

The background features a hand in a white shirt holding a green house icon. Surrounding the house are several white icons: a piggy bank with a Euro symbol, a line graph showing an upward trend, a stack of coins, a calculator, an umbrella, and a classical building. The overall theme is real estate and financial marketing.

Marketing ideas for Real Estate Agents

Real estate agents are not sellers, they are marketers

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The game is changing for real estate agents because of technology

If agents do not keep up with the changing game, then they'd better find ignorant or lazy customers.

Traditional real estate agents are -

- **Home-buying/selling process expert.** Someone who knows the process of how to buy / sell a home, what to look out for, what's most important, and how to keep things moving.
- **Community expert.** Someone who knows the current state of the local market, has knowledge about the living experience in specific neighbourhoods, understands common features of homes in the area that out-of-area buyers might not be aware of, and knows what's available for sale.
- **Marketer and salesperson.** Someone who can provide exposure to a house on the market, make it stand out, attract interested buyers, and get them more and more engaged until they're convinced it's the home for them.
- **Negotiator.** Someone with extensive negotiation experience that can best represent a buyer or seller's interests, getting the best price while not driving such a hard bargain that the deal explodes.

With the internet, the Buyer can now -

- **have a near-comprehensive search of all available properties**, including experience info, demographics, and things your agent would never tell you, like crime statistics and pollution levels?
- **obtain home-value rating and full comparative market analysis.**
- **market his own property online and on social media** and get more exposure than what 95% of agents can provide.
- and even more over time.

According to National Association of Realtors, 92% of buyers use the internet to house hunt.

How not to be obsolete

Great agents have -

- **the whole package of skills**, not just what they have time to learn.
- **years of experience**, and the connections and inside knowledge of the market.
- **a halo-effect of selling multiple properties**, giving them greater ability to catch the eye of buyers and leverage online marketing.
- **full-time availability** to not just expose your property to buyers but keep them engaged and build relationships with them until they're ready to buy.

These agents are not part-time agents, and will sell or help customers buy a home more quickly, for a better price, and with much less time and effort on customer's part.

For those serious in this business ... they had to change their mindset

- Learn to be obsessed with sharing information rather than hoarding it. This means taking far more initiative to collect and manage information, rather than simply using the same information everyone else has.
- Learn to be absolutely trustworthy, which means doing the right thing proactively, rather than simply not lying, cheating and stealing.
- Develop an **integrated** marketing plan that is brand-led and personalised to your customer sets in accordance to their lifecycle with you, as ad-hoc marketing tactics like launching a Facebook page or having an eMail campaign may not yield long term results but cause confusion in the market about your brand. Do not risk losing trust with the market.
- Wipe the slate clean, and imagine that there are no real estate brokers yet. Find meaningful reasons to create and shape a middleman role that significantly benefits both buyers and sellers.
- More importantly - **BUILD YOUR PERSONAL BRAND** - leverage the force of your brand to attract business, form relationships, strengthen your business brand, shape the industry, and make stuff happen.

Marketing for progressive real estate agents

Define your target market and audience

- If you promote your real estate business to everyone, you'll wind up with a very unfocused marketing campaign.
- Creating a brand that appeals to everyone is entirely too overwhelming and not feasible. To sell your product (homes) or services (ability to sell properties), you must know your customer.
- What do you want your niche to be? What is your expertise? Knowing your strengths help when determining what demographic to target.



Marketing for progressive real estate agents

Develop your personal brand and awareness

- Develop a personal brand, where potential clients associate you with a certain type of property or service, who you are as a trusted person to the community and differentiate you from your competition.
- Develop a brand message that teach your customers what to think about your business. They also give insight on the tone of your brand.
- Work on your 60-sec pitch. Develop your slogan.
- Build brand awareness that are consistent with your brand message using videos, print/digital materials and all marketing campaigns. Consider local sponsorships to build your brand.
- Manage your online reputation.



Vermilion Marketing will work with you on your personal brand to differentiate you from your competition, to build trust, to gain respect, to showcase your professionalism, to gain responses from the right consumers.

Why is your personal brand so important?

