



GET MORE QUALIFIED LEADS:

*The Ultimate Guide
to Effective Real
Estate Marketing*

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INTRODUCTION

What is Real Estate Marketing?

Real estate marketing represents a variety of initiatives solely focused on promoting and growing your business by attracting and educating your target audience on the value and services you provide.

Much of marketing has to do with **lead generation** and customer acquisition. The goals are simple — to garner interest in your services from qualified leads, and to convert those leads into customers. For instance, a homebuyer might join your email mailing list to stay up to date on listings in their desired markets, and in exchange, provide you with their contact information. Once you have their contact information, you can leverage many of the marketing strategies below to convince them to come to you when they're ready to buy or sell their property.

According to the National Association of REALTORS® (NAR), only 5% of people find their real estate agent online. For the other 95% of people, direct mail marketing campaigns are a great way to potentially expand your network and create future opportunities for working with new clients in the specific markets you're most interested in targeting. A partnership with a real estate marketing company like REAL Marketing provides you with the tools you need to establish yourself as "the neighborhood expert," all via the vast benefits of a well orchestrated direct mail marketing campaign.

Let's take a look at the most common questions real estate agents have about direct mail marketing: What is direct mail marketing?

Direct mail marketing is the method of sending out professionally-designed brochures or mailers directly to your target audience's homes. By sending targeted direct mail marketing materials to select individuals and leveraging direct mail as a marketing channel, you give yourself the opportunity to generate and nurture leads in the specific markets where you're most interested in securing new business.

Reaching out to your leads in your customer database with targeted direct mail provides you with a physical touchpoint that can help you foster stronger relationships, and provide you with a solid direct mail marketing strategy that can facilitate and strengthen future advertising efforts.

Although some real estate agents believe email and digital marketing campaigns have pushed direct mail marketing out of the picture, the truth is it's still the most effective way to get in front of your target audience and the perfect way to frequently stay top of mind with said audience.

In fact, a recent study by USPS found that 81% of people still scan and read their mail daily, while an older study from 2015 by the Canada Post found direct mail took 21% less cognitive effort to process, and led to a higher brand recall than digital marketing or media. And with so many brands jockeying for position on the digital front, direct mail marketing has never been a more critical, primary component of a healthy real estate advertising campaign.

How does direct mail marketing work?

A direct mail marketing campaign is a powerful way to reach people with personalized content that they can potentially benefit from. It allows you to target locally, and presents you with the opportunity to provide a unique experience to each individual targeted within your greater marketing strategy.

Whether you are just starting out, or you have an extensive database filled with viable leads, a strong direct mail marketing campaign will help demonstrate your expertise and showcase your commitment to everyone on your mailing list.

In order to stay more top of mind, many real estate agents even take the time to send out a monthly real estate market report that offers relevant market data and insights directly to their target market. This regular mailing becomes something that recipients anticipate, potentially even look forward to, and creates a consistency in messaging that not only helps those agents stay top of mind with those in the targeted market, but also helps lay the groundwork for establishing the agent as the local neighborhood expert.

How effective is direct mail marketing?

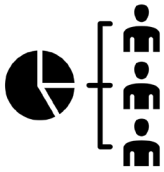
If you're wondering how effective direct mail marketing is, you'll find it's most effective when you have a consistent plan mapped out within your overall marketing strategy. In other words, no direct mail marketing campaign is complete without an effective follow-up plan to help nurture potential leads and eventually convert some of your recipients into customers. Direct mail marketing is a great way to generate potential leads, but it takes a well developed strategy to ensure that your efforts are paying off in the long run.

On average, it takes anywhere from seven to thirteen "touches" to qualify a lead as an opportunity. Hitting your target market with direct mail marketing pieces is a highly effective means of qualifying potential leads through your conversion funnel. Additionally, traditional mail is estimated to have a 13 to 1 return on investment, which is a cost-effective method of growing your real estate business without having to worry about overspending and lack of ROI. With a well-planned strategy, direct mail marketing costs and postage rates should be considered a marketing investment that will potentially pay for itself many times over.



What are the benefits of direct mail marketing?

Some of the major benefits of direct mail marketing include:



Audience Segmentation

Your ability to segment your audience into groups within your overall mailing list allows you to precisely target people based on their location, and whether they're looking to buy a home or attempting to sell their property.



Depth of Detail

This is a great way to really unpack the value of your real estate services for your audience. Whether you're detailing the benefits of partnering with you, or highlighting local stories and history, you'll enjoy numerous ways to potentially make a lasting impression on your recipients.



Competitive Edge

The average person receives fewer pieces of physical mail than do emails and other digital advertisements. Sending physical mail to current or prospective clients is a great way to not only remind them of the services you provide, but to stand out from the competition on route to becoming the local neighborhood expert.



