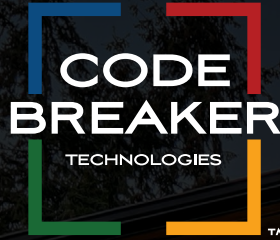




**CODE
BREAKER**
TECHNOLOGIES

REAL ESTATE WHITE PAPER EXECUTIVE SUMMARY

POWERED BY B.A.N.K.®



CODEBREAKER ANALYTICS


REAL ESTATE STUDY

DISCOVER HOW THE B.A.N.K. SALES METHODOLOGY AND CODEBREAKER AI CAN INCREASE SALES EFFECTIVENESS AND MAXIMIZE FINANCIAL SUCCESS FOR REAL ESTATE AGENTS AND BROKERAGES

OVERVIEW

Codebreaker Analytics conducted seven online studies surveying 2,953 U.S. adults to assess how utilizing the B.A.N.K. sales methodology and the innovative Codebreaker AI (artificial intelligence) technology can improve sales velocity (a measure of sales effectiveness) within the real estate industry. For each of the four **BANKCODE** types, the research identified the Top 10 Triggers (e.g., personal and professional traits and behaviors) that potential real estate customers are looking for when selecting and hiring a listing or buyer's agent. Understanding these Triggers is not just important for converting leads, but also for building trusted relationships, maximizing client satisfaction and increasing the potential for referrals, testimonials, and positive online ratings.

With respect to lead conversions, power scripts¹ specific to each **BANKCODE** were developed using Codebreaker AI, an artificial intelligence technology that can instantaneously predict someone's **BANKCODE** based on their written or oral communication. Compared to a very well-written and compelling generic sales script, these **BANKCODE**-specific sales scripts were up to 123% more effective at converting listing agent customers and up to 300% more effective at converting buyer's agent customers.



REAL ESTATE AGENTS USING THE B.A.N.K. SYSTEM INCREASED THEIR LISTING SALES BY UP TO 123% AND BUYER'S SALES BY AS MUCH AS 300%!

¹A **BANKCODE**-specific power script is a sales script written to appeal to a particular **BANKCODE** and which has been validated with Codebreaker AI as having a high **BANKCODE** score for the primary code. The **BANKCODE** score of a body of text is a numeric score computed for each code by Codebreaker AI. An algorithm accounts for the frequency and relative importance of keywords associated with each primary code and then generates a score for each code.

The full whitepaper details the purpose, methods, and results of the studies and proposes several next-step opportunities for real estate agents and brokerages to partner with Codebreaker Analytics in future research. The results presented show huge promise for B.A.N.K. and Codebreaker AI to maximize agents' sales velocity, improve their relationships with current customers, increase online ratings and referrals, and help REALTORS® achieve long-lasting financial success.



INTRODUCTION

REAL ESTATE: RISKY BET OR UNTAPPED TREASURE TROVE?

For a U.S. housing market now valued at over \$30 trillion², there is immense opportunity for a lucrative career in real estate. However, like any industry, financial success can be elusive. This is especially true for agents having to constantly struggle to gain new clients in a perpetually saturated field.

Introducing Codebreaker Analytics Real Estate Research

In fall 2020, Codebreaker Analytics launched Codebreaker Real Estate Research. This science-based program is dedicated to understanding how the B.A.N.K. sales methodology and, particularly, Codebreaker AI can help real estate professionals and brokerages increase sales velocity, meet sales goals, achieve financial success, and maintain momentum—all without sacrificing wellbeing or succumbing to career burnout.

The current study represents the first large-scale exploration of B.A.N.K.'s application within the real estate industry. A series of seven surveys involving 2,953 U.S. adults explored how utilizing the B.A.N.K. sales methodology along with Codebreaker AI could benefit real estate agents in their efforts to attract and earn the trust of new clients.

Personality in Real Estate is Vitally Important, but May Not be What You Think

Sales advice in real estate commonly highlights the importance of “personality.” However, the focus is often on the personality traits of successful agents: goal-driven, entrepreneurial, coachable, and willing to grin and bear 99 *no*'s in order to get the one *yes*.³ The message is, “Become like these agents and you, too, can be a top seller.”