- You may have a wealth of experience and knowledge, but if no one knows who you really are and how you can help them, then you don't have a voice. Personal branding in the digital world is quite different and you need to manage it.
- Personal branding is foundational. It is the basis of your digital identity. Personal branding involves developing your online persona. When you do so thoroughly and effectively, it catapults you from workforce anonymity to niche-based popularity.
- No longer are you simply a contributor or a worker — a producer without a voice. Instead, you become a person with a platform. You're able to leverage the force of your brand to attract business, form relationships, strengthen a business brand, shape the industry, and make stuff happen.
- Businesses ebb and flow, launch and fail, build and rebuild. But you — you're the one who controls what you do, how you do it, and what happens. If you have a strong personal brand, you will be successful for the long term.

You're able to leverage the force of your brand to attract business, form relationships, strengthen a business brand, shape the industry, and make stuff happen.

Marketing for progressive real estate agents

Define your marketing strategy and campaign plans

- By the time you do work on this slide, you would have understood your competition, your marketplace, your audience and who you are.
- You need to work deeper on understanding that customer, what they buy and how they buy.
- You may have several customer segments that you want to market to e.g. new clients, base clients, partners. You may want to prioritise your efforts then expand on it?
- You need to work on your offers that appeal to that audience.
- You need to define your marketing goals, budgets, timeline, resources and metrics for success.
- Then work out an **integrated campaign** plan targeting that audience based on their lifecycle with you leading with your brand and personalising each touch point.
- Consider how you would manage your campaigns and measure success.

Vermilion Marketing will work with you on a brand-led 12-month campaign map personalised for each target audience using traditional and digital marketing tactics relevant to each stage of their lifecycle with you.

Here are some marketing tips successful real estate agents use and these are the same tactics I can help you with, put together in a holistic fashion for your select target audience with content and message that resonates with their buying behaviour

so that you elevate your brand and generate revenue

Real estate marketing ideas that successful agents use

Paint a picture with your listing

- Maximise your ads on property website like RealEstate or Domain
 - Improve your profile photo.
 - Get a 5-star rating.
 - Showcase your effectiveness e.g. your last 12-months sales.
- Write listings that grab attention.
 - Use catchy headlines
 - Do be repetitive
 - Don't be boring
 - Highlight the best stuff
 - Point out opportunities for the less-than-perfect homes
 - Include upgrades
 - Use the right keywords to be found
 - Use [viral real estate videos \(see next page\)](#)
 - Have a call to action.

Words that don't sell:

- Must Sell
- Value – Homes described as a “good value” sold for 5 percent less than other homes, according to Anglin.
- Motivated
- Move-In Condition
- Clean
- New Paint or New Carpet
- Ranch
- Quiet
- Vacant

Feature Property from your competition



PORT MACQUARIE 15 Elkhorn Grove

JUST LISTED OFFERS OVER \$1 500 000

This home is truly magnificent. A statement in good taste, grand passion and uncompromised authenticity, it has been built to a dream, not to a price. Set on almost half an acre, in a very exclusive cul-de-sac; a haven of opulence for the discerning buyer.

Real estate marketing ideas that successful agents use

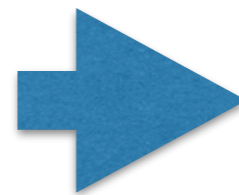
Use viral real estate videos

A viral video is one that creatively promotes a property, real estate company and/or Realtor by using content that draws attention and encourages viewers to want to share it with others.

19 Binda Place Sorrento by
Adrian Jenkins and Ian Adams

**I am not sure if this property sells
but it did catch some attention**

**Just keep in mind the following
when creating a real estate video**



- Craft your video around your target audience by using the proper language, content and humor
- Upload your video to a social platform like YouTube or Vimeo so you, and your viewers, can easily share and interact with it
- Give it a descriptive, but memorable title – just as you would for a blog post you'd want people to share
- Keep your company branding and logos to just subtle references
- Don't use annoying annotations, ads or captions
- Use somebody the community can associate with or even a celebrity (actor, athlete, musician) in your video if possible
- Optimise it for increased organic search value to drive even more traffic to it
- Use social media channels like Facebook, Twitter, Google+, Pinterest and LinkedIn to get your video in front of people

Real estate marketing ideas that successful agents use

Online ads - Google Adwords + BingAds

90 percent of homebuyers searched online during their home-buying process. Real estate-related searches on Google grew 253 percent over the past four years.

