

Integrity Homes Real Estate Group, P.C | May 5, 2026 Meeting Recap

Quick recap

The meeting focused on introducing Integrity Homes' new Real Estate Hub website and discussing lead generation strategies. Buffy demonstrated the comprehensive online platform featuring documents, marketing materials, and resources for agents, including a new marketing request system and branded merchandise like water bottles, measuring tapes, and flashlights. She shared insights from a lead generation training class about the importance of building a personal brand and sphere of influence rather than relying solely on Zillow or other third-party lead sources. The team discussed recent MLS restrictions prohibiting the use of "school" in property descriptions, with potential fines up to \$16,000 for violations. Several agents, including Dawn and April, shared updates on their current listings, and Connor provided an update on his recent contract sale and current buyer inquiries in the Skowhegan area.

Summary

Integrity Homes Real Estate Hub

Buffy presented a new online platform called the Integrity Homes Real Estate Hub, which serves as a centralized resource for agents. The hub includes quick access links to essential tools and documents, meeting recaps, a training library with common forms and checklists, and a transaction center with seller compliance checklists and marketing materials. Buffy also demonstrated the new marketing materials available for order, including water bottles, measuring tapes, flashlights, and promotional items with the Integrity Homes logo. The platform is designed as an internal tool for agents and includes important contact information and dates, though Buffy invited feedback from the team on how to improve and refine the resource.

Marketing and Lead Generation Strategies

Buffy discussed marketing initiatives including engraved mugs and apparel with the team's logo, encouraging agents to utilize the new logo link on the website. She outlined plans to offer home buying workshops at local colleges as a lead generation strategy, with Buffy offering to teach the classes and generate referrals for agents. Buffy also shared insights from a lead generation webinar, emphasizing the importance of building a personal brand and generating quality "crockpot" leads rather than relying solely on platforms like Zillow, which tend to produce one-time "drive-through" leads.

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Building Personal Sphere of Influence

Buffy discussed the importance of building a personal sphere of influence rather than relying solely on large lead generation platforms like Zillow, emphasizing that consistent, meaningful communication with past clients is key to long-term success. She recommended creating a personal CRM system and maintaining regular contact through monthly emails, handwritten notes for special occasions, and a monthly newsletter with bullet points rather than paragraphs. Buffy also suggested developing a clear brand identity, offering to conduct a brand workshop for the team, and shared a specific example of how expanding her sphere of influence by contacting neighbors led to new potential clients.

April Sales and Office Updates

Buffy reported strong April sales results of \$4.2 million with 11 properties sold, and emphasized the importance of consistent follow-up with clients through thank-you emails and referral requests. She discussed upcoming CEU requirements and May events including new member orientation and Code of Ethics classes. The team discussed lead generation challenges, with Buffy mentioning that Integrity Homes is evaluating Lofty and Dual as potential CRM solutions, as current leads are primarily spam. Abby suggested adding Real Estate Learning Group and New England Real Estate Institute resources to the help and support section, and Buffy announced plans for a new 20x14 office building with basic amenities expected to be completed in 5 weeks.

MLS Property Listing Updates

The team discussed recent MLS notifications prohibiting the use of the word "school" in property descriptions, with penalties ranging up to \$16,000 for first violations. Dawn announced that Maple Ridge property would return to the market at \$339,000, while Buffy shared updates on two new listings: a property on North Main Street Monmouth at \$299,000 and a 2-acre lot in Poland at \$129,000. Connor reported that he had completed removing the popcorn ceiling and had put a property on Bell Squeeze Road under contract, while noting that current buyers were cautious about prices and looking for good deals.