While agents who possess those characteristics will invariably experience more success than those agents who lack goals and give up easily, this strategy wrongly advises agents to focus on emulating the traits of their successful colleagues. It sends the message to the agent in training that their own personality matters most in the agent-client relationship. In actuality, the most successful agents are able to master the art of connection and communication, which starts with understanding the unique needs and preferences of each customer. The customer's needs and preferences ultimately are governed by personality and can be predicted and understood with B.A.N.K. Agents who understand and honor their clients' personalities are more likely to be successful.

| THE B.A.N.K. ADVANTAGE

B.A.N.K., a scientifically validated personality-based sales methodology, is an acronym for the four fundamental personality types used to understand behavior and communication: Blueprint (B), Action (A), Nurturing (N), and Knowledge (K). Every person has a 4-letter **BANKCODE** based on how they personally prioritize each of the four types, and the first letter in a person's **BANKCODE** is their primary code. Simply knowing a person's primary code offers insights into how they think, communicate, and make decisions. For real estate agents, this knowledge can be used to cater to clients' individual preferences, values, and motivations when it comes to buying or selling a home.

² Households; Owner-Occupied Real Estate Including Vacant Land and Mobile Homes at Market Value, Market Value Levels. (2020). Federal Reserve Economic Data (FRED). <https://fred.stlouisfed.org/series/HOOREVLMHMV>

³ How to Succeed in the Real Estate Business – By Really Trying. 2016. North Virginia Association of REALTORS®. Retrieved January 13, 2020 from <https://www.nvar.com/realtors/news/re-view-magazine/article/jul-aug-2016/2016-07-08-how-to-succeed-in-real-estate-business>

| STUDY HIGHLIGHTS



TOP TRIGGERS FOR EACH BANKCODE

WHAT POTENTIAL REAL ESTATE CLIENTS LOOK FOR IN A LISTING AGENT

This research sought to achieve two overarching goals:

1. Identify the personal and professional traits and behaviors (Triggers) that each **BANKCODE** would find most appealing when selecting a listing or buyer's agent; and
2. Use the Codebreaker AI technology to develop **BANKCODE**-specific power script emails. Then test the effectiveness of those **BANKCODE**-specific power script emails at converting potential real estate customers into committed clients.

WHAT A POTENTIAL CLIENT IS LOOKING FOR IN A REAL ESTATE AGENT VARIES BY THE CLIENT'S BANKCODE PERSONALITY

Results from the current study confirm that when it comes to selecting and hiring a real estate agent, different potential clients have different standards and priorities, and those differences can be explained by their **BANKCODE**.



For each of B.A.N.K.'s four primary codes, the top Triggers that potential real estate customers are looking for when selecting and hiring a listing or buyer's agent are consistent with each primary code's fundamental values. These lists of Triggers offer insights into how agents can strategically approach different clients based solely on knowing their **BANKCODE**.⁴

Knowing these Triggers is not just important for converting leads, but also for building trusted relationships, maximizing client satisfaction and increasing the likelihood of referrals, testimonials, and positive online ratings. In other words, simply understanding a client's **BANKCODE** and hitting the Triggers that appeal to them has the potential to exponentially multiply the value of that client over time.

⁴ The full report lists the top 10 Triggers for both listing agents and buyer's agents, as well as the percentage of each sample that rated each Trigger as desirable.



TOP TRIGGERS POTENTIAL REAL ESTATE CLIENTS ARE LOOKING FOR IN A LISTING AGENT

BLUEPRINT TRIGGERS

1. Seems very responsible and trustworthy, following through on what they say they will do and when they say they will do it
2. Values punctuality and is on time for appointments; returns phone calls, emails, and texts in a timely manner
3. Is transparent about their opinions and tells the honest truth throughout the selling process
4. Communicates information to you clearly and concisely, and throughout the process, makes sure to tell you about the next steps and what to expect
5. Is courteous and polite; interacts with you and others in a very professional manner



ACTION TRIGGERS

1. Is always available, accessible, and accommodating of your schedule
2. Is known as a go-getter, excellent negotiator, and deal maker
3. Is adaptable to your needs—even if your needs change
4. Assures you that they will meet your goals
5. Has received 5-star ratings and testimonials online from past clients

TOP TRIGGERS POTENTIAL REAL ESTATE CLIENTS ARE LOOKING FOR IN A LISTING AGENT



NURTURING TRIGGERS

1. Is down to earth, approachable, easy going, and easy to talk to
2. Listens patiently to your preferences before offering suggestions or presenting a plan
3. Seems to genuinely care for your needs
4. Advises you if they think a deal might not be a good fit for you
5. Has compassion and empathy for you and understands your needs, goals, and your heart's desires



KNOWLEDGE TRIGGERS

1. Comes across as very intelligent and competent
2. Is patient and allows you time and space to make your own informed decisions so you don't feel pressured or rushed
3. Provides you with the necessary data to make a smart decision
4. Asks the right questions to ensure they understand your needs, preferences, and desires
5. Doesn't exaggerate or make promises he/she probably can't keep

CLOSE IN LE

CODE

| THE POWER OF (PROPER) COMMUNICATION

CATERING TO NEEDS AND WANTS THROUGH BANKCODE

Given the ubiquity of online communication, the ability to convey the right information with the right tone through emails or text alone is critical for securing and retaining clients. In 2020, B.A.N.K. introduced Codebreaker AI, a new and innovative artificial intelligence technology that instantaneously and accurately predicts an individual's **BANKCODE** in nanoseconds by analyzing the text of someone's written or oral communication. Codebreaker AI can also be used for developing and testing sales scripts, talking points, or emails that would appeal to a prospect's **BANKCODE** in order to convert the lead into a loyal client.