The screenshot shows a Google search for "real estate". The search bar contains "real estate" and a search button. Below the search bar are navigation tabs: Web, Images, Maps, Shopping, News, More, and Search tools. The search results show "About 2,280,000,000 results (0.27 seconds)".

Organic Results (highlighted in a pink box):

- RealEstate.com**
www.realestate.com/
Find your dream home at the new RealEstate.com. Browse 1000's of home listings with real MLS photos.
Homes for Sale - Home Values - Realestate.com Blog - About RealEstate.com
9,171 people +1'd this
- Windermere Real Estate**
www.windermere.com/
Windermere Real Estate - Real Estate and Homes for Sale in Seattle, Portland, Tacoma, Spokane, Boise, Las Vegas, Phoenix, Hawaii, the Bay Area, Southern ...
Search All Listings - Windermere Agents & Offices - Windermere Mobile - About Us

Adwords Results (highlighted in a green box):

- Real Estate Listings -MLS - Official Site of TheMLSONline.com**
www.themlsonline.com/
See All 40,000 Real Estate Listings
- Kirkland Real Estate Team** 1 (877) 575 6910
www.mljacksonre.com/
Your Experienced and Knowledgeable Kirkland Real Estate Agents.
Real Estate Calculators - Find Your New Home - See Our Reviews & Contact Us
- Zillow Real Estate - Zillow.com**
www.zillow.com/Real-Estate-For-Sale/
Browse Homes for Sale Near You. View Home Values, Schools, & Rates.

Map for real estate (highlighted in a white box):

Ads (highlighted in a green box):

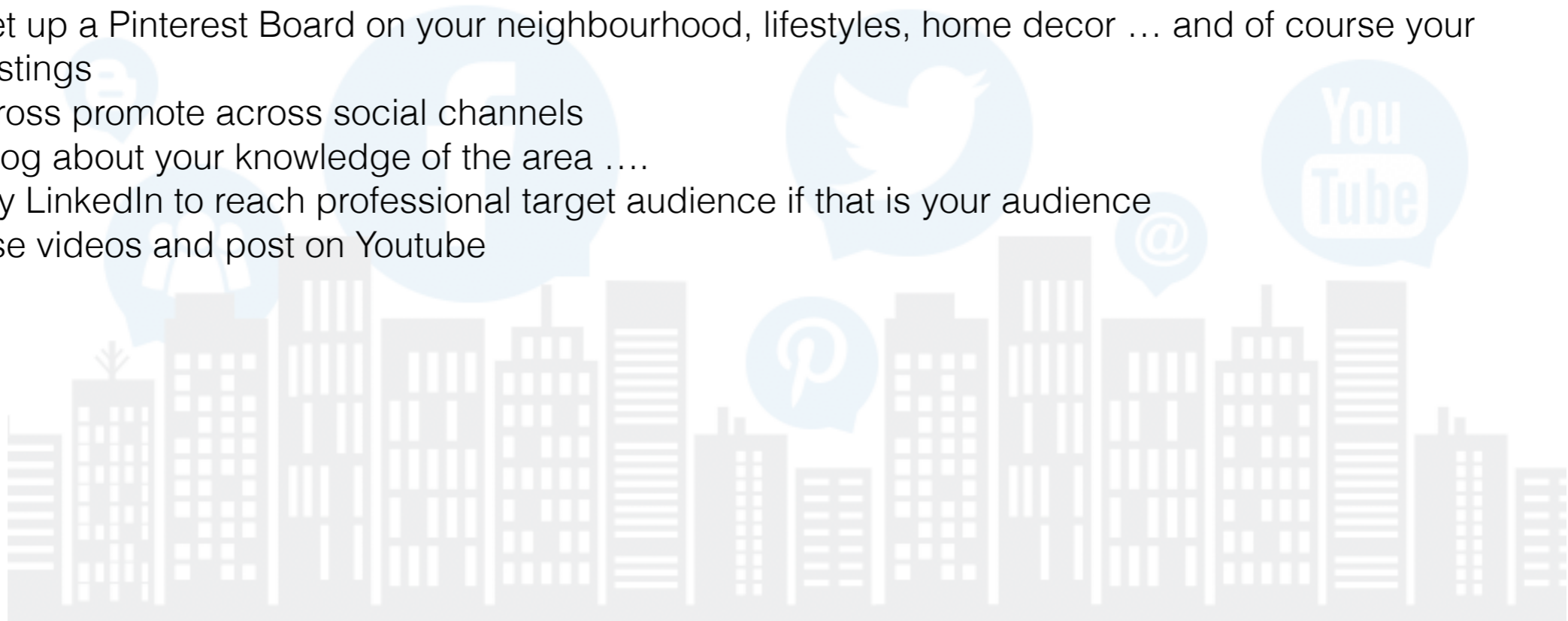
- Foreclosed Real Estate**
www.bankforeclosureslisting.com/
Search Foreclosures by Zip Code. Get Thousands of Accurate Listings!
- findwell Real Estate**
www.findwell.com/
Seattle
Honest, No-pressure Real Estate.
920 Dexter Ave N, Seattle, WA
(206) 462-6200 - ★★★★★ 7 reviews
- RealEstate.com**
www.realestate.com/
Search Real Estate Listings
Find Homes for Sale in Your Area

