FORECLOSURE MARKET?

*If you would like to understand what is going on in the foreclosure market, please join us to hear RICK SHARGA, Senior Vice President of RealtyTrac*

**Topics that will be discussed:**

2007-2008  
Foreclosure market recap

2009-2010  
Foreclosure market outlook

Question and discussion forum

**NOVEMBER 10, 2009**

9:30 am - Noon

at the

Irvine Training Center  
2405 McCabe Way  
Irvine, CA 92614

**SEATING WILL BE LIMITED!**

To RSVP click **HERE**

or contact **ROSIE POOLE:**

**rpoole@pickfordescrow.com** or  
**949.933.1203**

# ALTOS CORNER Altos Trending Rolling Averages

One of the ways Altos looks at trends is through 7 day and 90 day rolling averages. All statistics are calculated in two sets: weekly for the most current data points, and smoothed over a 90-day rolling average

Here is a description of these two averages and the application to you and your clients.

**To get Altos data please contact your escrow officer or:**

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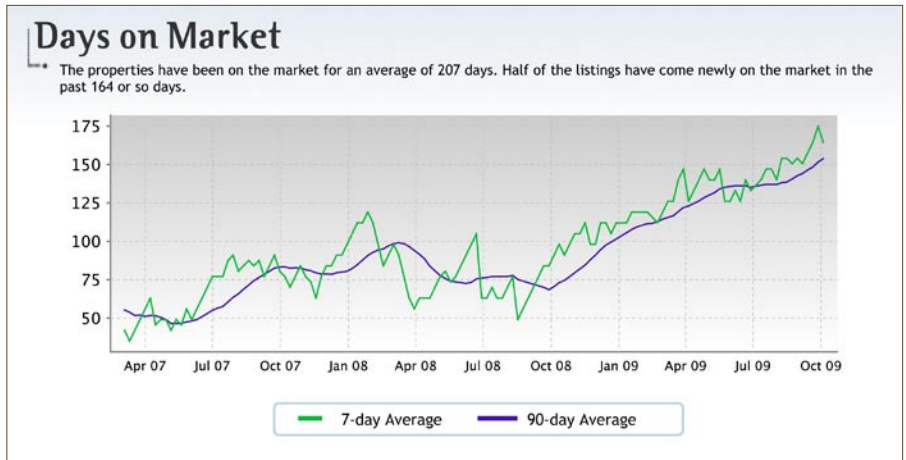
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TRENDING	DESCRIPTION	APPLICATION
7-Day Sample	All statistics are calculated weekly for the most recent data points.	Most recent data point available for every statistic
90-Day Sample	An average of the previous 13 weeks of weekly data to more clearly illustrate trends	Smoothed trendline clears weekly noise. Some stats, like Market Action Index are most valuable with 90-day rolling average. Other stats, like inventory or Days on Market, have less weekly variation so the 7-day sample is preferred.



4815/59-854-6265+47-5.660540845.87x-84.8  
7x-84-665 **BY THE NUMBERS** 540.5-84

**13.5** The percent of the 44.7 million mortgages tracked by the Mortgage Bankers Association that are delinquent.

**7.6** The numbers in millions that homeowners are delinquent, applying the same percentage to the 11.2 million mortgages not tracked by the MBA (55.9 million total mortgages in the U.S.). That means that 10 percent of all homeowners in the country are delinquent.

**6.94** The number of homes in millions, based on historical trend analysis by Amherst Securities, that are already delinquent and will be liquidated, which is more than a one-year supply of distressed sales poised to hit the market sometime in 2010 and 2011. During first-quarter 2005 that figure was only 1.27 million.

**300,000** Approximate number of monthly defaults that will continue, assuring that the number of distressed sales will grow and will continue through 2012.

(Continued from pg. 1, Five Steps to Social Media Success)

- 3. Open Up:** Like the old tag line for Lotto – you’ve gotta be in it to win it. Get started today, and see what pops up. Join a social network, start a blog.
- 4. Be Rewarding:** Now that you have fans and followers let them know how much you appreciate them. You do, don’t you? Offer them contests and sweeps – give them a reason to be there
- 5. Be Evaluative:** Conduct surveys, read comments and ratings. It will help you improve your product. Customers are there because they want to. The insight they’ll provide is invaluable, and coming from a pure place. Following that feedback should guide you and your business.



Source: <http://www.christopherdessi.com/2009/09/29/five-steps-to-social-media-success/>