



Real Estate Colleagues and Coaching Clients,

I'm Teresa Kennedy, the team leader of The Kennedy Team in The Woodlands, TX with Keller Williams. I also am very proud to have called myself a MAPS Coach for the past two years.

I've successfully run my business since 2006, but last year I finally hit the point where I knew I needed to start catering to a new generation of buyers and sellers. I had to take a look at my marketing strategies and change my approach, so I started looking at what other agents were doing well. **The consistent answer I got from my peers was to get on video.**

I was introduced to Vyril Marketing through several other MAPS Coaches. Hiring Vyril was a no-brainer to me. If this is working for the people I look up to, why couldn't it work for me? The largest part of my business has always come from my database. **If you nurture your database correctly, it can be a gold mine.** It can be difficult to find the right way to stay in front of those people. Not with Vyril though; their Database Marketing Plan is already laid out for me to follow.

I work with our marketing consultant to produce high quality educational videos to send out to my database twice a month. We take questions that we're seeing from our buyers and sellers and our consultant helps us answer those questions on camera.

Although I haven't been working with Vyril for long, I've seen direct results. **We've had two sellers respond to one of our recent emails wanting us to list their homes.** We even had someone (who was planning to work with another agent) reach out to us after we did a market update because they trusted our expertise. Those listings alone will cover our yearly expenses with Vyril.

I'm getting on video, connecting with my database more than ever, and I'm getting the results I was aiming for when I signed up. However, I wouldn't even say that's the best part about working with Vyril. **I truly feel that they want their clients to succeed.** I have a dedicated marketing team to support me and hold me accountable. The customer service and the relationship aspect of this firm is what stands out above all else.

I highly recommend you get on a consultation call to see if Vyril makes sense for you. Schedule that call at [www.getvyril.com](http://www.getvyril.com). Let me know if I can answer any of your questions.

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