Builds Trust

There's just something about a tangible piece of mail that resonates with a recipient differently than an email does. A direct mail piece sent to someone's home is a great way to help establish yourself as part of the neighborhood, establishing the foundations of trust necessary for someone to confidently partnering with you in the future.



Memorable and Emotional

With direct mail marketing, your content now has a physical presence in the houses of your recipients. Physical touch goes a long way in establishing an emotional response to your content, and high-quality direct mail pieces are an effective way of triggering the exact type of emotional response you're looking for to help nurture leads into active clients.

A refined direct mail marketing campaign will produce a steady stream of new leads, and will improve the likelihood of converting those leads into active clients. Word of mouth is a great way to build your reputation, and a focused, professional marketing campaign is a great way to provide the talking points needed to establish yourself as the neighborhood expert.

How can REAL Marketing Help You Speak to Your Ideal Audience?

Are you ready to scale your real estate practice to entirely new heights? REAL Marketing can help get you there. We are a full-service design firm, and we handle ALL aspects of the design process on your behalf, even the research and inclusion of up-to-date, relevant market stats. Partner with us today and we'll help you build a robust marketing and lead generation campaign designed to attract the qualified buyer and seller leads you're looking for.

Interested in learning more about direct mail marketing and the services that REAL Marketing has to offer? Please visit www.RealMarketing4You.com



REAL ESTATE POSTCARDS AND DIRECT MAIL MARKETING

Direct mail marketing is the method of sending out professionally-designed brochures or mailers directly to your target audience's homes. By sending targeted direct mail marketing materials to select individuals and leveraging direct mail as a marketing channel, you give yourself the opportunity to corner the market as "the neighborhood expert." In fact, according to the National Association of REALTORS® (NAR), 78% of homeowners state that they would use the neighborhood expert for their real estate needs if there was one (or if they were even aware of one). With only 5% of homeowners finding their real estate agent online according to NAR, it's never been more important to utilize direct mail marketing efforts to build up your presence in the markets you're most interested in doing business in.

A partnership with a full-service design firm like REAL Marketing provides you with the tools you need to establish yourself as a trusted expert, as well as improve your response rates to your direct mail marketing campaigns. Let's take a look at some of the basics of direct mail marketing, including real estate postcards.

What is direct mail marketing?

In its simplest form, direct mail marketing reaches prospects through physical brochures and mailers. Reaching out to potential leads with targeted direct mail provides you with a physical touchpoint that can help you foster stronger relationships with them, and position yourself as the neighborhood expert they go to in the event they're looking to buy or sell a home.

Although some real estate agents believe email and digital marketing have pushed direct mail marketing out of the picture, the truth is it's still one of the most effective ways to get in front of your target clientele and stay top of mind. While a digital campaign may seem more valuable these days, it's actually the digital campaign that should be enhancing your existing direct mail marketing efforts — not the other way around.

Remember, according to the National Association of REALTORS® (NAR), only 5% of people find their real estate agent online, which means a whopping 95% still find their real estate agent through some other avenue. Direct mail marketing is the only way that you can directly reach people in your preferred market.

Do you want to know another reason why direct mail marketing is so effective? A recent study by USPS found that 81% of people still scan and read their mail daily. Remember, only a very small fraction of would-be buyers and sellers find their real estate agents online, so don't neglect direct mail marketing if you're seeking to grow your presence as the neighborhood expert.

How do postcards work with direct mail marketing?

A direct mail marketing campaign is a powerful way to reach people with personalized content. It allows you to target locally, keep content relevant, and provide a unique experience within your greater marketing strategy. Real estate postcards and other print materials are the perfect way to send relevant information to your potential leads in an easy to digest, visually appealing way.

Whether you are just starting out, or you have an already established brand, a strong direct mail marketing campaign with real estate postcards will help demonstrate your local expertise and help build up your presence as everyone's trusted, go-to real estate agent in the area. Real estate postcards can be an eye-catching way to leverage your current listings as well. Attention-grabbing headlines, professional HD photography, and thoughtfully-designed postcard layouts allow you to more effectively reflect the quality of your real estate services.

Think about the last time you checked your mailbox and received a postcard. Do you remember what you did? Typically, after we thumb through envelopes and any other mail pieces, we always seem to take a moment to take a closer look at the postcards we receive. Why? Well, typically because of their visual appeal — which provides real estate agents everywhere with a prime opportunity to "stand out" amongst every other advertisement brought into the home that day from the household mailbox.

If you want to truly succeed with direct mail marketing, you need to be creative with your strategy and be willing to invest in it to reap the rewards. High-quality postcards require more time and effort to produce, but the return on investment more than makes up for that.

