



AUDIENCE POLL

What area of Internet Marketing Strategy have you improved on most in 2018?

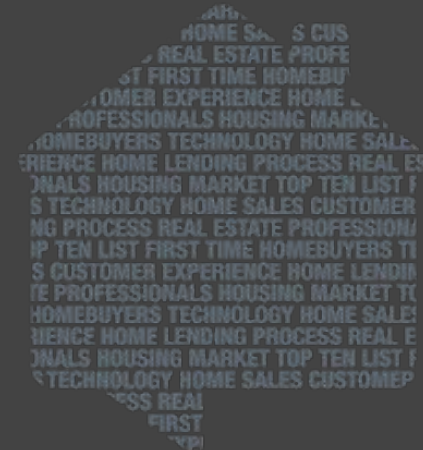
- Lead Generation
- Branding
- Social Media Marketing
- Email Marketing



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DEC 2018



YEAR IN REVIEW: RECAPPING INTERNET MARKETING STRATEGIES OF 2018

WHAT'S TRENDING NOW

Hosted by: Jim Marks & Ryan Rockwood

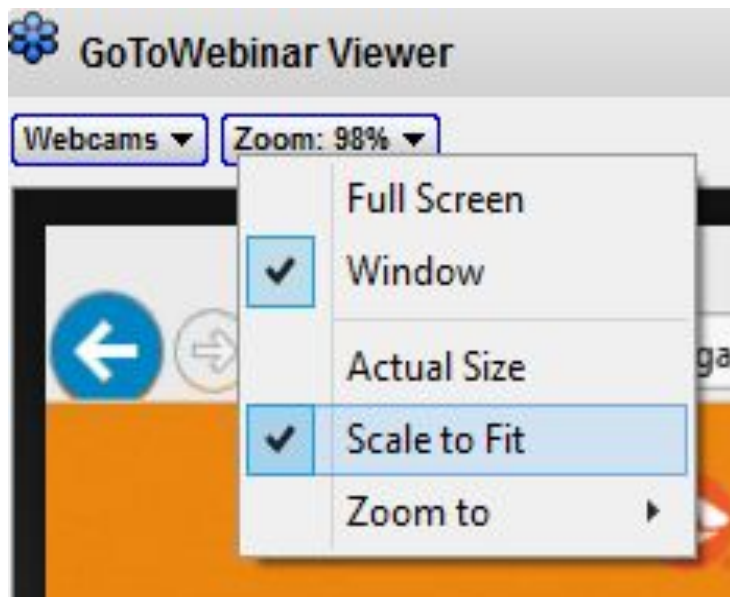
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1) YOU ARE MUTED FOR THE DURATION OF THE WEBINAR

to eliminate noise interference and minimize presentation interruptions. As much as we would love to open the webinar up to discussion, there are too many people to do so effectively.



2) THIS WEBINAR WILL LAST 60 MINUTES

Our goal is to complete our presentation within 50-55 minutes and open up the last 5-10 minutes for questions



3) THIS WEBINAR IS BEING RECORDED

PNC Bank will post the recording on their website (custom link to be given at the end of the webinar)

IMPORTANT HOUSEKEEPING



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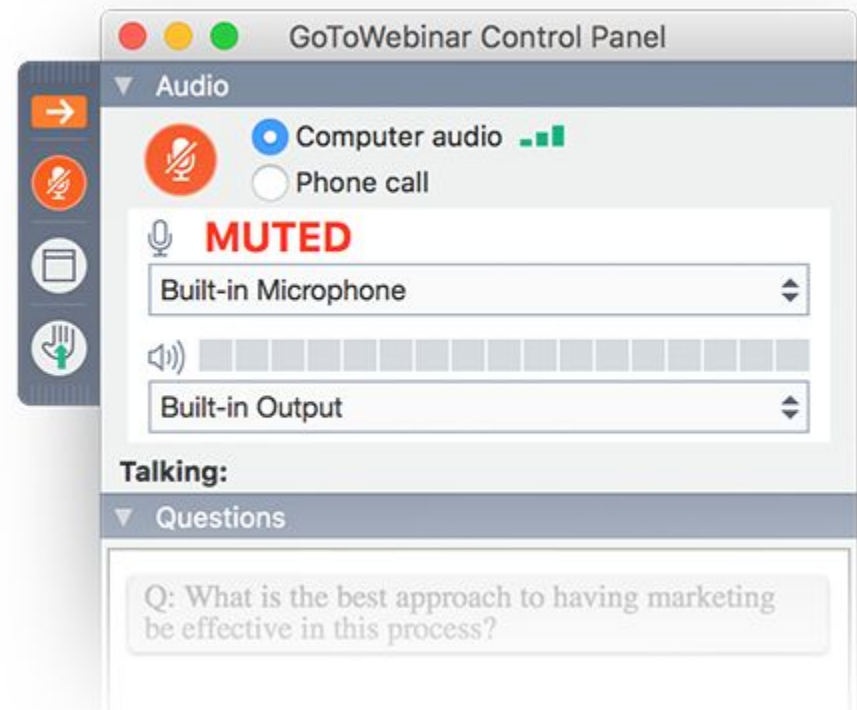


HAVE QUESTIONS? Not A Problem!

Locate the Questions
Panel.

You CAN type a question in
your control panel.

We will do our best to
answer it.



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If we teach it on this webinar series, it's been

Tried Tested

APPROVED

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AUDIENCE POLL

Poll Results



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What's Trending Now



a look back at 2018

JAN 2018

MAKE 2018 YOUR BEST LISTING YEAR

Hosted by: Jim Marks & Ryan Rockwood

WHAT'S
TRENDING
NOW

FEB 2018

CREATING FACEBOOK® ADS THAT REALLY WORK

Hosted by: Jim Marks & Ryan Rockwood

WHAT'S
TRENDING
NOW

MARCH 2018

TURNING FACEBOOK® LEADS INTO APPOINTMENTS

Hosted by: Jim Marks & Ryan Rockwood

WHAT'S
TRENDING
NOW
1:02:44

APRIL 2018

LEVERAGING INSTAGRAM® IN YOUR SOCIAL MEDIA STRATEGY

Hosted by: Jim Marks & Ryan Rockwood

WHAT'S
TRENDING
NOW
1:22:02

MAY 2018

USING FACEBOOK® TO CREATE REAL ESTATE BUSINESS

Hosted by: Jim Marks & Ryan Rockwood

WHAT'S
TRENDING
NOW
57:43

JUNE 2018

TURN YOUR WEBSITE INTO YOUR BEST DIGITAL ASSET

Hosted by: Jim Marks & Ryan Rockwood

WHAT'S
TRENDING
NOW
1:11:40

JULY 2018

BUILD YOUR SPHERE OF INFLUENCE WITH CRM

Hosted by: Jim Marks & Ryan Rockwood

WHAT'S
TRENDING
NOW
1:16:31

AUG 2018

MAXIMIZE YOUR CONNECTIONS ON LINKEDIN®

Hosted by: Jim Marks & Ryan Rockwood

WHAT'S
TRENDING
NOW
1:09:06

SEPT 2018

ADVANCED FACEBOOK® STRATEGIES: PART ONE

Hosted by: Jim Marks & Ryan Rockwood

WHAT'S
TRENDING
NOW
1:01:29

OCT 2018

ADVANCED FACEBOOK® STRATEGIES: PART TWO

Hosted by: Jim Marks & Ryan Rockwood

WHAT'S
TRENDING
NOW
1:18:41

NOV 2018

DEVELOP A SUCCESSFUL EMAIL MARKETING STRATEGY

Hosted by: Jim Marks & Ryan Rockwood

WHAT'S
TRENDING
NOW

THANK YOU PNC BANK!



