

## WHAT NEST CAN DO FOR YOU



At Nest, we combine the soul of a boutique brokerage, the tools and technology of a venture-backed brand, and the marketing and design of a creative agency. We're re-imagining how a brokerage can support you and your clients.

We believe that collaboration, sharing ideas, and helping each other can only help every single Nester and each Nest brokerage become more successful. That's why we look at real estate as a team sport.

Becoming a Nest agent gives you access to the tools, resources, and support provided by Nest Shenandoah Valley and the Nest HQ team.



### **AGENT SUPPORT TEAM**

You will be welcomed, guided, and supported by Keri Wilfong, Lead Broker, and Erika Byrd, Operations Coordinator, as well as our incredibly supportive Nest HQ team. As an agent, you have access to support from some of the best design, strategy, and marketing minds!



### **NEST UNIVERSITY - CONTINUING EDUCATION**

Nest believes that commitment and investment in the success of our agents is a driving force behind a thriving brokerage. The goal is to provide continued opportunities for discussion and collaboration between agents on topics that will allow for continued innovations in your business.



### **ENVOY-NEST'S TRANSACTION MANAGEMENT AND MARKETING PLATFORM**

We built Envoy to be a tool that agents will be excited to use. It's more than just an intranet—it's a single point of access to everything you will need to run your business successfully.

## Transaction Management

We've built our Envoy transaction management system to be simple and intuitive for agents.

## "What's Next" Client Portal

We're big believers in experience, and we believe that our clients deserve the best. Our client portal gives your clients access to more information with transaction tracking, messaging, and documents, all in a beautifully designed dashboard.

## Relationship Manager

We've incorporated a Contact Manager that provides Nesters with clean design and straightforward functionality. Best of all, agents can organize their client lists in one spot—all integrated with our marketing tools and systems.

## Email Marketing

Our simple, sophisticated email marketing system features easily customizable pre-loaded templates.



## FRIENDS OF NEST

The Friends of Nest program was created to make it easy to nurture strong connections between you and your clients.

How it works: Nest designs, produces, and ships custom marketing collateral to your sphere seven times a year. Each piece is localized to your market and personalized to you.

Agents can customize content, manage mailing lists, and click-to-ship within Envoy, our all-in-one tech platform.

The Friends of Nest program has shipped more than 400,000 direct mail pieces since 2012.



## NEST MAGAZINE

NEST Magazine is a beautifully designed lifestyle magazine that captures the local pulse of each of our markets. This full-length magazine is produced twice a year by our Creative and Marketing Team.

Local Love—Each issue of NEST Magazine features local content relevant to the Shenandoah Valley market.



## **NEST DESIGN CENTER**

Nest Design Center puts the power of graphic design in the hands of every Nester. Using templates pre-designed by our Creative Team, agents can easily customize marketing brochures, flyers, social media posts, and a variety of other media.



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## **CUSTOM MARKETING CENTER**

When you need something for an event, want to show off a special property, or crave something completely out of the box, visit our custom marketing center. You can work with a marketing team member to design materials to generate new business, market yourself, or market a listing. You dream big—the Creative Team makes it happen.



## **DIGITAL MARKETING**

While we still believe in the value of print materials for our clients, there's no denying the power of web and digital marketing. We provide you with a top-notch web platform—[nestrealty.com](http://nestrealty.com)—which includes:

- Beautifully designed Agent Bio Pages
- The ability to curate a “Recently Sold Listings” page
- The ability to bolster agent listings through our “Enhanced Listings” function
- Opportunities for agents to show their own market expertise through “Curated Lists.”

Social media marketing is a valuable part of the overall digital strategy for your business. Our goal has been to create a social media suite that is engaging, easy to use, and flexible. Within our suite of resources you will find a mix of social graphics, templates, and inspiration to maximize your social media presence on Facebook, Instagram, and Twitter.



## **MILESTONE PROGRAM**

Home anniversaries and birthdays are the perfect time to follow up with clients. We've developed an automated, yet personalized, milestone program that enables you to stay in touch with your clients on those important dates.



## **DATA AND ANALYTICS**

Market data and analytics have been a part of the fabric of Nest since day one. We use data to enlighten our agents, educate our clients, and build trust in the local community. That's why we provide you with Annual Reports and Mid-Year Market Reports chock full of relevant and useful market data in an approachable format.



## **CLIENT TOUCHPOINTS**

Our clients' expectations are higher than ever. Our Creative and Marketing Team is always working to develop and provide you with touchpoints, from inspection survival kits to buyer's guides and closing gifts. Our goal is to make the home buying and selling experience less stressful and more meaningful.



## **AGENT EVENTS**

### **Nest Summit**

Each year, Nesters come together at the Nest Summit, a place to collaborate, strategize, and get inspired.



## **CLIENT EVENTS**

### **Nest County Fair**

The Nest County Fair is an annual family friendly client appreciation event that brings Nesters and Friends of Nest together for an evening of food, music, fun, and companionship.

### **Nest Presents**

Through partnerships with local movie theaters, Nest offers clients exclusive showings of the most exciting new films throughout the year. Fun for the whole family!



## **COMMUNITY**

We've prioritized building community connections. Nesters are more than just the people who work for the brand. Giving back is the Nest way of saying thanks and doing what we can to help strengthen our special local communities.

- Drink It Forward Events
- Nest Day of Giving

**Nothing would make us happier than having you in our flock.**