REAL Marketing real estate prospecting postcards are designed to make an impact. Professional, enhanced photos are essential for allowing the best features of the property to shine. Real estate postcards feature key information and highlights of the home and spotlight you as the agent. And the best part? As a full-service design firm, REAL Marketing does ALL the work for you. From the research and messaging to the design and distribution strategy, REAL Marketing is ready to help you take your direct mail marketing campaigns to the next level.

What are the advantages of using postcards to grow your potential client base?

Real estate postcards are like business cards, going directly into the hands of potential buyers or sellers. Personalizing postcards with the homeowner's name not only helps you connect with the homeowner on a more individualized basis, but it helps improve your response rate. In contrast, a service Every Door Direct Mail® (EDDM®) from the United States Postal Service does not allow for personalization, has a much lower response rate, and often leads to your marketing message getting lost in the "junk mail" pile.

A high-quality, well-designed postcard can be a conversation starter. Recipients might even hold onto a postcard if the message really resonates with them, and share that message with their social circle as a result. Unlike other pieces of mail marketing that might blend in with everything else, a beautifully designed postcard is the perfect reminder of the services you offer, and a preview of the quality of service and results you likely offer your clients.

How should you follow up on direct mail advertising?

To be blunt, your follow-up should be consistent and persistent. The more direct mail marketing pieces that you send a household, the more likely you're going to be top of mind in the event the homeowner

is looking to sell their home or refer you to someone looking to buy. Be sure postcard and other direct mail marketing piece recipients can easily get into contact with you. Remember, you'll want to provide different ways of getting into contact with you — your phone number, email address, website, or social media handles, in particular. Direct mail advertising is a top of the funnel marketing strategy. Once you've peaked a recipient's interest and they've reached out to you because of a direct mail marketing piece, be sure to continue nurturing them. Your referral network will continue to grow with a consistent direct mail advertising approach.

What is the cost of direct mail marketing?

If you want to truly succeed with direct mail marketing, you need to be creative with your strategy and be willing to invest in it to reap the rewards — it's going to take a bit more effort than slapping together a few flimsy flyers to post around town, and you may need to invest more money upfront for higher-quality marketing. If the quality of the materials you're marketing doesn't surpass those of your competitors, you're not doing all that you can to brand yourself as the go-to agent in the area, and you're potentially missing out on opportunities as a result. Remember, a home is one of the largest, most important investments a person is going to make during their lifetime, and providing high-quality marketing materials helps reflect that this investment is just as important to you as it is to them.

To help steer real estate agents in the optimal direction, REAL Marketing offers market reports, postcards, high-end brochures, and other direct mail marketing materials to leverage as part of your next direct mail campaign.

Our postcard design fee is \$39.00/hour — but will be waived if you're mailing to your Market Report neighborhood. Additionally, postcards themselves range in price from \$0.85 to \$1.59 each. If necessary, REAL Marketing can also pull a recipient list to use on your behalf, at the cost of \$0.10 per name. We're here to help answer your questions and are available to create custom sizes and styles upon request.

What is a good response rate for direct mail marketing?

With direct mail marketing, responses are best viewed in terms of quality over quantity. Depending on how targeted your direct mail marketing campaign is, the quality of the materials you're mailing, and the perceived value of any offers you're making, your response rate is going to vary. However, a 3–5% response rate is more than sufficient if those quality leads translate into beneficial partnerships and future transactions.

Do you need help with your real estate direct mail marketing campaign?

Does a direct mail marketing campaign seem overwhelming? Reach out to REAL Marketing, and we'll help design a real estate mailer that inspires you, along with an effective marketing campaign to go along with it. We'll help create a plan within your budget, and help work out the details of your plan with you. As a full-service design firm, we're you're one stop shop for all things direct mail marketing related!





CHAPTER TWO

REAL ESTATE MARKET REPORTS

It's important to learn how to accurately research real estate markets on a large and small scale. The macro and micro views are both necessary for a comprehensive picture of the current market. The research you conduct upfront and iteratively is an investment that will help build a solid foundation for your real estate practice. Research and planning are crucial to making your strategy the best it can be to fill your sales funnel. One great tool to communicate your research to potential buyers and sellers is a real estate market report.

What is a market report in real estate?

A real estate market report is a piece of marketing mail that potential clients are typically interested in taking a look at. Although marketing content has changed over time, market reports have remained a staple in the real estate industry. They provide information relative to homeowners and are often a part of a more robust direct mail marketing strategy.

A real estate market report is a monthly collection of data regarding housing market trends and changes in housing prices, median home prices, percentage of increase in home values, and other relevant information for a particular market that not only helps keep homeowners informed, but also builds your credibility in the process.

How do I research the real estate market?

When researching the real estate market, you'll want to look into the trends of the areas that you are focusing on. This should include neighborhoods that you're already active in, live in, or simply interested in doing business in on a more long-term basis. Remember, always do your research before trying to break into a new geographic market. You can find a lot of variance between neighborhoods in one general area, so it's important to understand as many details as possible about the specific neighborhoods that you're looking to target.