Also add email subscription to your online ad!!

Real estate marketing ideas that successful agents use

Social Media Tips

- 80% of content should be about lifestyles, customer interests and other updates that customers find useful like, how to pack or how to stage their home for open house
- 20% of content about you and your product
- post about your neighbourhood including events
- use engaging images
- use geo targeted Ads
- consider engaging with contests, sweepstakes ... e.g. run photo contests of their homes and winner gets \$500 voucher from OZDesign
- show what you did for a client .. it shows you care
- post questions to encourage response e.g. what's the best thing about moving to a new home?
- use hashtags to be found e.g. #movingtips or #PortMacquarieBeaches
- use Pinterest to drive visual emotions
- set up a Pinterest Board on your neighbourhood, lifestyles, home decor ... and of course your Listings
- Cross promote across social channels
- Blog about your knowledge of the area
- Try LinkedIn to reach professional target audience if that is your audience
- use videos and post on Youtube



Real estate marketing ideas that successful agents use eMail Newsletters

Keep in touch with your clients and prospects
Send them relevant information based on each segment's requirements .. at the right time



Visually appealing

Strong subject headline

Good content

Call to action

What your competition is doing
Monthly newsletters -
http://www.sbm21.com/_r/v.cfm?b=1397690&c=30478323

Real estate marketing ideas that successful agents use

Postcards

Postcards will still work if they are targeted

Prudential California Realty
3410 La Sierra #F77
Riverside, CA 92503

Is your rent more than \$1,300 per month? Call me today to find out how you can own this home for under \$1,300 per month!



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Real estate marketing ideas that successful agents use

Blogs

Blog to show your expertise and
Blog to promote your listing

Best Historic Homes in Charlotte and Mecklenburg County

1

2

3

4

Founded in 1768, Charlotte is a city with a long, rich heritage. That heritage is reflected in Charlotte and Mecklenburg County's many beautiful historic homes. With styles ranging from cozy Colonial to elaborate Victorian, these breathtaking and available homes are sure to impress even the most modern critic.

For more information on any of these listings, give us a call at (123) 456-7890 or drop us a line at homes@myrealtor.com.

The first part of the title should indicate the type of listing or home feature you're highlighting: modern homes, condos, swimming pools, etc.

The second part of the title should include the local search keywords people are using to look for homes in your area.

Provide an introduction that highlights the value of the list and showcases your expertise.

Let readers know how to contact you

1454 Kings Rd | Charlotte, NC 28207

Hyperlink address and photo associated with property. Have it link back to your site and make sure you include street, city, state & zip.

Always include a call-to-action at the end of the post!

Built: 1933

Price: \$604,000

For the latest updates on these and other spectacular listings in the Charlotte-Mecklenburg County area, sign up for our email newsletter below!



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helping real estate agents succeed