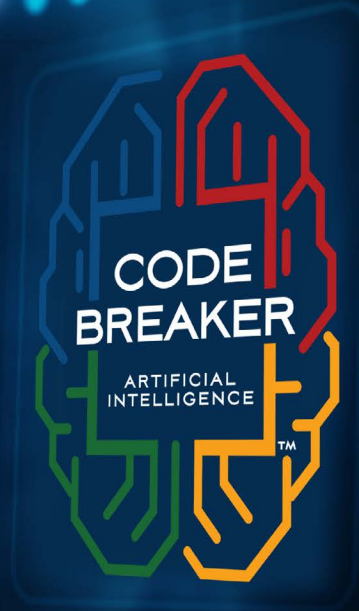
Personality Intelligence + Artificial Intelligence = Secure and Satisfied Clients

Results from the current study confirm the value of using Codebreaker AI to write and refine client communication in order to ensure that the content appeals to a client's **BANKCODE**. Specifically, the study examined the effectiveness of different follow-up emails (after a hypothetical in-person meeting) in converting uncommitted leads into committed real estate customers.

In one survey, respondents were asked to imagine having met with a hypothetical agent, who soon after sends a follow-up email. This follow-up email was crafted to be **BANKCODE**-neutral—appealing to all **BANKCODES** equally—and was verified by Codebreaker AI to have a balanced **BANKCODE** score. After reading the email, respondents indicated that they were, on average, 66% likely to hire the agent based solely on the content of the email. For context, this was 288% higher than the likelihood of them hiring the agent based on a mailed marketing flyer alone.

MORE SALES LESS TIME

BREAKER AI



For subsequent surveys, respondents were asked to imagine having met with two different hypothetical agents, each of which sends a follow-up email. One email is the **BANKCODE**-neutral email from the previous survey, and the other is a **BANKCODE**-specific power script written to cater to the respondent's primary code.

For listing agents, the **BANKCODE**-specific power scripted emails were up to 123% more effective than the well-written neutral **BANKCODE**-balanced emails at converting listing agent customers. For buyer's agents, the **BANKCODE**-specific emails were up to 300% more effective at converting buyer's agent customers. These results underscore the power of utilizing the B.A.N.K. methodology for successfully converting real estate customers.

Codebreaker AI has already proved to be an immensely useful tool for identifying a potential client's **BANKCODE** using text from an email, online profile, or other writing sample. This research showed the significant gains that can be made by using Codebreaker AI to create **BANKCODE**-specific power scripts for converting customers, even when matched up against very well-written and compelling neutral sales scripts. By using Codebreaker AI effectively during initial communication with a new potential client, an agent has greater potential to convert that client into a lifetime client that will return for future sales and also provide referrals.



CONCLUSION

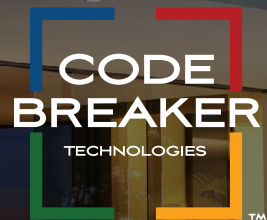
B.A.N.K. is the very simple tool that will help real estate agents convert more leads, build trusted relationships, maximize client satisfaction and increase the potential for referrals, testimonials, and positive ratings. Knowing the values and priorities of each **BANKCODE** is critical for understanding what a particular customer is looking for from a listing agent or buyer's agent, as well as how to satisfy each client's unique desires and needs.

Different **BANKCODEs** have different expectations from a real estate agent, and meeting those expectations requires different levels of investment when it comes to time, emotional energy, hustle, and market research. With B.A.N.K., real estate agents can capitalize on the fact that relationships are critically important to their professional and financial success. By learning, understanding and catering to a client's **BANKCODE**, agents can direct their energies and resources strategically and optimally while simultaneously fostering those crucial bonds of trust with clients.

LOOKING AHEAD

At Codebreaker Analytics, we are committed to continuously expanding our understanding of personality-based decision making through ongoing research studies. If you would like to participate in one of our internal studies, or commission your own private study to test the impact of B.A.N.K. on your sales velocity, please contact us at info@codebreakertech.com.

B · A · N · K®
PERSONALITY BASED • PEOPLE FOCUSED • PROFIT DRIVEN™



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