For example, reviewing a San Francisco Real Estate market report and dialing down to specific neighborhoods in that region is an excellent place to start if you plan to sell throughout the San Francisco area. First, you'll want to discover whether the area can currently be classified as either a buyer's or seller's market. Next, you'll want to look into other important factors such as demographics, the nearby job market, and the local economy. It's always a good idea to also look at other factors that might impact housing desirability, such as proximity to business centers or rates for crime or homelessness in a given area.

Crunch the numbers on median listing price, rental income, return on investment (ROI), and occupancy rate. There are commercial real estate market research reports that companies put out, but they may have their own goals and bias. It's essential to do your research, knowing that your objective information is worth a premium. You'll need your own branded real estate market report if you wish to leverage this information in your mail campaign.

How to create a real estate market report

REAL Marketing makes it easy for you to create your own report with our real estate market report templates. We can help you identify the right features to highlight for potential buyers and sellers in your direct mail campaigns.

Our reports have been developed and fine-tuned to help you lead and succeed in any location you're hoping to become the neighborhood expert in. We develop both custom reports and automatic monthly reports depending on your specific needs and marketing strategy.

A real estate market report is an important tool in being able to predict future pricing trends in a particular market. Our market reports provide specific details for neighborhoods, subdivisions, and other areas where you might be interested in farming new leads. Our reports will help you prove to potential buyers and sellers that you know their market inside and out. The better you're able to prove to would-be partners that you're the neighborhood authority on all matters pertaining to the housing market, the more likely you're going to be remembered as the neighborhood expert in these areas.

Fortunately, the full-service design team at REAL Marketing is able to help construct your real estate market report from cover to cover. We'll handle the layout, design elements, and information provided — all you have to do is implement a consistent direct mail marketing strategy that will help get the word out in the specific markets you're most interested in dominating.

MARKET REPORT SAMPLES



Five housing predictions for sellers in 2024

While the frenetic pace of the past few years may subside, 2024 still holds considerable promise for savvy sellers. The market is entering a period of moderation, characterized by a delicate balance between buyer demand and available inventory. While a dramatic crash is unlikely, sellers can expect a smoother, more calculated approach to the market.

Here are five key predictions shaping the landscape for sellers in 2024:



Housing Prediction #1: Inflation's grip is expected to gradually loosen in 2024, although remaining above historical averages. This translates to slower, yet continued, home price appreciation, offering sellers a potentially smoother and less volatile market experience.



Housing Prediction #2: While demand for housing remains strong, fueled by economic stability and demographic shifts, the market's intensity is expected to cool further from its recent peak. Bidding wars may not be as commonplace, but savvy sellers can still expect competitive offers through strategic pricing and effective marketing.



Housing Prediction #3: The Federal Reserve's projected interest rate hikes will likely keep mortgage rates elevated throughout 2024. This could impact affordability for some buyers, potentially softening price growth in certain areas. Adapting to this dynamic through flexible pricing strategies will be crucial for maximizing selling potential.



Housing Prediction #4: New construction and potential offloading by existing homeowners are expected to lead to a slight increase in available inventory. This influx, while moderate, will contribute to a more balanced market, favoring sellers who can effectively highlight their property's unique value proposition.



Housing Prediction #5: The housing market's performance will continue to vary significantly across different regions in 2024. Closely understanding local economic trends, including unemployment rates and population growth, will empower sellers to tailor their strategies and expectations to maximize success within their specific location.

Overall, the housing market is expected to remain strong in 2024, but it is likely to be a more moderate market than what we saw in the last few years. Sellers should still be able to sell their homes quickly and for a good price, but they may not see the same bidding wars and skyrocketing prices that they did in 2021 and 2022. By leveraging the experience and expertise of a real estate professional, adapting to evolving trends, and implementing effective strategies, sellers in 2024 can confidently navigate the market and achieve their real estate goals.

Ready to take your Real Estate Market Reports to the next level?

Whatever the future brings in 2024, REAL Marketing will help you navigate the ins and outs of the housing market and help you execute the most effective direct mail marketing approach to establish yourself as the local expert in the neighborhoods you're most interested in targeting.

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CHAPTER THREE

REAL ESTATE FLYERS VS. PROPERTY BROCHURES

A real estate flyer allows a real estate agent to dispense information about a listing, but generally lacks in the necessary design elements to really “wow” the recipient. At REAL Marketing, we produce property brochures on behalf of our clients.

In contrast to flyers, property brochures implement a variety of design elements to dispense information, and often provide a much more in-depth, overall snapshot of a particular property. If you're moving into a new market, a property brochure is the ideal way to present yourself as the neighborhood expert, and stand out amongst your competitors. A professionally designed property brochure may even entice other homeowners in the area to list with you so that their property can be featured for the whole neighborhood to see. If you want to leave a lasting impression, an eye-catching, professionally-designed property brochure is an effective way to do so.