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What's Trending Now



THIS WEBINAR COVERS:

-  Build A Professional Facebook Presence
-  Effective Facebook Ads
-  Facebook Marketing Strategy
-  Understanding Facebook Leads
-  Lead Nurturing: Using Your CRM & Email Effectively

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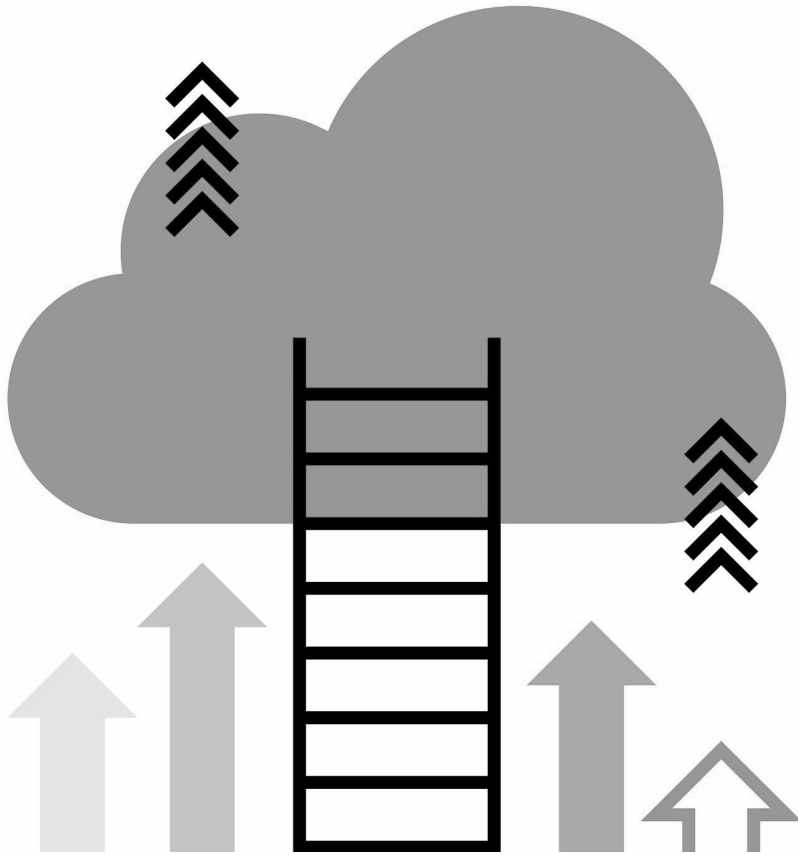
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BUILD A PROFESSIONAL FACEBOOK PRESENCE



USE FACEBOOK TO
CREATE REAL
ESTATE BUSINESS

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BUILD A PROFESSIONAL FACEBOOK PRESENCE

Add friends/followers to your page daily
Create and utilize friend lists
Create and maintain relevant groups



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WHAT'S TRENDING NOW

BUILD A PROFESSIONAL FACEBOOK PRESENCE

Add friends/followers to your page daily

Create and utilize friend lists

Create groups

Like and comment on the posts of your followers

Add content to your site regularly

Get client reviews



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FACEBOOK GROUPS

Groups can be a powerful way to establish your expertise; create an engaged community; and find new customers, peers, and partners.

The Benefits of Groups include:

- Increased organic reach/impressions in niche communities
- Business networking/building relationships
- Connection to sphere of friends
- Use messenger to open conversations, instead of phone number
- Group chat with your group members.

Getting Started with Facebook Groups:

- Set it up completely (info, cover photo, etc)
- Invite your friends
- Share your group with other related groups
- Share on your page and personal timeline
- Read and comment/like other posts
- Post quality content regularly, don't let activity stagnate

A screenshot of the Facebook 'Create New Group' dialog box. It features a header with a close button, a carousel of group images, and a text box with the message: 'Groups are great for getting things done and staying in touch with just the people you want. Share photos and videos, have conversations, make plans and more.' Below this is a 'Name your group' field with a 'Personalize your invite with a note' button. The 'Add some people' section has a text input field 'Enter names or email addresses...' and a 'Pin to Shortcuts' checkbox. The 'Select privacy' section shows a dropdown menu set to 'Closed Group' with the description 'Anyone can find the group and see who's in it. Only members can see posts.' and a 'Learn more about groups privacy' link. A 'Create' button is at the bottom right.

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FACEBOOK CONTENT

POST A VARIETY OF CONTENT

- Coming Soon
- Just Listed
- Just Sold
- Testimonials
- Open House
- Behind the Scenes
- Adventures in Real Estate
- Community Life
- Team Spotlight
- Local Business
- Local Influencers
- Community Events
- From the Archives/Throwback
- Text Quotes



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Build A Professional Facebook Presence



Effective Facebook Ads



Facebook Marketing Strategy



Understanding Facebook Leads



Lead Nurturing: Using Your CRM & Email Effectively



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FACEBOOK AD TYPES: LEAD GEN ADS



Carrier fees for data usage may apply.



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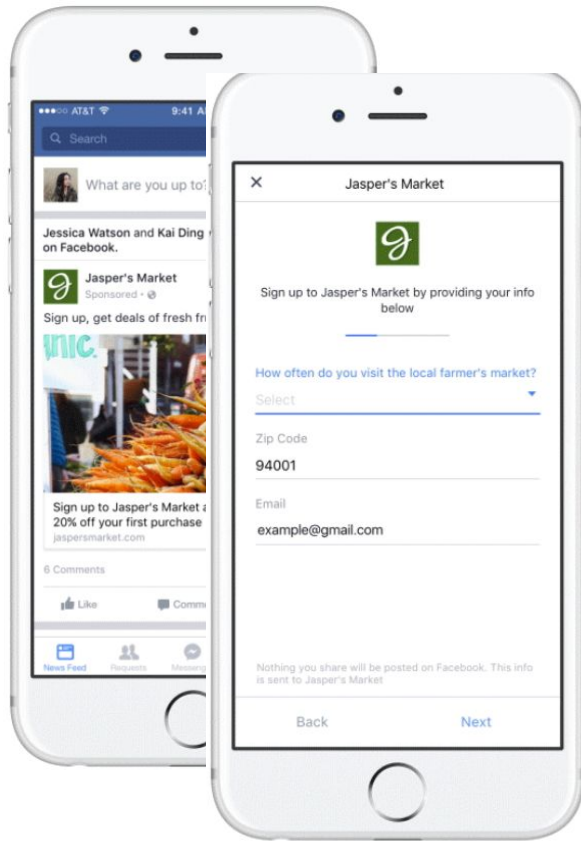
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What's Trending Now



FACEBOOK AD TYPES: LEAD GEN ADS



No landing page needed. Easy and quick to setup. **Your leads bypass the hassle of entering their email / name, etc. They simply give Facebook permission to share it with you!** Great way to determine if it's worth the effort to build out a landing page, etc.

