

What's Your Hook?

Real Estate Referrals & Leads

Stop fishing for leads and start generating more consistent business from direct relationships, marketing and advertising campaigns, and strategic site content.



RELATIONSHIPS

PERSONAL FRIENDS & FAMILY

27% BUYERS and **28% SELLERS**

find their agents through family, colleagues or social connections.

MILLENNIALS most likely to turn to a friend, neighbor or relative **58%**

PAST CUSTOMERS

10% BUYERS

use agents or brokers with past experience.

23% SELLERS

connect with agents with past experience.

9 OUT OF 10 BUYERS

would use their agent again or recommend their agent to others. **

PROFESSIONAL REFERRALS

LENDERS

92% BUYERS

who finance their home with a mortgage get pre-approved first.

BUILDERS

38%+ BUYERS

consider brand-new homes.

Younger buyers more likely than older generations to consider new construction.

CONTRACTORS

MOVERS

LIFE INSURANCE AGENTS

DIVORCE ATTORNEYS

AGENT TO AGENT

42% receive **\$10,000-\$50,000** annually in agent referral fees.

Agent-to-agent referrals have the highest conversion rate than any online lead. ***

MARKETING & ADVERTISING

SOCIAL MEDIA

POST VIDEO

45% Gen Z and **41% of Millennial buyers** find recorded videos of homes "very or extremely important."

DIRECT MAIL / PRINT ADS

Direct-mail newsletter, flyer or postcard - preferred resource of **21% buyers**

SITE CONTENT

BLOGS

3 ingredients of a successful blog:

Search engine optimization (SEO)

Social media promotion

Solid, rotating posting of topics

REVIEWS

Find online reviews and ratings "very or extremely important"

57% GEN Z BUYERS

48% MILLENNIALS

46% GEN X BUYERS