How can you use real estate brochures?

Target the areas you're either already working in or wish to establish a presence in. Basically, if you've found a market that doesn't currently have an established neighborhood expert, you can use professionally designed property brochures to help lay the foundation. The majority of real estate professionals aren't necessarily producing high-quality brochures, so creating marketing materials that will outshine the materials your competitors are using is a great way to differentiate yourself. You can use a real estate property brochure to show potential clients how much you care about the properties you work with, how you go above and beyond in all aspects of your career, and how, consequently, you're a step or two above every other real estate agent in the area who isn't putting in as much effort in producing custom, professionally-designed direct mail marketing materials.

Remember, every set of eyes that sees your brochure represents an opportunity to expand your customer database in the future. If a potential home seller is impressed with how effectively you're able to market the property featured in your brochure, they'll likely be more willing to contact you in the event they want to sell their home. Pride of home ownership is a very real thing, and should always be considered when working with home sellers. Generally speaking, most people want to see their own homes “up in lights.” and a professionally designed property brochure is the ideal way to do so.

If a potential buyer is impressed with your property brochure, it will potentially peak their interest, influence them to contact you to find out more about the property, and could lead to a partnership with them as their real estate agent. Property brochures can be used to expand your real estate database, nurture leads into clients, and show recipients that you're willing to put in the time and expense to really market a property to its full potential.

What should be included in a property brochure?

A real estate property brochure is an opportunity to show the most important details potential homebuyers and sellers are interested in learning more about. High-quality photos, clean design, and highlighting the most eye-catching aspects of the property all combine together to tell a very compelling story that recipients will want to familiarize themselves with.

In order to deliver the best presentation possible, you'll want to include the most important details that help showcase how amazing the property is. Photography will be a cornerstone of this direct mail marketing piece, so be sure to hire a professional photographer in order to obtain the type of high-end photos that are really going to grab everyone's attention. Remember, you're depicting a lifestyle, not just a property, so be sure to include any local images that are recognizable, are associated with the type of lifestyle you're trying to sell, and generally make people want to move into the area.

Featuring the most desirable design elements and other features of the home is another key to really capturing the essence of why the property is so valuable. Photos of the property's potential will help craft a story that homebuyers want to hear — and potential home sellers want you to tell on their behalf.

Potential buyers and sellers want to know the value you can bring to the table, so be sure to showcase your expertise with relevant facts and figures that show you're an experienced, sought after real estate agent. Highlight your wins as they pertain to the property, or similar properties, and really paint yourself as THE authority in the given market. First impressions are key to creating a reputation worth remembering, and there's no better way for real estate agents to make a great first impression in a new market than with a beautifully designed property brochure.

In addition to the details surrounding the property, remember to also include your contact information. The last thing you want to do is create a visually stunning property brochure that no one is able to easily connect with your real estate practice. If you're going to direct recipients to a website, for instance, be sure that the look and feel of the property emulates the look and feel of the property brochure. At REAL Marketing, we offer neighborhood-specific websites and landing pages that are produced and maintained specifically as online validation tools. In other words, these websites help reinforce the localized direct mail marketing campaigns that we build on behalf of our clients. They're intended to help real estate agents capture leads AS A RESULT OF viewing a professionally crafted property brochure, all in an effort to expand the agent's real estate database.

It's essential to have a solid call-to-action and give people a reason to contact you. Your message will play a huge factor in the response you get, so put some thought into your messaging and be willing to spend your marketing budget on direct mail pieces that are going to truly be memorable and cement your placement as the local neighborhood expert.

Increase your exposure with REAL Marketing

If you need direction with your print materials, look no further than the design professionals at REAL Marketing. We've helped thousands of real estate agents expand their presence in their desired markets through our use of high-quality print materials and high-end designs.

REAL Marketing provides real estate agents with the coaching they need to truly establish themselves as the neighborhood expert, and handles all aspects of the design process from start to finish. To take your real estate direct mail marketing efforts to the next level and get a better return on your advertising investment, look no further than the team at REAL Marketing.



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CHAPTER FOUR

14 STEPS TO A KILLER LISTING PRESENTATION

In the simplest of terms, real estate agents serve their community members by helping them buy and sell properties. A listing presentation is a great way to showcase your top-notch real estate service and set yourself apart from the competition en route to becoming the go-to source for all things real estate related in your given market. Think of listing presentations as the roadmaps you're going to use to convince potential clients you not only know the ins and outs of their market, but you know exactly how you're going to market their property for the highest possible return on investment given existing market conditions.

What is a listing presentation?

A listing presentation is a no-obligation pitch detailing how you'll prepare, list, and eventually sell your prospective client's home. You're essentially selling yourself, justifying why you are the perfect real estate professional for the job. There are plenty of options and professionals at their disposal, and this is your opportunity to cut through the clutter and help yourself stand out.