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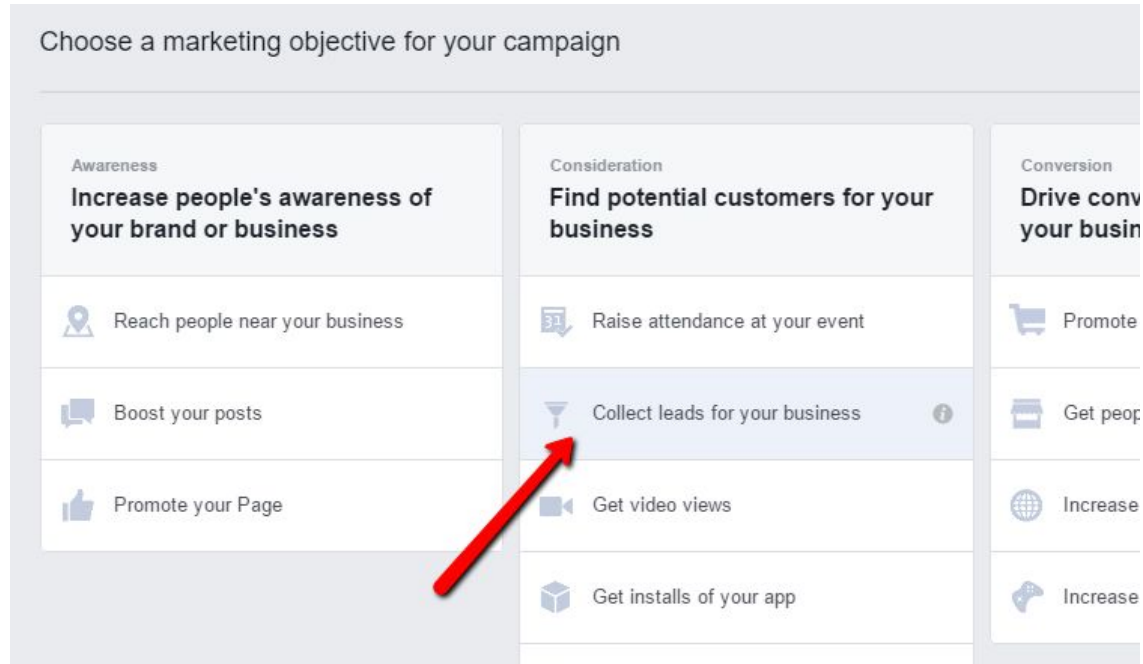
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FACEBOOK AD TYPES: LEAD GEN ADS



Step by Step directions: <http://virtualresults.com/lead-ads>



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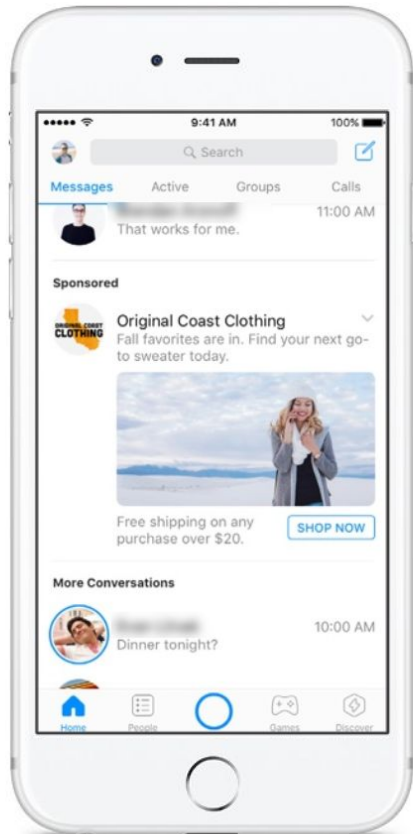
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FACEBOOK AD TYPES: MESSENGER



Extend your ads to 1.3 billion people! People frequently interact with businesses on Messenger—over 2 billion messages are exchanged between people and businesses every month.

The easiest way to take advantage of Messenger's global reach is to run ads in the home screen of the Messenger app.

It will automatically deliver ads to the placement that's most likely to drive campaign results at the lowest possible cost.

People will see Messenger ads in the home screen of their Messenger mobile app. When they tap on an ad, they'll be sent to the destination you chose during the ad's creation

Carrier fees for data usage may apply.

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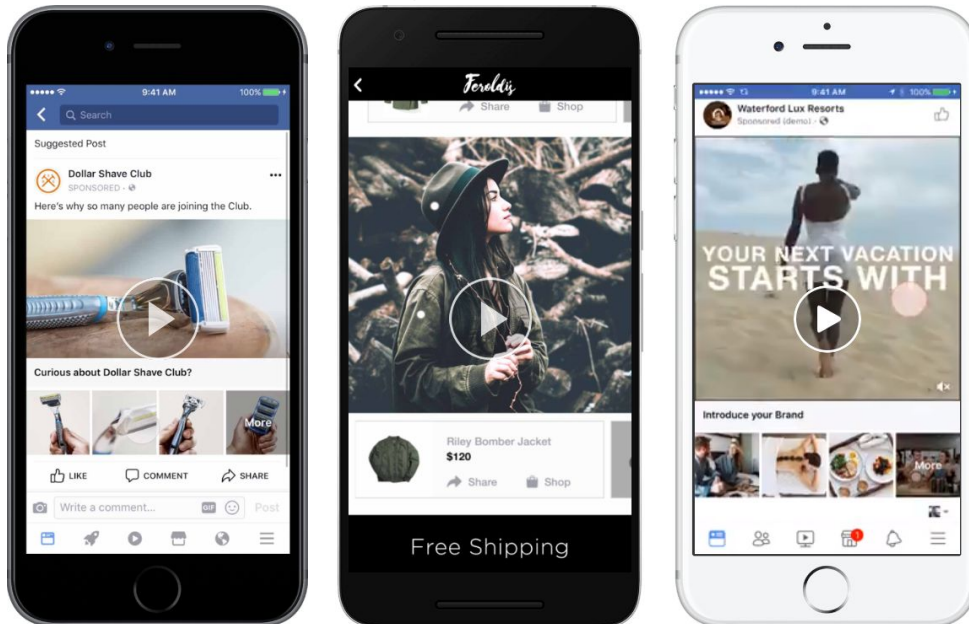


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FACEBOOK AD TYPES: COLLECTIONS

With Facebook collection ads, people who tap on your ad can browse multiple products or learn more about the features of a specific product, all within a fast-loading experience.