After all, isn't "standing out" exactly what you plan to do for them in selling their house? Remember, the story you craft about their property is all about helping it stand out from every other property on the market. A listing presentation gives the home seller a preview of what it will be like to work with you, the quality of service you're likely going to deliver, and how to properly maximize marketing efforts when listing their property.

What should be included in a listing presentation?

For an effective listing presentation, real estate professionals should consider including the following details:

- Suggest upgrades and repairs for the interior and exterior of the home — including landscaping and staging — especially if any remodeling is needed
- Highlight actionable items: a property webpage mock-up, marketing materials and strategy that you think will help sell their home, and even potential pricing strategy you feel will secure top dollar for the listing
- High-quality materials that align with the first-class service you intend to provide them with throughout the entirety of the sale process

Additionally, the team at REAL Marketing has one more recommendation that will help set you up for success. Before the listing presentation meeting with the client, be sure to provide them with a printed version of the listing presentation prior to the meeting. Hand deliver the presentation, and ask the homeowner to review the materials ahead of the meeting, and come prepared with any questions they would like you to answer as their real estate agent. This way, the listing appointment will be less focused on you pitching your services, and more focused on answering any questions the homeowner may have. This will allow you to focus your time and efforts on highlighting your approach and how you're going to work with the homeowner to sell their property for top dollar.

14 Steps for the Ultimate Listing Presentation

Here are some of the many tried-and-true items to bring to your listing presentation to give yourself the highest chance of success:

1

Comparative Market Analysis (CMA)

Show your prospective client how you'll sell their home for maximum value. Compare their home to others in the market that have recently sold, detailing how their home is similar or different using metrics such as lot size, square footage, and community desirability.

2

Show Your Value

Provide your credentials and history of sales as a real estate professional in the area. Let your past success speak for you, and don't be afraid to step into your role as their local neighborhood expert.

3

Client Success Stories

It can be frightening to move into a new home and community. Share how past clients have been pleased with their decisions to move into the community, and highlight any features past clients cite as reasons why they made the right decision.

4

Unique Selling Point

Whatever it is that differentiates you from the other local real estate agents in the area, highlight this unique selling point to help establish yourself as the best choice for all of their real estate needs.

Their time with you should be different from any other listing presentation they'd get from any other agent. There's only one of you, so don't be afraid to highlight why you stand out from everyone else in the market.

5

Visually Appealing Presentation Materials

Make sure to provide the homeowner with a physical copy of your listing presentation, and make sure that it's been expertly designed and printed on high-quality materials. Remember, the more visually appealing you can make your presentation, the more likely they'll remember your presentation amongst any others that get pitched to them.

6

Confidence

Without confidence in your presentation, how will you prove to a prospective client that you're ready to secure top dollar for them in a competitive market? Whatever it takes, down to the way you dress and the way you carry yourself, be sure to enter your listing presentation on stable and confident footing.

7

A Personal Brochure (Instead of a Business Card)

Stay top-of-mind with your prospects — it may take time for their buy-in. Give them something that not only has your contact information on it, but is completely different from anything else your competitors will provide. Rather than provide them with a standard business card, we suggest providing them with a personal brochure that goes beyond just providing your cell phone number and email address. A brochure will definitely be more impactful, and will help show out of the box thinking that will potentially translate to a more creative approach in selling their home.

8

Note Taking

Show your prospect you're attentively listening by taking notes on key information, whether about themselves, their home, or what they're looking to purchase for their next home. Keeping detailed notes can help set you up for a greater client relationship by showing them that you were listening and that you understand what's important to them. The more you can find out from the homeowner, the more likely you'll be able to effectively meet their needs and provide them with the exact type of service they're looking for.

9

Appointment Schedule

Something as simple as having a prepared agenda for your listing appointment can help make a great, professional first impression — it shows you plan ahead and go into situations with intent, and helps display that you're organized and can manage the complex situation of selling their home.

10

Be Attentive

As mentioned with note taking, pay attention to what they are saying and just try to have a real conversation with them. Focus on being helpful and on forming a relationship with the person, and be empathetic to the fact the process they're going through can be difficult, emotional, and even frustrating at times. Don't be transactional.

This might mean you should talk less than you normally do, and listen more to fully understand the approach the homeowner is most interested in taking.

11

Printed Material

Have printed brochures, one-sheets, infographics, and additional marketing collateral that includes key information discussed during your presentation.

This will not only provide the homeowner with additional materials to review, but will further help display that you're going to put just as much effort into marketing their home as you have preparing materials for your meeting with them.

12

Video of the Properties Exterior

Being prepared with video content showcasing the property can be immensely powerful, and can be a great depiction of your ability to stay ahead of the game. It also shows that you're ready to contact brokers in the area for listing. This preparation will likely impress the homeowner and instill confidence that you're the right real estate agent to sell their home.

13

Compliments

Don't forget to point out the key selling points and features of the property and neighborhood. This will help show that you truly understand the key factors contributing to the property's value, and will be able to get top dollar for their sale.

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A Ready Contract

Finally, make sure you have a contract ready for any prospects to sign if they decide by the end of your listing presentation that they're ready to partner with you.

So long as you implement these tips for a perfect listing presentation, you'll greatly increase the probability that homeowners will not only be impressed with your presentation, but will want to partner with you in order to sell their property

Need more help with your listing presentation? REAL Marketing can help!

REAL Marketing is here to assist you with all your listing presentation needs. As your partner, we'll help you design and fine tune your listing presentations with our professional guidance, design expertise, and high-quality materials and resources.

Let us help you tackle the ever-changing real estate market and leverage the right information to successfully become the neighborhood expert everyone in your market wants to work with.





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CHAPTER FIVE

NEIGHBORHOOD-SPECIFIC REAL ESTATE WEBSITES

We know what you're thinking — websites are the cornerstone of any successful marketing campaign, and should be given priority every step of the way...right? In the real estate industry, this isn't the case at all. In fact, for real estate professionals everywhere, websites should ultimately be used as validation tools. That is, websites should be used as a means of reinforcing the messaging and branding you're already promoting via your direct mail marketing efforts. You want to create a consistent experience across the board for your audience, so always update your website and social media profiles so that they align with the image you're curating via the property brochures, listings presentations, and real estate postcards you're sending out.

According to the National Association of REALTORS® (NAR), only 5% of people find their real estate agent online. This means the overwhelming majority of people still select a real estate agent via some offline method. Another eye-opening NAR stat: 78% of homeowners state that they would partner with their local neighborhood expert if there was one — or, better stated, if they were clear on who that individual real estate agent was. So if we know that the majority of people select their real estate agent offline, and we know that the majority of homeowners really have no idea who the local neighborhood expert is in their community, wouldn't it stand to reason there's a greater opportunity to secure potential leads via direct mail efforts first, and that website development should supplement that instead? We think so too. Let's check out the different elements of a real estate website and how you should tie everything together for a more consistent offline-online presence in your given market.

What's the best approach with real estate websites?

At REAL Marketing, we encourage our partners to have a website that focuses on neighborhood-specific information. Think about it. The last thing you want is for your print marketing efforts to help establish you as the neighborhood expert, only for your website to say that you service multiple neighborhoods and offer a more "general" approach than the unsuspecting homeowner may have anticipated. So, it's a good idea to generate a neighborhood specific website for each market that you're actively targeting. This way, your website reinforces the idea that you're the neighborhood expert rather than works against it.

Now that we've established that an optimal approach potentially involves multiple neighborhood-specific websites, you need to ensure that each one of those websites is built with capturing leads in mind. Your website is a tool, just like your postcards, property brochures, and other marketing materials. Just like those print pieces are designed with the very specific purpose of lead capture in mind, so too should your website. A real estate website is a great way to retain the leads that come through as the result of your direct mail marketing efforts, and it should be built with conversion in mind at all times.

What should I put on my real estate agent website?

Here are a few important elements to include on your real estate website to support higher click-through rates and customer conversions:

Be Authoritative

Prospective clients immediately need to know if you're trustworthy and worth looking into further. Add videos, photos, and testimonial content that encapsulate the success you've previously had with buyers and sellers in the specific market that you're targeting. Be clear and concise with your messaging in order to prove to prospective clients that you're the right real estate agent for them to partner with. Additionally, share how you've previously had a positive impact on the lives of other people in the neighborhoods you specialize in servicing.

Improve Website Speed

Did you know the average adult's attention span is only eight seconds in length? That's a full second less than a goldfish! With this in mind, be sure not to clutter your website with high-quality imagery and moving animations, unless they have been optimized for high-speed page loading. If your images are not optimized, your webpages will inevitably load slower and prevent you from capturing visitors' attention in those crucial seconds. With any website, there's nothing worse than slow load speeds, especially given that those load speeds are potentially going to (indirectly) associate you with lower quality service overall.

From a more technical point of review, also keep in mind that Google and other search engines take page-loading speeds into account when it comes to search rankings, so if you're following SEO best practices for better search placement and indexing on search engines, don't forget to implement technical SEO best practices as well.

At all stages of the design process, be sure to keep user experience in mind and always attempt to create the best user experience possible. If your property brochure tells recipients to visit your website for a virtual walkthrough of the property, be sure you deliver a high-quality virtual walkthrough so that meet (but hopefully exceed) their expectations.