Carrier fees for data usage may apply.

Get new customers

Drive conversions with a mobile landing page that encourages action.

Sell products: Lifestyle layout

Let people explore your products in action by featuring them in photos.

Showcase your business

Give people an engaging way to explore your brand, product or service.



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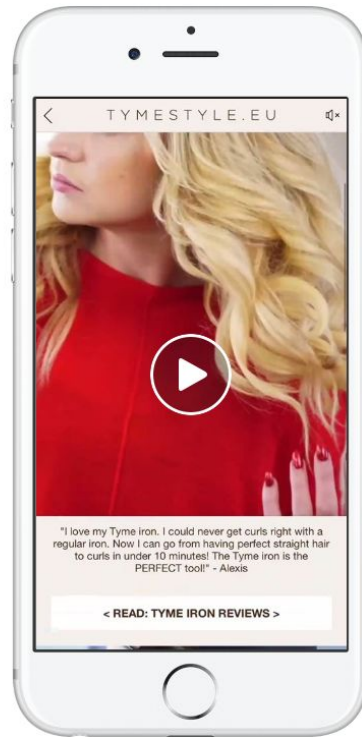
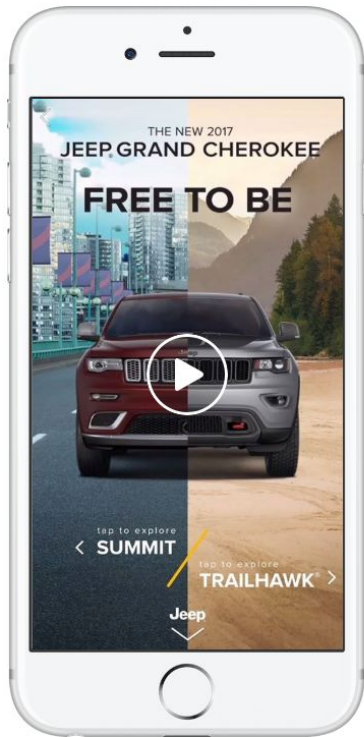
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FACEBOOK AD TYPES: CANVAS



Canvas helps you shorten the distance between your message and the customer. It loads instantly, it's mobile-optimized and it's designed to capture the complete attention of your audience.

With Facebook Canvas, people can watch engaging videos and photos, swipe through carousels, tilt to pan, and explore lifestyle images with tagged products.

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THIS WEBINAR COVERS:



Build A Professional Facebook Presence



Effective Facebook Ads



Facebook Marketing Strategies



Understanding Facebook Leads



Lead Nurturing: Using Your CRM & Email Effectively



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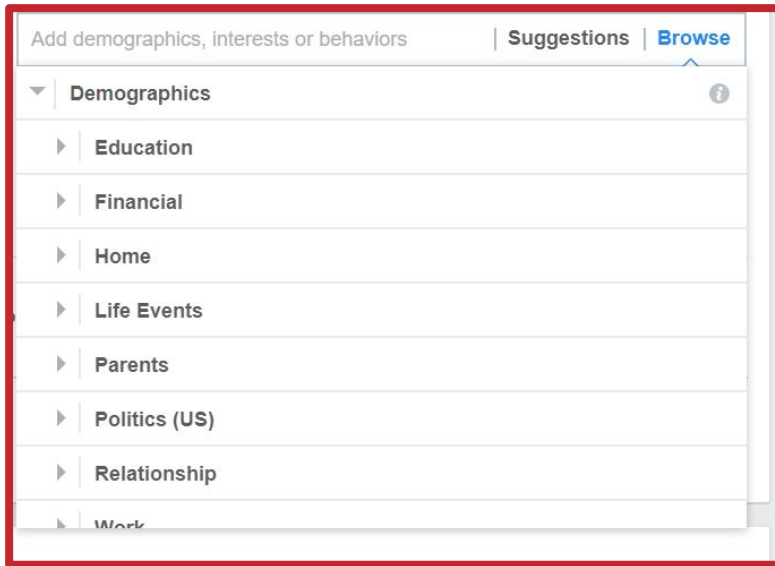
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FACEBOOK AUDIENCE TARGETING



Demographics

Choose people based on traits like age, gender, relationship status, education, workplace, job titles and more.



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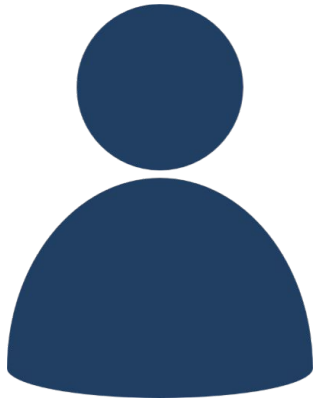


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FACEBOOK AUDIENCE TARGETING

Demographics Cheat Sheet



- Age = Average age of your clients, minus 10 years, with logical low/high based on your market. Ex: If your average client age is 45. Target users 35 to 65.
- Education = College Grad+
- Financial = Select a minimum based on market
- Home = New Parents / Home Type / Home Value
- Life Events = Newly Engaged / Newlywed / Recently moved
- Job Title = Realtor :)



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FACEBOOK AUDIENCE TARGETING

What's Your Offer? (Call to Action / Main Message)

Hint: Spend some time on this because it has to be truly special for great results.

Offer: Brainstorming

- **New.** *"Not yet listed." "Coming soon." Only available here*
- **Insult.** Comparison to competition, etc. State something opposite to norms. *"Do not consider this house unless X is important to you"*
- **Dream.** *"If you lived here, you'd be home now." "What if your private school tuition went toward your mortgage?" "Imagine the memories you'll make."*
- **Bye-bye.** Kill something off, leave it behind. *"Popcorn ceilings are dead" "Granite is so 2017"*
- **Hello again.** Declare something as "back." *"Remind me why we didn't want a lawn?"*
- **Bad guy.** *"Neighbors furious over listing price" "We'll tell you what other agents won't"*

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What's Trending Now



FACEBOOK RETARGETING

Audience

NEW AUDIENCE ▾

- Use info from your pixel or app to create a retargeting audience.
- Define a broad audience and let Facebook optimize who sees your products. [Learn More](#)

Custom Audiences ⓘ

Add Custom Audiences or Lookalike Audiences

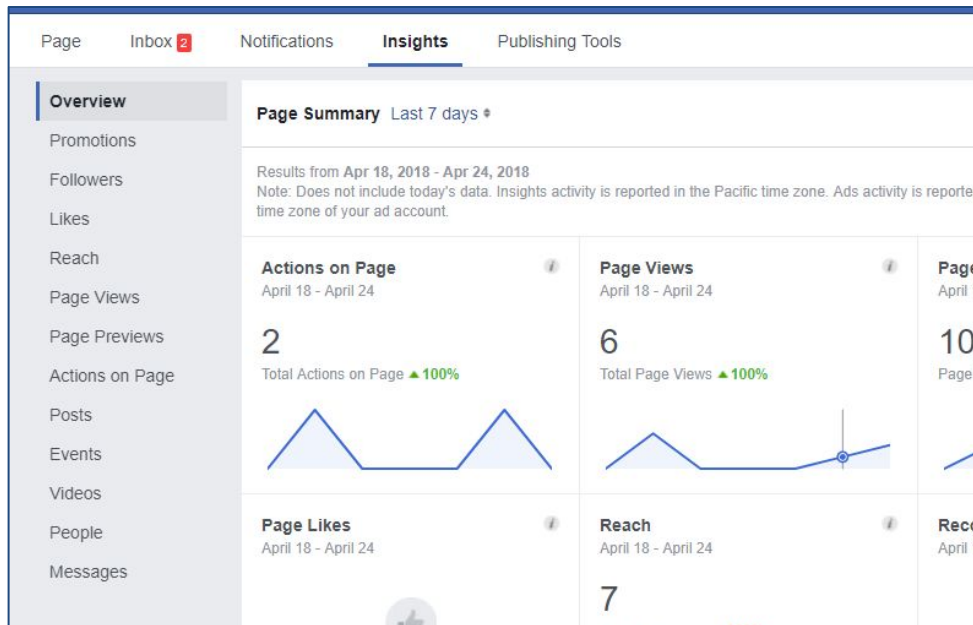
All	Lookalike Audience	Custom Audience
Lookalike (US, 2% to 5%) - [redacted] Visit...	Lookalike	
Lookalike (US, 1%) - [redacted] Visitors 60 ...	Lookalike	
[redacted] Visitors 90 Days		Website
Lookalike (US, 1%) [redacted] Sitewide	Lookalike	
[redacted] n Sitewide		Website
[redacted]		Website
[redacted] Custom Audience		Customer List

Locations ⓘ

What's Trending Now



FACEBOOK INSIGHTS



Learn what content is working the best by looking at your recent posts (click “See All Posts” for an in-depth analysis). Making improvements with this data is KEY.

What's available:

- Actions on Page
- Page Views
- Page Previews
- Page Likes
- Reach Recommendations
- Post Engagements
- Videos
- Page Followers



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What's Trending Now



THIS WEBINAR COVERS:

-  Build A Professional Facebook Presence
-  Effective Facebook Ads
-  Facebook Marketing Strategies
-  **Understanding Facebook Leads**
-  Lead Nurturing: Using Your CRM & Email Effectively



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What's Trending Now



A new approach to handling Facebook Leads.

ANSWER THE QUESTIONS:

Why is the failure rate so much higher when trying to turn Facebook® leads to appointments?

What strategies work to convert these leads to appointments?



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Why is the failure rate so high?

Is that because Facebook leads are low quality leads?

Why am I spending so much effort on leads that don't convert?



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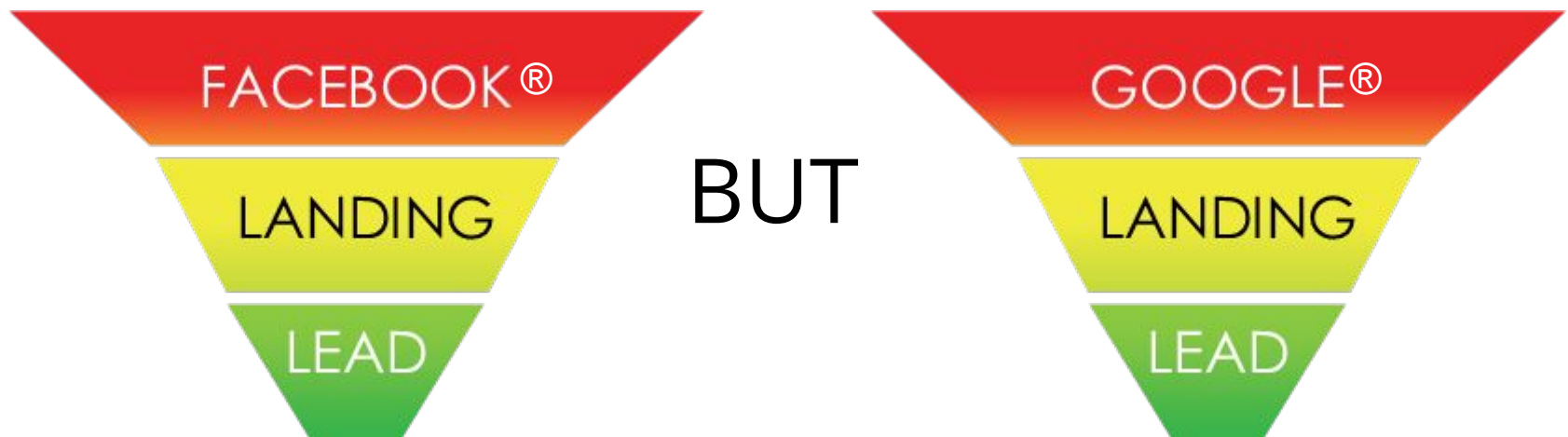
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At first glance, the sales funnels look similar, except the entry point...