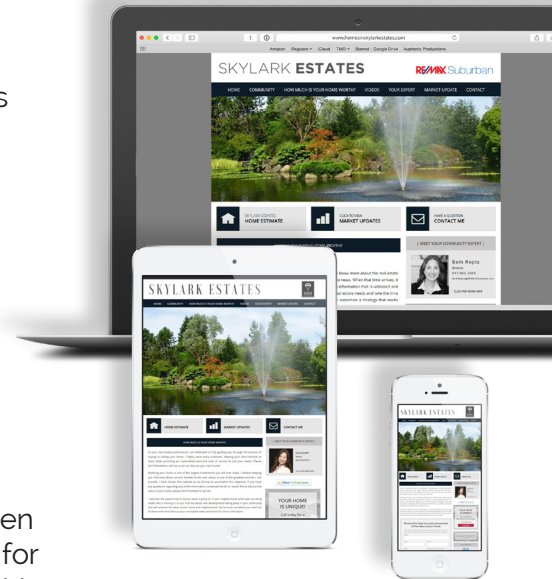
If Possible, Consider Implementing IDX on Your Website

Instead of your current or prospective homebuyers having to hop around from site to site to browse through local listings, Internet Data Exchange (IDX) allows users to view relevant listings without ever leaving your website. By implementing IDX, you won't have to update the listings yourself, as they automatically update from the source. You can also customize your IDX listing to show properties you think have higher desirability for your target audience. Keeping website traffic on your website is another search metric that Google and other search engines take into account when determining search placement, and should be a consideration when implementing your SEO strategy.

Please note though that IDX integration requires a separate IDX function/plugin, and that implementing it on your website is subject to board and broker approval first.

Be Mobile-Friendly to Aid in the Conversion Process

For optimal customer conversion, it is important that your website is designed and optimized to be mobile-friendly. As more and more people use mobile devices for much of their web browsing, having a mobile-friendly website is key to being able to accommodate the largest number of people possible.



Each Market You're Targeting Deserves It's Own Website

Remember, since so few people actually select a real estate agent online, the majority of people coming to your website have likely already interacted with another one of your marketing campaigns (most likely a direct mail marketing piece). When they arrive at your website, you want to make sure that they're continuing along the exact same path they've already ventured down via your already familiar marketing approach.

A real estate agent that services an entire city, county, or even state is not a neighborhood expert. A neighborhood expert is someone who knows the ins and outs of a particular market, has experience partnering with clients in that market, and focuses their marketing efforts on that specific market. If you want to be the neighborhood expert, having neighborhood-specific websites for your target markets is an absolute must.

5 trends in building real estate agent websites

Here are some of the more popular (and effective) digital marketing approaches that successful real estate agents are leveraging to help supplement their direct mail marketing campaigns:

Content Marketing

An inexpensive yet effective way for generating leads is providing value to your audience via web content. Blogging is a popular example of this, as it is a means for providing free, valuable information to your target audience. Posting blogs on your website will help build your credibility, establish an SEO presence, and give you another opportunity to establish your brand voice with your target audience within the specific market that you're targeting.

Email

The great thing about email is that it's practically limitless. You can incorporate any number of different kinds of content, including graphics, photos, videos, and, of course, written content. The best part? Your email marketing efforts will find their way directly into the inboxes of past, current, and future clients. Additionally, email is a great way to promote the content on your website, including blogs, videos, livestream events, etc.

Email marketing is most effective when it's used in tandem with a well-thought segmentation strategy. Purposeful segmentation allows you to customize and personalize your emails to specific locations, homebuyers, sellers, or any other segmented email list you choose to develop, and helps you deliver content that is both relevant and timely.

So, in the same way we recommend segmenting the specific markets you're advertising in, we also recommend taking a more tailored approach when it comes to the email content that you choose to help reinforce your existing direct mail campaigns.

Virtual Reality

In light of a global pandemic, real estate agents have had to improvise and find ways to continue showing houses at a time when in-person contact is difficult. VR tours of homes are becoming more and more common, especially as homebuyers have become more comfortable with researching a home's details online.

Testimonial Videos

Since in-person contact isn't always possible, it's important to share content that humanizes your real estate practice and depicts the real world effect of your services on homebuyers and sellers for future client buy-in. Testimonial videos are a great way to build your credibility and effectively gain your audience's trust.

Live Streaming

Since livestream video is live and unedited, it allows you to establish authenticity when communicating with your audience. There are plenty of ways you can leverage live streaming as a real estate agent, including home tours, community events, or simply sharing valuable tips to homebuyers and sellers who are in the process of finding their new homes.

Need more help with your real estate agent site? Contact REAL Marketing today.

It's time to marry your direct mail campaigns with your digital web presence. The custom design team at REAL Marketing can help you establish a digital foothold that reinforces the messaging you're most interested in delivering to your target market. Contact us today for more information about how partnering with our team.



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