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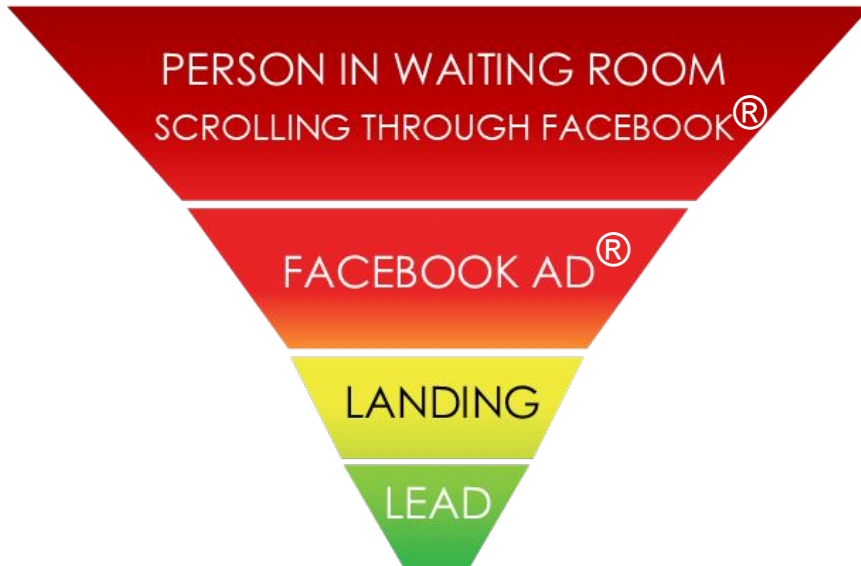
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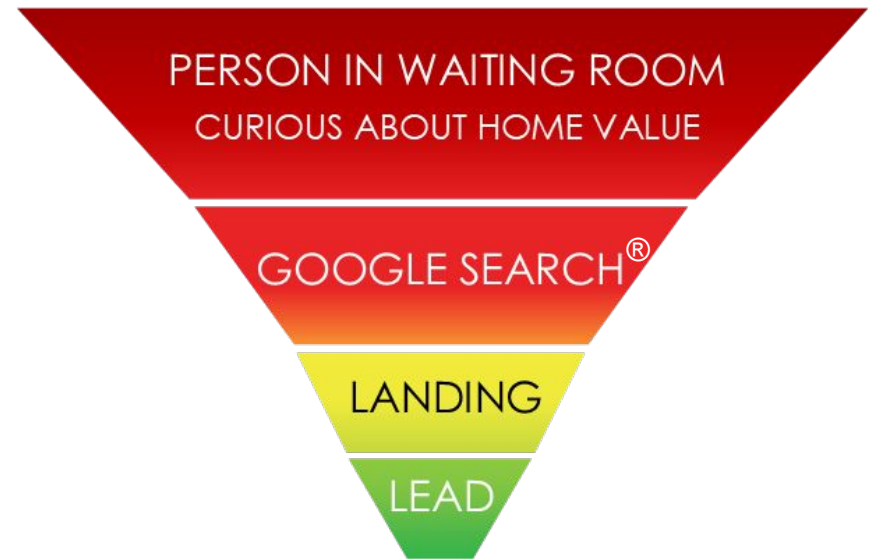
What's Trending Now



NEEDS READING MATERIAL



WANTED HOME VALUATION



INTENT of the Lead



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Facebook Leads Challenge Us To



1) IDENTIFY THE 5 "NOW" LEADS



2) MAKE A GREAT IMPRESSION ON THE OTHER 95



3) STAY IN TOUCH WITH ALL THESE LEADS... FOREVER

This is NOT easy. But we have a pretty straightforward system that you can use. We'll go through it step by step.



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But before that, we need to do some prep work...

STEP ONE: INSTALL FACEBOOK® PIXEL ON YOUR SITE

Full stop.

If your website provider will not do that for you it's time for a new site.



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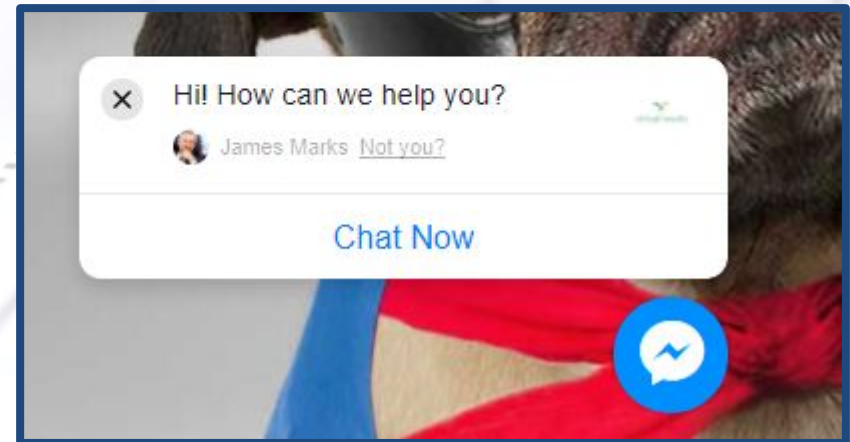


STEP TWO: ADD FACEBOOK® MESSENGER CHAT WIDGET TO YOUR WEBSITE

- Free
- Website visitors will be greeted by their name and face, if they are logged into Facebook®.
- Enables visitors to communicate with your business page via messenger

Instructions:

1. Business page / Settings / Messenger Settings
 - a. Response method, select “Responses are partially automated, with some support by people”
 - b. Whitelist domains, add your domain(s)
2. Return to your Business page / About Tab / Record your Page ID
3. Install on your site utilizing one of numerous free Wordpress Plugins or add the raw snippet at [found developers.facebook.com](https://developers.facebook.com)
4. Add your page ID to the Wordpress Plugin or snippet
5. Visit Business Page / Settings / Messaging to configure your personalized Auto Replies.



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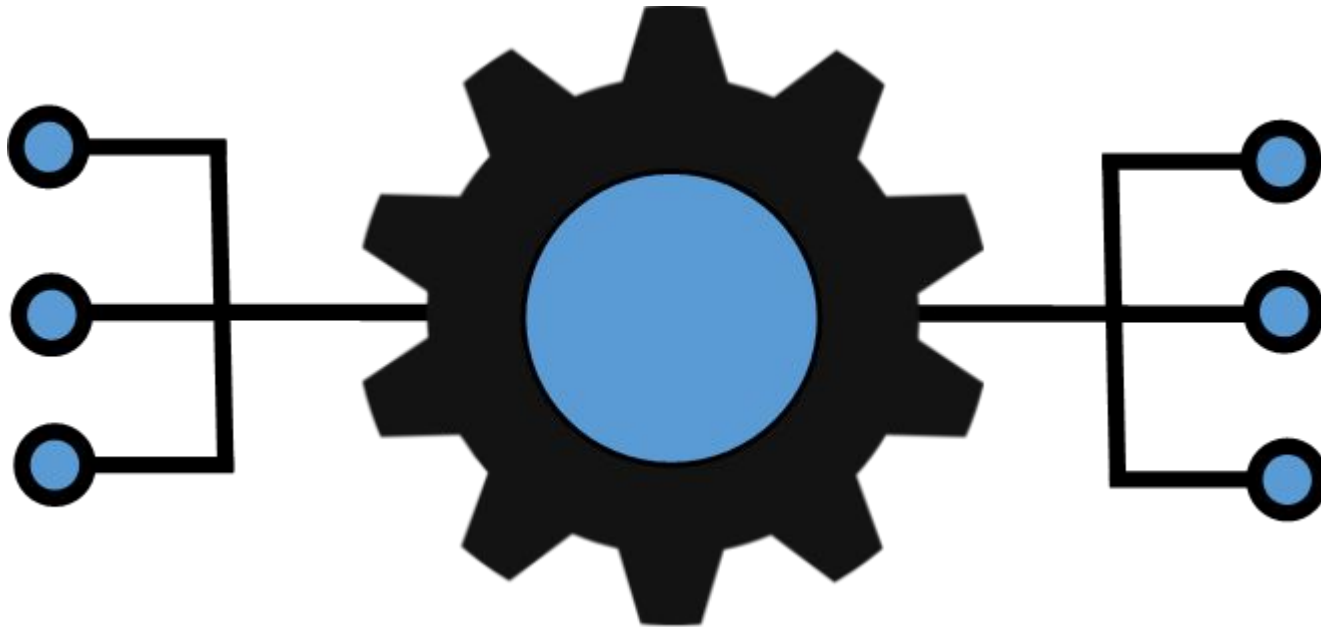
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You need a followup system that will enable you to devote your time to people who indicate interest beyond the initial lead submission while simultaneously nurturing the bulk of leads who may one day be ready to buy or sell.



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What's Trending Now



THIS WEBINAR COVERS:



Build A Professional Facebook Presence



Effective Facebook Ads



Facebook Marketing Strategies



Understanding Facebook Leads



Lead Nurturing: Using Your CRM & Email Effectively



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Your Mission

Work with Warm Leads. Charm and Cultivate Everyone Else.

- 1) Deliver what you promised, when promised. **AUTOMATICALLY.**
(Market Report, Home Info, Starbucks Card)
- 2) Immediate more personal thank you / greeting SMS or email. **AUTOMATICALLY.**
- 3) Place all leads on perpetual follow-up. **AUTOMATICALLY.**
- 4) Place all leads on a short term email drip plan full of opportunities for them to disqualify or raise their hand. **AUTOMATICALLY.**
(2 Emails/week for 30 days)
- 5) You have one job: Convert anyone who responds!

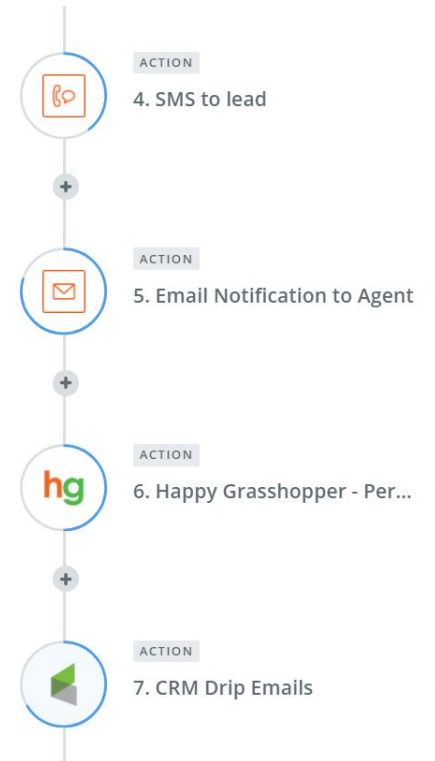
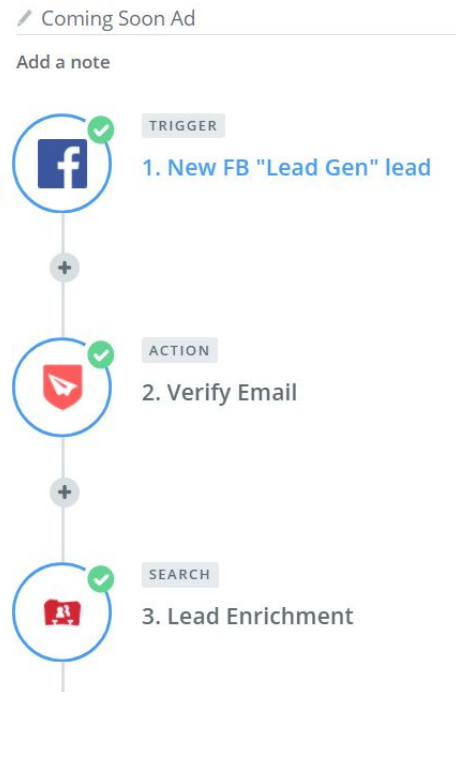
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CRMS: INCREASED REVENUE / DECREASED LOSS



Increased Leads



Increased Conversion



Increased Efficiency



Decreased Lost Time



Increased Client Retention

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What's Trending Now



WHAT'S TRENDING NOW

CRM BEST PRACTICES - Nothing beats REAL LIFE USE

- 1) Complete the setup - but with only a small group of your contacts.
- 2) Integrate your other services.
- 3) Set up 1 or 2 marketing automation/ drip campaigns.
- 4) Spend 1 hour / day prospecting using the CRM (Locate a person with whom to follow up, take notes, add contacts, look up info, prioritize tasks, mark tasks complete).

GETTING STARTED



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CRM BEST PRACTICES - Once You've Settled on a CRM

- 1) Complete the setup process as designed.
- 2) Customize your settings.
- 3) Import all contacts from all sources.
- 4) Integrate your other services.
- 5) Set up marketing automation/ drip campaigns.
- 6) Set up workflow automation.
- 7) Automate your reporting.

**GETTING
STARTED**



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EQUAL HOUSING
LENDER

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CRM BEST PRACTICES

USING YOUR CRM - BEST PRACTICES

- 1) Every day, log in to check your tasks, agenda & goals.
- 2) Review prospects and spend 2-4 hours prospecting (add new leads, take notes, apply campaigns, make appointments).
- 3) Commit to a single system - never record info elsewhere (no writing down emails or tasks on paper and transferring later).

DAILY



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EMAIL MARKETING



**IT'S ABSOLUTELY ESSENTIAL
THAT YOU START TARGETING**

NO MORE MASS BLASTING

Sounds obvious, right? But you'd be surprised at how many people DON'T TAKE THIS ESSENTIAL STEP.

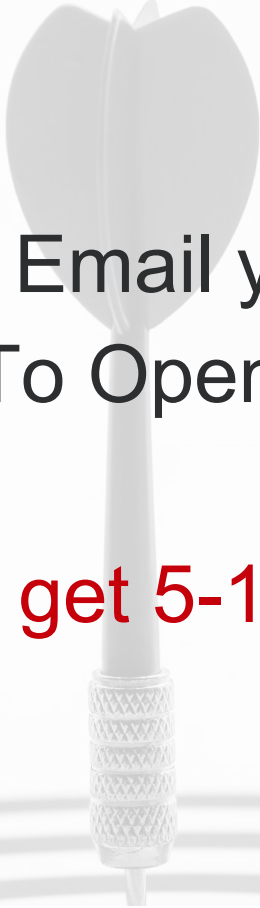
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EMAIL TARGETING

A white dart is positioned vertically in the center of the slide. It has a textured grip and a shadow cast behind it on a light surface. The text is overlaid on the dart.

Every Email you Send Trains the Receiver
To Open or Delete Your Emails.

You get 5-10 chances to make the cut.



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What's Trending Now



SEGMENT YOUR LEADS

ORGANIZE YOUR CONTACTS IN YOUR CRM OR EMAIL (This is called segmenting your list)

- Buyers vs Sellers
- By Location
- By Lead Source
- Leads/ Contacts/ Current Clients / Past Clients



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SEND CONTENT TO SPECIFIC GROUPS OF LEADS

Type of Content	Who It's Intended For
New Listings	Current Clients, By Location
"It's Been A While"	Past Clients, Cold Leads
Real Estate Market Update	Potential Clients, Current Clients, By Location
Open House Announcement	Current Clients, By Location
Buyer Guides	Buyers
Seller Guides	Sellers
Testimonials	Leads, Contacts
Community Events/Opening	By Location

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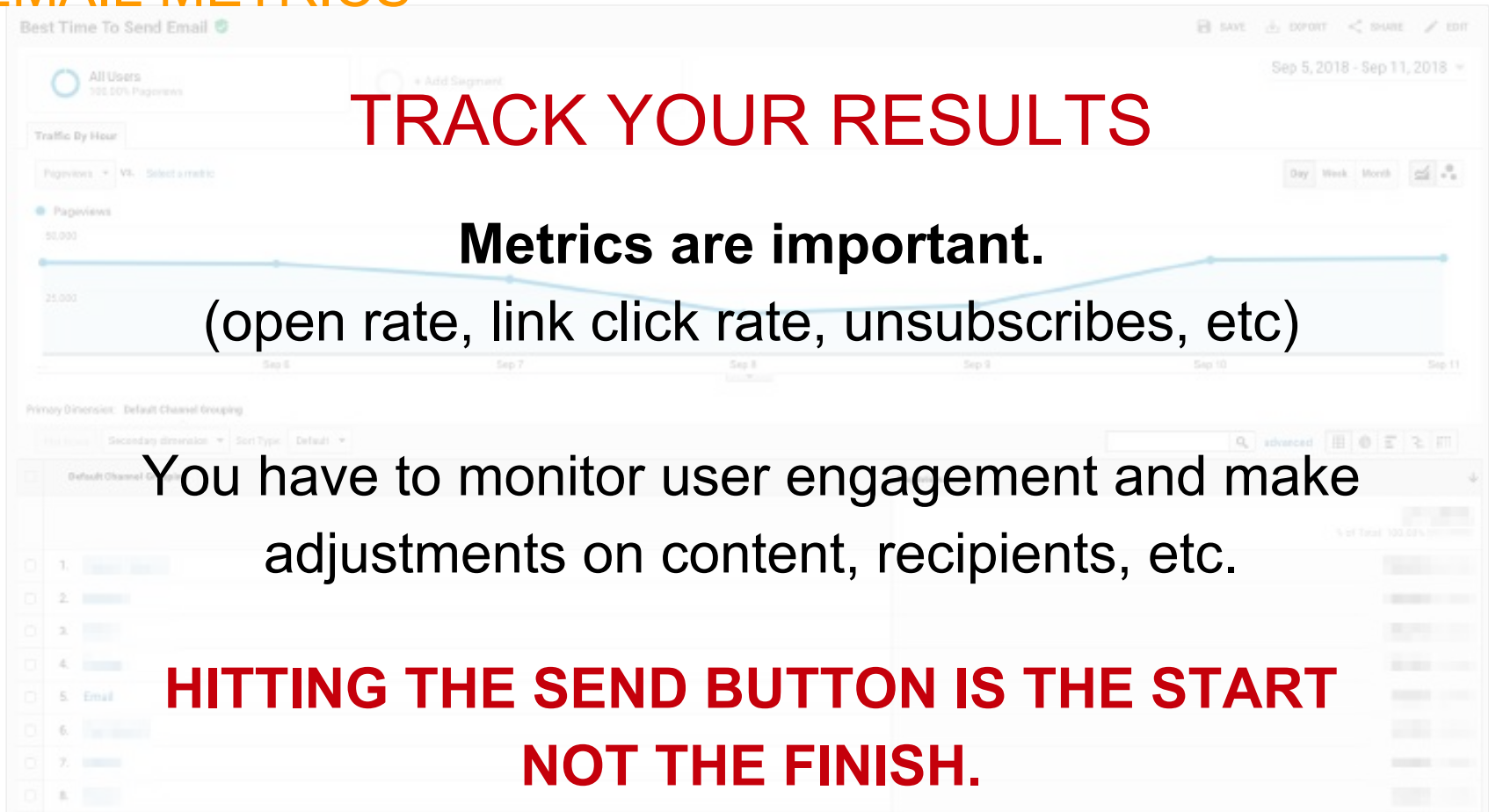
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What's Trending Now



EMAIL METRICS



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SO, ARE YOU READY TO IMPLEMENT THIS STRATEGY?



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What's Trending Now



a look back at 2018

JAN 2018

MAKE 2018 YOUR BEST LISTING YEAR

Hosted by: Jim Marks & Ryan Rockwood

WHAT'S
TRENDING
NOW

FEB 2018

CREATING FACEBOOK® ADS THAT REALLY WORK

Hosted by: Jim Marks & Ryan Rockwood

WHAT'S
TRENDING
NOW

MARCH 2018

TURNING FACEBOOK® LEADS INTO APPOINTMENTS

Hosted by: Jim Marks & Ryan Rockwood

WHAT'S
TRENDING
NOW

1:02:44

APRIL 2018

LEVERAGING INSTAGRAM® IN YOUR SOCIAL MEDIA STRATEGY

Hosted by: Jim Marks & Ryan Rockwood

WHAT'S
TRENDING
NOW

1:22:02

MAY 2018

USING FACEBOOK® TO CREATE REAL ESTATE BUSINESS

Hosted by: Jim Marks & Ryan Rockwood

WHAT'S
TRENDING
NOW

57:43

JUNE 2018

TURN YOUR WEBSITE INTO YOUR BEST DIGITAL ASSET

Hosted by: Jim Marks & Ryan Rockwood

WHAT'S
TRENDING
NOW

1:11:40

JULY 2018

BUILD YOUR SPHERE OF INFLUENCE WITH CRM

Hosted by: Jim Marks & Ryan Rockwood

WHAT'S
TRENDING
NOW

1:16:31

AUG 2018

MAXIMIZE YOUR CONNECTIONS ON LINKEDIN®

Hosted by: Jim Marks & Ryan Rockwood

WHAT'S
TRENDING
NOW

1:09:06

SEPT 2018

ADVANCED FACEBOOK® STRATEGIES: PART ONE

Hosted by: Jim Marks & Ryan Rockwood

WHAT'S
TRENDING
NOW

1:01:29

OCT 2018

ADVANCED FACEBOOK® STRATEGIES: PART TWO

Hosted by: Jim Marks & Ryan Rockwood

WHAT'S
TRENDING
NOW

1:18:41

NOV 2018

DEVELOP A SUCCESSFUL EMAIL MARKETING STRATEGY

Hosted by: Jim Marks & Ryan Rockwood

WHAT'S
TRENDING
NOW

THANK YOU PNC BANK!



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